

## What is Israel at Heart?

Israel at Heart, a non-profit independent organization founded by Westchester businessman Joey Lowe, brings articulate and compelling Israeli students to college and university campuses across North America. From April 1 – April 13, sixty Israeli students, broken into teams of three, will travel to college campuses telling their stories and connecting with a variety of audiences, both Jewish and non-Jewish. These Israeli students come from various countries of origin and levels of religious observance, and they speak from their heart about what life is really like in Israel.

### What can I do with Israeli students on my campus?

**Programs within the Jewish Community:** *Create a safe space for Jewish students to ask questions and connect with their Israeli peers*

- Host an Israel-themed meal.
- Hold a week-long Israel Cultural series or include them in existing programs.
- Invite various target populations (i.e. active Jewish leaders, first year students of Hillel, Jewish Greek students, Israel activists...) to meet the Israeli students.

**Programs for your Campus Trendsetters:** *Influencing Influentials*

- Host a luncheon with your **student government**. They are not only decision makers for the campus, but are also probably interested in politics.
- Plan an informational meeting with **Residential Assistants**, who are informed about hot campus issues. This meeting could be held in conjunction with a residence hall program.
- Set-up an interview for the Israeli students with **campus and local newspapers**. Not only is this an opportunity to create awareness about Israel, but also a forum to build a relationship with the newspaper staff.

**Programs for Academic Departments:** *Educate students and faculty by providing an educational forum through guest lectures or town hall meetings. \*Professors may be willing to advertise events and/or give extra credit for attendance.*

- **Political Science, Religion and Sociology** majors can supplement their classroom education with personal narratives.
- **Psychology** majors can explore patterns of human development by hearing from their Israeli peers.
- **Education** majors can learn about the differences between a religious and secular education in Israel, while also exploring the relationship between religion and public schooling in the Jewish state.

**Religious Groups:** *Provide stimulating discussion with students that are passionate about their own religion and interested in learning about others*

- Have a discussion with the Campus Ministries about daily religious life in Israel.
- Listen to the testimonials of the Israeli students with **Christian groups**, while discussing the centrality of Jerusalem to both faiths.
- Invite the Israeli students to speak at a **Muslim-Jewish** dialogue group.
- Build a relationship with the **Bahai** group on campus, by discussing the centrality of Israel to the Bahai Faith.
- Join with the **Pagan Ministries** on campus to explore alternative Israel by bringing to light “Shantipi,” a Woodstock-esque program, which occurs annually in northern Israel and draws a diverse crowd of over 30,000.

**Cultural and Special Interest Organizations:** *Reach out to a broad range of students with innovative dialogue.*

- Co-sponsor a Freedom Seder with the **Black Student Union**, while delving into the culture of Ethiopian Jewry and the Black Hebrews.
- Hold a discussion with the **Women’s Resource Center** on the role of women in Israel.
- Invite the Israeli students to interact with **ROTC** and give a first-hand account of their service in the Israeli Defense Forces.
- Commune with the **Socialist Organization** on campus to discuss the Kibbutz movement and socialism in Israel.

## **I want Israel at Heart on my campus! What do I need to know?**

All logistical and scheduling details will be handled by **Israel at Heart’s coordinator, Batia Eyob**. To schedule a visit for your campus, contact Batia at [batiaeyob@hotmail.com](mailto:batiaeyob@hotmail.com).

Israelis can visit your campus for anywhere between a couple of hours to three days.

If you wish to host the Israeli students overnight, comfortable sleeping and eating arrangements are necessary. Some of the Israeli students may require kosher meals and Shabbat observant housing. If this is impossible to arrange, please indicate this to Batia.

*Important Note: It is important to clearly communicate that the Israeli students do not represent the government of Israel. They can and will only speak to their experience of living in Israel, which vary dramatically and represent the diversity of Israeli society.*

### **Remember: Israelis Just Want to Have Fun**