



The Jewish Peoplehood Alliance

היוזמה לקידום עמיות יהודית

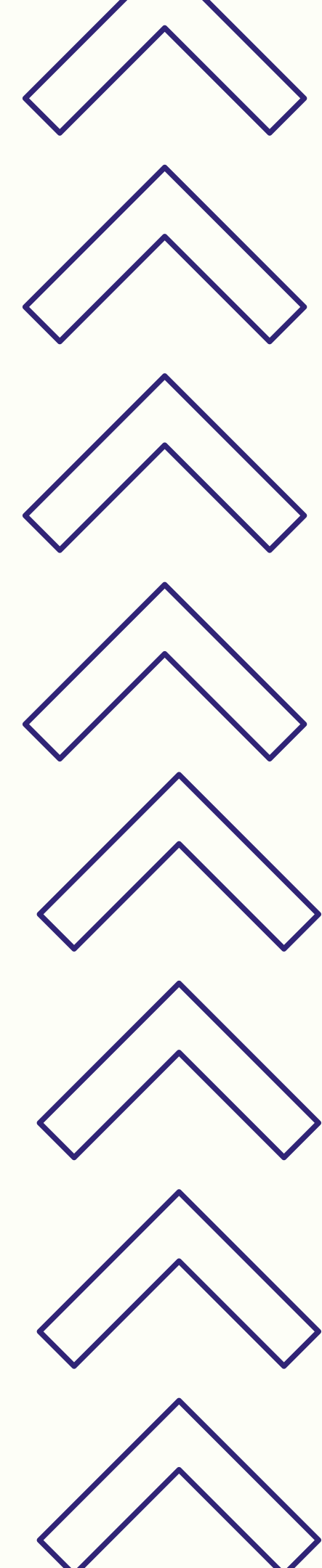
**A THREE-YEAR PERSPECTIVE**

# ONE2ONE

**ONLINE ENCOUNTERS BETWEEN  
JEWISH TEENS AROUND THE WORLD**

**FRIENDSHIP. PEOPLEHOOD. CONVERSATION**

One2One's development of "the online mifgash"  
and contribution to the fields of Israel and Peoplehood education



# CONTENT

THE ONE2ONE VISION & FORMULA

ONLINE MIFGASH

THREE-YEAR PERSPECTIVE: TECHNOLOGY,  
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NEW LANGUAGES, NEW MODELS

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# ONE2ONE

Launched in 2021, ENTER created One2One as a virtual mifgash (cross-cultural encounter) to connect Jewish teens worldwide, 7200 young people have since participated, plus dozens of educators and Jewish community professionals in Israel and across North America.

## VISION

To promote Jewish Peoplehood through peer-to-peer encounters between Jews in Israel and around the world.

## FORMULA

Israeli high school students are matched with Jewish teens from around the world. They meet for a series of 1:1 video-based sessions, in English, each lasting a minimum of 30 minutes.



קירוב לבבות



Bringing Jews  
together

# THE ONLINE MIFGASH

The *mifgash* is a powerful educational tool, enabling direct interaction between Jews from Israel and around the world.

One2One's innovation is the development of an online *mifgash*

The goal is to enable the beneficial outcomes of in-person *mifgashim*, without international travel. Until One2One there was no systematic development of the online *mifgash* in a scalable, measurable platform.

# THEORY OF CHANGE

By creating a satisfying and enjoyable One2One experience, this cross-cultural dialogue strengthens levels of mutual awareness and literacy, ultimately fostering greater peoplehood consciousness.

CLICK [HERE](#) TO READ ONE2ONE – AN INDEPENDENT THREE YEAR PERSPECTIVE CONDUCTED BY DR. EZRA KOPELOWITZ

# NUMBERS: THREE YEAR GROWTH



One2One's pilot year in 2021 involved 600 participants (half Israeli, half from North America), growing to 2,500 participants in 2022 and 4,100 participants in 2023.



# THREE YEAR PERSPECTIVE – TECHNOLOGY, PARTNERSHIPS AND EDUCATION

One2One's continued growth depends on investing in three areas:

- 1) Technology to facilitate a seamless, high-level user experience
- 2) Partnerships for recruiting and embedding the program in educational frameworks;
- 3) Pedagogical development to deepen the experiential and content-specific elements.

## TECHNOLOGY

One2One's system uses an algorithm that matches the teens according to characteristics and common interests. One2One developed and continues to refine this platform to manage and measure thousands of simultaneous encounters.

# TECHNOLOGY, PARTNERSHIPS AND EDUCATION

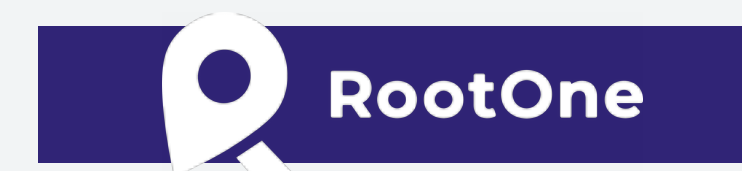
## PARTNERSHIPS

One2One has developed two anchor partnerships in Israel and the United States, with a number of pilot partnerships developed in 2023. The anchor partnerships are:

**The Israeli Ministry of Education**



Students participate in One2One as part of their high school English class and earn credit toward their matriculation exams in conversational English. Through the Ministry, ENTER is able to engage nationwide cohorts of educators and intertwine with the formal education system nationally.



In the pilot phase, ENTER partnered individually with numerous Jewish community organizations to recruit participants. In 2022, ENTER partnered with [RootOne](#) in order to consolidate recruitment and leverage RootOne's financial incentives for teen travel to Israel. One2One today is a top "pre-trip" programming option, providing teens with RootOne's voucher eligibility.

# TECHNOLOGY, PARTNERSHIPS AND EDUCATION

## PARTNERSHIPS

### *Diaspora Organizations*

- 2021 (Prior to Rootone): 20
- 2022: 34 Israel trip providers
- 2023: 35 Israel trip providers



### *Israeli Schools*

- 2021: 12 schools/ 22 teachers
- 2022: 25 schools/ 54 teachers
- 2023: 40 schools/ 100 teachers



# TECHNOLOGY, PARTNERSHIPS AND EDUCATION

## EXPERIMENTAL PARTNERSHIPS AND MODELS

In 2023, ENTER started implementing different models of One2One, which serve additional goals and target audiences.

**Hebrew Language Model** – Thanks to a partnership with The Jewish Federation of Greater Washington, students from Berman Hebrew Academy and other communal institutions participated in One2One as part of their Hebrew studies. The conversations took place in Hebrew and in English, so both sides could practice conversational skills.

**English Excellence** – Unistream, working with youth in Israel's periphery, incorporated One2One in their English excellence track.

**Post Israel Summer Trip** – One2One and RootOne built a program for teens returning from summer Israel travel, using our online mifgash as a method for deepening conversations sparked by their trip.

# TECHNOLOGY, PARTNERSHIPS AND EDUCATION

## EDUCATIONAL DESIGN

- The initial curriculum was developed by an international committee of educators.
- Curriculum evolved according to evaluation and participant feedback.
- In 2023, content also included educational partnerships created with *Unpacked, For the Sake of Argument* and *ANU – Museum of the Jewish People*.

### Ripple Effect:

Israeli English teachers started to teach One2One's curriculum as part of English studies. This growing interest in Jewish Peoplehood content led the Ministry of Education to develop a [special resource](#) for English teachers interested in teaching Jewish Peoplehood content.



# RESEARCH AND EVALUATION

Impact and measurement focus on change levels of three main variants:

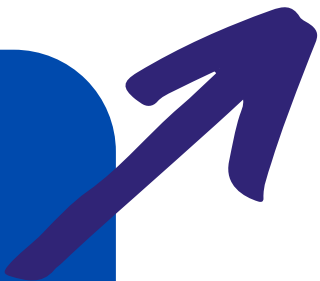
## FRIENDSHIP

- 82% agree that they would like to stay in touch with their conversation partner.
- 69% reported that their meeting went beyond the planned 30 minutes.

One-third report feeling knowledgeable about Jewish life in their partner's country in the pre-program survey. By the end, 93% report feeling more knowledgeable with a third reporting "I am much more knowledgeable."

## PEOPLEHOOD LITERACY

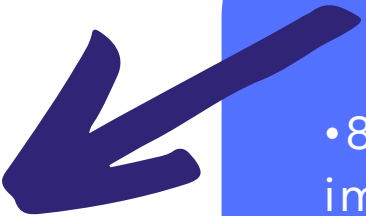
- 96% of the North Americans: "One2One made a positive contribution to my feeling of connection to Israel."
- 93% of the Israelis: "One2One made a positive contribution to my feeling of connection to Jews who live outside of Israel."



The teachers gave a very positive assessment of One2One. Nearly 90 percent would like their students to participate again, and 81% are "very likely" to recommend One2One to other educators.

## ENGLISH LANGUAGE SKILLS

- 83% of the Israelis agree that they feel motivated to continue to improve their English as a result of the encounter with a native speaker.
- 72% agree that they feel more confident speaking English.



# WHY IT WORKS?

## EXPERIENTIAL AND FORMAL

One2One's success lies in its ability to weave together experiential and formal education.

### EXPERIENTIAL

- **Peer-to-Peer:** No adult is present in the conversations.
- **Autonomy:** Relationships can be developed beyond the formal conversations.
- **Dynamic:** Conversation is dynamic—participants are not limited to the program's curriculum and the formal topics are typically a gateway for teens to delve into a wide range of subjects that are important to them.
- **English:** Israeli students are motivated by the opportunity to improve English skills
- **Friendship:** The opportunity to develop a personal connection with a teen who lives elsewhere is an attraction.

### FORMAL

- **Compulsory:** Israeli students participate as part of their English studies. The North Americans need credit for their RootOne trip voucher.
- **Curriculum:** The program focuses on content-specific topics and background materials.
- **Evaluation:** Some Israeli students submit a project based on One2One conversations.
- **Schedule:** The conversations occur according to a formal schedule



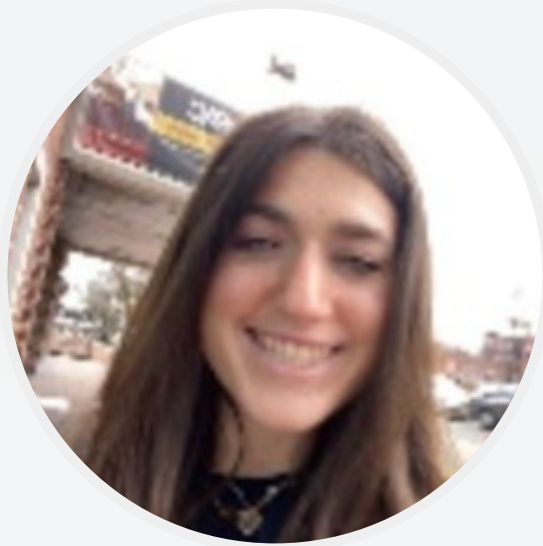
# GOING FORWARD

In the next three years, One2One hopes to double the number of participants, reaching 8,000 participants annually. We are planning on continuing and expanding current and new partnerships, as well as offering One2One in different languages and tailored to other Jewish societies worldwide.





# TESTIMONIALS



Ori and I learned so much from each other over just a few calls. Some things we talked about are what our schools are like and Ori told me about living in Israel. We also talked about how we celebrate Jewish holidays and what we are wearing for Purim! It was so nice learning how we have so much in common when we are so far away. Ori and I also shared pictures from our bat mitzvahs. My experience meeting someone from overseas and building a friendship was amazing and it was such a good opportunity I hope to continue this wonderful friendship!

Atara, RootOne Participant

Shayna and I met through the One2One program. We had a great time discussing politics, different sports we are into, our future plans and shared similar experiences we've had:) We have a lot of common interests and it was so great to have had this opportunity! In July, Shayna will visit Israel and we plan on meeting up and going to the beach together! Thank you One2One

Shira, Israeli participant



# ONE2ONE SCREENSHOTS

Katie is 16 years old and lives in Montreal. Zook is 17 years old and lives in Netanya. Through our meetings, we learned that even though we live across the world from each other, we share many of the same Jewish traditions. We learned the importance of being there for each other as Jews and that we are all united.

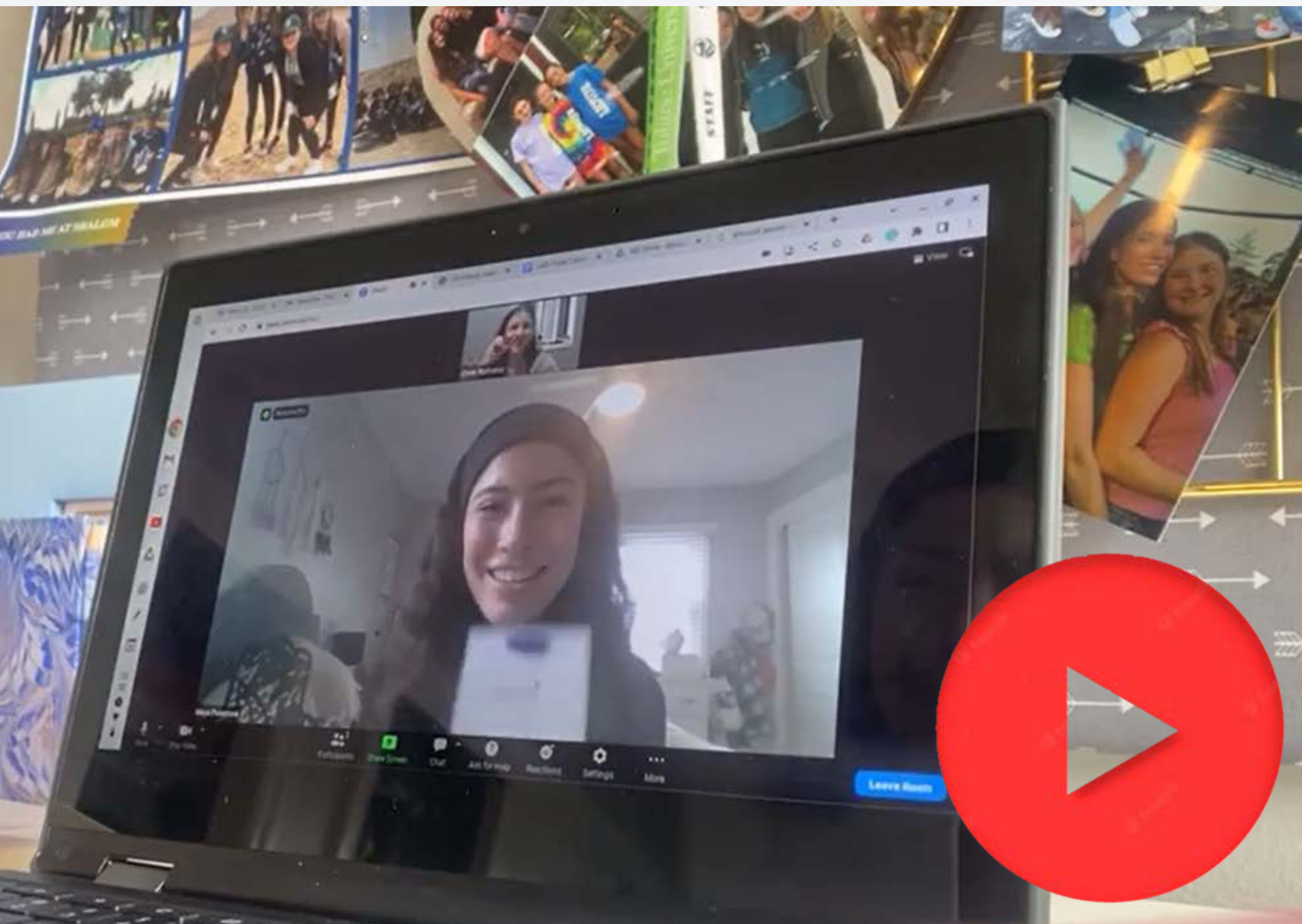
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# ONE2ONE VIDEOS



**CLICK ON THE IMAGES  
TO WATCH THE VIDEOS!**



**ENTER**

The Jewish  
Peoplehood Alliance

היוזמה לקידום  
עמיות יהודית

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