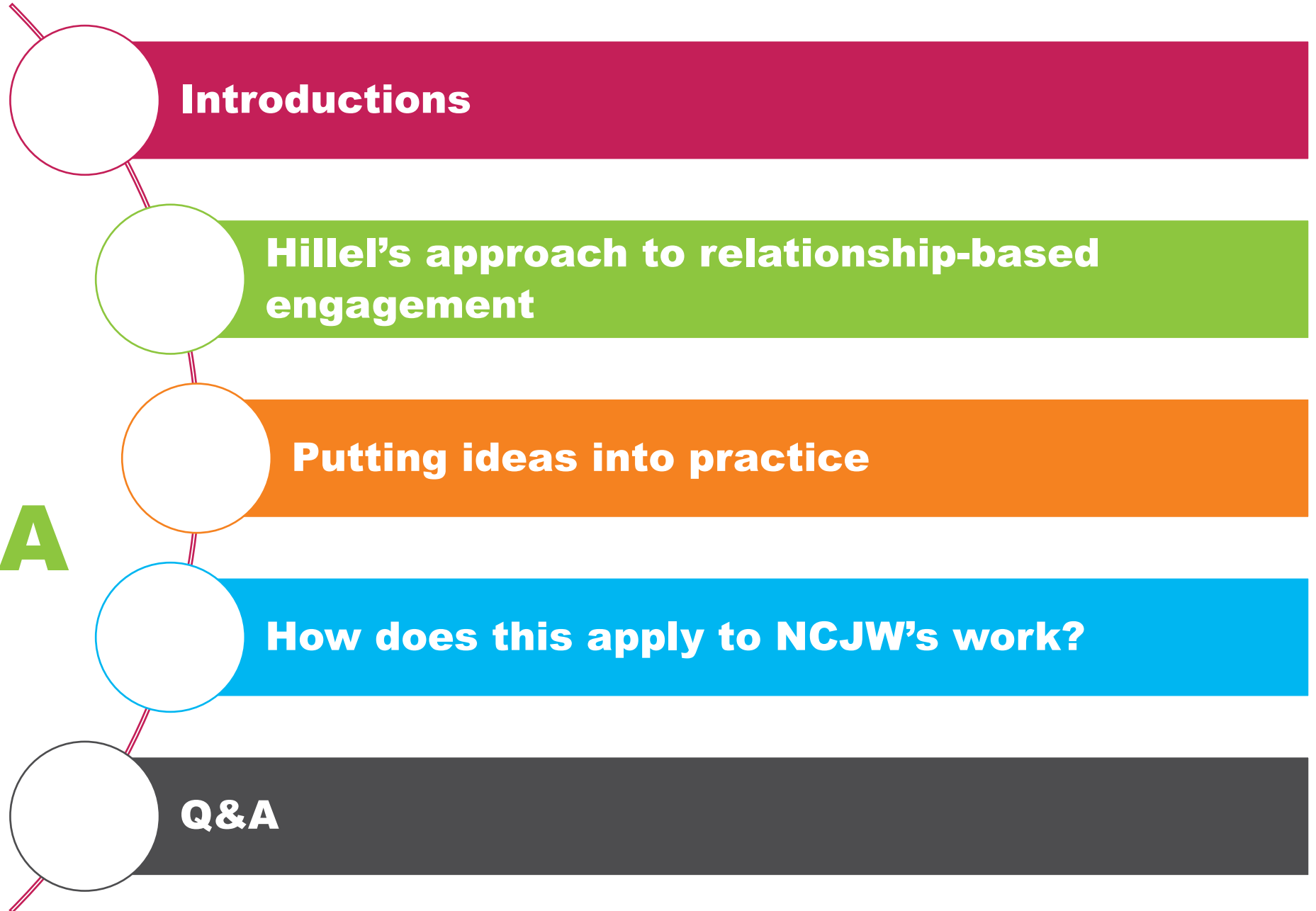
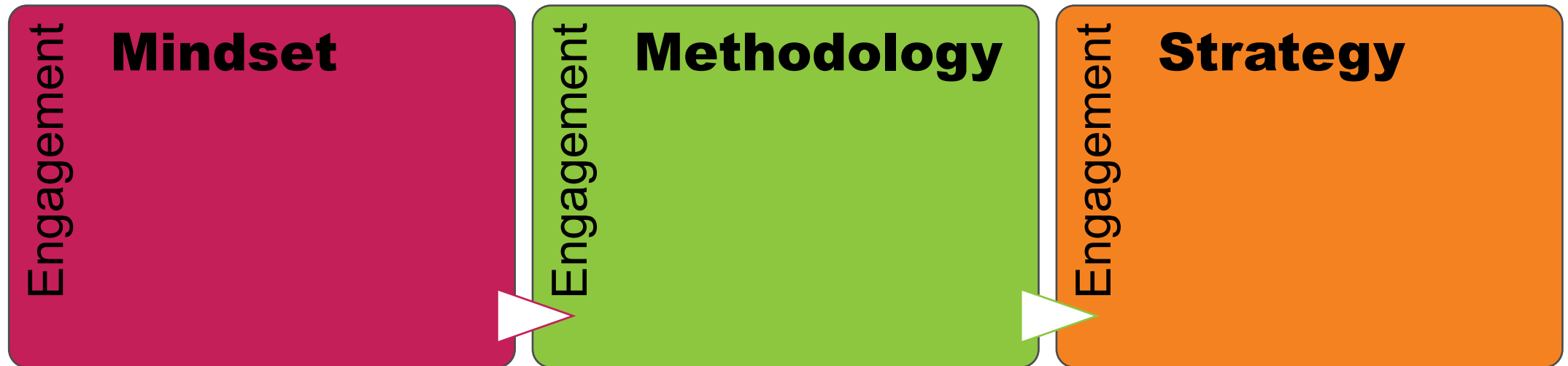


OUR AGENDA

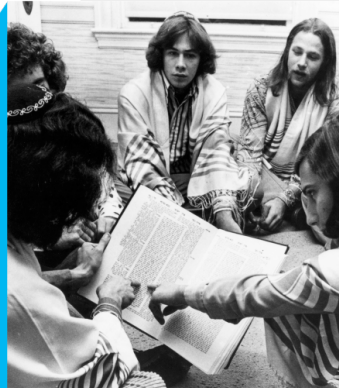


WHAT IS “ENGAGEMENT”?

Engagement is the act of reaching people, getting to know them, and connecting them to something larger than themselves based on their interests, ambitions, and passions.



HILLEL'S EVOLUTION



1930's

a safe haven

1950's

a club

1970's

synagogue
on campus

1990's

renaissance

2000's

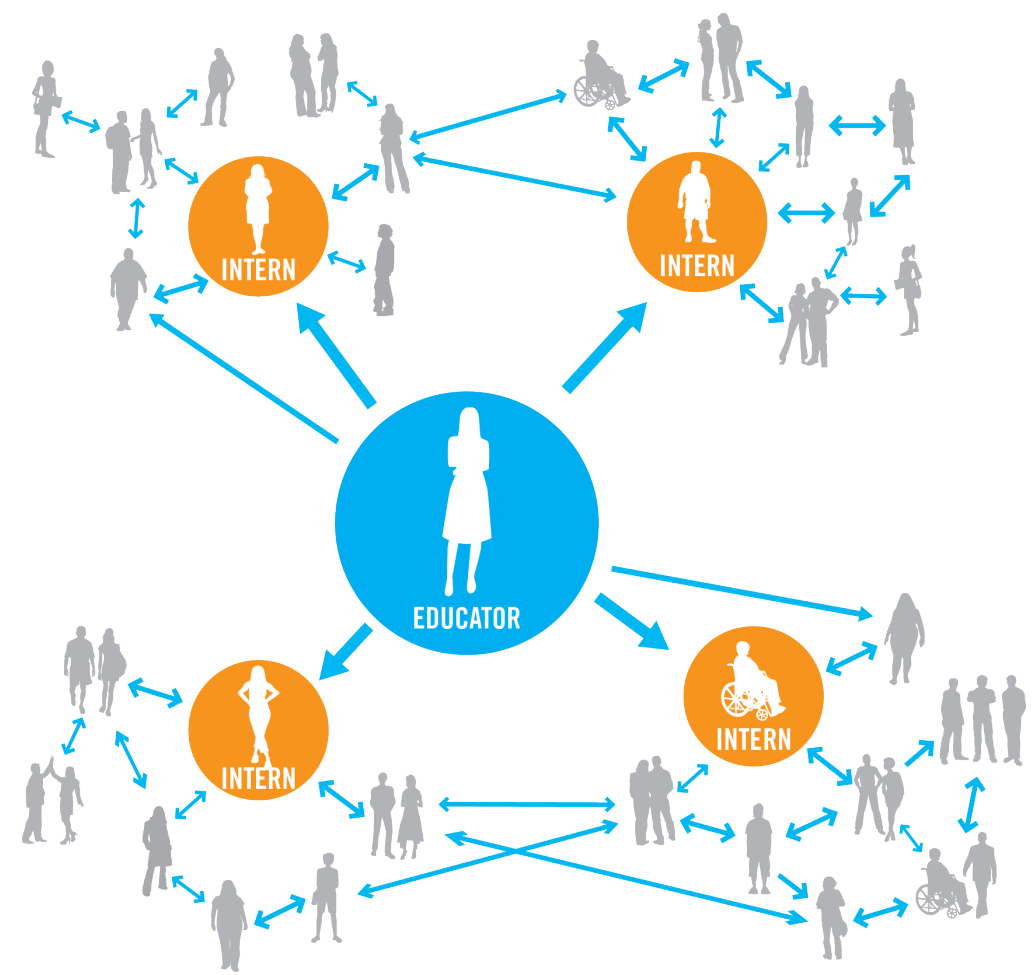
peer networks

2010's

networked
communities

METHODOLOGY

**PEER to PEER
ENGAGEMENT AS A
FORCE MULTIPLIER**



THE **EDUCATORS** INVEST DEEPLY IN THE JEWISH GROWTH OF THE **STUDENTS** WHO CAN THEN PROMOTE STRONGER AND DEEPER JEWISH TIES AMONG THE **NETWORKS** OF THEIR PEERS.

What it is:

Active listening

Open-ended questions

People before programs

Community Organizing

Design Thinking

Ongoing

Force multiplier

What it isn't:

Butts in seats

“Field of Dreams”

Checking boxes

METHODOLOGY

MINDSET



MINDSET

Our research has shown that participation in Jewish life on campus leads to great outcomes.
But you can't participate in Jewish Life on Campus if...



... you can't get out of bed in the morning.



... you can't physically access the building.



... you are questioned when you show up because of how you look.



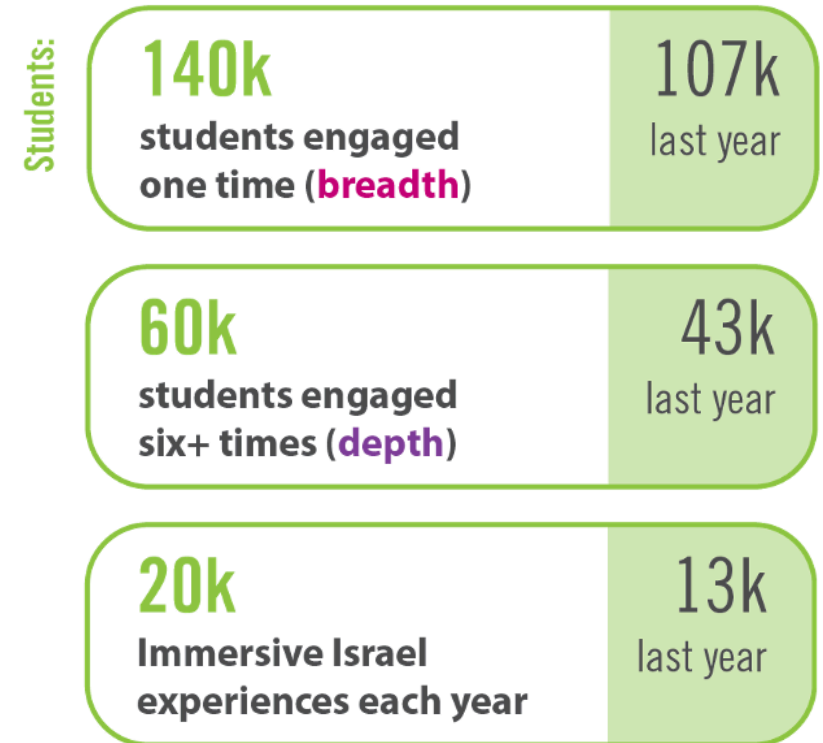
... your Jewish identity isn't respected or reflected.

STRATEGY

On campus

Category	Metric	Description	Annual Target
Contact	# of students for whom local Hillel has name and contact information	Name and at least one of the following pieces of information: email address, mailing address, phone number, Facebook friends, Twitter handle	90% of total population
Push	# of students who received push communication	Hillel has reached out to each Jewish student at least once through one communication channel using information above	100% of above
Gateway	# of students who have had 1+ interaction with Hillel	Student has participated in at least one social interaction (conversation, coffee date), or attended at least one event or program	70% of total population
Relationship/Frequency	# of students who have had 4+ interactions with Hillel	Student has participated in 4 or more events or activities	40% of total population
High-Impact	# of students who had high-impact experiences	Students who have participated in high-impact experiences	20% of total population

Movement-wide



Beyond the Coffee Date: The 3 Cs

