

Motivations, Misconceptions, and Missed Opportunities in Engaging Today's Jewish Teens

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This is NOAM:

About Noam:

- Not especially interested in "being Jewish"
- Cares deeply about friendships and belonging
- Joins activities because of people, not programs
- Doesn't see Jewish life as relevant to everyday life
- Open to engagement when it feels authentic and welcoming
- Often attends once but doesn't return if they don't make a meaningful connection

What motivates this teen?

What would adults typically offer?

Why might that miss the mark?

What would authentic engagement look like?

