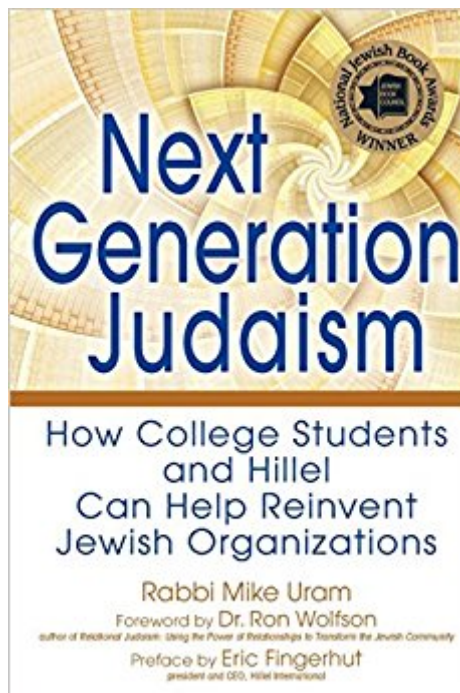




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# Next Generation Judaism: How College Students And Hillel Can Help Reinvent Jewish Organizations



## Synopsis

Winner of the 2016 National Jewish Book Award in the category of Education and Jewish Identity

## Book Information

Paperback: 216 pages

Publisher: Jewish Lights; 1 edition (September 27, 2016)

Language: English

ISBN-10: 1580238688

ISBN-13: 978-1580238687

Product Dimensions: 5.9 x 0.6 x 8.9 inches

Shipping Weight: 1 pounds (View shipping rates and policies)

Average Customer Review: 5.0 out of 5 stars 11 customer reviews

Best Sellers Rank: #89,778 in Books (See Top 100 in Books) #21 in Books > Textbooks >

Humanities > Religious Studies > Judaism #88 in Books > Religion & Spirituality > Religious Studies > Leadership #245 in Books > Religion & Spirituality > Judaism

## Customer Reviews

“Next Generation Judaism is a must-read for all who care about ensuring a strong, vibrant Jewish future. Rabbi Mike Uram, a long-time leader in the Hillel movement, has been at the forefront of helping today’s young adults find meaning in Jewish life. Now he has taken insights from the Hillel experience and created a 21st century roadmap for meeting millennial Jews where they are and connecting them with each other, with Jewish values and with the global Jewish people.”

•Lynn Schusterman, founder and co-chair, Schusterman Foundation

“A savvy and thoughtful guide to revitalizing our institutions and inspiring your Jews.”

•Rabbi David Wolpe, author, *David: The Divided Heart*

“Rabbi Mike Uram is one of the first thought leaders focused on the glass half full versus half empty relating to the Jewish community. His idea of focusing on building Jewish identity head of community affiliation is spot on. Meeting our young adults where they are and doing so with inventiveness and creativity is why Penn Hillel has set a new standard. Optimism abounds with thoughtful ideas. A must read for any Jewish leader interested in Jewish innovation for the future.”

•Jerry Silverman, President and CEO, Jewish Federations of North America

“Presented as a practical guide for engaging millennial Jews, this book challenges all of us to think differently about the Jewish future. At a time when so many despair about the next generation, Mike Uram offers bold and inspiring ideas that are proven to work—if we are wise enough to listen.”

•Jane Eisner, editor-in-chief, *Forward*

“Rabbi Mike Uram has emerged as

perhaps the single best contemporary Hillel director. While personally modest, he has developed a depth and complexity of understanding of millennials that is nothing short of wondrous. His idea of disruptive innovation is but one of many he has successfully employed both at his Hillel and in this book that are truly admirable.

•Michael Steinhardt, Philanthropist and co-founder of Birthright Israel

•Mike Uram brilliantly studies principles that have informed the Hillel movement in the last generation and applies core principles to the broader communal world. It is done with an effort to recast our community, looking to a future of vitality and meaning.

•Richard M. Joel, President of Yeshiva University and Former President of Hillel International

•Refreshingly insightful and modest, Rabbi Michael Uram draws on his experiences at Penn Hillel as well as his vast knowledge of Jewish texts, organizational literature, and the American Jewish community to provide critical lessons in Next Generation Judaism for Jewish leaders and organizations as they seek to speak to the current generation of Millennial Jews. He places the old wine of Judaism into new vessels and explains how existing Jewish organizations can renew themselves for next generation. This is a uniquely optimistic and inspiring book – one that practitioners and scholars alike must read!

•Rabbi David Ellenson, Director of the Schusterman Center for Israel Studies at Brandeis University and Chancellor Emeritus of Hebrew Union College-Jewish Institute of Religion

•Next Generation Judaism is the must-read essential playbook for building a more vibrant, more engaged Jewish future. Mike Uram offers up all of the keys for expansive, dynamic Jewish life--one that will, if we're smart enough to heed his wisdom, absolutely transform our communities and our lives in necessary, needed ways.

•Rabbi Danya Ruttenberg, author, Nurture the Wow and Surprised by God

•I was nodding in agreement and internally cheering reading Next Generation Judaism. We know Jewish organizations need to change but Mike Uram offers clear, practical and proven guidance on how to actually do it. I want my entire team to read this book.

•Rabbi Angela Warnick Buchdahl, Senior Rabbi at Central Synagogue

•Mike Uram has given us a gift: A bird's eye view of how a legacy institution serving the Jewish community can literally re-invent itself from within. I'm all for supporting entrepreneurial efforts to re-energize the Jewish community and to engage millennial. But Rabbi Uram reminds us that any Jewish institution is capable of intrapreneurship and he provides a road map for how to get there.

•Rabbi Sid Schwarz, Senior Fellow, Clal; Author, Jewish Megatrends: Charting the Course of the American Jewish Future

•Rabbi Mike Uram has written an important book with major implications for the future of American Jewish life. Mike lovingly challenges the existing models from the perspective that only a truly reflective practitioner can offer. Reporting on the successes that a large Jewish institution had in reinventing itself, Mike offers an inspiring pathway of possibility for all

organizational leaders looking to make a substantive change. Mike is a true optimist, and he writes with a vision of a different Jewish community that motivates the reader to apply these lessons far and wide.

• Rabbi Elie Kaunfer, Co-Founder of Hadar • Uram cogently describes the current Jewish reality, one of broad diversity, multiple identities and communities. He offers not only a sound analysis of where we are at this moment in history, but also an innovative, tested and meaningful pathway (from the college campus) to where we ought to go. The job of Jewish institutions in the 21st century is to support a network of diverse Jewish belief, wisdom, behavior and practice and to celebrate that diversity. A must read for all who lead or aspire to lead Jewish communities.

• Rabbi Steven C. Wernick, Chief Executive Officer, The United Synagogue of Conservative Judaism • Mike Uram's forward thinking and expansive take on the work of engagement holds great promise to revolutionize not only Jewish communal life, but also to have a far-reaching impact on government, civil society, and all sectors that inhabit the public square.

• Rabbi Julie Schonfeld, Executive Vice President, The Rabbinical Assembly • Rabbi Mike Uram, arguably among the very best Hillel rabbis of our time, offers a compelling and comprehensive new approach to Jewish engagement. Moving from an insightful portrait of the younger generation of American Jews to a conceptually rich yet deeply pragmatic approach, Rabbi Uram graciously challenges inherited wisdom and charts a new path to Jewish Engagement, designed to complement the legacy approach to Jewish Empowerment. The work is provocative, practical, and personal • and needs to be read by anybody concerned about the future of American Jewish life or, for that matter, other ethnic and religious group civilizations in North America.

• Professor Steven M. Cohen, Research Professor of Jewish Social Policy at HUC-JIR, and Director of the Berman Jewish Policy Archive @ Stanford University • In an era marked by uncertainty and opportunity for the Jewish people, in Penn Hillel, Rabbi Mike Uram has created the gold standard for Jewish institutional life. What a gift he has given us by sharing the secrets of his success! This volume is a must read for all those invested in building the Jewish future.

• Rabbi Elliot J. Cosgrove, PhD, Park Avenue Synagogue • Our Jewish community is finally recognizing our greatest challenge is also our greatest opportunity - engaging the next generations of young people in reimagining Jewish life, a Jewish life that will become central to their lives. Using his own personal journey and incredible success at the University of Pennsylvania Hillel, Rabbi Mike Uram's Next Generation Judaism deeply and thoughtfully examines this challenge/opportunity and is a must-read for today's and tomorrow's leaders.

• Jay Sanderson, CEO of the LA Federation

Rabbi Mike Uram is the executive director of Hillel at the University of Pennsylvania, one of the top Hillels in the country. He has been recognized by the Forward as one of the fifty most influential Jews in America and by Slingshot for leading one of the most innovative and inspiring organizations in North America. He is a frequent speaker on the topics of Jewish innovation and engagement to organizations around the United States. Dr. Ron Wolfson, Fingerhut Professor of Education at American Jewish University in Los Angeles, is author of *Relational Judaism: Using the Power of Relationships to Transform the Jewish Community*. Eric Fingerhut is the president and CEO of Hillel International.

This is an insightful, direct road map for reexamining traditional Jewish models to grow and nurture Jewish identity and community. The book is actually a wake up call. It should be read by every religious institution looking to examine and grow strengths. Highly recommended. Brilliant.

Next Generation Judaism is a must-read for any Jewish organization. Mike Uram offers an expert look at how the Jewish community can thrive when we embrace innovation, new methodologies and give rise to the voices of the people of our communities. The models and methodologies that he lays out, if followed, can lead to a bright and exciting future that is based on building Jewish identity, not institutions. Mike offers a practical guide of how we can transform our organizations and Jewish future. Amy Weiss, Jewish Communal Professional

This book is written in a clear, approachable style. There are many interesting ideas which I look forward to sharing with my synagogue colleagues. I am "studying" this book -- and I am hopeful that we can adopt some of the ideas contained therein-- in the near term. How to engage our membership is the never ending question, and I think Rabbi Uram has some ideas which, if executed properly, can be very helpful to our community! I envision some great discussions as a result of "Next Generation Judaism." Wonderful!

This book was eye-opening, inspiring, hopeful and educational. As a Penn grad, I know the campus and its strong Jewish community. This book explained how things are changing and yet there are powerful ways to get and keep young Jews engaged in the Jewish Community. I think it's a must read for anyone who is involved in an organization Jewish or not.

The clarity of thought and writing in this book is exceptional. Rarely do you find in so few pages the

combination of helpful insights on understanding where we find ourselves in the world today, resonant frameworks for new ways to move into the future and practical examples. What a contribution...

A clearly written, practical guide to energize and bring meaning to the unengaged members of the Jewish community, from millennials on up, whether affiliated or not. A must read for the clergy and lay leadership in every synagogue.

the book is thought provoking, practical and important.

This is a must read book for anyone who wants to know how to build community, and not just Jewish communities, but any community. The book is an easy read and I finished it with so much new information that I can't wait to share with the organizations that I am involved in. Thank you Rabbi Mike Uram.

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