



4th Quarter 2021

ENTER

The Jewish Peoplehood Alliance
היוזמה לקידום עמיות יהודית

Enter's vision is to ensure the Jewish people remain a dynamic, diverse, global community that is united, secure and inclusive.

December 31st , 2021

ENTER'S Q4 REPORT

ON THE AGENDA

- One2One – Israel-North American high school exchange
- “Peoplehood Infused Schools”
- Jewish Peoplehood Field Mapping in Israel
- Media and Featured Engagements





INITIATIVES

One2One – Israel-North American high school exchange

With continued support from Israel’s Ministry of Education, and now in partnership with the Marcus Foundation’s RootOne initiative, Enter is embarking on a substantial expansion of its One2One high school exchange. With a “Jewish peoplehood” inspired curriculum, One2One is tied into Israel’s national drive to improve English language skills and North American Jewry’s emphasis on immersive Israel experiences. As part of an expanded second pilot, Yael Rosen was recently hired to serve as One2One’s Program Director.

Goals & Progress

- Following the development of a new tech platform, RootOne opened registration for One2One, which is being offered to fulfill a pre-trip engagement requirement. Interested teens can register [here](#).
- Enter registered more than 1,500 Israeli students from 26 high schools. Participants are drawn from diverse communities across the country. For many, this will be their first cross-cultural exchange with Jewish peers from outside Israel.



INITIATIVES

One2One – Israel-North American high school exchange

Further updates

- The One2One encounters begin in early February 2022 and continue weekly for 5 weeks.
- With support from RootOne, Enter is building a stronger, more capable technology platform for hosting, monitoring and evaluating the encounters. Our unique pairing algorithm is built-in to fit the new technology and pairings will be made based on teens' specified characteristics, availability and fields of interest
- In advance of the first encounters, Enter is organizing training sessions for U.S. partner organizations and Israeli educators.
- Building on the pilot year evaluation, Enter will again utilize outside experts to conduct surveys and assessments of the 2022 series.



INITIATIVES

Peoplehood Infused Schools

Further updates

With the goal of influencing long-term socialization processes, the “Peoplehood Infused Schools” initiative is launching a pilot, three-year certification of 10 elementary and middle schools across Israel.

Through this initiative, schools and communities will be incentivized to incorporate Jewish peoplehood content via five pathways:

- **Atmosphere** – integrating a visual display or artistic element
- **Training** – teacher training and professional development
- **Curriculum** – integrating peoplehood with core studies and formal curriculum
- **Community** – involving parents, families and community members
- **Ritual** – incorporating peoplehood into school gatherings and ceremonies



INITIATIVES

Peoplehood Infused Schools

Progress

- Working in collaboration with The Jewish Agency's "Makom" initiative, Enter selected 10 schools from across Israel, including: Ofakim (2 schools), Ashdod, Har-Tuv (regional school in Beit Shemesh region), Yehud-Monoson, Nes Tziona, Modi'in, Migdal Ha'emek, Ashkelon and Mevaseret Zion.
- Each school submitted workplans for incorporating Jewish peoplehood via the five pathways.
- Enter is raising funds and gathering support from a variety of sources, including Jewish Federations, philanthropists, and the Israeli government.



INITIATIVES

Jewish Peoplehood Field Mapping in Israel

Progress

Enter co-sponsored a field mapping survey in Israel to better understand the emerging Jewish peoplehood sector. Co-sponsors included: The World Zionist Organization, Our Common Destiny, Reut Group, the Schusterman Foundation and AM'I: the National Alliance for Strengthening Israelis' Connection to World Jewry.

Updates

- At a Peoplehood Education Convention hosted by AM'I on December 15, 2021 the co-sponsors of the mapping study presented a new technological tool, a first of its kind in Israel which makes the mapping database accessible for Jewish Peoplehood programs online. This will enable players in the field to constantly update their programs and projects, thus maintaining a most updated snapshot of our professional field, at any given point in time.
- The database (Hebrew) can be accessed [here](#).



מיפוי שדה
העמיות
בישראל



Media and Featured Engagements

- Amnon Rodan and Jeffrey R. Solomon, co-sponsors of Enter's North American Peoplehood Coalition published an essay, [The power of peoplehood](#), in eJewishPhilanthropy on November 29, 2021 (see next slide for details on Enter's NA Peoplehood Coalition).
- Jeffrey R. Solomon authored the article [Saving Jewish Organizations from Themselves](#) in SAPIR: A Journal of Jewish Conversations.
- Z3 Project: Reimagining Diaspora-Israel Relations took place in Palo Alto, CA and online on December 5. Enter was a co-sponsor and contributed two publications and a [pre-recorded panel](#).

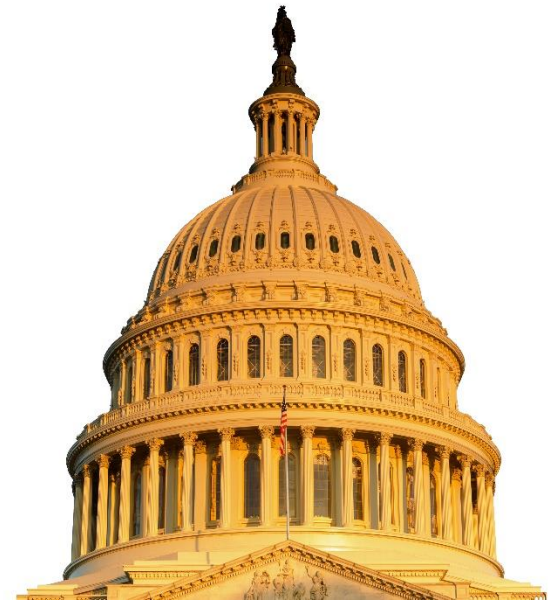


North American Jewish Peoplehood Coalition

Enter is set to launch a “North American Jewish Peoplehood Coalition” early in 2022, with initial support from Jeffrey R. Solomon and the Rodan Family Foundation. Following an initial round of consultations with leading Jewish community and advocacy organizations, an early convening is set to take place in New York in late January. The Coalition would represent a North American parallel of the Israeli Peoplehood coalition established by The Reut Group in 2018.

A more detailed update will be included in Enter’s 2022 Q1.

Should you need further information before then please contact Dr. Scott Lasensky at scott@enterpeoplehood.org.



LOOKING AHEAD...

ENTER'S Q1 2022 REPORT

- Launch of “One2One” second year
- Update on the North American Jewish Peoplehood Coalition
- Mid-year update from the Peoplehood Infused Schools initiative





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Enter's vision is ambitious and bold,
and our stakeholders remain deeply committed to



“MOVING THE NEEDLE”



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For more information please contact

Zohar Mandel: Zohar@enterpeoplehood.org