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It's Our Challenge: A Social Entrepreneurship Approach to Jewish Education

Dr Jonathan Mirvis

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In this highly engaging, instructive and even inspirational inquiry, Jonathan Mirvis illuminates the tapestry of Jewish education innovation with the lens of the work and theory of social entrepreneurship. He tells us how and why some Jewish educational innovators succeed and how to recognize the most promising ventures in the field. This work will appeal to anyone engaged in Jewish educational change or social entrepreneurship of any kind, as it contributes to our understanding of both worlds of thought Jewish education and the applied theory of social innovation. Professor Steven M. Cohen Research Professor of Jewish Social Policy, Hebrew Union College-Jewish Institute of Religion Jonathan Mirvis has written a provocative and invaluable tract for our times, and for the uncertain times ahead. Whether Jewish peoplehood will have any meaning for the next generation in Israel and the Diaspora, depends largely on whether Jewish education can re-invent itself. Not only for our children and grand-children, but for adults and whole communities as well. Jerry Silverman President/CEO, Jewish Federations of North America The good news is that Mirvis believes it can happen. He shows us how to build on the trailblazing initiatives of some of the visionary Jewish educators and funders who've changed the rules and whose stories Mirvis tells with great warmth and insight. And, critically for the author, by adapting his theory of change as it applies to social entrepreneurship marketing, and the online knowledge revolution. This is not just an important book about the need for more disruptive innovation in the Jewish world; Mirvis is himself the disruptive innovator. He's brought together his wide experience in adult Jewish education internationally, his deep immersion in Yiddishkeit, and some novel, even radical thinking about dare we say it how to market and sell a social product. Ever the teacher, he's given educators, funders, policy-makers, and community leaders essential homework to complete. Read this book!

About the Author Dr. Jonathan Mirvis is a senior lecturer at the Melton Centre for Jewish Education at The Hebrew University of Jerusalem. He specializes in social entrepreneurship, social innovation and adult education. He lectures in these areas to graduate students studying Jewish education, nonprofit management, business administration, and community development.