



1<sup>st</sup> Quarter 2022

**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.*

March 31, 2022

## ENTER'S Q1 REPORT

### ON THE AGENDA

- One2One – Israel-North America high school exchange
- “Peoplehood Infused Schools”
- North American Jewish Peoplehood Coalition
- Media and Featured Engagements





## INITIATIVES

### One2One – Israel-North America high school exchange

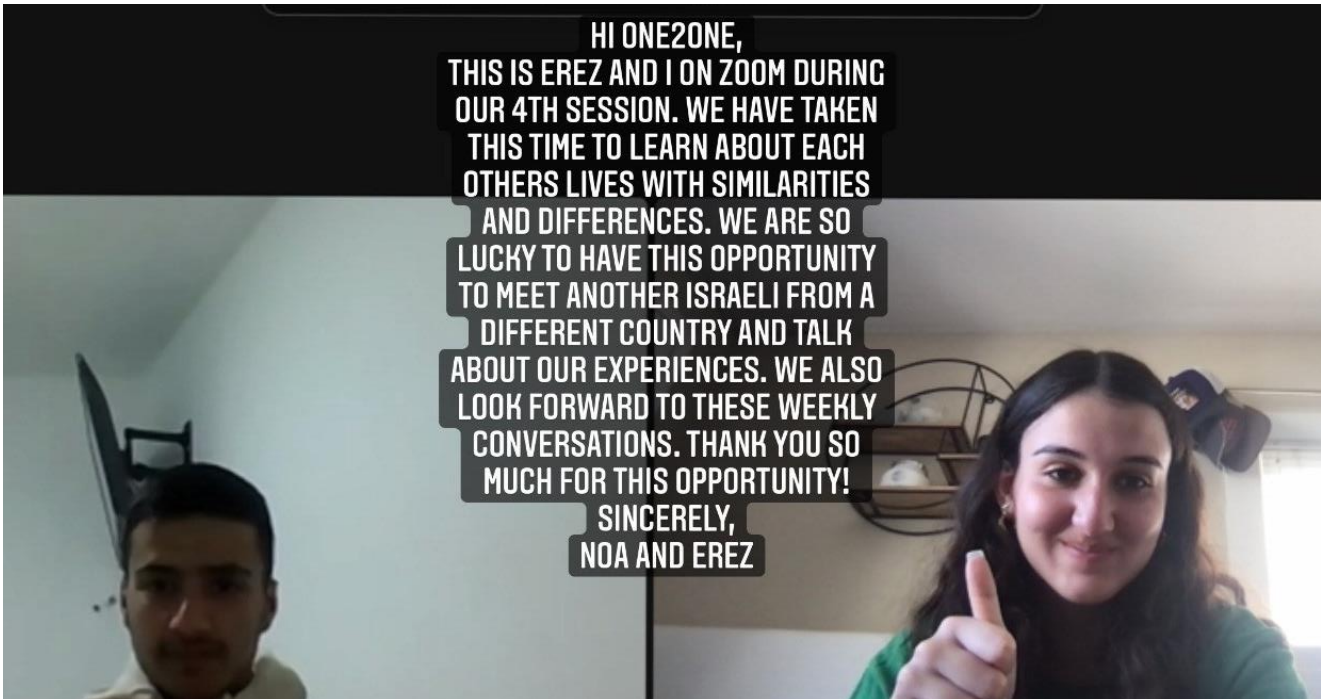
- With continued support from Israel's Ministry of Education, and in close partnership with the Marcus Foundation-funded [RootOne](#) initiative and [the Jewish Education Project](#) (JEP), Enter embarked on a major expansion of its innovative [One2One](#) high school exchange.
- 2,500 Israeli and North American high school students participated in the series of online encounters, which took place throughout February and March via a specially designed, secure 1:1 virtual platform.
- With a "Jewish peoplehood" inspired curriculum, One2One supports several interconnected goals, including: Israel's national drive to improve English language skills; new touchpoints for Israeli and Diaspora young people to build meaningful connections; and a framework for deepening immersive Israel experiences.





## INITIATIVES

### One2One – Israel-North America high school exchange



- For many Israeli students this was their first cross-cultural exchange with Jewish peers outside of the Jewish state.
- Incentives were tailored for both communities: Israelis earned credit toward their English *bagrut* (matriculation) exams and North American teens earned credit toward a RootOne voucher for Israel travel.
- Our Q2 report will feature results from the One2One participant survey and evaluation.



## INITIATIVES

### Peoplehood Infused Schools

- Enter's "Peoplehood Infused Schools" initiative seeks to impact the socialization process of young Israeli students in *mamlachti* (non-religious) schools. The goal is to infuse schools with a Jewish Peoplehood framework that exposes students, their families and communities to a variety of Jewish experiences outside Israel and raises awareness about Jewish life around the world.
- Working in collaboration with The Jewish Agency's "Makom" initiative, Enter selected a cohort of elementary and middle schools to join an inaugural pilot from the following locations: Ofakim (2 schools), Ashdod, Har-Tuv (regional school in Beit Shemesh region), Yehud-Monoson, Nes Tziona, Modi'in, Ashkelon and Mevaseret Zion.



## INITIATIVES

### Peoplehood Infused Schools

- Participants from an Ofakim school created a year-long podcast focused on Jewish peoplehood. Listen to this [clip](#) of the podcast.
- Rav Tchumi middle school in Ofakim developed displays with QR codes to facilitate learning and greater awareness about Jewish life outside Israel (see picture).
- Enter is pleased to be working with Dr. Ezra Kopelowitz (ReST) on an evaluation strategy for Peoplehood Infused Schools. In Q1, we held interviews with the principals of each school to collect initial feedback and learn about the program's impact on their communities.





## North American Jewish Peoplehood Coalition

- With support from Jeffrey R. Solomon and the Rodan Family Foundation, Enter launched a new effort in North America to create a coalition of organizations to support Jewish peoplehood, and to strengthen ties between the peoplehood sectors in Israel and in North America.
- Working closely with partners American Jewish Committee and the Z3 Project, Enter co-convened two in-person workshops in Q1 that brought together senior professionals and community leaders from a diverse cross-section of 30 organizations.
- The convenings, held in New York and Palo Alto, drew together leading figures from camping, religious life, advocacy, arts and culture, Federations, sports and youth movements. Discussions centered on ways to strengthen the “peoplehood” paradigm and establish a network and platform for ongoing collaboration, both across communities and organizations, and with peer professionals in Israel.
- For a deeper dive, see [Amnon Rodan and Jeff Solomon in eJewishPhilanthropy](#) (November 2021) and these two case study interviews prepared for the workshops: [Noga Cohavi on how Israeli education is pivoting toward peoplehood](#); and [Rich Walter on how one big city Federation reoriented its work around peoplehood](#).



## Media and Featured Engagements



- “The Mifgash that Defied the Pandemic,” this essay from Alon Friedman lays out the theory and practice behind Enter’s One2One initiative. *Times of Israel*, February 2022 <https://blogs.timesofisrael.com/the-mifgash-that-defied-a-pandemic/>
- Enter and its work were referenced in essays by Simon Amiel (RootOne) “[RootOne 2022: What we’ve learned and what comes next](#),” and Laura Shaw Frank (AJC) “[Don't damage American Jewish ties to Israel during COVID-19.](#)”
- Scott Lasensky spoke about Jewish peoplehood at Reut’s late February conference on antisemitism. He was also quoted in a JTA article about Ukraine.
- Alon Friedman spoke on a Jewish Funders Network panel (photo above) titled “Exploring Israel-Diaspora Relations,” moderated by UJA-Federation of NY’s Hindy Poupko, a member of Enter’s Professional Advisory Committee.



The Jewish Peoplehood Alliance  
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*Enter's* vision is ambitious and bold,  
and our stakeholders remain deeply committed to



“MOVING THE NEEDLE”



# ENTER

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