



# PRIZMAH

Center for Jewish Day Schools

## **HAYIDION, PRIZMAH'S MAGAZINE FOR LAY AND PROFESSIONAL LEADERS OF JEWISH DAY SCHOOLS**

### **Submit a Proposal for the Spring 2022 Issue**

We encourage you or a colleague to submit a proposal for the upcoming issue of *HaYidion*, Prizmah's magazine for lay and professional leaders in Jewish day schools. ***The theme of the issue is Value Proposition (VP)***. Contributions will explore how schools' VP has shifted during the past few years, in way related to Covid and beyond.

### **Topics may include, but are not limited, to the following:**

- How schools worked with families that were lateral transfers during Covid to become mission-aligned
- Making day schools more affordable and incorporating that work into the school's VP
- What does it look like when communities make day schools a top value and priority?
- How do schools convince parents on the fence?
- What happened to the fear of schools being "too Jewish"?
- Working with new families to serve as ambassadors for recruitment
- Has the potential recruitment pool changed? If so, how can we cultivate them?
- Reaffirming VP among faculty and staff during Covid
- Looking at how VP messaging has shifted—eg, mental health, nimbleness
- Marketing strategies for communicating VP more effectively
- Messaging for families who may view themselves as outsiders, including single parent, "mixed marriages," etc.
- Has the VP for alumni changed?
- Place of Israel today in VP
- Strengths and complications of diversity in VP
- What VP messages are most effective for recruitment and retention of faculty?
- Is academic excellence still the top draw, and if so, how do we communicate that effectively?
- How do we tell our success story to donors?
- How are schools using data and metrics more in conveying their VP?
- How can you convincingly show VP to parents outside of the school's usual bandwidth, religious or otherwise?

We look for articles that present ideas in fresh ways, offer the new, lesser known and unexpected, engage with the current literature and trends, reflect honestly upon challenges in the field, and have an eye trained on innovative, successful initiatives. ***Important:*** articles must have a clear and compelling argument that gives shape to the whole.

Please send short proposals, 1-3 sentences only, by **January 4th**. Proposals will be reviewed shortly thereafter and receive responses within two weeks. Article deadline is **March 7th**. No article will be considered without an accepted proposal. Articles are usually ca. 1000-2000 words in length.

For our school spread, we're looking for articles by students new to day school answering the following question: What surprised you about your Jewish day school? Please contact us by **January 4th** if you are interested in participating.

**Send all proposals to [editor@prizmah.org](mailto:editor@prizmah.org).**