

JEWISH COMMUNITY IMPACT FUND **2017 Request for Proposal Form**

Proposal must be received by January 27, 2017 at david@jewishannarbor.org

Name of Program or Project:

Growing Brains: helping parents help their children develop a growth mindset

Funding Requested (up to \$10,000): \$6000

A. Sponsoring Organization Information:

1. Contact Person:

- i. Name: Jennifer Rosenberg and Peretz Hirshbein
- ii. Title: Head of School (HDS), Director (ECC)
- iii. Mailing address: 2937 Birch Hollow Drive/2935 Birch Hollow Drive Ann Arbor, MI 48108
- iv. Email address: jrosenberg@hdsaa.org,
peretzhirshbein@jccannarbor.org
- v. Telephone number: (734) 971-4633, (734) 971-0990

2. Website: www.hdsaa.org, www.jccannarbor.org

3. List of officers or governing committee

HDS:

Barbara Kramer (president)
Mike Fried (treasurer)
Gil Seinfeld (secretary)
Greg Gafni-Pappas (president elect)
Harriet Bakalar (liaison-JCC board)
Lauren Katz
Evan Caminker
Levana Aronson
Elaine Moffat
Rachel Goldman
Louise Fliegel
Julia Berman
Eileen Freed
Samantha Hendren

JCC:

Prue Rosenthal (president)
Jesse Bernstein (treasurer)
Bernie Banet (secretary)
Roberta Tankanow (Vice President)
Harriet Bakalar (liaison-HDS board)
Anne Epstein (VP–Strategic Plan)
Eric Rosenberg
Robin Axelrod
Edward Davidson
Judith Elkin
Susan Fisher
Justin Gamble
Jonathan Goldstein
Sheldon Ginns
Zvi Kresch
Rachel Newman
Seth Penchansky
Mira Sussman
David Zimet

4. Tax-exempt status (if you are not a non-profit organization you may request that Federation “host” your project. In this instance, the Federation would pay receipts submitted up to the limit of the grant but would not distribute funds in advance.)

Hebrew Day School of Ann Arbor is a registered 501(c)(3) ID # 38-2075343

Jewish Community Center of Greater Ann Arbor is a registered 501(c)(3) ID # 38-2648103

B. Sponsoring Agency Mission Statement (if you do not have one, please describe the purpose of your agency in one paragraph):

Hebrew Day School : To nurture the development of knowledgeable, caring and committed Jewish children in a dynamic learning environment. Through exceptional general and Judaic studies and Hebrew language immersion, students will create meaningful and joyous connection to their heritage and build a strong foundation for lifelong learning and involvement in the wider community.

JCC : To enhance Jewish identity, culture, and values for the community, through a wide range of resources and excellent programming.

C. Program Narrative: In no more than 1,000 words, please describe the program by answering the following questions:

Please include in your narrative

- a timeline
- need(s) that will be addressed
- population benefitting from the program (directly and indirectly)
- nature of your collaboration with other agencies (if any)
- the impact the program will have in helping to create a more vibrant, engaging Jewish community.

Hebrew Day School and the JCC Early Childhood Center will combine efforts to offer a program for the entire Ann Arbor parent community on the topic of growth mindset. Growth mindset, or the attitude that a person can “get smarter” and that the effort to do so is worthwhile, is something of interest to parents of children of many ages. We believe that with all the emphasis in the popular press on concepts such as resilience and persistence, many Ann Arbor parents would find this program of personal interest. While the easiest audiences to reach are the families in our own programs, the reputations of our institutions are such that parents from all parts of the Ann Arbor Jewish community would take advantage of and benefit from this program. By sharing expertise freely with all comers we hope that families will feel a part of our institutions, and the larger Jewish community, whether or not their children are enrolled in our programs.

The program will consist of a Sunday workshop for parents designed to develop understanding of what a growth mindset is, and how to help one’s child (and indeed oneself) develop one. The workshop for parents would cover topics such as the malleable mind, taking on challenge, managing mistakes and working hard to achieve one’s goals. Concurrently, we will offer sessions for their children with games, lessons and activities that activate and support growth mindset thinking. The workshop and sessions for children will be open to the entire Ann Arbor community. Opening it to the community offers several benefits, some of which are: 1) the JCC and HDS want to be a resource to the entire community and by opening this up, we are able to share this important perspective and these valuable tools with a wide audience 2) since this is a philosophy both our institutions believe in and a perspective from which we both teach, we can expand the community’s understanding of what our institutions are about and what we

offer 3) we certainly also hope that offering these types of events will increase our visibility in the community and assist in recruitment for both institutions.

[Carol Dweck](#) is the Stanford researcher who coined the term growth mindset. One who possesses a growth mindset has a belief system that supports the idea that with effort, perseverance, resiliency and feedback, one can achieve higher levels, and that intelligence can be grown and developed. Conversely, someone with a fixed mindset believes that intelligence is innate and can't be changed. They believe people are born with a predetermined set of smarts or talents, and although everyone can learn new things they may believe that they can never be good in a particular way or may be afraid to try something they think is too difficult. There has been a tremendous amount of research over the past 10 years that supports the assertion that a growth mindset will result in higher personal satisfaction and achievement. There is plenty of research to suggest that cultivating psychosocial skills such as perseverance, resiliency, emotional regulation, comfort with intellectual tension/discourse, self-confidence, and coping skills when faced with failure, the tenets of a growth mindset, are powerful forces in predicting [success](#). It is worth our time as parents, educators and invested community members to ensure that we are helping our children develop these psychosocial skills. The work that we do to improve our understanding of the tools that are available and how we can use them to help children develop their growth mindset is work well done.

The teachers and staff of the ECC and HDS are educational leaders. We teach from a place of growth mindset every day and would be so pleased to be able to share these ideas with the community and learn together from the experts in the field. For this event, we would bring experts from [Mindset Works](#) to lead the sessions.

Timeline:

Late summer: Publicity for this project will tie in with back-to-school mailings to families.

Early November: Hold Growth Mindset event for parents and children

Mid November: Distribute survey and collect data on impact of the program on participants.

Early spring: Distribute second survey to measure continuing effect of the program.

D. How will the program be evaluated and the impact measured?

Evaluations will be conducted both immediately, and approximately six months after the program via SurveyMonkey. The survey will solicit feedback regarding both the participants' perception of the effectiveness of the trainers and also those strategies that have had the most impact on their parenting practice.

E. Program Budget (please detail support from sponsoring agency and any additional funding sources)

\$3000 - keynote speaker fees, travel and lodging

\$500 - facilitator's fees for children's sessions

\$2000 - advertising

\$250 - Leader kit (for follow up activities)

\$250 - snacks

\$6000 - Total budget

Jewish Community Impact Fund RFP (cont.)

Name of Sponsoring Organization: Hebrew Day School and the JCC Early Childhood Center

F. Program Sustainability

1. Is this an ongoing program and, if so, how will the program be funded in future years?

This is not an on-going program, however, as a part of our proposed budget, we requested funds to purchase the leader's kit. This kit contains curriculum materials that will help us easily plan and execute follow up activities that are directly related to our session. We will carry these out in our own institutions with children and parents.

2. If you are requesting multiple year funding, a decision to fund year two will only be made upon evaluation of the success of year one.

We are not requesting multiple year funding.

G. Brief Project Summary (please provide a brief summary – 100 words or less – to describe your project for posting on the Impact Fund website page)

Hebrew Day School of Ann Arbor and the Early Childhood Center at the Jewish Community Center are excited to offer an afternoon workshop about growth mindset for both parents and children. Growth mindset theory supports the idea that with effort, feedback, and resilience, anyone can develop academic and social intelligence. Ann Arbor parents are invited to attend a workshop on the basics of growth mindset and how to help their child develop it, engaging topics such as managing mistakes and persevering to achieve goals. Meanwhile, children can attend sessions that activate and support growth mindset through games and interactive activities.

Dated: 1/26/17

Applicant(s): Jennifer Rosenberg (HDS) and Peretz Hirshbein (ECC)

By:

Jennifer Rosenberg, HDS, Head of School, jrosenberg@hdsaa.org

Peretz Hirshbein, JCC, Director of Child and Family Services, peretzhirshbein@jccannarbor.org