

ISRAEL ACTION PLAN -

REACTING TO ANTI-ISRAEL SENTIMENT ON CAMPUS



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This will usually be in response to a particular event on campus or in the community. Your team members, goals, timeline, allies and resources for this kind of program may be different than for your proactive Israel agenda.

Has there been a problem with anti-Israel activity on your campus? List examples.

- 1.
- 2.
- 3.

What responses have been effective in the past? How have they been effective? What have been the outcomes?

Effective Responses

Outcomes

- 1.
- 2.
- 3.

Ineffective Responses

Outcomes

- 1.
- 2.
- 3.

How do you see your role in responding to anti-Israel sentiment and action on your campus? What do you see as Hillel's role in responding?

On your campus, who (individuals and organizations) are the pro-Israel allies?

Who in the university or community can help develop a quick response?

In the case of anti-Israel action/programs/rallies etc, who are the first three people you can call?

What are your goals in developing a response to anti-Israel action/programs on campus?

- 1.
- 2.
- 3.

What's the most effective to accomplish your goals *on your campus?*

NAME:

SCHOOL:



ISRAEL ACTION PLAN -

1...2...3...4

Telling the Israel Story in a Balanced Way

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Welcome to the Israel Action Plan. This Action Plan will allow you to go back to campus with concrete ideas and resources that are ready to implement. We've divided this into four sections. The first will help you define what kind of Israel agenda you would like to see on your campus. The second will help you define the resources you'll need to accomplish your proactive Israel agenda. The third is a tool you can use to be playful about reactive programming on campus, and the fourth, and Action Plan Worksheet, will help you map out concrete steps to take on your campus.

First – you will need an idea of what the Israel focus will be on your campus in the fall. If you had time to meet with your Hillel director or advisor before this trip – great! Write it down and you'll have this list to work from during the course of your workshops.

- 1.
- 2.
- 3.
- 4.

If not, keep it general and there will be time when you get back to work in the details.

The focus may be broad or specific ranging from: getting students to Israel for their first trip, (or their second trip), cultural information, the Middle East peace process or special guest speakers.

In order to plan for the future, it's important to know what's currently happening programmatically on your campus with respect to Israel. Use the following chart to get a sense of what happened – what worked and what didn't. (List at least 5 if you know)

| Kind of Program | Topic | Frequency | Success? |
|-----------------|-----------------|-------------|----------|
| Speaker | Peace Process | 1x/semester | moderate |
| cooking class | Israeli food | monthly | great! |
| Book club | Israeli authors | monthly | bad! |

- 1.
- 2.
- 3.
- 4.
- 5.



Where would you like to promote Israel on your campus? Some possibilities may be Hillel, other student organizations, faculty, the university, the Jewish community, the non-Jewish community – the list could go on!

Israel can be on the agenda in many different ways – passive and active, program and policy, proactive and reactive. It can be a “fact of the week” in your regular student email, a decision by the university food service to buy Jaffa oranges and Carmel tomatoes, or arranging to have Israeli music played while callers are on hold. It can also be proactive Israel programming on campus and in the community.

How can you put Israel on the agenda of Hillel (or Student Government, or the Faculty Club) in a meaningful way?

Use the space below to brainstorm ways of including Israel in the agenda of the appropriate organizations on your campus. Think of how you want Israel to “look” on campus.

Large dotted-line rectangular box for brainstorming ideas.



Resources can take on a variety of forms, including materials, people, and having enough information to make good decision. This worksheet will help you begin to assess what resources you will have to help you accomplish your proactive Israel agenda on campus.

What’s the most effective method to accomplish your goals *on your campus*? (check those that apply, add your own)

- SPEAKERS
- RALLIES
- CLASSES
- E-MAIL/WEB BASED PROGRAMMING
- WORKSHOPS
- LARGE GENERAL EVENTS
- LUNCH AND LEARNS
- OUTDOOR PROGRAMS
- BIG NAME EVENTS
- PROGRAMS AT NIGHT
- OTHERS _____

You’ll need peers – who (be specific) will be on your team?

Are they already involved in Israel activity on campus?

What will your role be in this team?

Who are your human resources? Hillel staff, partner agencies, community shaliach, faculty etc.

Who will be your allies? i.e. who will support your efforts on campus and can help you make your program a success? Ex. other student organizations, student government, Hillel staff, faculty.

How will you communicate with your team and allies? How will you determine a strategy that will allow you to find common working ground if/when you disagree? How will you decide what voice to present to the Jewish community? How will you decide what voice to present to the general (non-Jewish) community?

Given the information above, are there any roadblocks to your success you can currently envision?

Once you have your ideas together, find the Israel Action Plan Worksheets in your binder and you can get started on the actual planning!