



The Jewish Peoplehood Alliance

היוזמה לקידום עמיות יהודית

One2One

AN ONLINE INDIVIDUALIZED ENCOUNTER FOR
JEWISH TEENS FROM AROUND THE WORLD



מדינת ישראל
משרד החינוך



Introduction

In fall 2020, in the worst days of the global pandemic, amidst a near shutdown of Israel-Diaspora exchange programs, Enter launched One2One, an innovative framework for taking the classic “mifgash” experience and adapting it to an online environment. After an initial pilot cohort series in early 2021, One2One expanded in 2022 and brought together 2500 Israeli and North American high schoolers – and we aim to continue to expand exponentially.

The program’s current expansion is enabled by an ongoing partnership with the Israeli Ministry of Education, which has allowed Enter access to a nationwide network of high school students and educators. Enter is also continuing its new partnership with RootOne, an initiative of The Jewish Education Project, offering One2One as a pre-trip experience to North American teens visiting Israel. Root One, which is closely affiliated with the New York-based Jewish Education Project, is a Jewish peoplehood venture that has set ambitious goals for dramatically expanding the number of high schoolers who visit Israel.

Through a series of individualized, scripted encounters, spread out over several months, One2One allows teens from Israel and North America an opportunity to explore “big ideas” like Jewish peoplehood, human rights and “arvut hadadit” (mutual responsibility), while also discussing shared interests and engaging in cross-cultural dialogue.

This special edition second quarter 2022 report spotlights One2One and Enter’s vision going forward.

One2One Formula

For Israelis, the One2One program tapped into two national priorities: deepening ties with Jews around the world and strengthening English language skills, for which Israelis lag well behind their OECD peers. Israeli participants are recruited through the public education system and are given the chance to earn credit for their matriculation (“bagrut”) or community service requirements—critical inducements that have helped drive enrollment.

This year, Enter matched Israeli participants with North American teens, who participated as part of their preparation for summer Israel trips that were heavily subsidized by RootOne, with the aim of increasing and deepening teen Israel experiences. This year’s program included North American participants from 34 different educational frameworks (youth movements, summer camps and community centers).

One2One generates important ripple effects. The program not only impacts teens, it also leaves a mark on educators, tour leaders, and participants’ families, many of whom are exposed to the program’s messages of peoplehood and inclusivity. This year’s program had an added benefit. Many North American teens had the chance to meet their Israeli counterparts while visiting Israel in the summer. These meetings occurred both independently and at a mega event for teen groups hosted by RootOne and the Jewish Agency, which select Israeli participants joined in order to meet their One2One match in-person.

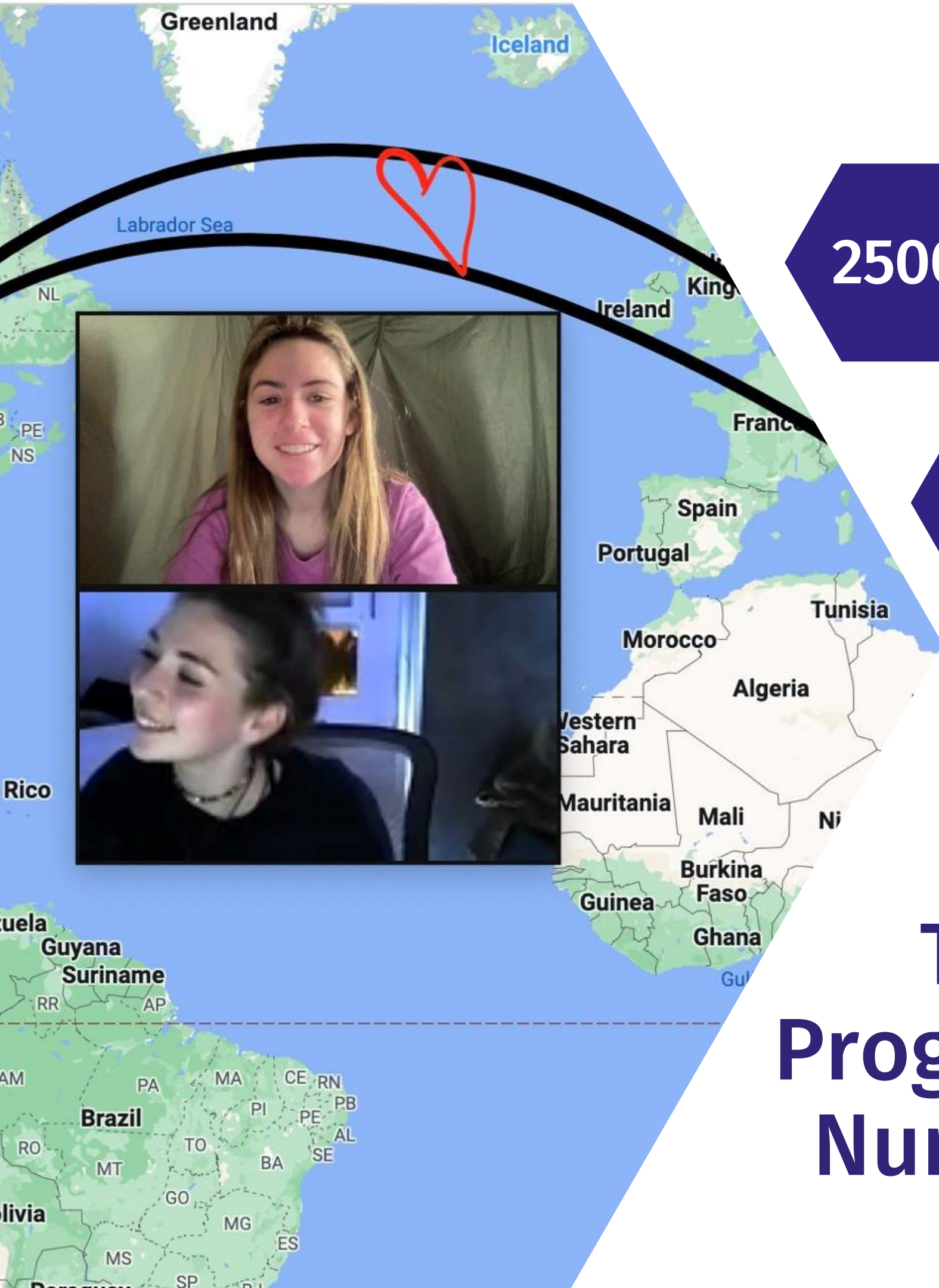




Content of Encounters

Even before the first “mifgash,” teens received an orientation on how to navigate cross-cultural dialogue and about the program’s expectations. In the first session, participants reviewed basic demographic and scene-setting information about World Jewry, while asking one another about their families, friends, communities and Jewish experiences. For many teens, it was their first exposure to Jewish life in a parallel society.

In the follow-on encounters, teens explored short readings and questions spotlighting Jewish values and Jewish experiences. Along the way, we discovered that many participants remained in the dialogues well beyond the allotted time, and some reported arranging additional encounters beyond the series.



2500

Students participated this year, half in Israel and half in North America, creating 1,250 Israel-North American matches

2500

Families were exposed to this exchange, as the Zoom meetings take place from home and many parents were involved

5

Meetings, in a 1:1 format, are the core of the experience, typically on Sundays. All in all, we had 6,000+ hours of international conversations.

25

Israeli schools from a geographically and socioeconomically diverse mix took part, including 56 English teachers from all over Israel, from the Golan to the Negev.

34

North American Israel trip organizers, all grantees of RootOne, took part. The program was so popular, there were over 500 participants waitlisted.

The Program in Numbers

Evaluation & Measurement

The program included a rigorous evaluation process. We continued to engage ReST (Dr. Ezra Kopelowitz) to conduct entry and exit surveys and also conducted spot focus groups at various midpoints. This year, we also collaborated with RootOne in order to include long-term evaluation of the North American participants and introduced a survey to the English teachers in Israel leading the program. [Click here to read the full report.](#)

The teens enjoy meeting one another. The social experience anchors the program's current level of success. Almost all report that "I enjoyed meeting a Jewish teen," with 69% reporting that their meetings went beyond the planned 30 minutes (up 11% from last year) and 54% said they interacted outside the planned meetings.

Just a quarter of the teens report feeling knowledgeable about Jewish life in their partner's country in the pre-program survey.

By the end, almost all report feeling at least "somewhat more knowledgeable." Approximately three-quarters of the North Americans and Israelis feel "more knowledgeable," with 23% of the North Americans and 31% of the Israelis feeling "much more knowledgeable."

A large majority of Israeli participants (89%) said they came away with a greater appreciation for Jewish life in their partner's country. 83% of the North Americans reported that it enhanced their connection to Israel.

The Israeli English teachers whose students participated in the program were very happy with the program. 88% want their students to participate again. 81% are "very likely" to recommend One2One to other English teachers. In the exit survey, Israeli participants reported increased confidence (76%) and motivation (66%) in their English studies.

Professional Testimonials

“We are thrilled with the rapid growth of One2One. This format enables our students to gain confidence speaking English beyond the classroom, while partaking in cross cultural dialogue and developing relationships with Jews around the world.”

**Dr. Tziona Levi, Head of English Language Department,
Office of Pedagogical Affairs, Ministry of Education**

“Developing relationships with Israelis is a most powerful tool. We can now use technology to do this, like we’ve never done before... The brilliance of One2One is that there is a double incentive that works... We hear over and over again from parents: my kid was supposed to talk for half an hour. One hour later and my kid is still Zooming with their friend in Israel. They’re still talking and bonding...”

Dr. David Bryfman, CEO, The Jewish Education Project

“My students were thrilled about these discussions. They enjoyed the interaction and the topics. In many cases they got carried away and continued talking more than the time required per session. They had a chance to meet, learn and share ideas about their culture and surroundings with teens from abroad- a dream come true for most of them.”

**Iris Malka, Israeli English Teacher,
Mekif Zayin Revivim, Rishon Lezion**

At a time when the relationship of young American Jews to Israel can no longer be assumed, I am certain that one on one meetings between Israeli and American teens is a crucial way to ensure that the connection is reinvigorated. The overwhelming feedback that I received from teens is that their time spent in Israel was richer because of the dialogue and connections that preceded it.

Jonathan Madoff, Director, Ramah Seminar

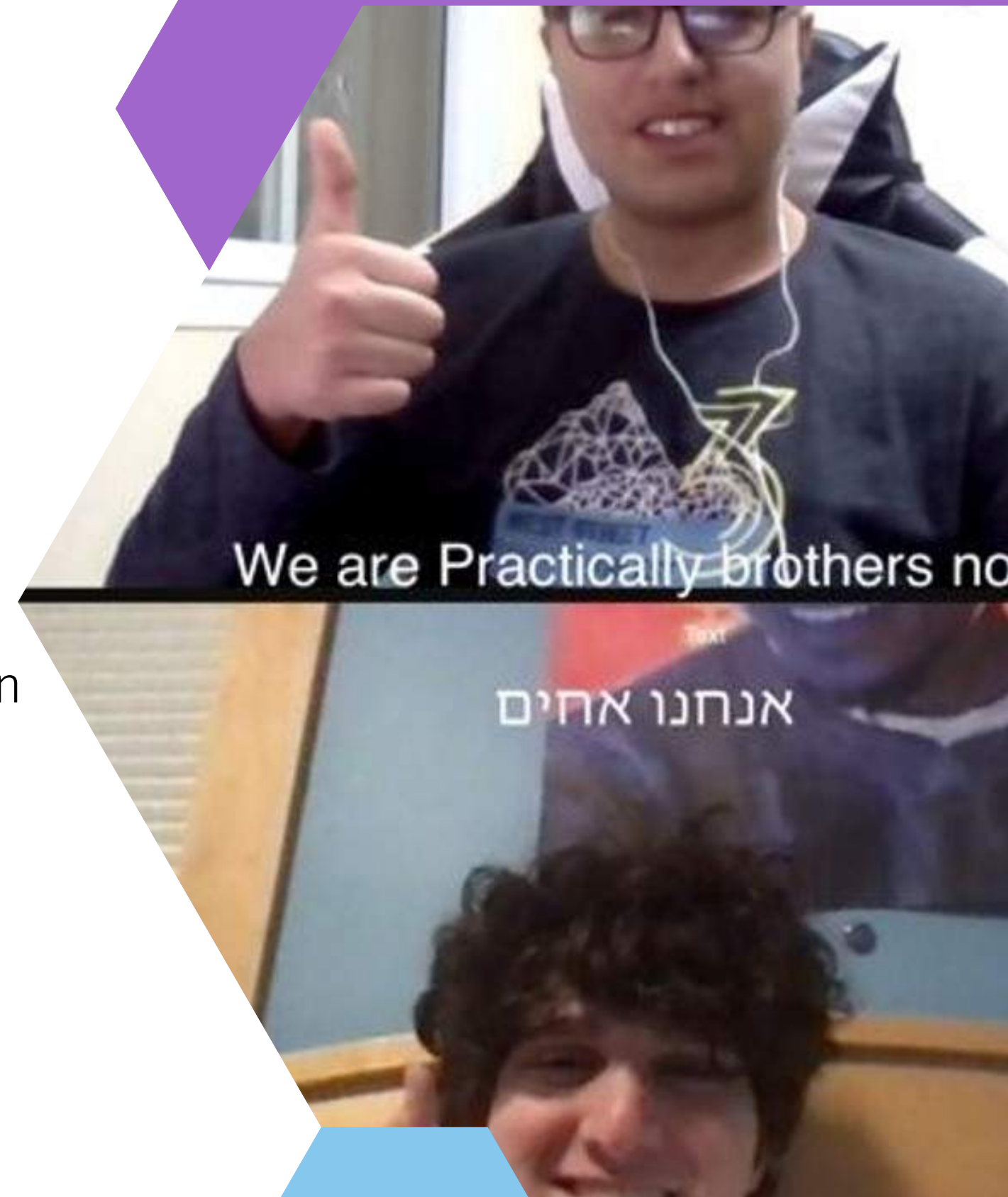
Teen Testimonials

“I got to experience having my first Israeli friend before I even went to Israel”

Dani, North American participant

“Before starting these meetings, we were both a bit nervous. Neither of us are very good at meeting new people. During the first meeting, we talked a bit about our interests. It was interesting to see how our culture differed. I found there weren’t that many differences between us and the way we practice Judaism... I don’t get to discuss Jewish related issues with other people very often. Being from Israel, Itay had an interesting perspective on many Jewish issues. I enjoyed talking with him and we even went over the meeting’s time limit a few times. I really enjoyed this experience and it made me infinitely more excited to travel to Israel this summer”.

Sylvia, North American participant



Teen Testimonials

“Thank you so much for this awesome opportunity! I've enjoyed talking with Eyal so much. I am going to keep talking with him every week on WhatsApp and Snapchat. He is lot like me... I have enjoyed talking with him, learning about life in Israel and connecting on many things”!

Jared, North American participant

“In the meetings I learnt many new things about life in the US, Jews living in the US and giving to the community... One2One is a great way to connect between Jews around the world, and it has also been a way for me improve my English, an important personal goal”.

Michal, Israeli participant



Teen Testimonials

“My One2One match and I have not only been able to connect and discuss our different lives but make a great connection. Our conversations are endless discussing serious topics like the war in Ukraine to expressing our love for golden retrievers. Each conversation we have continues right until the Zoom call ends. I have made a friend through this program and wish to keep this friendship going. We plan to meet in the summer and we both can not wait! We continue to contact each other through Instagram and WhatsApp. I am very grateful for this experience.”

Brooke and Guy

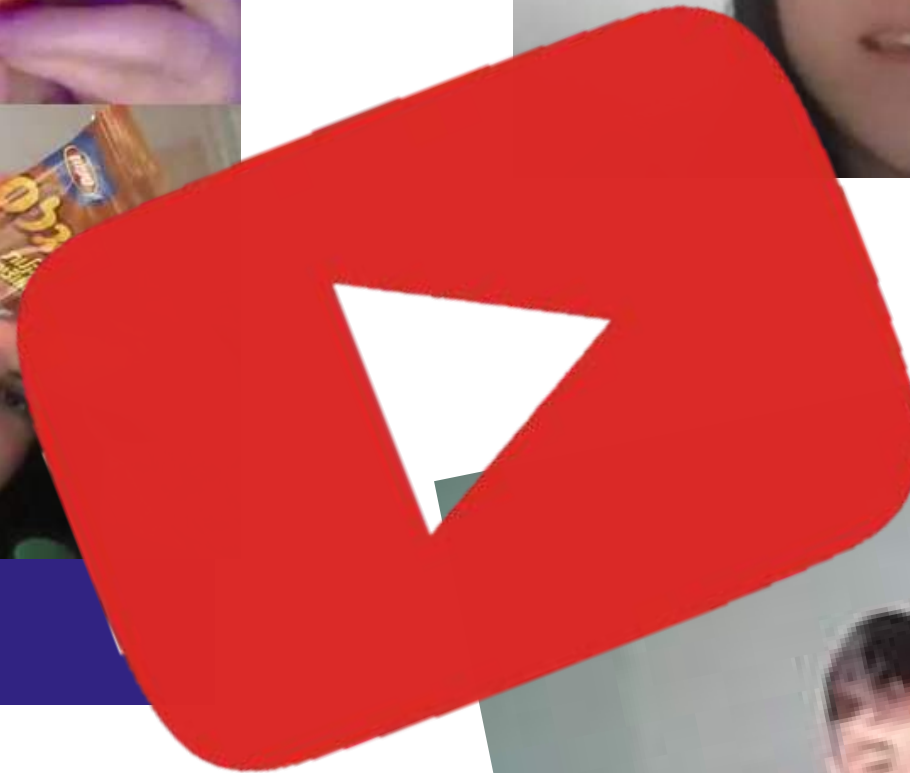
“During our time together we enjoyed getting to know each other and learning about each other’s lives. We found that even though we live in separate countries we have more in common than not. We also talked about the difference being Jewish in Israel versus in America and how that affects our lives. This program was really effective for both of us and we found it interesting getting to learn a little more about the different cultures that shape our lives”.

Lior and Juliana



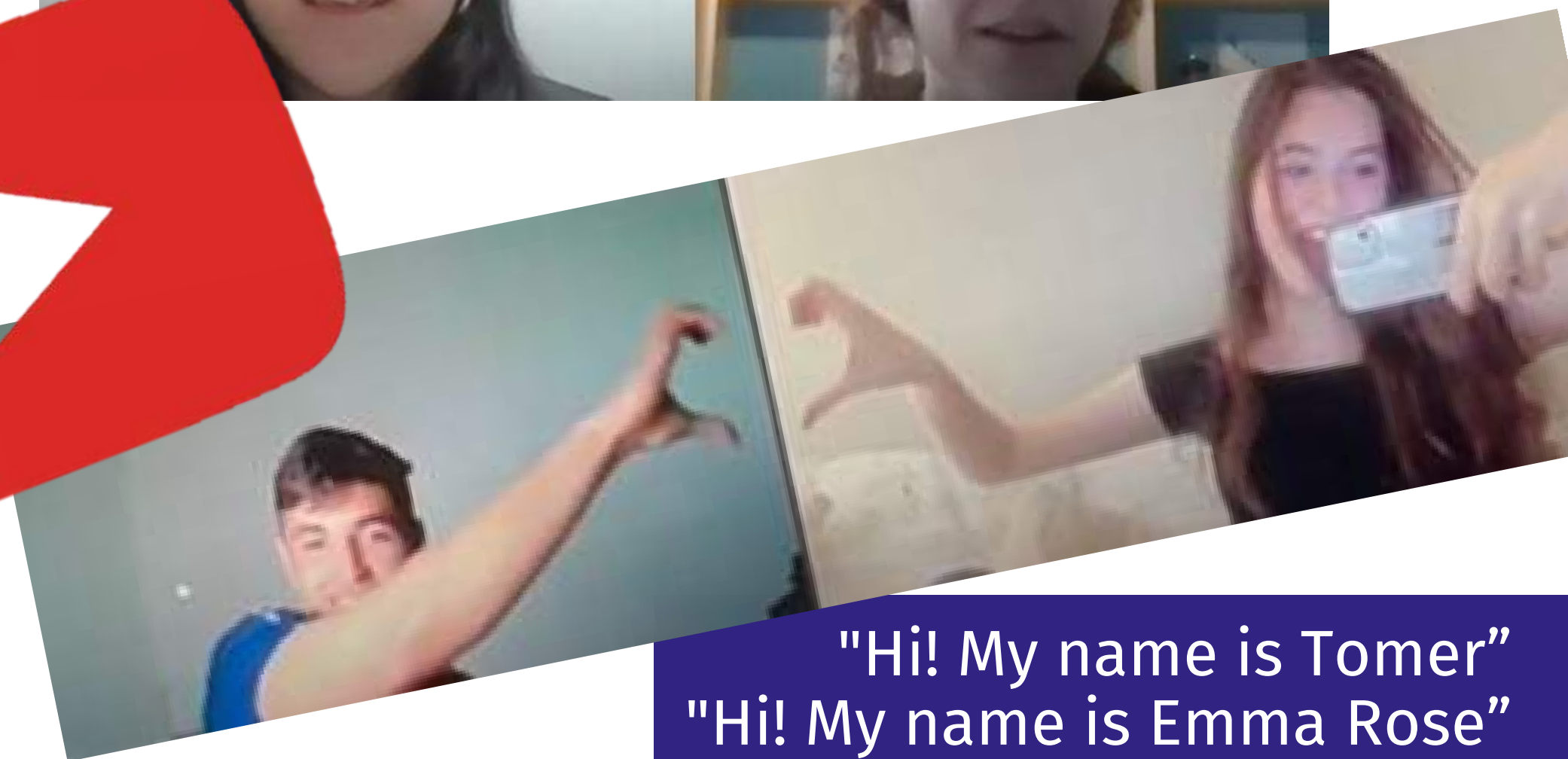
One2One Videos

Is it hard to be Jewish in America?



Comparing New Purchases

Click on the picture to watch the video!



"Hi! My name is Tomer"
"Hi! My name is Emma Rose"

Vision

Our vision is to invest in and nurture One2One so it becomes:

- **An essential part of the Israel and Jewish peoplehood experience for young people in North America;**
- **A widely utilized platform for exposing Israelis to the diversity of Jewish life outside Israel; and**
- **Integrated with and inseparable from formal conversational English studies for Israeli high schoolers.**

Getting to know Mica has been a wonderful experience. I learned so much about how our lives are similar and different, and we have so many similar interests and hobbies!

Our teenage experiences are very similar, and we have so much in common!

Mica is so sweet, kind, understanding, and very artistic! She even makes her own jewelery

We both share a love for crystals, and love each other's styles!



USA





ENTER

The Jewish
Peoplehood Alliance

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