

June 2016



Center for Israel Education Certificate Project

Returning to North America:

Israel Experience Follow-Up & Alumni Association Guidelines

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UNIT 1: Introduction

DESCRIPTION OF THE PROJECT

The project will be a framework for a post-Israel experience follow-up and remain engaged plan.

The Jewish Community has sent countless individuals on various types of Israel trips over the years. Important follow-up programming and communication will be the challenge that this project package will tackle and provide a beginning framework for structuring the alumni network.

The project will combine topics of Israel education and advocacy with aspects of socializing, networking, leadership and outreach. Participants can engage in activities such as seminars, speakers, parties, tabling, various social media interactions, meetings, film/text study, poster campaign, etc.

Once participants return from their Israel experience program, they will build on the momentum of the intensive experiences and bonding. Participants will be organized as an alumni group and will have the options and choice as to how they can continue to nurture their connection to the group and subsequently to Israel.

PROJECT GOALS, OBJECTIVE AND OUTCOMES

Internal

- Channel the excitement, maintain relationships and provide a follow up structure and support for post-Israel experience participants.
- Build on the Israel experience.
- Develop a positive Jewish identity and relationship with Israel.
- Provide a more nuanced and richer context on issues facing Israeli society.
- Advertise, promote and recruit for Israel experience programs as well as this alumni group.
- Expand and maintain the network of post-Israel experience participants.

External

- Participants will convey their knowledge and experiences and facilitate learning that builds and enhances relationships to Israel and the Jewish People.
- Provide a more nuanced and richer context on issues facing Israeli society.
- Build relationships with other (University/Community) cultural groups as well as (Community) pro-Israel groups and initiatives.
- To counter anti-Semitism in all its manifestations and to establish definitively that denying the Jewish people the right to a Jewish state is a form of anti-Semitism.ⁱ
- To educate citizens, leaders and influencers about the role of the Land of Israel in Judaism and the people of Israel as a nation.ⁱⁱ

UNIT 2: The Committee

STEP ONE - ALUMNI GROUP, ALUMNI COMMITTEE AND RESPONSIBILITIES

Upon returning from the Israel experience participants e-mail address, phone numbers, Facebook profile, Instagram account and Snapchat account will be added to an alumni network by either a designated community professional/volunteer/alumni.

Participants will be invited to be part of the alumni association committee. The committee will meet once a month to plan events and will be responsible for communications to the alumni. The committee may have between 3 and 8 members, depending on what is appropriate.

The committee will be responsible for the following tasks and procedures;

The committee should designate one or two people to be directly responsible for each area.

- Maintain the group's contact list and responsible for communications to the group, *(e-mail, snapchat, facebook, etc.)*.
- Making decisions on which events to plan and for what purpose.
- Designating one person to be event team leader *(committee member or non-committee member)* for each event.
- Record minutes of committee meetings.
- Research, report, and share opportunities for alumni from the list, *Follow-Up Opportunities*.
- Recruiting and providing alumni who are not on the committee, various opportunities to be involved.
- Evaluating events and operations of the group and the committee.
- Following the Mission.

STEP TWO - THE MISSION, WHAT IS THE VISION; OBJECTIVE, OUTCOME AND MODUS OPERANDI

- ♦ The committee will be responsible for following, examining and amending the Mission and updating the lists.

THE MISSION

VISION - Why does the group exists, what is the mission or service, and what do we hope to achieve?

OBJECTIVE - How do we make the vision into something tangible, what do we want to create and/or change?

OUTCOME - How will we know we have achieved the objective, what will exist, what will happen, as a result?

MODUS OPERANDI - Use the lists as a vehicle to fulfilling the vision, and connecting the objective and outcome;

- *General Areas of Change and Influence*
- *Events/Campaigns/Initiatives*
- *Follow-Up Opportunities*
- *Event Planning*
- *Evaluation Form*

UNIT 3: Operation

- 1) General Areas of Change and Influence
- 2) Suggestion list of Events/Campaigns/Initiatives
- 3) Follow-Up Opportunities
- 4) Program Proposal/Planning Guide
- 5) Evaluation Form
- 6) Budget

GENERAL AREAS OF CHANGE AND/OR INFLUENCE

- ❖ Israel Advocacy & Education
- ❖ Jewish Education
- ❖ Networking
- ❖ Outreach
- ❖ Community Leadership
- ❖ Social Action

SUGGESTION LIST OF EVENTS/CAMPAIGNS/INITIATIVES

- Israeli performance artists or social activists
- Israeli literature/music/dance/food, festival or display
- Holiday cards and care packages for soldiers in Israel
- Political speakers
- LBBTQ TLV Party
- Combat BDS campaign
- Israeli wine and Canadian/American cheese party
- Israeli DJ party and fashion show
- Fundraising for Magen David Adom, JNF, Save a Child's Heart, Beit Halochem, or underfunded orphanage/daycare/hospital in Israel and local
- Alumni Newsletter
- Hebrew/Israel/Jewish original song festival
- Various social media campaigns

FOLLOW-UP OPPORTUNITIES

- Continued education in Israel
- Professional development in Israel
- Jewish Education/Israel Education in North America
- Business associations between Israel and North America
- Advocacy training
- Jewish Community volunteering

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PROGRAM PROPOSAL/PLANNING GUIDE

Name:

Email:

Phone Number:

Program Information

Program Title:

Sponsoring Group(s)/Committee(s)/Individual(s):

Date and Time of Program:

Alternative dates?

Location:

Expected attendance/Maximum attendance:

Description of Program:

How will names of attendees be collected and recorded?

Possible co-sponsors for the program/event:

List of tasks to be completed; indicate all the tasks that need to be done, by whom and by what date:

- | | |
|----|----|
| 1) | 2) |
| 3) | 4) |
| 5) | 6) |
| 7) | 8) |
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Marketing & Advertising

Vision for poster/materials:

Marketing plan and timeline:

Program Goals

What are the Program's Goals?

What do we hope to achieve?

Who is the targeted audience for this program?

How will we know if we have achieved our goal?

What do we want participants to "take-away" from the event?

What tangible outcomes or results do we wish to occur by way of this program?

How will we measure our success and failure?

What part of our groups - Vision, Objectives and Outcomes - are we fulfilling?

Expected Expenses

All Food and Beverage:

Venue Rental:

Speaker/Talent:

Travel/Lodging/Meals:

Decorations:

Promotional items:

Other (please specify):

Grants from outside organizations, name and amount:

Total requested:

Enrichment

Complimentary Reading:

Discussion Points:

Value/Show appreciation for/Show personal connection to:

Learning Materials and Resources:

Relevant/ Appropriate Vocabulary:

Discussion Questions:

EVALUATION FORM

Name of event leader:

Name of program:

Date:

Location:

Target attendance and target audience:

Invitations and communications sent:

Actual attendance:

Budget:

Cost:

Event Objectives:

Event Objectives Achieved:

Event Outcomes:

Event Outcomes Achieved:

How was the timing of the event?

What worked? Why?

What didn't work? Why not?

Recommendations for the future:

Evaluation Metrics - Check and rate all those that apply	√ or N/A	Needs Improvement	Good	Excellent	How Achieved? - sample, numbers, story, etc.
<i>Welcoming & Inclusive Environment</i>					
<i>Feeling of Belonging</i>					
<i>Jewish Experience</i>					
<i>Jewish Expression</i>					
<i>Jewish Self-confidence</i>					
<i>Embracing Israel</i>					
<i>Supporting Israel Advocating for Israel</i>					
<i>Embracing Jewish Peoplehood</i>					
<i>Advancing Jewish Learning</i>					
<i>Increasing Jewish Knowledge or Skills</i>					
<i>Building Community</i>					

<i>Strengthen Connection to Jewish Community</i>					
<i>Matchmaking/Social Relationships</i>					
<i>Positive Image of Israel in the Jewish Community</i>					
<i>Positive Image of Israel in the Non-Jewish Community</i>					
<i>Response to De-Legitimization</i>					
<i>Time Frame of Activity</i>					
<i>Choice of Location</i>					
<i>Display Materials/Giveaways</i>					
<i>Collection of Contact Information</i>					

BUDGET

Expenses

Event Name - Location - Date - Attendance

Date	Company / Organization / Vendor	Item / Expense description	Paid for by	Method of Payment	Approved by	Amount
Total Expenses:						

Revenue

Tickets in Advance	
Tickets at the Door	
Online Tickets	
Other sources of funding or grants	
Total Revenue:	
	Net Cost:
	Projected Budget:
	Amount over/under budget:

ⁱ Center for Israel and Jewish Affairs - 7 Strategic Objectives, 2016

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