



# PRIZMAH

Center for Jewish Day Schools

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

### **Submit a Proposal for the Fall 2024 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 ENROLLMENT.** This issue will look at how these current trends are affecting Jewish day schools and yeshivas across North America, and offer guidance as school leaders navigate these turbulent waters. Articles will also explore other aspects impacting enrollment including new means of outreach, effective leadership, personnel, volunteers, and more.

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

- Developing recruitment strategy
- Board as partner in recruitment strategy
- Managing the diversity in learning profiles
- Successful practices in parent ambassadorship
- How do peers influence school choice?
- Marketing to students today
- The role of educational excellence in recruitment—when and how it matters
- Advertising strategy, and is advertising worth it? Print, radio, social media
- Positioning schools after October 7: messaging and marketing
- Engaging with people in “the surge,” those interested in (re)connecting with the Jewish community post-Oct. 7
- Targeted recruitment messages in relation to different kinds of competition
- Communicating with faculty about enrollment
- Importance of school culture in recruitment and retention
- Issues of retention, including successful practices in the face of various challenges
- Strong teacher retention leading to strong student retention
- Customer experience and enrollment success
- Telling your school story
- Utilizing social influencers to increase enrollment and retention

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 **Monday, July 15**. Proposals will be reviewed shortly thereafter and receive responses within two weeks. Article deadline is **Friday, August 30**. No article will be considered without an accepted proposal. Articles are usually ca. 1000-2000 words in length.

For our **school feature**, we're looking for shorter pieces by parents, especially ones not initially inclined to send their children to the school (because they were not familiar with it, did not think it was the right fit, etc.), reflecting upon "**What drew my family to enroll.**" Please contact us by **Monday, July 15** if you are interested in participating. Articles of approximately 500 words will be due by **Friday, August 30**.

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