

What's the Landscape of Early Enrichment Programs?



PRIMARY BUSINESS MODELS



- Numerous locations
- Wide range of variety and sites
- Local, regional, and national brands
- Provide extensive curriculum and/or training
- Robust infrastructure



All Jewish programs fit the boutique business model*

- Limited number of locations
- Independently operated with limited infrastructure
- Program delivered by founder/small staff
- Strong connections with families
- Unique programs and content

POPULAR PROGRAM TYPES



Art



Cooking



Environmental



Fitness



Music



Movement



Open play



Theater

Of the hundreds of early enrichment programs in the New York metropolitan area, our research identified **14 Jewish providers.**



Is there a market for more Jewish programs?

*Based on Jewish Early Enrichment research conducted in Winter 2016 by The Jewish Education Project, with funding from UJA-Federation NY and COJIR's Committee on Beginning Jewish Families. Early Enrichment Programs were defined as fee-based semester-long classes for parents and children ages 0-2.

What Do Parents Want from Jewish Early Enrichment Programs?



Happy Kids

Parents want to see their child's visceral response such as smiling, laughing or clapping, which can make or break a program.



Connection

Parents can feel isolated so they enjoy the chance to socialize and connect to the outside world.



Jewish Culture

Parents prefer programs that expose children to Jewish culture, holidays, history, and relevant values, such as social action.



Clear Value

Parents will pay for programs that teach a specific skill, but don't always understand how Jewish early enrichment programs can benefit their children.



Learning

Parents prefer programs that teach something their children can't learn on their own or at home.



Familial Support

Parents experience stronger emotions regarding Jewish programs and making decisions about them carries more weight in the family than for secular programs.



Accessibility

Parents choose ease of scheduling over content, anticipate paying less for Jewish programs, and aren't aware of new, creative Jewish early enrichment programs.



Warm Welcome

Parents want facilitators to be friendly and warm, and they don't want to feel judged.