

Onward Israel Cohort IV: Converging Israel Experiences and an Emerging Onward Brand

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EXECUTIVE SUMMARY

BACKGROUND

Onward Israel is an innovative partnership between the Jewish Agency for Israel, private philanthropy, and local Jewish organizations and communities. The program, instituted in 2012, provides immersive six to ten week-long resume-building experiences in Israel for young adults, targeting mainly college students.

Since the launch of Onward Israel, Rosov Consulting has been commissioned to explore the impact of the program on participants' knowledge, attitudes, and behaviors, as they are related to Israel, Judaism, and personal/professional development.

The current study of Cohort IV participants replicates previous years' efforts, in terms of identifying participants' characteristics and elucidating the kinds of influences the program has on them. In addition, the study also extends understanding about the program in several ways:

- It includes a comparison group of like-minded non-participants to investigate how they are similar or different from participants and to understand the decision not to participate in the program.
- It includes a qualitative research component that sheds light on the transformative process which Onward participants experience during time on the program.
- It explores, for the first time, the various outcomes produced by different types of program under the Onward Israel umbrella.

CHARACTERISTICS OF THE STUDY POPULATION

Cohort IV shared several demographic similarities with previous cohorts: there was a greater percentage of female than male survey respondents, most survey respondents identified as Conservative or Reform, and the vast majority of survey respondents had visited Israel previously for a duration of less than three months. Relative to previous cohorts, Cohort IV consisted of a greater percentage of individuals hailing from a higher engaged Jewish background, as well as a greater percentage of university students. Additionally, more than two-thirds of Cohort IV survey respondents previously participated in Birthright. Relative to previous cohorts, this is the highest percentage of Birthright alumni to have participated in Onward Israel.

Compared to individuals who withdrew their Onward Israel application, Cohort IV respondents exhibited lower levels of knowledge and activity related to Israel and Judaism *prior* to the program, than their peers who enquired about but then did not participate in the program. Overall, individuals who withdrew their application were less satisfied with the application process, communications with Onward Israel staff, and clarity of messages they received from staff.

QUANTITATIVE RESEARCH FINDINGS: CONTINUED EVIDENCE OF POSITIVE CHANGE

Over the past four years, evaluation data have been remarkably consistent. Participants in Onward Israel show evidence of returning from the program feeling much more knowledgeable about contemporary Israel and feeling more connected to the country and its people. They feel more knowledgeable too about aspects of their Jewish heritage and about their place in the Jewish people. They express a greater sense of solidarity with other Jews and the Jewish tradition. They also feel more knowledgeable about their fields of professional interest. They return home more realistic about their professional options.

In this past year, with a further increase in the number of participants in the program, it has been possible to examine potential differences between five Onward Israel program types. On the whole, there were very few programmatic differences, and the trends we have observed in the past years hold true across program types. This is a significant finding that implies the emergence of a consistent Onward brand across the organizations that share Onward's program framework.

Some dramatic differences were observed between participants with varying degrees of Jewish engagement background. Those with fewer years of Jewish educational experiences grew the most following the Onward program in their knowledge of Jewish life and Israel, and in their Israel- and Jewish-related behaviors. Those who were already engaged in Jewish life, although benefiting from participation in Onward, grew the least in these areas. Importantly, all participants, no matter how Jewishly engaged they were before the program, grew in their knowledge of their professional area of interest and in their attitudes towards Israel, Jewish life and professional development.

QUALITATIVE RESEARCH FINDINGS: CONVERGING EXPERIENCES AND AN EMERGING ONWARD BRAND

The rich qualitative data collected has deepened our understanding of what Onward Israel contributes to participants' lives as well as how it does so. Two particular phenomena stand out: first, that while almost all Onward participants share a special interest in getting to know Israel better when they first start the program, their other motivations for taking part in the program are remarkably diverse. These motivations are often closely related to the particular program experience they have selected. Yet no matter how diverse these motivations and how varied their interests when they start the program, by the time they finish and certainly once they return home, the participants seem to have derived very similar benefits. Reading the transcripts of interviews from once they came home, it is hard to identify which particular Onward program they participated in, so common are these themes. There seems to have been a remarkable convergence in their experiences, a finding that supports a conclusion reached from analysis of survey data.

This convergence in experience suggests the emergence of an Onward brand; a constancy of practice that cuts across all programs. This – we suggest – is an important development that should be cultivated further. Furthermore, one element in that convergence is what participants derive in Jewish terms from the program. Beyond the Morasha program that specifically offers a “Jewish” discovery experience, most participants did not articulate a special interest in Jewish matters *before* they started the program or even during the program’s first weeks. We found, however, that close to the program’s end and once they returned home, almost all of our interviewees revealed that they had been touched Jewishly by the program: they were thinking differently about their place in the global Jewish community, their relationship to Jewish tradition, or how they thought of themselves as young Jews. This was as much an unanticipated outcome for the participants as it was for the evaluation team, having studied the program these last four years.

RECOMMENDATIONS

This study has revealed a number of developing trends for program partners and Onward Israel staff to consider. In light of the findings of this study, we offer the following programmatic recommendations, as well as suggestions for further study.

Exploring the Link between Knowledge about Israel and Israel Advocacy

Although Onward Israel has excelled in contributing to participants’ growth in their knowledge and understanding of daily life in Israel this knowledge has yet to translate to Israel advocacy activities. Onward Israel may wish to explore the possibility of utilizing evening programs as an opportunity to develop and strengthen advocacy skills, especially given that most of the participants are students who are early in their university careers and likely to become more involved in campus life.

Refining the Value of the Global Jewish Peoplehood Shabbaton and Connections Day

Through the years, the Global Jewish Peoplehood Shabbaton appears to have been a weaker point of the summer experience. As noted in previous reports, Onward Israel staff should constructively consider the future of this programmatic aspect.

Unlike the Global Jewish Peoplehood Shabbaton, several participants noted that they enjoyed and benefitted from the Onward Israel Connections Day. Currently, the post-program survey does not include any concrete questions about the Connections Day. In future studies this is a program area worth exploring further.

Focusing on the Connection between Birthright and Onward Israel

The large contingent of Birthright alumni among the sample of Cohort IV participants highlights the potential in exploring a connection between Birthright and Onward Israel, particularly since Birthright alumni who participate in Onward Israel were found to have less engaged Jewish backgrounds than other Onward Israel participants. Post-trip Birthright programming can be utilized as a platform for Onward Israel recruitment, with Onward Israel establishing a reputation as a “recommended” post-Birthright Israel experience. Another area to investigate is if there is a market for a “Birthright/Onward” summer combination. A sizable group of those who responded to the post-program survey indicated that they participated in Birthright this past summer. Exploring more systematically who these people are, and what factors are motivating them to choose this programmatic combination for their summer plans will benefit Onward marketing plans.

Refined Marketing Strategies

Findings from the qualitative research illustrate that while the different types of Onward Israel programs attract participants who differ from one another in terms of their personal/professional interests and engagement with Israel and Jewish life, participants depart Onward Israel with a generally shared, consistent experience. This phenomenon ought to encourage Onward Israel to explore segmenting its marketing strategies based on program type, potentially branding each program type differently as a way to maximize recruitment.

* * *

INTRODUCTION

Onward Israel is an innovative partnership between the Jewish Agency for Israel, private philanthropy, and local Jewish organizations and communities. The program is designed as a “next level” experience in Israel for young adults between the ages of 19–27, primarily university undergraduate students. The goal of Onward Israel is to provide its participants with immersive six to ten week-long resume-building experiences in Israel, including internships, fellowships, academic coursework, and service learning.

Since its inception in 2012, Onward Israel has significantly grown in its number of participants. In the summer of 2015 (Cohort IV), nearly 1,000 individuals participated from North America alone, with even more joining from Europe. In order to assess the impact of the program and its meaningfulness to participants, Onward Israel has engaged Rosov Consulting to explore participants’ knowledge, attitudes, and behaviors, related to Israel, Judaism, and personal/professional development, prior to and following their summer experience.

As in previous years, this study of Cohort IV participants seeks to identify who enrolls on Onward Israel, and what kinds of growth or changes they exhibit following the conclusion of the program. However, this study differs in the following ways from analyses of previous Cohorts, also carried out by our team:

- It investigates a comparison group of like-minded non-participants to shed light, first, on why individuals choose to participate or not participate in Onward Israel once they have expressed interest in the program, and, second, on how the participant composition is similar to or different from non-participants.
- The study includes a qualitative research component, entailing a series of in-depth interviews with 12 participants as well as site-observations at three different programs over the course of the summer.
- The analysis includes a segmentation of findings according to program type, something that had not been possible previously when fewer people participated in Onward Israel programs.

This report begins with an explanation of the study methodology and a description of the samples, followed by quantitative and qualitative findings. The report closes with recommendations for the future of Onward Israel and for further study.

METHODOLOGY

This study employed a mixed-methods approach, focusing on both quantitative and qualitative data collection.

QUANTITATIVE DATA

As in previous years, participants were asked to complete a survey two weeks prior to the start of their Onward Israel program and two weeks following the completion of their program. The pre- and post-program survey instruments included identical items addressing participants' knowledge, attitudes, and behaviors related to Israel, Jewish identity, character development, and academic/professional aspirations. This year, the pre-program instrument also included questions addressing satisfaction from the application process, and the post-program instrument also included questions about perceptions and skillsets fostered during the summer experience. Modifications are highlighted in purple in Appendix A.

In an effort to generate a comparison group for a stronger, more comprehensive analysis, a survey designed to be as similar as possible to the pre-program instrument was sent to individuals who withdrew their Onward Israel application. These individuals are referred to as “non-participants” in this report.

The pre-program, post-program, and non-participant surveys were administered on-line via Qualtrics Research Suite, a survey design and management system. Reminder emails were sent three days following the initial message, and then an additional four days following the first reminder. The non-participant survey and post-program survey each offered respondents the chance to enter a drawing for one of twenty \$50 Amazon gift cards. No incentives were offered for completion of the pre-program survey as this was depicted as a mandatory aspect of the program.

Survey data were analyzed using IBM SPSS Version 23. Statistical tests were appropriated with a significance level of $\alpha = 0.05$. Pre versus post comparative analyses were performed among the overall sample of participants, as well as segmented per program type.¹

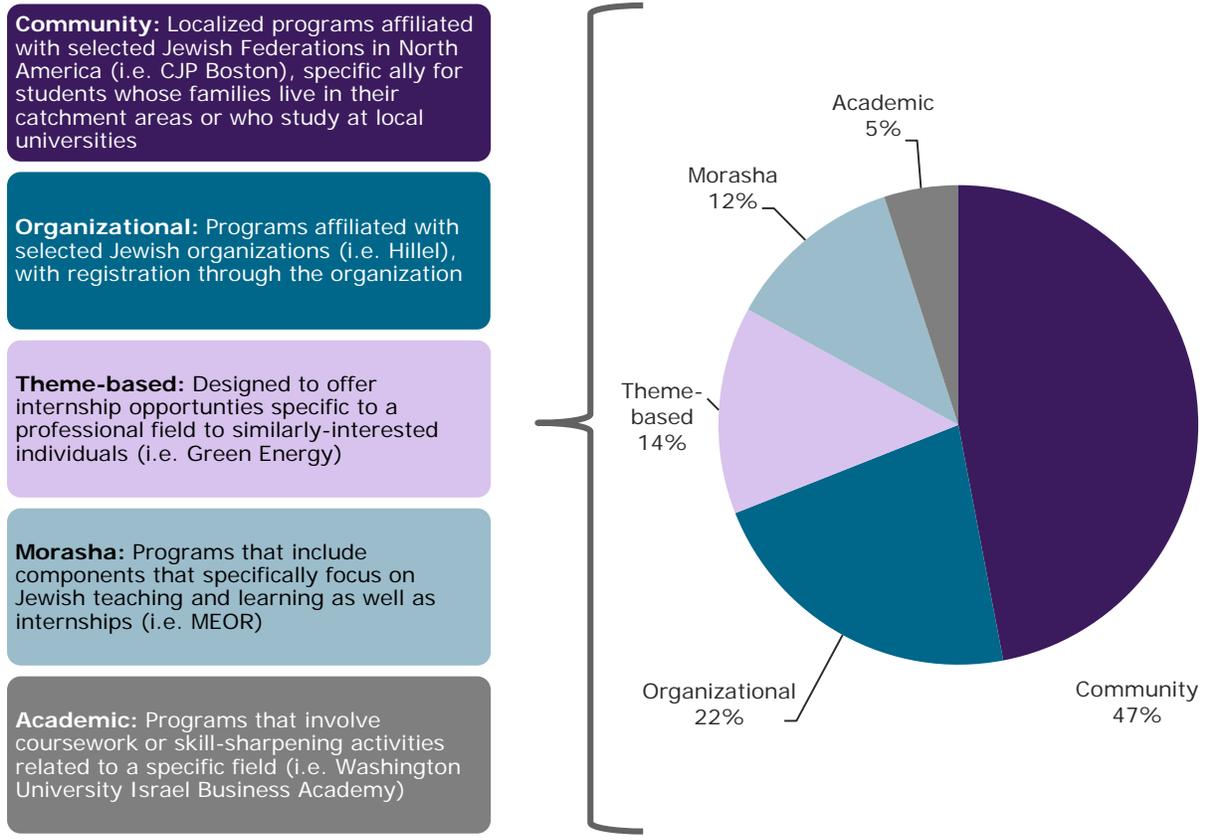
Response Rates

The target population for this study consisted of 973 North American 2015 Onward Israel participants, and 680 individuals who withdrew their Onward Israel application this past summer (non-participants). The final response rate for the pre-program survey was 89% (n = 870); 59% (n = 574) for the post-program survey; and 13% (n = 87) for the non-participant survey. 56% (n = 545) of the respondents completed both the pre-program and post-program survey ~ slightly less than the North American contingent of respondents in Cohort III (62%, n = 398).

¹ Paired t-tests and repeated measures Analysis of Variance were used where appropriate

The largest proportion of respondents who completed both the pre-program and post-program surveys participated in Community-based programs (47%), as seen in Exhibit 1. A listing of program types and relevant programs can be found in Appendix B.

Exhibit 1: Program Type Description and Breakdown



QUALITATIVE DATA

As part of an “under the hood” exploration of the Onward Israel experience, 12 participants identified by Onward Israel and program partners staff were each interviewed four times over the course of the summer: once before the start of the program, twice during the program, and once after participants returned to the United States (either at the tail-end of the summer or once the fall semester had started). The interview protocols were designed to further address the personal, professional, Jewish-related, and Israel-related components of the program, identifying changes as participants processed their experiences. Interview protocols can be found in Appendix C.

Additionally, three site visits were conducted—two at internship placements and one at the Jerusalem Connections Day—to observe Onward Israel “in action.”

DESCRIBING THE SURVEY SAMPLES

An analysis of the sample of participants reveals several characteristic similarities to previous Onward Israel cohorts, as well as a few notable areas of difference.

CONSISTENCIES ACROSS THE COHORTS

The report about findings in Cohort III highlighted several demographic trends over the years. Cohort IV is consistent with previous cohorts in the following areas:

Gender

In the summer of 2015, 56% of the survey-respondents were female and 44% were male. Overall, since the launch of Onward Israel in 2012 to 2015, there have consistently been more female than male survey respondents; on average, 60% of the respondents have been female and 40% male.

Denomination

In the summer of 2015, close to a third (29%) of survey-respondents identified as Reform, while the next largest contingent identified as Conservative (28%), and the third largest contingent identified as “Just Jewish” (24%); 15% of survey-respondents identified as Orthodox. This composition is fairly similar to previous cohorts, where on average, the largest percentage of participants identified as Conservative, while Reform and “Just Jewish” were also popular denominational selections.

Prior Time Spent in Israel

Previous cohorts largely consisted of survey-respondents who spent less than three months in Israel prior to participating in Onward Israel. Similarly, close to two thirds (66%) of Cohort IV survey-respondents spent less than three months in Israel, including 39% of respondents who spent less than one month in Israel. More than half (55%) of the survey-respondents visited Israel previously on a family trip, while 34% participated in a teen travel program and 23% participated in an organized middle school or high school trip. These numbers support Onward Israel’s goal to establish itself as a “next rung” Israel experience program, attracting individuals who are interested in following-up and building upon their previous time spent in Israel.

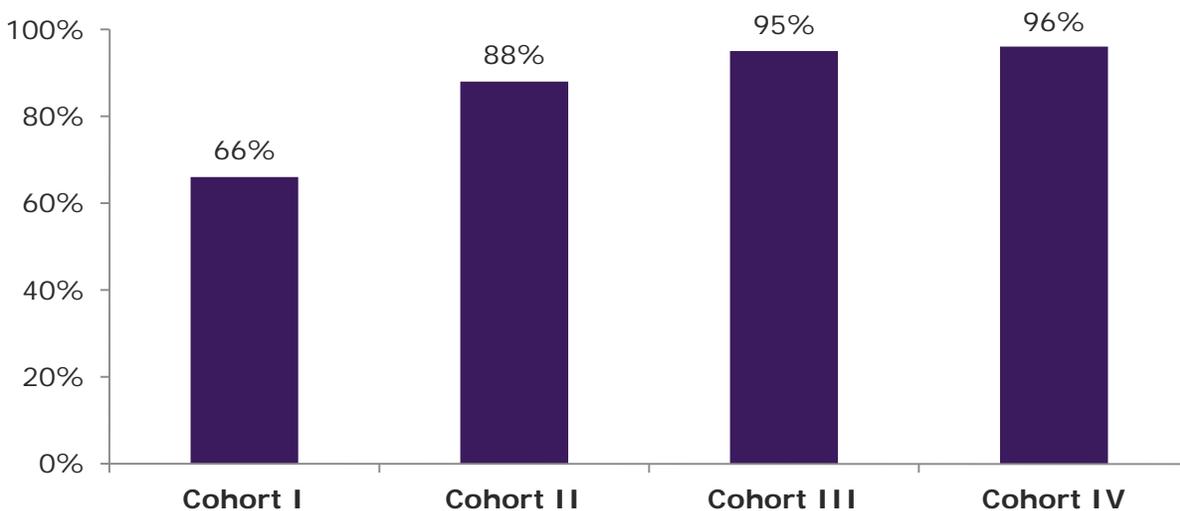
DIFFERENCES ACROSS THE COHORTS

While Cohort IV shares some demographic similarities with previous cohorts, survey-respondents differ from those in previous cohorts in the following ways:

Student Status

As seen in Exhibit 2, 96% of survey-respondents in the summer of 2015 indicated that they were students. This differs dramatically from Cohort I, where two-thirds of survey-respondents did. This finding confirms Onward Israel's effort to establish itself as an opportunity aimed specifically for students. Of those in Cohort IV who indicated they were students, 60% were college freshmen/sophomores and 32% were college juniors/seniors. The increasing percentage of freshmen/sophomores over the years reflects Onward Israel's goal to recruit students who are at their early stages of their college careers and have ample time to contribute to their college communities after they return from the program.

Exhibit 2: Student Status by Cohort

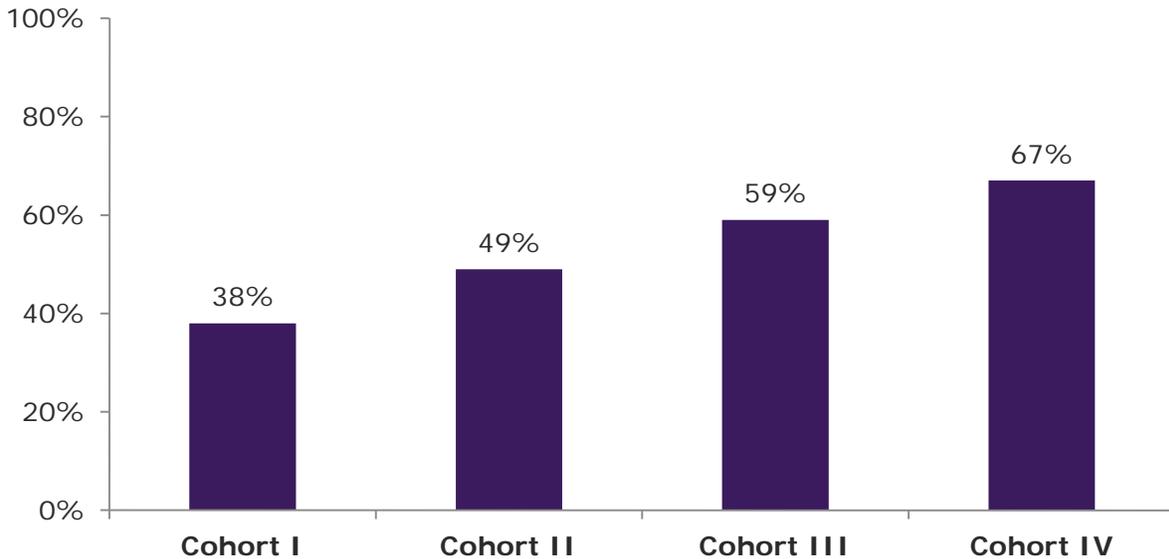


Birthright Alumni

As mentioned previously, Onward Israel has established itself as a follow-up to prior Israel experiences; this is particularly true for survey-respondents who have participated in Birthright. As seen in Exhibit 3, two-thirds of survey-respondents in the summer of 2015 were Birthright alumni. The percentage of Birthright alumni among Onward Israel participants has grown over the years, demonstrated by the linear progression across the cohorts.

This growth suggests a special relationship between the Birthright and Onward Israel experiences, which is also demonstrated in interviews with Onward Israel participants in the qualitative section of this report. The optimal form of this relationship needs to be explored further. For example, should Onward attempt to recruit participants as part of a combined summer experience of Birthright and Onward (with travel costs covered by Birthright and living costs covered by Onward)? Should it especially target participants in the previous winter and summer seasons of Birthright who are looking to get back to Israel as soon as possible? These are questions to be explored further with future cohorts of participants.

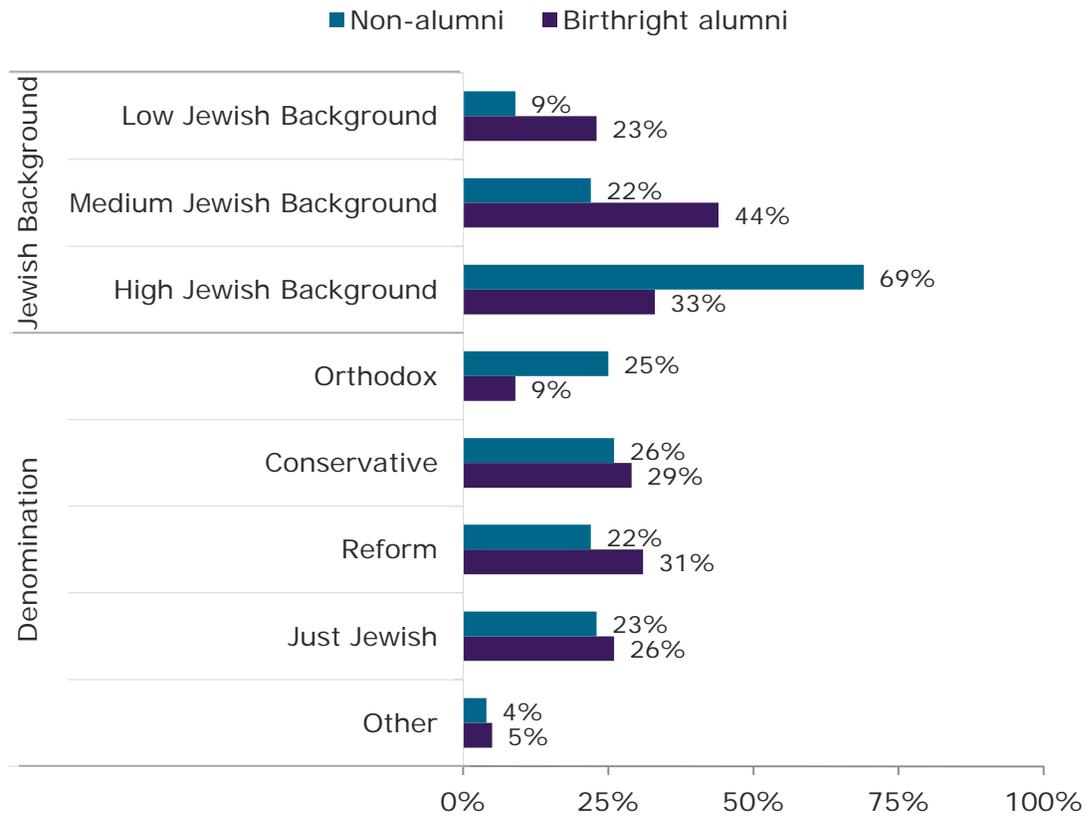
Exhibit 3: Birthright Alumni by Cohort



Characteristics of Birthright Alumni

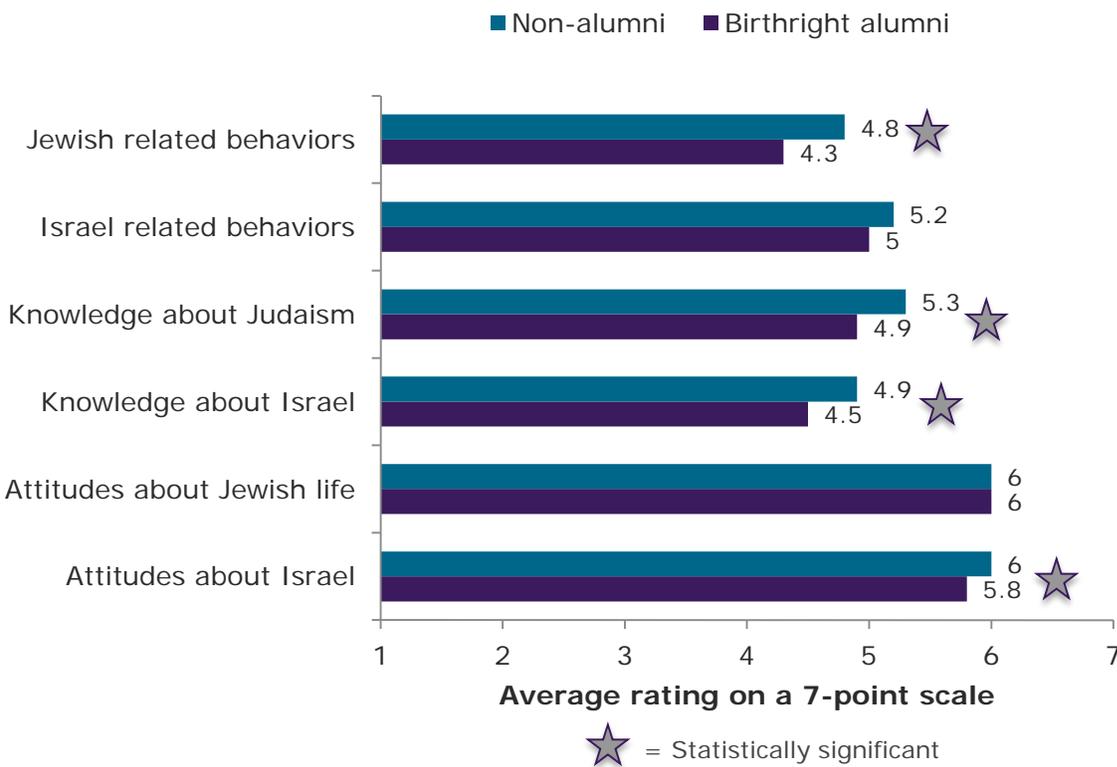
When comparing Cohort IV respondents who previously participated in Birthright to those who had not, we see that the Birthright alumni are less Jewishly engaged in terms of their prior Jewish educational experiences, and less traditional in how they identify Jewishly. (For further explanation of the method used to group participants based on their prior Jewish educational experiences, please see following section.) As seen in Exhibit 4, a greater portion of Birthright alumni were classified as having lower Jewish background compared to non-Birthright alumni (23% versus 9%); similarly, a greater portion of non-Birthright alumni were classified as having a higher Jewish background compared to Birthright alumni (69% versus 33%). In terms of their Jewish identification, one quarter of non-Birthright alumni identified as Orthodox, while less than 10% of Birthright alumni did so. These findings suggest that Onward participants who are Birthright alumni are less Jewishly engaged than non-alumni.

Exhibit 4: Prior Jewish Engagement of Birthright Alumni and Non-Alumni



In addition to differences in Jewish education background and Jewish identification, Birthright alumni and non-alumni show, prior to the start of the program, different levels of knowledge, attitudes, and behaviors as they relate to Judaism and Israel. As seen in Exhibit 5, non-Birthright alumni begin Onward Israel with significantly higher levels of knowledge about Israel and Judaism, attitudes related to Israel, and Jewish behaviors compared to Birthright alumni. A possible explanation for these differences, particularly in regards to knowledge of and attitudes toward Israel, is that these non-alumni took part in a different formative Israel experience program prior to participating in Onward.

Exhibit 5: Knowledge, Attitudes, and Behaviors Prior to Onward

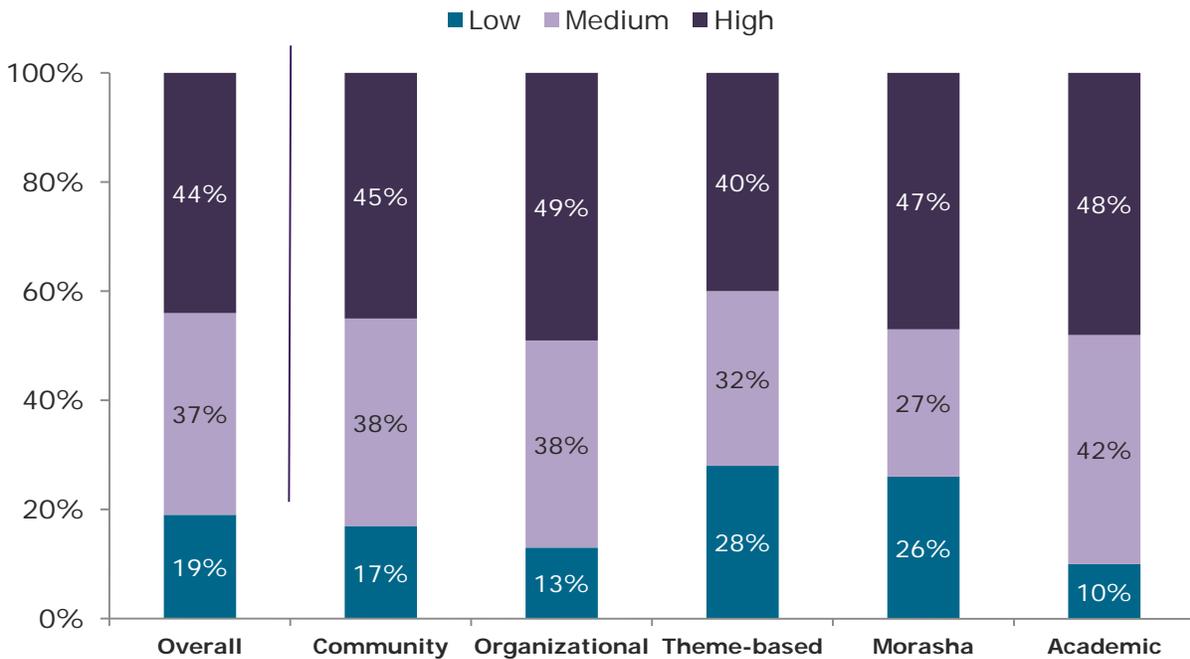


Prior Jewish Educational Experiences

The pre-program survey instrument includes several questions that ask participants about the frequency with which they attended Jewish summer camps, day schools, supplementary schools, and youth groups. Using the statistical method of Cluster Analysis², participants were classified as having low, medium, or high level of engagement in prior Jewish educational experiences. (For further description of these groups, please see Appendix D). As seen in Exhibit 6, Cohort IV consisted of a greater percentage of highly-engaged respondents than medium-engaged and lesser-engaged respondents, respectively; furthermore, the breakdown of engagement level was consistent across program type. This finding differs in respect to previous cohorts, which employed a scoring method instead of Cluster Analysis. In previous cohorts, the greatest percentage of respondents had medium levels of prior engagement, while the smallest percentage of respondents were highly-engaged. The composition of Cohort IV poses a challenge to Onward Israel to further investigate avenues of attracting lesser-engaged applicants, in line with its mission.

² Cluster Analysis is a technique that reveals structures in large sets of data and allows for dividing respondents into meaningful groups based on similarity in the respondents' answers to key survey questions. Those individuals who end up in the same cluster have essentially provided similar responses to the questions that are the basis of the analysis. Individuals who end up in separate clusters are significantly different from one another on these key characteristics. This technique was used for the first time in Cohort IV. Previous cohorts did not have large enough samples to

Exhibit 6: Prior Jewish Educational Background



COMPARING PARTICIPANTS & NON-PARTICIPANTS

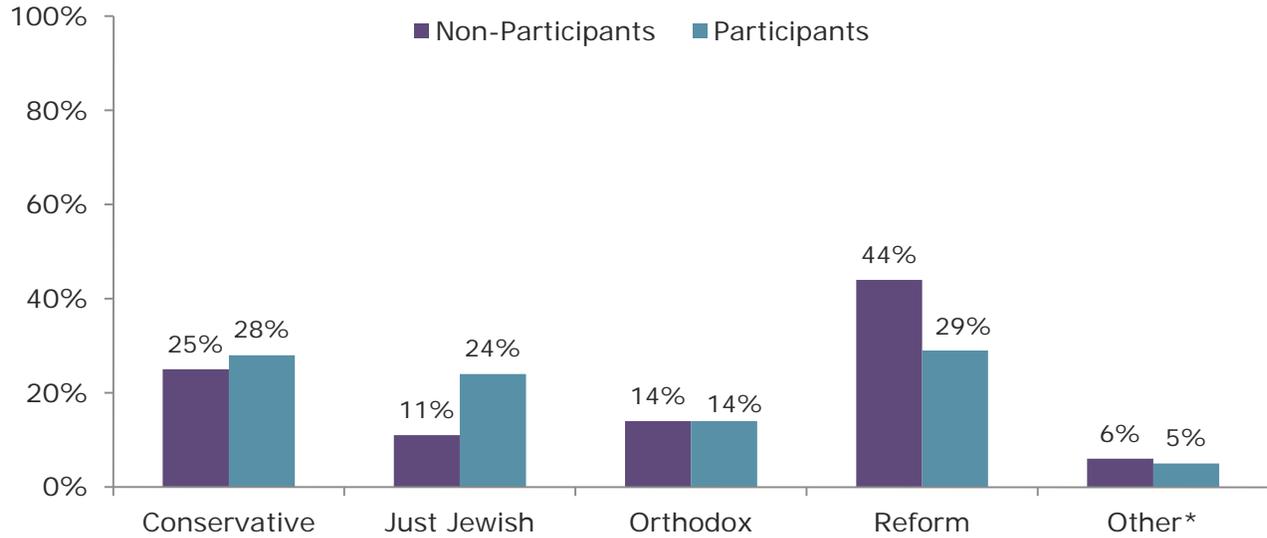
The sample of those who withdrew their Onward Israel application is characteristically similar to Onward Israel participants in terms of the survey-respondents' age, gender, student status, prior time spent in Israel, and prior Jewish educational background (frequency of attending Jewish camps, day schools, supplementary schools, and youth groups). However, non-participants are different from Onward Israel participants in the following ways:

Denomination

As seen in Exhibit 7, the sample of participants consists of a greater percentage of individuals who identify as "Just Jewish" than the sample of non-participants. The higher concentration of "Just Jewish" respondents among the participants suggests a "lesser engaged" profile relative to non-participants and that individuals who withdrew their Onward Israel application were likely more Jewishly-engaged. Indeed, this datum aligns with additional differences between participants and non-participants in terms of their knowledge and behaviors related to Judaism and Israel, as we will show below.

conduct this analysis reliably. The advantage of Cluster Analysis is the formation of groups based on how data are organized objectively, using a mathematical model, rather than a subjective scoring rubric.

Exhibit 7: Denomination

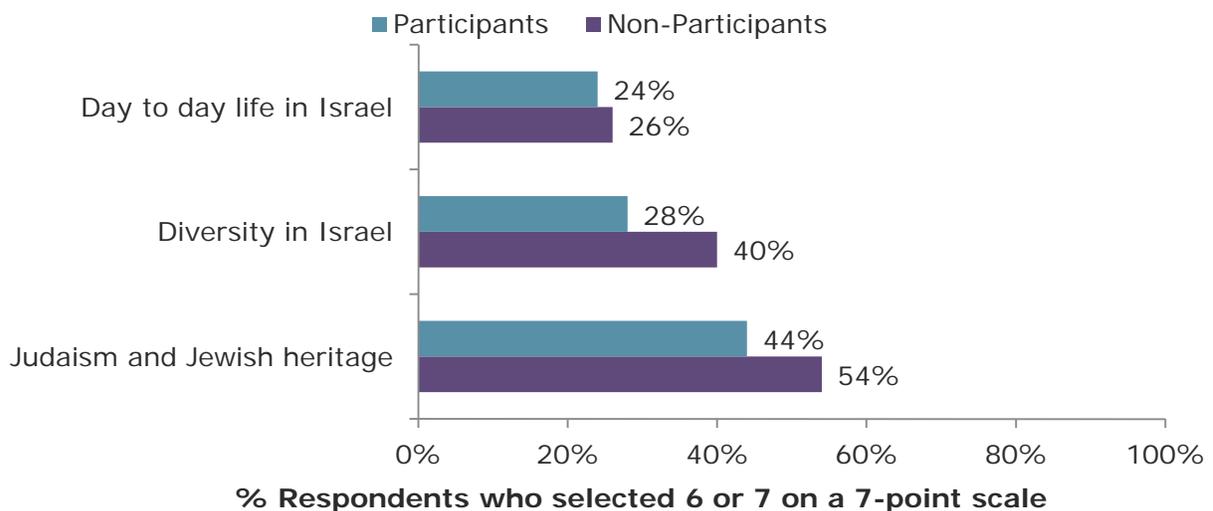


* "Other" includes Reconstructionist and Renewal

Knowledge about Israel and Judaism

Both the pre-program and non-participant surveys asked individuals how much they knew about various topics related to Israel and Judaism on a scale of 1 to 7; with 1 representing “nothing” and 7 representing “a great deal.” As seen in Exhibit 8, non-participants reported having a greater level of knowledge about Israel and Judaism compared to participants, with all differences between the two groups being statistically significant. These differences illustrate a “lesser engaged” profile of participants relative to non-participants, supported by the greater concentration of participants identifying as “Just Jewish,” as previously noted.

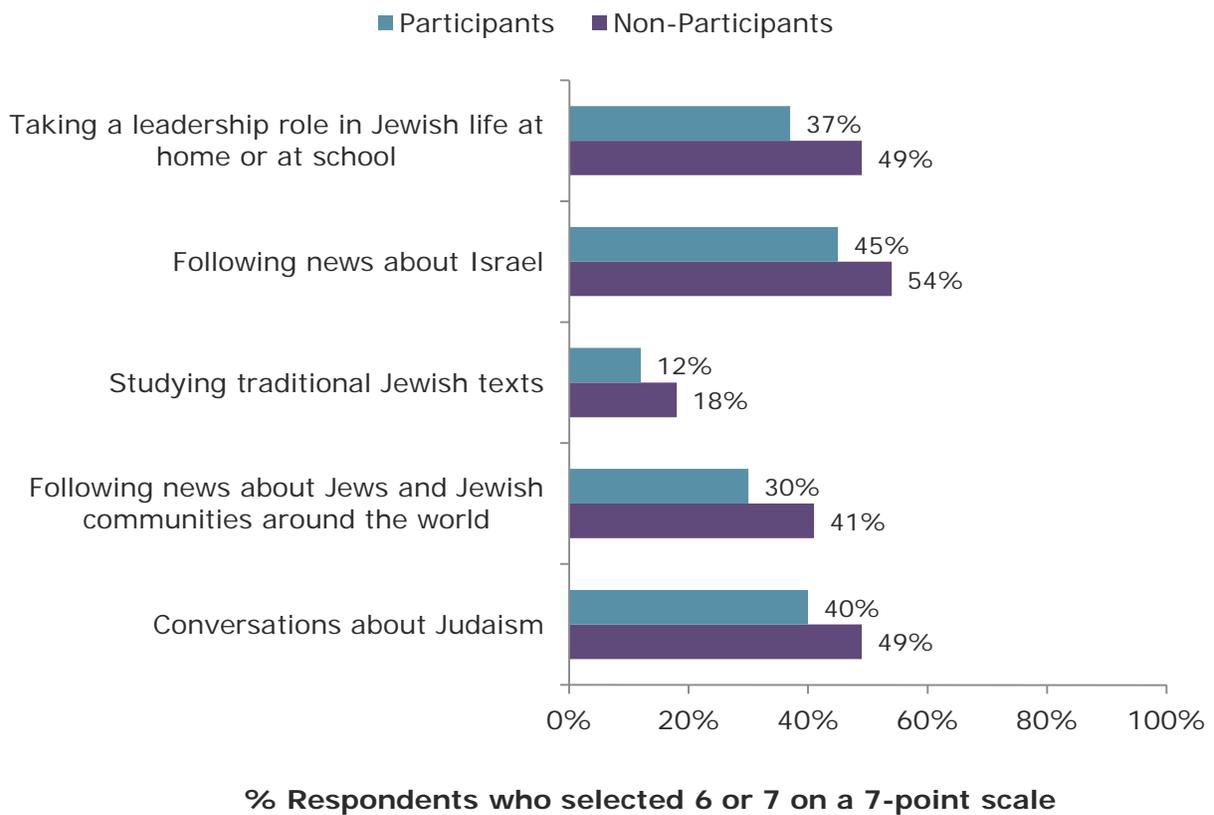
Exhibit 8: Knowledge about Israel and Judaism



Jewish- and Israel-Related Activities

In addition to addressing respondents' knowledge about Israel and Judaism, the pre-program and non-participant surveys asked individuals how frequently they participated in related activities in the past year on a scale of 1 to 7; with 1 representing "never" and 7 representing "very often." As seen in Exhibit 9, non-participants reported a higher frequency of participating in Jewish- and Israel-related activities in the last year compared to participants, with all differences between the two groups being statically significant. As with knowledge about Judaism and Israel, these differences suggest a "lesser engaged" profile of participants relative to non-participants.

Exhibit 9: Jewish- and Israel-Related Activities in the Last Year



Considerations for the Summer

Just over a quarter (27%) of Onward Israel participants reported that Onward was the only option they considered for the summer. Non-participants were more likely to consider other options, such as other internships or paid jobs, vacations, or additional resume-building opportunities. More than half (51%) of non-participant survey-respondents chose a paid job instead of participating in Onward, 27% chose to participate in a different volunteer internship, and 14% chose to participate in a resume-building experience in North America.

When asked why they decided to pursue an option different than Onward Israel, non-participants cited the following reasons:

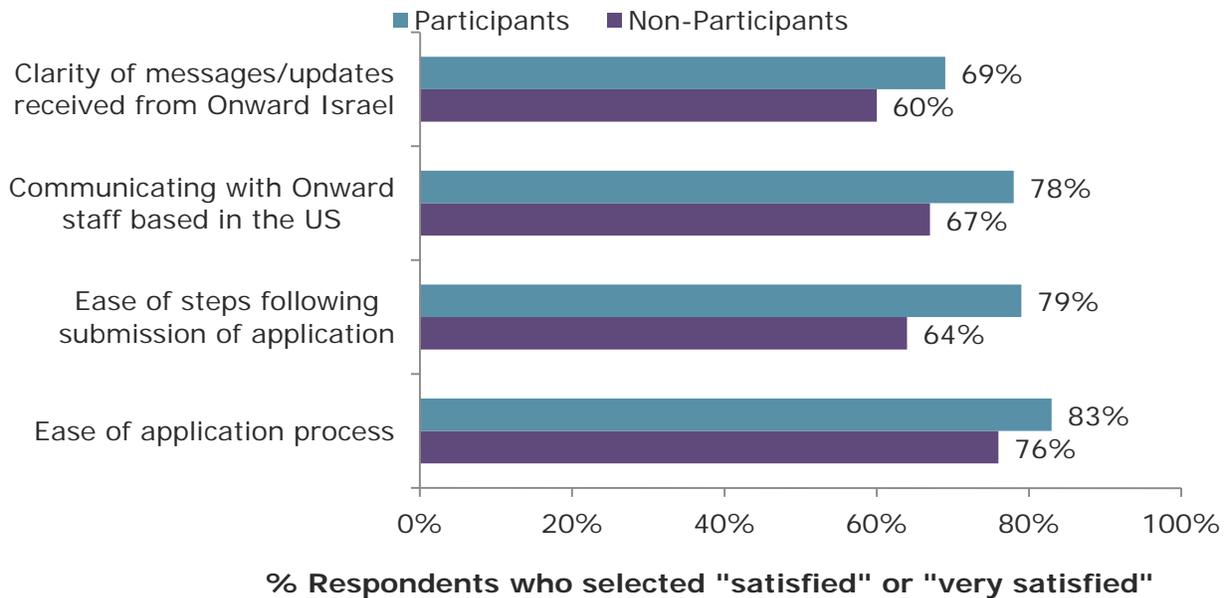
- I found a better internship or job opportunity in the country where I live (46%)
- The cost of the program (20%)
- I decided I didn't want to go to Israel this summer (13%)
- The dates did not work out for me (12%)

Additional reasons included personal matters (health, family), and dissatisfaction with the application process.

Application Satisfaction

On the whole, participants report greater satisfaction with the Onward Israel application experience compared to non-participants, with all differences being statistically significant. As seen in Exhibit 10, the area of least satisfaction among non-participants is in the clarity of messages and updates received from Onward Israel. A few non-participants reported that they hadn't received a response from Onward Israel once they were already in the middle of the application process, or that there was uncertainty regarding their internship placement and that the process felt insecure.

Exhibit 10: Application Satisfaction



Among the participants who considered or applied to other opportunities for the summer, in comparing the clarity of messages and updates received from the organization, 32% reported that Onward Israel was “better” or “much better,” while 19% indicated that Onward Israel was “worse” or “much worse.”

Taking Stock: Comparing Participants and Non-Participants

The differences we identified between applicants to Onward Israel who took part in the program (the “participants”) and individuals who inquire about or apply to the program and then didn’t take part (the “non-participants”) suggest two patterns: non-participants have a relatively more Jewishly engaged background and also seem less satisfied with the application process. This suggests that Onward is making progress towards its goal of recruiting students who have less engaged Jewish background (perhaps more Jewishly engaged students are put off once they learn more about the program). At the same time, some potential participants have been put off by unsatisfactory aspects of the application process.

The picture is however more complex than this. All non-participants were posed an open-ended survey question: “Why did you decide to not participate in Onward this summer?” As we have seen, half of their responses referenced the cost of the program and/or receiving a better offer elsewhere. None cited Onward not being “Jewish enough” as a reason, and only 11% referenced being dissatisfied with the applications process.

Linking these phenomena together, we might say that some individuals are more sensitive to the program’s price because they don’t think they fit so well with the profile of typical Onward participants. This conclusion is consistent with studies of recruitment in other “price-sensitive” contexts, but does not really provide an overriding explanation on why some people drop out of the application process and others continue.

QUANTITATIVE RESEARCH FINDINGS

The following analysis describes changes in Onward Israel Cohort IV participants over the course of the summer, in regards to knowledge, attitudes and behaviors related to Israel, Judaism, and personal/professional development. The robust number of participants in the summer of 2015 allowed for further analysis segmented by program type and Jewish background.

One of the questions raised by the analysis of Cohort III in the summer of 2014 has been whether the increase in observed changes between the pre-program and post-program surveys was specifically a result of participants' experience of Israel at a time of military conflict, or whether the changes were due to Onward Israel's greater programmatic effectiveness. As we will see, continued evidence of attitudinal, knowledge-based, and behavioral changes among members of Cohort IV supports the hypothesis that changes in Cohort III had not been solely rooted in experiencing Israel at a time of war. The changes in 2014 like those in 2015 likely result from aspects of the programmatic experience.

An additional question pertains to the increase in sample size over the years, as Onward Israel expands its offerings and recruits greater number of participants. In this context, smaller changes in participants' knowledge and attitudes may appear statistically significant as an artifact of the larger sample being surveyed. As we will show below, a comparison between cohorts of the "effect sizes"³ of observed changes helps clarify whether significance indicates effectiveness of the program or is simply an artifact of the sample size.

AREAS OF CHANGE IN THE OVERALL SAMPLE

Jewish Identity: Heritage and Peoplehood Outcomes

Knowledge

Over the years, there have been consistent increases in participants' knowledge related to their Jewish heritage and sense of Jewish peoplehood. As seen in Exhibit 11, the Onward Israel experience continues to be associated with positive changes in the participants' knowledge of Judaism in personal and global terms.

³ Effect size is calculated to measure the magnitude of the change between pre-program and post-program outcomes. The value of Cohen's d is commonly used to quantify effect size, using the difference between means and standard deviation.

Attitudes

Over the years, a greater number of Onward Israel participants have reported increases in a connection to their Jewish identity and to Jewish people as a whole. As seen in Exhibit 11, an analysis of Cohort IV participants displayed significant changes for the first time in their “connection to Judaism and Jewish heritage” and “connection to others Jews at home and at school.” No significant increase was found in participants’ sense of belonging to the Jewish people. This may be due to the fact that the vast majority of participants reported a very strong sense belonging to the Jewish people prior to the start of their program (average of 6.08 on a scale of 1 to 7), and therefore there was not much room to grow—otherwise known as the “ceiling effect.”

Both of the analyses of Cohorts III and IV illustrate participants’ growth in their perception of and ability to explain what their Jewish identity means to them, highlighting that Onward Israel contributes to participants’ sense of Jewish identity in a meaningful way. In Cohort IV in particular, participants display for the first time an increase in their sense of the importance of being Jewish, as seen in Exhibit 11. In the section about the qualitative research findings we will explore what accounts for these changes.

Exhibit 11: Heritage and Peoplehood Outcomes – Knowledge and Attitudes across Cohorts

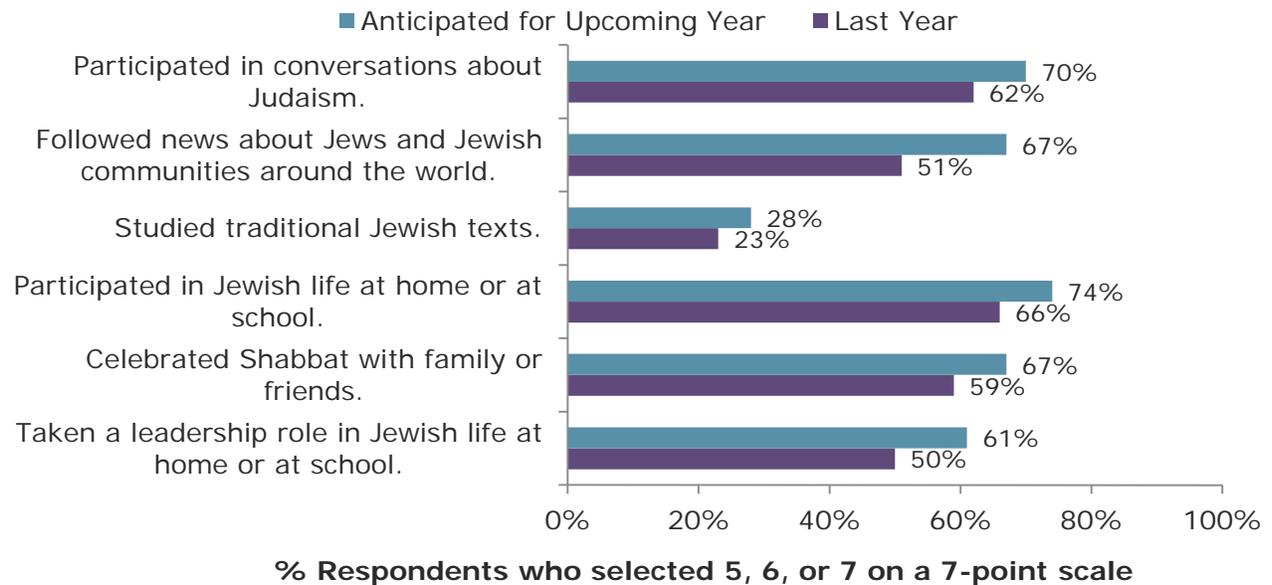
KNOWLEDGE	Cohort IV	Cohort III	Cohort II
Different ways of being Jewish			
Jewish communities around the world			
Judaism and my Jewish heritage			
ATTITUDES	Cohort IV	Cohort III	Cohort II
I am interested in learning more about Judaism and my Jewish heritage			
I can explain to others what being Jewish means to me			
I feel a connection to Judaism and my Jewish heritage			
I feel connected to other Jews at home or at school			
I feel connected to other Jews around the world			
I have a strong sense of belonging to the Jewish people			
IMPORTANCE IN LIFE	Cohort IV	Cohort III	Cohort II
Being Jewish			
Dating someone Jewish			
Marrying someone Jewish			
Raising my children Jewish			

	= No change
	= Statistically significant increase, small effect size [p < 0.05, Cohen's d < 0.5]
	= Statistically significant increase, medium effect size [p < 0.05, 0.5 < Cohen's d < 0.8]
	= Statistically significant increase, large effect size [p < 0.05, Cohen's d > 0.8]
	= Statistically significant decrease, small effect size [p < 0.05, Cohen's d < 0.5]

Behaviors

In the pre-program survey, participants were asked to indicate how frequently they took part in various activities in the past year on a scale of 1 to 7 with 1 representing “never” and 7 representing “very often.” In the post-program survey, using the same frequency scale, participants were asked how frequently they anticipate they will take part in the same activities in the upcoming year. As seen in Exhibit 12, following Onward Israel, participants expected to take part more frequently in several activities related to their Jewish identity, compared to how often they took part in the year leading up to Onward Israel. (All increases are statistically significant.)

Exhibit 12: Heritage and Peoplehood Outcomes – Participation in Activities Last Year vs. Anticipated Participation in Upcoming Year



Jewish Identity: Israel Outcomes

Knowledge

As in previous cohorts, participants in the summer of 2015 reported an increase in their knowledge of day to day life and diversity in Israel, following their return from Onward Israel. As seen in Exhibit 13, an analysis across cohorts reveals that Onward Israel excels in contributing to participants’ knowledge of Israel, with reported changes having both medium and large effect sizes. This differs notably from changes in knowledge about Judaism, as well as attitudinal changes in regards to both Judaism and Israel where effect sizes were smaller. Onward Israel’s success in this area provides strong evidence of how the program meets the expectations of participants many of whom articulate strong interest in coming on the program in order to fill the gaps in their knowledge and understanding of Israel, following previous experiences in Israel.

The summer experience is also associated with medium-size changes in knowledge of day to day life and diversity in Israel. When comparing the effect sizes of changes in knowledge across the cohorts, it seems that the summer of 2014 was exceptional in that respect, with large effect sizes being observed. We surmise that working and living in Israel during the time of the Gaza War provided participants with an unusually multi-faceted and intense exposure to Israeli society—including varied opinions regarding politics, community, and security. In the absence of the military conflict, Cohort IV displays more standard effects.

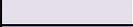
Attitudes

Similar to Cohort III, Cohort IV participants demonstrate attitudinal growth in several areas related to Israel. As seen in Exhibit 13, participants grew in how they relate and connect to Israel: the fact that their feeling of being “at home” in Israel and their ability to articulate what Israel means to them increased over the course of the summer. Onward Israel has helped make Israel more tangible to participants, fostering a real closeness to Israel through enabling participants to immerse themselves in aspects of Israeli society. Again, this is a theme we explore further in the qualitative data section.

As noted in Exhibit 13, Cohort IV participants seemingly displayed a decrease in their pride of Israel over the course of the summer. One explanation for this change is statistical and may result from the “ceiling effect”: participants reported very high levels of pride in Israel at the onset of the program (average of 6.19 on a scale of 1 to 7), and therefore there not only wasn’t much room for growth (average of 6.06 after completing the program), but there was also more opportunity for variance downstream. Another explanation may be related to programmatic aspects: participants may have been exposed to some difficult aspects of Israeli society, either in their day-to-day experiences or within organized programming. This may have led to them feeling less proud of Israel.

Exhibit 13: Israel Outcomes – Knowledge and Attitudes across Cohorts

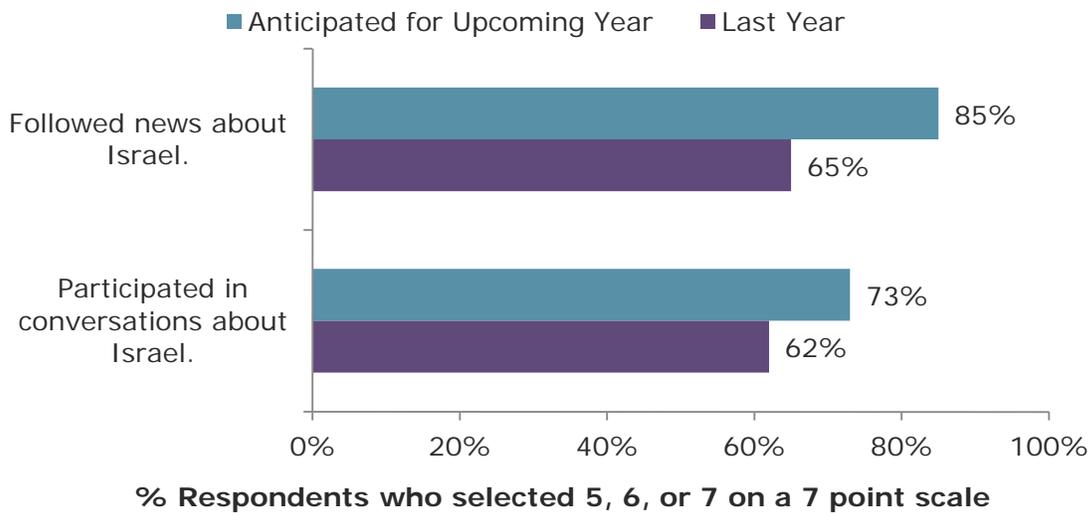
KNOWLEDGE	Cohort IV	Cohort III	Cohort II
Day to day life in Israel			
Diversity in Israel			
ATTITUDES	Cohort IV	Cohort III	Cohort II
Caring about Israel is a very important part of my being a Jew			
I am interested in learning Hebrew			
I can articulate to others what Israel means to me			
I feel a sense of responsibility to Israel and Israelis			
I feel proud of Israel			
I feel a strong connection to Israel and Israelis			
I feel at home in Israel			

	= No change
	= Statistically significant increase, small effect size [p < 0.05, Cohen's d < 0.5]
	= Statistically significant increase, medium effect size [p < 0.05, 0.5 < Cohen's d < 0.8]
	= Statistically significant increase, large effect size [p < 0.05, Cohen's d > 0.8]
	= Statistically significant decrease, small effect size [p < 0.05, Cohen's d < 0.5]

Behaviors

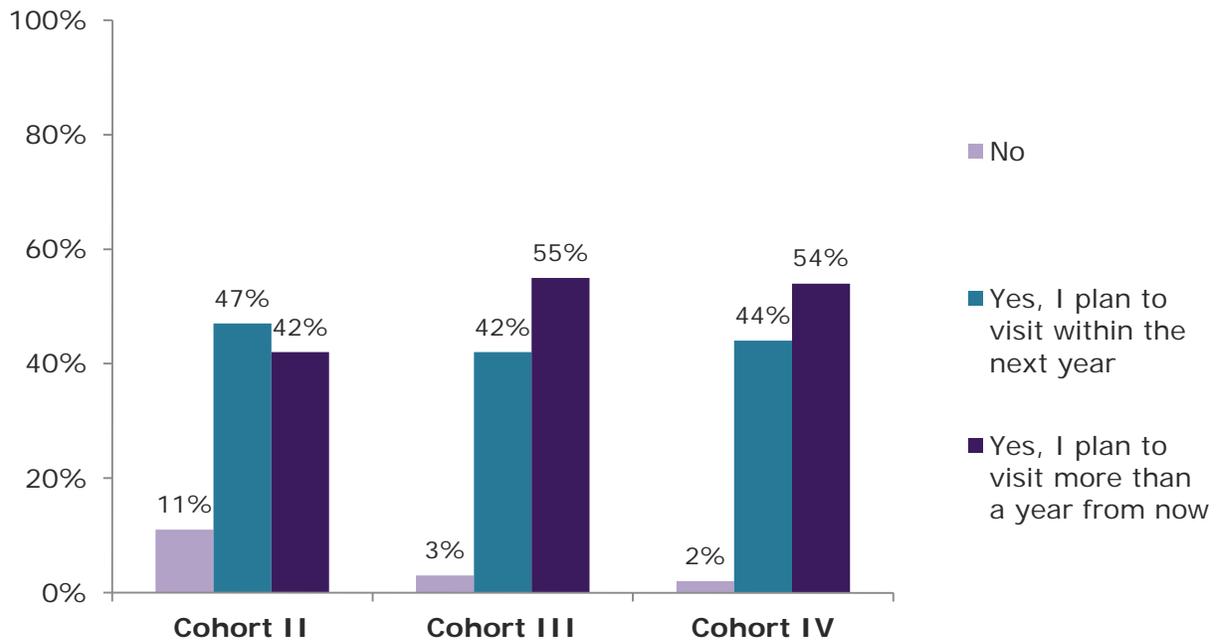
As seen in Exhibit 14, following Onward Israel, participants expected to take part more frequently in conversations about Israel and to follow news about Israel, compared to the year leading up to Onward Israel. (These increases are all statistically significant.)

Exhibit 14: Israel Outcomes – Participation in Activities Last Year vs. Anticipated Participation in Upcoming Year



Additionally, as seen in Exhibit 15, from cohort to cohort there is an increase in Onward participants who attest that they plan to return to Israel in the future (more than a year after the program ends) and a decrease in those who do not plan to visit again. Across all three cohorts, just under half of the participants indicated that they plan to visit Israel again within the next year following their time on Onward Israel and very few do not plan to visit Israel again. These results are consistent with participants' growth in closeness and connection to Israel.

Exhibit 15: Plans to Visit Israel Again



Personal and Professional/Academic Outcomes

Knowledge

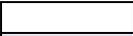
Across the cohorts, Onward Israel has consistently contributed to an increase in participants' professional knowledge. As seen in Exhibit 16, the increase in Cohort IV participants' knowledge about the day to day activities related to their area of professional interest has the largest effect size compared to previous cohorts. This may be a result of a greater number of theme-based programs available to participants this past summer, targeting specific professional interests and needs.

Attitudes

In the professional/academic domain, Cohort IV participants were similar to participants in previous cohorts in that they once again showed growth in their confidence in professional settings, but they did not gain much clarity in their academic or career goals (see Exhibit 16). In the domain of personal character development, participants once again came back from the program less idealistic about being able to change the world, and less certain of their ability to work with people from different cultural backgrounds. For the first time, in-depth interviews shed some light on this phenomenon, as will be explored below.

Exhibit 16: Personal and Professional Outcomes – Knowledge and Attitudes

KNOWLEDGE	Cohort IV	Cohort III	Cohort II
The day to day activities related to my area of professional interest			
What it takes to succeed in my area of professional interest			
ATTITUDES	Cohort IV	Cohort III	Cohort II
I can make a difference in the world			
I can work well with people from different cultural backgrounds			
I feel confident in new and unfamiliar settings			
I feel confident in professional settings			
I have a clear sense of my academic and/or career goals			
It is important for me to succeed in my studies/career			

	= No change
	= Statistically significant increase, small effect size [$p < 0.05$, Cohen's $d < 0.5$]
	= Statistically significant increase, medium effect size [$p < 0.05$, $0.5 < \text{Cohen's } d < 0.8$]
	= Statistically significant increase, large effect size [$p < 0.05$, Cohen's $d > 0.8$]
	= Statistically significant decrease, small effect size [$p < 0.05$, Cohen's $d < 0.5$]

Behaviors: Academic Courses

In the pre-program survey, students were asked whether they had previously taken courses related to Israel and Jewish heritage; in the post-program survey, participants were asked whether they anticipate they will enroll in such courses in the future. A comparison of both survey results demonstrates the following:

- Of those who had not taken an Islamic and Middle Eastern studies course, 17% reported that they now plan to.
- Of those who had not taken a Hebrew language course, 15% reported that they now plan to.
- Of those who had not taken a Jewish studies course, 10% reported that they now plan to.

AREAS OF CHANGE, BASED ON PROGRAM TYPE

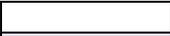
This is the first year that we had a sufficient number of survey respondents to be able to examine potential differences between five Onward Israel program types: Community, Organizational, Theme-based, Morasha, and Academic.

First, we used the statistical technique of Factor Analysis⁴ to condense the list of survey items into a few overarching concepts, or “Factors” as they are called, statistically. The analysis uncovered eight factors that confirm the way we structured the survey. Specifically, items were housed under the three main divisions: knowledge, attitudes, and behaviors. Knowledge and attitude items were further divided into three categories: items about Israel, items related to Jewish life, and items related to professional/personal development. The behavioral items were further broken down to two groups: behaviors related to Israel, and behaviors related to Jewish life.

We then examined whether increases (or decreases) in these overarching factors differ by program. The analysis⁵ revealed statistically significant programmatic differences in three factors: attitudes about Israel, attitudes about Jewish life, and knowledge about one’s professional area. Exhibit 17 shows where there were significant increases in these three factors, as well as the size of the effect if such increase was apparent. As seen in Exhibit 17, participation in all five programs was related to an increase in knowledge about one’s professional area, but the community and the academic programs had the largest effect in this regard. Participation in the community and the academic programs was also related to an increase in positive attitudes towards Israel (and more so for the academic program participants). Finally, those who participated in the organizational program type showed an increase in Jewish life attitudes. Other than these few programmatic differences, all programs seem to have similar effects (in terms of increases or decreases in attitudes, knowledge and behaviors), as described in the previous section above.

Exhibit 17: Areas of Change by Program Type

	Community	Organizational	Theme-based	Morasha	Academic
Knowledge about professional area	Dark Purple	Medium Purple	Light Purple	Light Purple	Dark Purple
Attitudes about Israel	Light Purple	White	White	White	Medium Purple
Attitudes about Jewish life	White	Light Purple	White	White	White

	= No change
	= Statistically significant increase, small effect size [p < 0.05, Cohen's d < 0.5]
	= Statistically significant increase, medium effect size [p < 0.05, 0.5 < Cohen's d < 0.8]
	= Statistically significant increase, large effect size [p < 0.05, Cohen's d > 0.8]

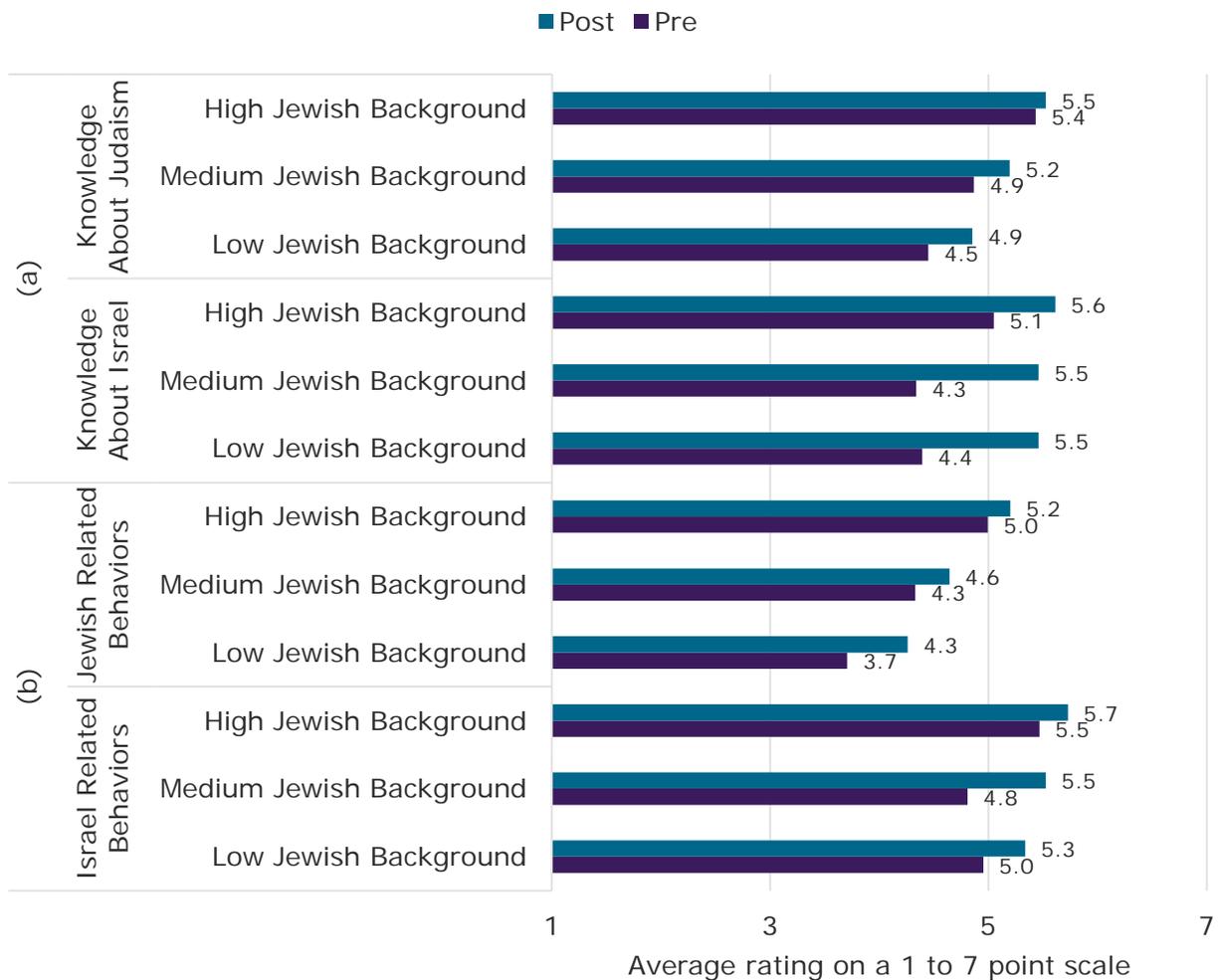
⁴ Factor Analysis is a tool that enables researchers to see the patterns underlying interacting responses to individual survey items. It allows researchers to investigate concepts that are not easily measured directly, by collapsing a large number of question-items into a few main themes (factors).

⁵ Here we conducted a two-way repeated measures analysis of covariance, with Jewish background educational experiences as the covariate (i.e., control variable).

AREAS OF CHANGE, BASED ON JEWISH BACKGROUND

As mentioned earlier, we uncovered three clusters of participants we named *low*, *medium*, and *high Jewish backgrounds*. These clusters were based on participants' report of the frequency of attending youth groups, overnight camps, day schools and supplementary schools (see Appendix D). We then investigated whether these three groups experienced differential program-related changes in the attitudinal, knowledge-based, and behavioral factors. Specifically, we expected that participants from less engaged Jewish background would benefit the most from participation in Onward programs. Indeed, we found statistically significant differences in four out of the eight factors— in knowledge about Israel and Jewish life (see Exhibit 18a), and in Israel and Jewish related behaviors (see Exhibit 18b). As can be seen in Exhibit 18, participants from lower Jewish backgrounds grew more compared to those from higher Jewish backgrounds. There were no differences between the clusters of participants with respect to the other factors – attitudes regarding Israel and Jewish life and attitudes and knowledge about one's professional field. Here, all participants benefited similarly from participation in Onward programs, as explained in the former sections.

Exhibit 18: Areas of Change by Jewish Background



Notably, in all four domains displayed in Exhibit 18, the magnitude of *post-program* knowledge or activity related to Israel and Judaism among lesser-engaged participants is of equal or greater value to that of the medium-engaged participants, *prior to the program*. Specifically regarding knowledge about Israel, *following the program*, lesser-engaged participants reported a level of knowledge higher than the level of knowledge among the medium-engaged and highly-engaged participants *prior to the program*, and even comparable to their level of knowledge of following the program. These findings indicate that Onward Israel indeed does have a strong effect, particularly among lesser-engaged individuals.

Taking Stock: Continued Evidence of a Positive Trend

Over the past four years, evaluation data have been remarkably consistent. Participants in Onward Israel show evidence of returning from the program feeling much more knowledgeable about contemporary Israel and of feeling more connected to the country and its people. They feel more knowledgeable too about aspects of their Jewish heritage and about their place in the Jewish people. They express a greater sense of solidarity with other Jews and the Jewish tradition. They also feel more knowledgeable about their fields of professional interest. They return home more realistic about their professional options.

While some outcomes were intensified among the members of Cohort III who experienced life in Israel during a time of military conflict, overall these outcomes have trended in a positive direction since the start of program evaluation.

In this past year, with a further increase in the number of participants in the program, it has been possible to examine potential difference between five Onward Israel program types, as well as to inspect differential effects on participants who have various levels of Jewish educational experiences. On the whole, there were very few programmatic differences, and the trends we have observed in the past years hold true across program types.

Some dramatic differences were observed between participants who came from varying degrees of Jewish engagement backgrounds. Those who had fewer years of Jewish educational experiences grew the most following the Onward program in their knowledge about Jewish life and Israel, and in their Israel- and Jewish-related behaviors. Those who were already engaged in Jewish life, although benefiting from participation in Onward, grew the least in these areas. Importantly, all participants, no matter how Jewishly engaged they were before the program, grew in their knowledge about their professional area of interest and in their attitudes towards Israel, Jewish life and professional development.

QUALITATIVE RESEARCH FINDINGS

This section delves into what our team learned from in-depth interviews conducted with 12 Cohort IV Onward Israel participants over the course of the summer. Four interviews with each of these participants – conducted before, during and after their time in Israel – make it possible to identify phenomena that deepen what was revealed by the quantitative findings.

PRE-PROGRAM

Interest in Onward Israel

Prior to the start of their program, interviewees were mostly focused on Onward Israel as an opportunity to return to Israel, to learn more about the country, and become uniquely immersed in the society. While some interviewees noted that they were also excited about their upcoming internship, and meeting the other participants on their program the most resounding aspect of the Onward Israel experience amongst all interviewees was the chance to be in Israel. It was only the participants in the Morasha program who, at this time, mentioned an interest in deepening their connection to Judaism,

Several interviewees were Birthright alumni who were interested in a “more authentic,” “realer” [sic] experience of and in Israel. One participant, “H,” stated:

“Birthright ignited an interest, but it didn’t provide any answers, which is one of the main reasons I wanted to go on this trip, in addition to the interning. I wanted to understand Israelis better, to understand Israel better....I’m hoping that this time around, I’ll be able to talk to people about politics, society, even what it’s like to run for cover when an air raid siren goes off.”

H describes a need for answers, a thirst for knowledge as it pertains to the ins-and-outs of Israel. His interests shed light on the growing numbers of Birthright alumni who have been enrolling in Onward Israel, as seen in the quantitative data. Onward Israel provides an opportunity to fill the gaps left by participants’ previous short-term experiences in Israel.

Along these lines, a different participant, “N,” added,

“Living in Israel, talking with the locals, and hearing about current events from the inside and not from biased American media is a huge positive, and I hope when I’m back in America I’ll be able to keep this perspective and build on it, because Israel is portrayed very differently there.”

N describes not only an interest in gaining an immersive knowledge of Israel, but also employing this knowledge in his daily life. This sentiment was shared by a further participant, “E”:

“I haven’t been around Israel in a while, and I want to personally see it from the inside so when I come back, I can speak about it more, and not just the facts, because people get bored with the facts quickly; I want to add more of a personal spin.”

DURING THE PROGRAM

Processing Israel

Having come to Israel to gain a greater exposure to life in Israel, a number of interviewees - once in the country - reported how their experiences gave them a textured, more layered, understanding of the country. A few weeks into the program, one participant, “J,” stated:

“Being here more, I realize that there are still a lot problems out there, outside of what’s going on with the news and security issues. [There are] lots of economic problems and social problems as well. [It’s] definitely harder living here than in America, and I don’t think I saw that last time I was here. It’s a really developed country, but there are lots of things that need to be fixed.”

“E” added,

“After two to three weeks of living here, there are good and bad sides to Israel...wages are lower, there is a lot less to go around.”

These less romanticized experiences of life in Israel shed light on why overall – in their survey responses – participants displayed a decrease in their pride in Israel, and in their sense that they could make a difference in the world. Participants experienced Israel in a novel, non-idealized way, many of them for the first time. Occasionally they witnessed sides of Israel that didn’t particularly stimulate a sense of pride – needy communities, economic challenges, harsh living conditions, etc. Moreover, the difficult experience of working but not being able to see long-term effects, especially in light of these new-found understandings of Israeli society, may have diminished participant’s sense of their ability to “make a difference in the world.”

Personal/Professional Growth and Challenges

On the whole, interviewees appreciated the open and welcoming nature of the Israeli workplace, noting that their colleagues valued them as contributing members of their teams. H shared,

“One of the highlights of my internship is that my boss is so willing to communicate with me and answer questions of mine. I feel like I’ve been able to get out of my shell and be comfortable as part of our team. It feels very constructive.”

However, like other participants, H noted that the gaps in language sometimes were difficult:

“It’s a little hard sometimes because my coworkers’ English isn’t always the best...Working in an office that speaks Hebrew primarily, sometimes you feel a little out of the loop.”

Similar to challenges produced by the language barrier, E spoke about cultural differences:

“It’s kind of hard to adjust to Israeli culture, since I’m mostly American. I speak Hebrew, but it’s more conversational Hebrew, so it’s a process to learn new words. Or even to act differently; having to adjust to the openness of people, the directness. I’m not used to it.”

Both of these sentiments may reflect why participants reported a decrease in their ability to work with people from different cultural backgrounds, as seen in the quantitative data.

POST-PROGRAM

Jewish Heritage and Peoplehood Outcomes

As previously noted, with the exception of Morasha participants, interviewees rarely discussed their connection to Judaism or Jewish identity as an impetus for applying to Onward Israel, or as something they were thinking about during the course of their Onward Israel experience.

However, once they completed the program and returned home, several interviewees, regardless of their program, mentioned a new-found understanding of their Jewish identity and community. As such, it seems that while participants do not begin Onward Israel with the intention of seeking out a Jewish dimension to this experience, “the Jewish” tends to find them.

Personal Jewish Identity

At the onset of the summer, one participant, “G,” described himself as culturally Jewish, but somewhat removed from his Jewish roots. At the end of the summer, when G reflected on the most meaningful aspect of his Onward Israel experience, he shared,

“For me, it was the reinforced connection with being Jewish. It was kind of uncovered. [As part of] one of the programs, we had talked about our identity as people, and I had really never thought about that before, who I am a Jew and what I use to define myself...I am a robotics engineer but I am also Jewish...It helped me understand that that is who I am, acknowledging that I am a Jew.”

Like most participants, G began Onward Israel excited about being in Israel, but didn’t claim any interest in the Jewish component of the experience. It appears that by the end of the program, he gained a newfound sense of his personal Jewish identity. This resonates with quantitative data, which shows that Cohort IV participants reported growth in the importance to them of “being Jewish,” a pattern that had not been observed in previous cohorts.

Encountering Different Ways of being Jewish

A few interviewees commented on the differences they noticed between American Judaism and Judaism in Israel, describing an unprecedented exposure to different ways of being Jewish. One participant, “K,” mentioned,

“It really changed my perspective on Jewish identity in both Israel and America, because I had really only been exposed to one sect kind of, one way of interpreting and doing things. [The people in] my group and also the people I met in Israel changed the meaning of what Judaism could be, what it is, and how people interpret it. It made me realize how diverse Judaism is, how diverse pluralism is.”

In a similar vein, H added,

“I realized being in Israel that I am very much an American Jew. I am culturally Jewish but that means something else in Israel. It was very strange for me to see that synagogues are primarily Orthodox there, there isn’t much an in-between. I really value that ‘middle ground’ that American Judaism has taken, because I identify with that a lot.”

These commentaries demonstrate growth in acknowledging and appreciating the different ways people choose to connect to their Judaism, as well as appreciating one’s own personal way of connecting. For some, the Onward Israel experience fostered a newfound understanding of the textured nature of Jewish identity, on both the micro and macro scale.

Importance of Jewish Community

Similar to appreciating the different ways of being Jewish, a number of interviewees noted a reinforced value of being part of the Jewish community. Throughout the summer, E considered himself “distanced” and “uninterested” in the practical implications of his identity as a Jew, differentiating between being Israeli (E has an Israeli parents) and being Jewish. At the end of the summer, E shared,

“Although I’m not religious, I’ve learned that Jewish community is very important to me—I know that I need it and want it in my life.”

E’s sentiments following the conclusion of Onward Israel illustrate a shift in the way he considers himself a Jew, in relation to others. E added that he planned to study abroad in Europe the following semester, and that he already planned to seek out a Chabad or local Jewish community; his experience with Onward Israel clarified the importance of that to him. Once again, the evolution in E’s sense of himself as a Jew resonates with patterns found in the quantitative data with Cohort IV participants demonstrating growth in what they viewed as the meaningfulness and significance of “being Jewish”. To many participants, by the end of the program, “being Jewish” translated into being part of a local and/or global Jewish community.

Israel Outcomes

Connection to the Land and the People

We have already noted how several interviewees discussed their interest in immersing themselves in Israeli society as the primary motivation for applying to Onward Israel. Following the conclusion of the program, even more of them reported their strengthened connection to the country as the most meaningful element of their summer. One participant, “A,” shared,

“It’s the history and tradition and knowing how ancient this land is, that it’s been holy for such a long time. [It] feels very cool to be walking on the same earth that ancient Jews walked on, it’s just really cool. [It’s] different from Rome or Paris, where the history is alive, because this is much more personal.”

“A” captures the added value of being in Israel as the connection to the physical land itself.

Another participant, “B,” added,

“It was definitely the people I met in Israel—the culture, the diversity, the conversation—it’s the people that connect you to the land...They have so much passion, a little chutzpah, and you feel the nationhood. You have to appreciate it for what it is...people really protect each other.”

These commentaries provide further insight into what participants are thinking when they indicate that they can better articulate what Israel means to them following their Onward Israel experience.

Confidence in Talking about Israel

As demonstrated in the quantitative data, participants leave with Onward Israel with a greater sense of knowing about Israel and connecting to the country in terms of day-to-day life, the workforce, diverse communities, and building relationships with the locals. This translates into returning home with increased confidence and more precise language to talk about Israel, as described by a participant, “L”:

“Now that I’ve returned home, I feel like I can have a voice about Israel. I feel that before it was much more wishy-washy, that is was not for me to speak out. [I] definitely feel now that I can have more of a voice about it, either positively or negatively...I feel that before it was just some country I was loosely connected to, and now I feel much more close to it, that it’s closer to me.”

L describes a newfound sense of ownership and contribution to the ongoing conversation about Israel, feeling more confident to take a “place at the table.” Once again, this commentary sheds light on the quantitative data that indicated how participants have a strengthened connection with Israel and Israelis. There is a shift from Israel being “some country” to being dearer and nearer to how they think of themselves.

Personal and Professional Outcomes

Learning how to be a “Professional”

For many participants, Onward Israel is one of their first significant interactions with the world of work. As such, participants commonly gain certain skills “on the job” that contribute to their sense of self as young professionals. One participant, “M,” shared,

“It changed the way I think about what it means to be in a professional setting, in the workplace; to act like an adult and a professional, how to behave. It’s very different from my job as a barista. At a huge company, you need to have your [stuff] together, be professional, be cognizant of what you’re saying, have professional diction...you have to be aware of when to speak up, what to say and what not to say.”

M describes a reality-check of sorts—a transformative process from student life to professional life. This process equips Onward Israel participants with skills, work-ethic and language transferrable to future professional opportunities.

Insights into Professional Field of Interest

Quantitative data revealed that Cohort IV participants exhibited increased professional knowledge and confidence, but no change in the clarity of their academic and/or career goals. Upon further probing in the interviews, it appears that participants are fairly split in their interpretation of how their internship informs their professional interests. Some interviewees, such as L (an engineering student), shared that their internship “hit the mark” of what they’re interested in:

“Last summer I had a different internship, I was doing more research, and this summer I really wanted to work for a design company, which I did and I loved. So that really reinforced that I want to do more design than research.”

Along these lines, B (a communications student) described her internship as providing a realistic and positive experience of the non-profit public relations field:

“My boss gave me an overall, real view of the non-profit life, no sugarcoating. I was so grateful for that, that it was so real, even when it wasn’t so fun. It gave me an idea if I can really do this.”

These commentaries demonstrate growth in participants’ knowledge of what is expected of them in their professional fields of interest, as well as confidence in their relevant professional capabilities. However, some interviewees communicated that their internship experience changed their career outlook by opening a door to a field that they may have not considered before. For example, A reported,

“My experience actually confused me—it showed me a field that isn’t my field of study, and now I think it’s also really cool. It inspired me so much. It’s a good kind of confusing; it’s another option that seems good.”

As A describes, while the internship may clarify professional interests for some, for others it may broaden perspectives, highlighting the opportunity to explore, to try something new, and to generate and transfer skillsets accordingly.

Increased Self-Awareness and Awareness of Others

The series of interviews over the course of summer illustrated that the multi-faceted make-up of what the Onward Israel experience contributes participants’ lives. Whether it’s navigating around a foreign country by oneself, integrating into a new workplace, building friendships with former strangers, connecting to underdeveloped aspects of one’s personal identity—interviewees thoughtfully shared meaningful elements of their experiences. Along these lines, K described how he learned about himself and others:

“The most significant aspect in thinking about my own growth has to do with the group of Americans I was with. I had never been in a group like that before, with the same type of self-selected people. It was very different from college. Seeing how I functioned in that group made me more self-aware of certain things, and it definitely changed my perspective on interacting with people and group dynamics, and that whole aspect of self-identity. I now feel more confident around groups of people I haven’t been exposed to before. Also the whole living situation—I had never lived in group of 16 before, and that really enlightened me on how challenging that could be. It gave me some perspective on how I want to live my own life.”

As K describes, the group dynamics—and specifically the communal living arrangements—were noteworthy in his own understanding of himself, especially in his comfort with others. Onward Israel provides participants with the opportunity to create “living and learning” communities that promote individual and shared growth.

Taking Stock: Converging Experiences and an Emerging Onward Brand

The systematic collection of qualitative data for the first time this year has dramatically deepened our understanding of what Onward Israel contributes to participants’ lives as well as how it does so. Two particular phenomena stand out: first, that while almost all Onward participants share a special interest in getting to know Israel better when they first start the program, their other motivations for taking part in the program are remarkably diverse. These motivations are often closely related to the particular program experience they have selected. Yet no matter how diverse these motivations and how varied their interests when they start the program, by the time they finish and certainly once they return home, the participants seem to have derived very similar benefits. Reading the transcripts of interviews from once they came home, it is hard to identify which particular Onward program they participated in, so common are these themes. There seems to have been a remarkable convergence in their experiences.

This convergence in experience suggests the emergence of an Onward brand; a constancy of practice that cuts across all programs. This – we suggest – is an important development that should be cultivated further. Furthermore, one element in that convergence is what participants derive in Jewish terms from the program. Beyond the Morasha program that specifically offers a “Jewish” discovery experience, most participants did not articulate a special interest in Jewish matters before they started the program or even during the program’s first weeks. We found, however, that close to the program’s end and once they returned home, almost of our interviewees revealed that they had been touched Jewishly by the program: they were thinking differently now about their place in the global Jewish community, their relationship to Jewish tradition, or how they thought of themselves as young Jews. This was as much an unanticipated outcome for the participants as it was for the evaluation team, having studied the program these last four years.

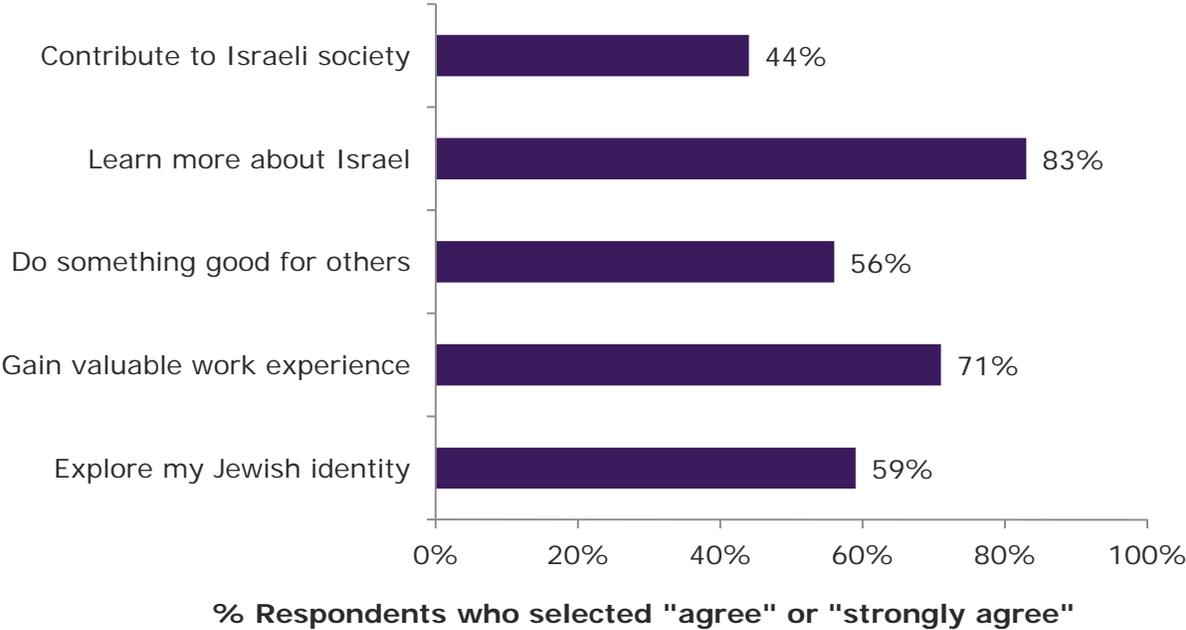
POST-PROGRAM REFLECTIONS

This next section details findings from the post-program survey regarding the skills that participants’ perceived themselves to have gained as a result of Onward Israel, what they saw program’s lasting impact to have been, and their considerations when recommending the program to others.

SKILLS GAINED ON ONWARD ISRAEL

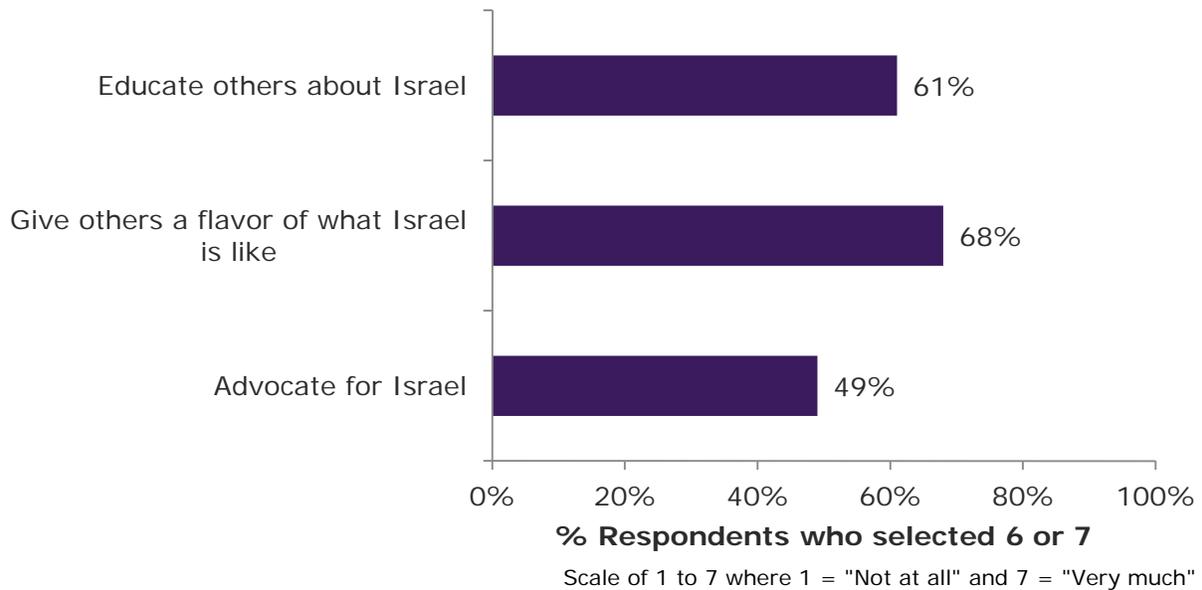
In the post-program survey, participants had the chance to reflect upon what kinds of skills and abilities were fostered during their time on Onward Israel. As seen in Exhibit 19, the majority of participants either agreed or strongly agreed that they were able to learn more about Israel and gain valuable work experience during the summer. These findings are aligned with changes in knowledge and attitude described earlier (see Exhibit 16). Less than half of the participants agreed or strongly agreed that they were able to contribute to Israeli society, while slightly more than half of the participants agreed or strongly agreed that they were able to do something good for others. These weaker numbers are consistent with participants’ diminished sense of being able to make a difference in the world or to work well with people from different cultures, as seen in Exhibit 16.

Exhibit 19: Capacities Gained During Onward Israel



Additionally, Exhibit 20 shows that in terms of the programs’ resulting effects, participants feel more strongly about their ability to “give others a flavor of what Israel is like,” relative to their ability to advocate for Israel. This finding emphasizes what Onward Israel is and what it is not – it is a more immersive Israel experience program – promoting Israel engagement and education – but it is not an Israel advocacy program.

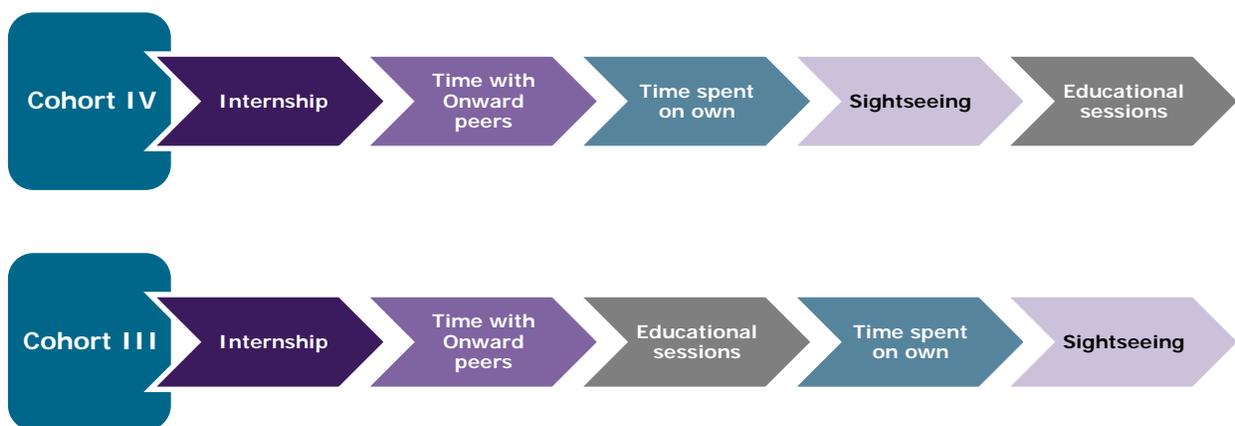
Exhibit 20: Resulting Capabilities



MEANINGFUL AND LASTING IMPACTS OF THE PROGRAM

In the post-program survey, participants were asked which aspect of their Onward Israel experience was most meaningful to them. Exhibit 21 shows these aspects ranked from the most important (on the left) to the least important (on the right). Half of Cohort IV alumni (50%) considered their internship to be the most meaningful aspect of their summer, while the second most popular choice among participants (23%) was the time they spent with their Onward Israel peers. These findings were similar to Cohort III participants.

Exhibit 21: Most Meaningful Elements of Onward Israel



The post-program survey also asked participants to reflect on the value and meaningfulness of the Global Jewish Peoplehood Shabbaton. Similar to what we found with previous cohorts, few participants considered the Shabbaton to be impactful. Approximately one third of respondents agreed or strongly agreed that the discussions were engaging, that they had the opportunity to be exposed to new ideas, or that the Shabbaton as a whole was a valuable experience. In contrast to the Shabbaton, several participants noted that they enjoyed the Onward Israel Connections Day and felt that it gave them new insights to Israeli life, as well as allowed them to “mix and mingle” with other Onward Israel participants.

When asked to reflect on the lasting impact of Onward Israel, many participants mentioned that they grew as individuals by learning how to manage difficult situations and living in a foreign country. Additionally, participants described a strengthened connection with Israel and enriched knowledge about the country. Fewer participants discussed their connection to being Jewish, with the exception being Morasha participants; these participants emphasized the value of Jewish exploration and reinforced connection to their Jewish identity as a result of the program.

In an interview, one participant captured the overall Onward Israel experience as follows:

“This experience had so many layers—the free time, the internship, the trips, the seminars—it’s hard for me to know all the ways that I was impacted. However, I know this for myself and for everyone else—this will continue to come into our lives in ways we don’t know yet...I think it’s really amazing that Onward gave us an experience that can be impactful for years to come.”

RECOMMENDING ONWARD ISRAEL TO OTHERS

In the post-program survey, participants were asked how likely they would be to encourage their friends to participate in the same Onward Israel program they participated in. As seen in Exhibit 22, the NPS score⁶ for the sample as a whole demonstrates that participants were satisfied with their experience and are likely to recommend Onward Israel and their specific program to friends, though not to an extreme extent. NPS scores for each program type demonstrate that Organizational participants were most satisfied with their experience and were most likely to recommend their program to friends, while Morasha participants were least likely to recommend their specific program to friends.

⁶ The NPS (Net Promoter Score) is a useful tool to assess satisfaction with non-profit organizations and educational settings. The original scale of 0 to 10 (rating of: “How likely are you to recommend your Onward program to a friend?”) is divided into three categories. Those who respond with a score of 9 or 10 are considered *Promoters*. *Detractors* are those who respond with a score of 0 to 6. Scores of 7 and 8 are “passive customers” and are not included in the calculation of NPS. NPS is calculated by subtracting the percentage of detractors from the percentage of promoters. Thus, scores can range between –100 (everyone is a detractor) and +100 (everyone is a promoter). NPS is particularly useful as an internal tool for organizations such as Onward Israel to compare participant satisfaction to previous cohorts/years; it is too crude of a measure to compare Onward Israel to other Israel experience programs.

Exhibit 22: Recommending Onward Israel to Friends

	OVERALL	Organizational	Community	Theme-Based	Morasha	Academic
Encouraging friends to participate in the same Onward Israel program	27	47	28	27	-8	36

Program Satisfaction and Program Outcomes

As seen in Exhibit 23, there is a significant, direct correlation between participants' satisfaction with their Onward Israel program (based on their likelihood of recommending their program to friends) and outcomes related to Israel, Judaism, and personal/professional development. Positive change and growth in one's knowledge, attitudes, and behaviors in each of these domains are aligned with greater satisfaction and likelihood of recommending one's Onward Israel program. Interestingly, the area of highest correlation and effect size was attitudes regarding Judaism and Jewish identity, illustrating that participants who experienced the most growth in this area were most likely to recommend their program to others.

Exhibit 23: Correlation of Outcomes and Program Satisfaction

	Significance	Correlation	Effect Size
Attitudes about Israel	<0.001	0.239	5.7%
Attitudes about Jewish life	<0.001	0.254	6.5%
Attitudes about personal and professional life	0.009	0.117	1.4%
Knowledge about Israel	<0.001	0.167	2.8%
Knowledge about Judaism	0.002	0.140	2.0%
Knowledge about personal and professional life	0.001	0.149	2.2%
Jewishly-related behaviors	<0.001	0.164	2.7%
Israel-related behaviors	<0.001	0.202	4.1%

RECOMMENDATIONS FOR THE FUTURE OF ONWARD ISRAEL AND FURTHER STUDY

This section describes a few recommendations based on the analysis of Cohort IV, and as it compares to previous cohorts.

EXPLORING THE LINK BETWEEN KNOWLEDGE ABOUT ISRAEL AND ISRAEL ADVOCACY

Over the years, Onward Israel has excelled in contributing to participants' growth in their knowledge and understanding of daily life in Israel, as demonstrated in both the quantitative and qualitative data. Though participants feel strongly about their ability to educate others about Israel and give others a "flavor" of what Israel is like, participants are not as keen to employ these capacities specifically for the purpose of Israel advocacy. There may be a number of reasons for this hesitancy, including being exposed to a balance of positive and negative aspects of Israeli society and therefore not being sure exactly what to advocate for, or possibly not knowing how to advocate. Onward Israel may wish to explore the possibility of utilizing evening programs as an opportunity to develop and strengthen advocacy skills, especially given that most of the participants are students who are early on in their university careers and are likely to become more involved in campus life.

REFINING THE VALUE OF THE GLOBAL JEWISH PEOPLEHOOD SHABBATON AND CONNECTIONS DAY

As in recent cohorts, the Global Jewish Peoplehood Shabbaton appears to be a weaker point of the summer experience. Approximately one third of participants agreed or strongly agreed that the discussions were engaging or that celebrating Shabbat with other Onward Israel groups was valuable to them. As noted in previous reports, Onward Israel staff may want to constructively consider the future of this programmatic aspect.

Unlike the Global Jewish Peoplehood Shabbaton, several participants noted that they enjoyed and benefitted from the Onward Israel Connections Day. Currently, the post-program survey does not include any concrete questions about the Connections Day, so in future studies this may be an area worth exploring further.

FOCUSING ON THE CONNECTION BETWEEN BIRTHRIGHT AND ONWARD ISRAEL

The large contingent of Birthright alumni among the sample of Cohort IV participants highlights the potential in exploring a connection between Birthright and Onward Israel, particularly since Birthright alumni who participate in Onward Israel were found to have less engaged Jewish backgrounds than other Onward Israel participants. Perhaps post-trip Birthright programming may be utilized as a platform for Onward Israel recruitment, with Onward Israel establishing a reputation as a "post-Birthright" structured Israel experience. Another area to investigate is if there may be a possible market for a "Birthright-Onward" summer combination. Of those who responded to the post-program survey, 67 individuals indicated that they participated in Birthright this past summer. It may be useful for Onward Israel to explore who these people are, and what factors are motivating them to choose this programmatic combination for their summer plans.

REFINED MARKETING STRATEGIES

The findings from the qualitative research illustrate that while the different types of Onward Israel programs may attract participants who differ from each other in terms of their personal/professional interests and engagement with Israel and Jewish life, participants depart Onward Israel with a generally shared, consistent experience. This phenomenon ought to encourage Onward Israel to explore segmenting its marketing strategies based on program type, potentially branding each program type differently as a way to maximize recruitment.

APPENDIX A: PRE AND POST PROGRAM SURVEYS

ONWARD ISRAEL PRE TRIP SURVEY SUMMER 2015

This survey is expected to take approximately 10-15 minutes of your time.

The study has been commissioned by The Jewish Agency for Israel and is being carried out by Rosov Consulting, an external consulting firm. For more information about The Jewish Agency, please visit www.jafi.org. Your open and honest feedback is extremely important. Rest assured, nothing you share will be attributable to you personally and the information you provide will only be seen by Rosov Consulting and will be summarized by the research team in the aggregate. If you have any questions or concerns, including any difficulty in accessing or completing the survey, please contact Nettie Faratci at nfaratci@rosovconsulting.com or 510.848.2502 EXT 179.

Additional information about Rosov Consulting may be found online at www.rosovconsulting.com.

Thank you again for your participation.

1. How did you hear about Onward Israel (please check all that apply)?

- Social media
- Career center at University
- While I was on a Masa program
- While I was on Birthright
- Hillel professional who reached out to me personally
- Israel fellow/shaliach
- Advertisement on college campus
- A friend who went on Onward Israel
- A family member who went on Onward Israel
- I can't remember
- Other [TEXT BOX]

2. When planning your summer, was Onward Israel the only option you considered?

- Yes
- No

3. [DO NOT DISPLAY IF ANSWER YES TO Q2. OTHERWISE DISPLAY TO ALL] For each option below, please indicate whether you applied or thought about applying for the activity for this summer:

	I applied	I considered it	I did not consider it
A summer volunteer internship	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A paid job	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A vacation overseas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other resume building experience in North America	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other resume build experience overseas (not in Israel)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Something else (please specify)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

4. Are you going to participate in Onward Israel this summer?

- Yes
- No

5. [IF Q4 = NO] What will you be doing this summer? (Please check all that apply)

- A summer volunteer internship
- A paid job
- A vacation overseas
- Other resume building experience in North America
- Other resume build experience overseas (not in Israel)
- Academic studies
- Something else (please specify)
- I don't know yet

6. [If Q4 = no] Please indicate why you have decided not to participate in Onward Israel this summer. (Please check all that apply)

- I found a better internship or job opportunity in the country where I live
- I found a better internship or job opportunity overseas
- I didn't get the internship placement that I wanted
- I found a different way to go to Israel this summer (**please specify**)
- I decided I didn't want to go to Israel this summer
- I found the registration process to be difficult
- Cost of the program
- The dates did not work out for me
- Other [TEXT BOX]

7. [If Q4 = yes] Please select the Onward Israel program in which you will be participating:

- | | | |
|--|---|--|
| <input type="radio"/> I'm not sure what its official name is | <input type="radio"/> Jerusalem Film Workshop | <input type="radio"/> Women, Jewel, Heritage House and Ba'alie D'at) |
| <input type="radio"/> Arts & Culture | <input type="radio"/> Los Angeles | <input type="radio"/> OU Service Learning |
| <input type="radio"/> Baltimore | <input type="radio"/> Metro West | <input type="radio"/> Pittsburgh |
| <input type="radio"/> Chicago | <input type="radio"/> Miami | <input type="radio"/> Start-Up Internship |
| <input type="radio"/> Cincinnati | <input type="radio"/> Mishelanu | <input type="radio"/> Tamid |
| <input type="radio"/> CJP Boston Haifa | <input type="radio"/> Negev Service Corps. | <input type="radio"/> Tech Challenge |
| <input type="radio"/> CJP Boston Jerusalem | <input type="radio"/> New York Internship | <input type="radio"/> Toronto |
| <input type="radio"/> Cleveland | <input type="radio"/> New York Service Learning | <input type="radio"/> Ultimate Internship: Galilee Trek and Connect |
| <input type="radio"/> Diversity & Co-existence | <input type="radio"/> Northern New Jersey | <input type="radio"/> Washington U. - Israel Business Academy |
| <input type="radio"/> Entrepreneurship | <input type="radio"/> Orthodox Union \J Internship (Midreshet Rachel, Ohr Sameach, Meor Men, Meor | <input type="radio"/> Video Activism |
| <input type="radio"/> France Yalla Stage | | <input type="radio"/> I don't see my program on this list |
| <input type="radio"/> France- MDA | | |
| <input type="radio"/> Germany | | |
| <input type="radio"/> GoTech | | |
| <input type="radio"/> Green Energy | | |
| <input type="radio"/> Hillel | | |

8. In thinking about your experience in applying to Onward Israel, to what extent were you satisfied or dissatisfied with each of the following:

	Very Dissatisfied	Dissatisfied	Neither Satisfied nor Dissatisfied	Satisfied	Very satisfied
Ease of application process.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ease of steps following submission of application.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Communicating with Onward Israel staff based in the United States	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Communicating with Onward Israel staff based in Israel	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Clarity of messages/updates received from Onward Israel.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

9. [If selected "I applied" for any item in Q3] Please rate your experience applying for Onward Israel compared to your other application experience(s):

	<i>Onward was much worse</i>	<i>Onward was worse</i>	<i>Both were the same</i>	<i>Onward was better</i>	<i>Onward was much better</i>
Ease of application process.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ease of steps following submission of application	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Communicating with staff	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Clarity of messages/updates receives from program	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality of resume-building experiences offered	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

10. Do you identify as Jewish?

- Yes
- No

If "NO" is selected in Q10, DO NOT DISPLAY any of the items in yellow throughout the rest of the survey.

11. How much time, in total, have you spent in Israel?

- None, I have never been to Israel
- Less than a month
- 1 to 3 months
- More than 3 months, less than a year
- More than a year

If "None, I have never to Israel" IS SELECTED, skip to Q13

12 What kind(s) of visits have you made to Israel?

	Yes	No
I went on a family trip or trips	<input type="radio"/>	<input type="radio"/>
I participated in an 8th grade/high school program	<input type="radio"/>	<input type="radio"/>
I participated in a teen travel program	<input type="radio"/>	<input type="radio"/>
I lived in Israel on my own, not in the context of a specific program	<input type="radio"/>	<input type="radio"/>
I went on Taglit-Birthright Israel	<input type="radio"/>	<input type="radio"/>
An Israel experience program longer than 3 months	<input type="radio"/>	<input type="radio"/>
Other (please specify):	<input type="radio"/>	<input type="radio"/>

13. Are you participating in Birthright Israel this summer?

- Yes
- No

14. Think back to your motivations when you first applied to Onward Israel. To what extent do you agree or disagree with the following statements about your motivation to apply to Onward Israel:

	Strongly Disagree	Disagree	Slightly Disagree	Neither Agree nor Disagree	Slightly Agree	Agree	Strongly Agree
I wanted to make a difference in the world.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I wanted to meet a Jewish romantic partner.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I wanted to explore the option of aliyah.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I wanted to have fun and/or adventure.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I wanted to learn more about Israel.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I wanted to explore my Jewish identity.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I wanted exposure to a different side of Israel than is portrayed in the media.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I wanted to meet other Jews my own age.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I wanted the opportunity to live abroad.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I wanted to give back to the Jewish people.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I wanted to enhance my resume.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I wanted to express my love of Judaism.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I wanted to do something good for others.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I wanted to learn more about Judaism.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I couldn't wait to go back to Israel. [DO NOT display if Q11 "None I have never been to Israel" is selected]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I wanted to gain valuable work experience.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I wanted to contribute to Israeli society.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I wanted to learn how to be an advocate for Israel	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

We'd like to learn a little bit about young Jewish adults and their perspective on Israel, Judaism, career goals, and personal development.

15. To what extent do you agree or disagree with each of the following statements?

	Strongly Disagree	Disagree	Slightly disagree	Neither Agree nor Disagree	Slightly agree	Agree	Strongly Agree
I feel at home in Israel.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I can explain to others what being Jewish means to me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel a connection to Judaism and my Jewish heritage.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I can articulate to others what Israel means to me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel confident in professional settings.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have a clear sense of my academic and/or career goals.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel a strong connection to Israel and Israelis.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am interested in learning Hebrew.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel a sense of responsibility to Israel and Israelis.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel proud of Israel.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

16. On a scale from 1-7, with 1=Nothing and 7= a great deal, how much do you know about...?

	Nothing						A Great Deal
Day to day life in Israel	<input type="radio"/>						
Judaism and your Jewish heritage	<input type="radio"/>						
Diversity in Israel	<input type="radio"/>						
The day to day activities related to my area of professional interest	<input type="radio"/>						
Different ways of being Jewish	<input type="radio"/>						
Jewish communities around the world	<input type="radio"/>						
What it takes to succeed in my area of professional interest	<input type="radio"/>						

17. If someone asked you about the current situation in Israel, how confident do you feel in your ability to give a good explanation?

- Not at All Confident
- A Little Confident
- Somewhat Confident
- Confident
- Very Confident

18. To what extent do you agree or disagree with each of the following statements?

	Strongly Disagree	Disagree	Slightly Disagree	Neither Agree nor Disagree	Slightly Agree	Agree	Strongly Agree
I can make a difference in the world.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am interested in learning more about Judaism and my Jewish heritage.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I can work well with people from different cultural backgrounds.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel connected to other Jews around the world.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have a strong sense of belonging to the Jewish people.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel connected to other Jews at home or at school.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel confident in new and unfamiliar settings.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is important to me to succeed in my studies/in my career.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Caring about Israel is a very important part of my being a Jew.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

19. Thinking back to the last year how often did you...? Please select your answer on a scale from 1-7, where 1=never and 7=very often

	Never						Very Often
Participate in conversations about Israel.	<input type="radio"/>						
Take a leadership role in Jewish life at home or at school.	<input type="radio"/>						
Follow news about Israel.	<input type="radio"/>						
Celebrate Shabbat with family or friends.	<input type="radio"/>						
Participate in Jewish life at home or at school.	<input type="radio"/>						
Study traditional Jewish texts.	<input type="radio"/>						
Follow news about Jews and Jewish communities around the world.	<input type="radio"/>						
Participate in conversations about Judaism.	<input type="radio"/>						

20. How many of your close friends identify as Jewish?

- None
- A Few
- Half
- Most
- All

21. On a scale from 1-7, where 1= not important and 7= Extremely important, how important is each of the following to you personally in your life?

	Not Important						Extremely Important
Being Jewish	<input type="radio"/>						
Dating someone Jewish	<input type="radio"/>						
Marrying someone Jewish	<input type="radio"/>						
Raising your children Jewish	<input type="radio"/>						

About You

22. In what year were you born?

23. At the time that you applied to Onward Israel, were you... ?

- A high school graduate planning on attending college in the fall
- A high school graduate on a “gap year” before college
- A college freshman (1st year)
- A college sophomore (2nd year)
- A college junior (3rd year)
- A college senior (4th year)
- Not a student
- Other (please specify)

24. At the time you applied, started your application, or thought about applying to to Onward Israel were you...?

- Working full or near full-time
- Working part-time
- Unemployed (looking for work)
- Not working because of student status
- Other (please specify): _____

25. In the last year, how often have you ATTENDED the following kinds of events? Please select your answer on a scale from 1-7, where 1=never and 7=very often

	Never						Very often
Jewish social event	<input type="radio"/>						
Jewish learning program	<input type="radio"/>						
Israel organization or advocacy event	<input type="radio"/>						
Jewish professional networking event	<input type="radio"/>						
Networking event in your career area of interest, not related to or sponsored by the Jewish community	<input type="radio"/>						
Jewish religious activity	<input type="radio"/>						
Jewish social justice/volunteering activity	<input type="radio"/>						
Social/justice volunteering activity not related to or sponsored by the Jewish community	<input type="radio"/>						
Jewish cultural event (film, theater, dance etc.)	<input type="radio"/>						
Israel cultural event (film, theater, dance, etc.)	<input type="radio"/>						

26. In the last year did you help INITIATE, ORGANIZE or LEAD any of the following kinds of events?

	Yes	No	Not Applicable
Jewish social event	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Jewish learning program	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Israel organization or advocacy event	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Jewish professional networking event	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Networking event in your career area of interest, not related to or sponsored by the Jewish community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Jewish religious activity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Jewish social justice/volunteering activity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Social/justice volunteering activity not related to or sponsored by the Jewish community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Jewish cultural event (film, theater, dance etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Israel cultural event (film, theater, dance, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

27. Have you ever taken a college level course in...?

	Yes	No
Israel or Middle Eastern Studies	<input type="radio"/>	<input type="radio"/>
Hebrew Language	<input type="radio"/>	<input type="radio"/>
Jewish Studies	<input type="radio"/>	<input type="radio"/>

28. How many total years did you participate (i.e. work or attend) each of the following? (For seasonal activities, such as summer camp, please count each season as one year)

	None, I have never attended or participated	1 to 3 Years	4 to 6 Years	7 or More Years
An overnight camp that had Shabbat services and/or a Jewish education program	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A Jewish Day School	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A supplementary Jewish school, like Hebrew or Sunday school	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A Jewish youth group	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

29. Which of the following best describes your Jewish denominational identity?

- Conservative
- Orthodox
- Reform
- Reconstructionist
- Renewal
- Just Jewish
- Something else (please specify): _____

30. Which gender do you identify as?

- Female
- Male
- Other

31. In which countries/continents did you live in as a child (please check all that apply)? North America

- Central America
- South America
- Former Soviet Union
- Europe
- South Africa
- Australia or New Zealand
- Israel
- Asia_____

32. Are either of your parents or step-parents Israeli?

- Yes
- No

33. [IF GOING ON ONWARD] Thank you for your time. Before finishing the survey, we are curious if you could tell us, in 1-2 sentences, why you decided to participate in Onward Israel?

34. [IF NOT GOING ON ONWARD] Thank you for your time. Before finishing the survey, we are curious if you could tell us, in 1-2 sentences, why you decided not to participate in Onward Israel?

ONWARD ISRAEL POST TRIP SURVEY SUMMER 2015

This survey is expected to take approximately 15-20 minutes of your time. You have been invited to take part in this survey because you participated in an Onward Israel program in the summer of 2015. This survey is part of a study to help understand the impact Onward Israel may have on participants like you.

The study has been commissioned by The Jewish Agency for Israel and is being carried out in consultation with the leadership of participating Jewish communal organizations from around the world.

Rest assured, nothing you share will be attributable to you personally and the information you provide will only be summarized by the research team in the aggregate.

All respondents will be entered into a raffle for a chance to be 1 of 20 winners of a \$50 Amazon Gift Card.

If you have any questions or concerns, including any difficulty in accessing or completing the survey, please contact Nettie Faratci at nfaratci@rosoconsulting.com

Thank you again for your participation.

1. Did you participate in Onward Israel in the summer of 2015?

- Yes, I participated in Onward Israel and completed the program.
- Yes, I participated in Onward Israel but I did not complete the program.
- No, I did not participate in Onward Israel.

1a. Please explain why you did not complete the Onward Israel program:

1b. Please explain why you did not participate in the Onward Israel program:

2. In the summer of 2015, did you spend additional time in Israel, beyond the Onward Israel program?

- No, the only time I spent in Israel was with Onward Israel.
- Yes, I spent time on my own in Israel either right before or right after Onward Israel.
- Yes, I went on another Israel program either right before or right after Onward Israel.

2a. Which program?

- I went on Birthright either before or right after Onward.
- I went on an Israel program other than Birthright, either right before or right after my Onward Israel experience (Please write in the name of the program): _____

We'd like to learn a little bit about young Jewish adults and their perspective on Israel, Judaism, career goals, and personal development.

3. Do you identify as Jewish?

- Yes
- No

If "yes" is selected, include items highlighted in yellow.

4. To what extent do you agree or disagree with the following statements:

	Strongly Disagree	Disagree	Slightly Disagree	Neither Agree nor Disagree	Slightly Agree	Agree	Strongly Agree
I feel at home in Israel.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I can explain to others what being Jewish means to me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel a connection to Judaism and my Jewish heritage.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I can articulate to others what Israel means to me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel confident in professional settings.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have a clear sense of my academic and/or career goals.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel a strong connection to Israel and Israelis.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am interested in learning Hebrew.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel a sense of responsibility to Israel and Israelis.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel proud of Israel.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5. On a scale from 1-7, with 1=Nothing and 7= a great deal, how much do you know about...?

	Nothing						A Great Deal
Day to day life in Israel	<input type="radio"/>						
Judaism and your Jewish heritage	<input type="radio"/>						
Diversity in Israel	<input type="radio"/>						
The day to day activities related to my area of professional interest	<input type="radio"/>						
Different ways of being Jewish	<input type="radio"/>						
Jewish communities around the world	<input type="radio"/>						
What it takes to succeed in my area of professional interest	<input type="radio"/>						

6. If someone asked you about the current situation in Israel, how confident do you feel in your ability to give a good explanation?

- Not at All Confident
- A Little Confident
- Somewhat Confident
- Very Confident

7. To what extent do you agree or disagree with each of the following statements?

	Strongly Disagree	Disagree	Slightly Disagree	Neither Agree nor Disagree	Slightly Agree	Agree	Strongly Agree
I can make a difference in the world.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am interested in learning more about Judaism and my Jewish heritage.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I can work well with people from different cultural backgrounds.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel connected to other Jews around the world.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have a strong sense of belonging to the Jewish people.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel connected to other Jews at home or at school.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel confident in new and unfamiliar settings.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is important to me to succeed in my studies/in my career.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Caring about Israel is a very important part of my being a Jew.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

8. Thinking about the coming year, how often do you anticipate you will do each of the following?
Please select your answer on a scale from 1-7, where 1=never and 7=very often

	Never						Very Often
Participate in conversations about Israel.	<input type="radio"/>						
Take a leadership role in Jewish life at home or at school.	<input type="radio"/>						
Follow news about Israel.	<input type="radio"/>						
Celebrate Shabbat with family or friends.	<input type="radio"/>						
Participate in Jewish life at home or at school.	<input type="radio"/>						
Study traditional Jewish texts.	<input type="radio"/>						
Follow news about Jews and Jewish communities around the world.	<input type="radio"/>						
Participate in conversations about Judaism.	<input type="radio"/>						

9. How many of your close friends identify as Jewish?

- None
- A Few
- Half
- Most
- All

10. On a scale from 1-7, where 1= not important and 7= Extremely important, how important is each of the following to you personally in your life?

	Not Important						Extremely Important
Being Jewish	<input type="radio"/>						
Dating someone Jewish	<input type="radio"/>						
Marrying someone Jewish	<input type="radio"/>						
Raising your children Jewish	<input type="radio"/>						

11. Thinking about the coming year, how often do you anticipate you will INITIATE, ORGANIZE OR LEAD each of the following types of events? Please select your answer on a scale from 1-7, where 1=never and 7=very often

	1= never						7=very often
Jewish social event	<input type="radio"/>						
Jewish learning program	<input type="radio"/>						
Israel organization or advocacy event	<input type="radio"/>						
Jewish professional networking event	<input type="radio"/>						
Networking event in your career area of interest, not related to or sponsored by the Jewish community	<input type="radio"/>						
Jewish religious activity	<input type="radio"/>						
Jewish social justice/volunteering activity	<input type="radio"/>						
Social/justice volunteering activity not related to or sponsored by the Jewish community	<input type="radio"/>						
Jewish cultural event (film, theater, dance etc.)	<input type="radio"/>						
Israel cultural event (film, theater, dance, etc.)	<input type="radio"/>						

12. If you are a student, in the next year do you intend to take a for-credit college level course in:

	Yes	No	Don't know	Not Applicable, I'm not a student
Israel or Middle Eastern Studies	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hebrew Language	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Jewish Studies	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

13. To what extent do you think that during your time on Onward Israel you were able to do the following?

	Strongly Disagree	Disagree	Slightly Disagree	Neither Agree nor Disagree	Slightly Agree	Agree	Strongly Agree
Contribute to Israeli society	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gain valuable work experience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Explore your Jewish identity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Do something good for others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Learn more about Israel	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

14. As a result of your time on Onward Israel, do what extent are you able now to:

	Not at all (1)	2	3	4	5	6	Very much (7)
Advocate for Israel	<input type="radio"/>						
Give others a flavor of what Israel is like	<input type="radio"/>						
Educate others about Israel	<input type="radio"/>						

15. Are you working at a Jewish summer camp this summer (after returning from Onward Israel)?

- Yes
- No

15a. It could be said that spending time in Israel has a direct relationship to your work in a Jewish summer camp. On the other hand, one might say that your time on Onward Israel was “stand-alone” and is unrelated to your work at summer camp.

How related or unrelated would you say your Onward experience is to your work at summer camp? Please indicate your view by making a selection on the spectrum below:

My Onward Israel experience is related to my work at summer camp

--	--	--	--	--	--	--	--

 My Onward Israel experience is NOT related to my work at summer camp

16. Which TWO of the following elements of your Onward Israel summer were most important to you?

DROP DOWN list of the following options for:

- A. Top Choice
- B. Second Choice

Options:

- Your internship/service-learning assignment/fellowship
- Educational sessions about contemporary Israeli society that your whole group did together
- Sightseeing and other touring that your whole group did together
- Time you spent on your own, without people from Onward
- Time you spend with your Onward peers, outside of your internship and formal programming
- None of these apply to you

17. Thinking back to the Global Jewish Peoplehood Shabbaton/weekend, to what extent do you agree or disagree with the following statements.

	Strongly Disagree	Slightly Disagree	Disagree	Neither Agree nor Disagree	Slightly Agree	Agree	Strongly Agree
Celebrating Shabbat with other Onward groups was a valuable experience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The shabbaton/weekend site visits were a valuable experience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The group discussion sessions were engaging	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I was exposed to new ideas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I was able to celebrate Shabbat in my own personal way	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

18. How likely is it that you would recommend your friends to participate in the same Onward Israel program you attended? (0 = Very unlikely; 10 = Very likely)

<input type="radio"/> 0	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> 6	<input type="radio"/> 7	<input type="radio"/> 8	<input type="radio"/> 9	<input type="radio"/> 10
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19. How likely is it that you would recommend your friends to participate in an Onward Israel program in general? (0 = Very unlikely; 10 = Very likely)

<input type="radio"/> 0	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> 6	<input type="radio"/> 7	<input type="radio"/> 8	<input type="radio"/> 9	<input type="radio"/> 10
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20. Now that you have returned from Onward Israel, do you plan to visit again?

- No
- Yes, I plan to visit within the next year
- Yes, I plan to visit in more than a year from now

20a. [if 19=yes] what do you plan on doing? (Check all that apply)

-
- Take a vacation
- Visit family and /or friends
- Visit Israelis you met during your Onward summer
- Go on an organized travel/touring program
- Study at an Israeli university
- Attend a yeshiva, seminary, or religious study program
- Volunteer or intern with the organization you worked with on Onward Israel
- Volunteer or intern with a different organization than the one you worked with on Onward Israel
- Work for pay at the company / organization you interned with on Onward Israel
- Work for pay for a company/organization other than the one you interned with on Onward Israel
- Live there for an extended period of time
- Serve in the Israeli Defense Forces (IDF)
- Other (please specify) _____

21. In what way/s (if any) did your Onward Israel summer make a lasting impact on you, if at all?

21. What was most surprising to you about your Onward Israel summer experience?

APPENDIX B: ONWARD ISRAEL COHORT IV PROGRAMS

COMMUNITY

- Baltimore
- Chicago
- Cincinnati
- CJP Boston – Haifa
- CJP Boston – Jerusalem
- Cleveland
- Los Angeles
- Metro West
- Miami
- New York Internship (CLIP)
- New York Service Learning
- Northern New Jersey
- Pittsburgh
- Toronto

ORGANIZATIONAL

- Hillel
- Mishelanu
- Negev Service Corps
- Start-Up Internship
- Tamid
- Ultimate Internship: Galilee Trek and Connect

THEME-BASED

- Arts and Culture
- Diversity and Coexistence
- Go Tech / Entrepreneurism
- Green Energy
- Jerusalem Film Workshop
- Tech Challenge
- Video Activism

MORASHA

- Heritage House
- Jewel
- MEOR
- Midreshet Rachel
- Ohr Sameach
- Orthodox Union Service Fellowship

ACADEMIC

- Washington University Israel Business Academy

APPENDIX C: INTERVIEW PROTOCOLS

PRE-PROGRAM

Firstly, thanks for taking the time to talk to me today, I really appreciate it. As a reminder, the organization I work for, Rosov Consulting, is collaborating with a Onward Israel on a project exploring the program's impact on participants. This entails hearing from the participants before, during, and after the program. We want to hear your story—who you are, why you applied to Onward, what you hope to gain from you program, etc.

This is the first of four conversations we will be conducting with you. Everything you say will be kept confidential—nothing you say will be attributed to you in your name. Once your program begins, we will be in touch about sending you a 100 NIS restaurant voucher, as recognition for your participation.

Do you have any questions before we begin?

Okay, great.

1. First, can you tell me a little about yourself?

Probes:

- a) Where are you from? How old are you?
- b) Are you a student? Do you work? Something else?
- c) What are some the things that you like to do for fun?

2. How did you find your way to Onward Israel?

Probes:

- a) Did you hear about the program through your University Hillel? Career center? Friend? Program Alum? Social media? Some other means?

3. Why were you interested in applying to Onward Israel?

Probes:

- a) What about the program spoke to you?
- b) Did you consider other programs or internships for the summer, and if so, what made you choose Onward?

4. What do you hope to gain from the program? Jewishly, personally, professionally, Israel-wise?

5. Speaking of Israel, have you previously been to Israel, and if so, in what context?

6. What role, if any, does Israel play in your life?

Probes:

- a) How do you connect to Israel? What does it even mean to connect to Israel?
- b) Are you involved in any Israel-related activities or organizations at your university or in your local community?

7. What role, if any, does your Jewish identity play in your life?

Probes:

- a) Are you involved in Jewish activities on a daily/weekly/monthly/yearly basis? If so, what kinds of activities?
- b) Is your Jewish identity related to your connection with Israel? If so, how?

8. Last question: As you prepare to begin your Onward Israel program, what are your expectations—of the program itself, of Israel, or your peers, of yourself?

Probes:

- a) What are you most looking forward to?
- b) What are you most anxious about?

Okay, great. Thanks so much for all of your input and for taking the time to speak with me. I really enjoyed hearing what you had to say. Do you have any final thoughts or comments?

Great, I'll be in touch with you once your program begins to schedule the next time for us to speak. [If participant has Israeli phone number, ask for number.]

MID-PROGRAM I

Firstly, thanks for taking the time to talk to me today, I really appreciate it. How's everything going? How have you been since we last spoke?

1. How is it going at your work site? What does your day-to-day look like?
2. What have been some of the highlights so far (at internship, with Onward peers, Jewishly, in Israel in general)?
3. Can you tell me a little about the programming you have in the evenings? What's something you've really enjoyed?

Probe: Ask about Onward Shabbaton

4. What are some the things you've learned so far?

5. What is something that has surprised you since the start of your program with Onward?
6. What has been challenging, if at all, so far (at internship, with Onward peers, Jewishly, in Israel in general)?

Okay, great. Thanks so much for all of your input and for taking the time to speak with me. I really enjoyed hearing what you had to say. Do you have any final thoughts or comments?

Great, I'll be in touch with you in next week and half to two weeks to check-in and schedule the next time for us to speak. In the meantime, take care.

MID PROGRAM II

Firstly, thanks for taking the time to talk to me today, I really appreciate it. How's everything going? How have you been since we last spoke?

1. How has it been going at your internship since we last spoke? How's it been going in your apartment and in Israel in general?
2. Reflecting back on when you started, what are some of the goals that you had? Do you think you've accomplished them? What is something you've done in your internship that you're particularly proud of?
- 2a. Can you tell me about the Onward Connections day? What did you most enjoy of the day? What did you learn? What was most meaningful for you?
3. When we last spoke, I asked you what you had learned so far. As time has elapsed, we want to ask you this question again. What have you learned about yourself, about others, about Israel, about Judaism?
4. What are some of your goals for the remainder of your time here?

Great, I'll be in touch with you in next week and half to two weeks to check-in and schedule the next time for us to speak. In the meantime, take care.

AFTER PROGRAM

1. How's it been going back in the States?
2. Reflecting back to the start of Onward, what are some of the goals you had for this summer? Do you think you accomplished them? What is something you did that you're particularly proud of?

3. For you personally, what has been the MOST meaningful aspect of your experience? The work that you did, the people you met on the program, your interactions with Israelis, living independently, spiritual/religious growth, etc?
4. Did your experience at your internship impact your professional goals for the future or where you see yourself going? How so?
5. Has your connection to Judaism or how you view yourself within the Jewish community, both locally and/or globally, changed throughout or as a result of your experience this past summer?
6. Has your connection to Israel changed throughout or as a result of your experience this past summer? How so?
7. As a result of your experience this past summer, do you feel an increased desire to advocate for Israel in your community? Do you want to advocate for Israel? Do you feel more equipped with the knowledge and ability to advocate for Israel? What does Israel advocacy mean to you?
8. Has your experience this past summer changed the way you think? About yourself? About others? About Israel? About Judaism?
9. To wrap up, what are the main take-aways from this past summer for you?

Okay, great. Thanks so much for all of your input and for taking the time to speak with me. I really enjoyed hearing what you had to say. Do you have any final thoughts or comments?

APPENDIX D: JEWISH BACKGROUND CLUSTERS

A set of survey questions asked respondents to note the number of years they attended or worked in the following settings: Jewish day schools, supplementary schools, youth groups, and overnight camps. This information was entered into the cluster analysis model which yielded three clusters that we named as follows: “Low Jewish Background”, “Medium Jewish Background”, and “High Jewish Background.”

Exhibit 24 presents a summary of the Jewish education background characteristics for each of the identified clusters. For the simplicity of presentation, the percentages represent those survey respondents who attended at least a year on any of the key characteristics. Note that for the creation of the clusters we used all pre-program survey respondents, no matter whether they filled out the post-program survey or not.

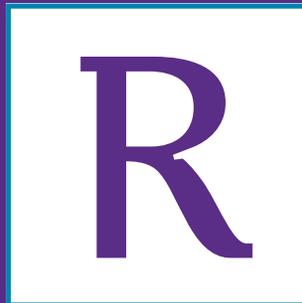
Exhibit 24: Jewish Educational Experiences by Cluster

Clusters	Day School	Youth Group	Overnight Camps	Supplementary School
Low Jewish Background (n=161)	4%	18%	14%	24%
Medium Jewish Background (n=332)	5%	73%	68%	99%
High Jewish Background (n=415)	100%	68%	79%	44%

Exhibit 25 shows how participants’ denominational identification is represented within each of the clusters.

Exhibit 25: Denominational Representation by Cluster

Clusters	Orthodox	Conservative	Reform	Just Jewish	Other
Low Jewish Background (n=161)	4%	11%	30%	51%	5%
Medium Jewish Background (n=332)	4%	31%	46%	14%	5%
High Jewish Background (n=415)	27%	32%	15%	21%	4%



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