

Onward Israel Participant Outcomes Survey

Report on Survey Findings



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I. EXECUTIVE SUMMARY

A. THE STUDY

This paper reports on findings from a six-month follow up survey of 214 participants in the 2012 summer Onward Israel cohort. Onward Israel is designed to provide a second Israel experience for Jewish young adults from North America and other global Jewish communities in mid-length, resumé-building programs that include internships, service-learning, and fellowships. During its summer pilot in 2012, Onward Israel engaged 214 participants from 8 global communities. Respondents to this Participant Outcomes Survey (POS) included alumni from the United States, Canada, Russia, France, and Germany. Total response rate for the survey was 52.5%.

The survey was designed to address the following research questions:

1. What outcomes do Onward Israel alumni report six months after the end of their Onward Israel summer experience?
2. What elements of the Onward Program do Onward alumni retrospectively regard as having had the greatest value?
3. How do free time and social experiences contribute to the Onward Israel summer experience?
4. How do European and North American participants differ in terms of motivations, experience, and short-term outcomes?
5. How do variables such as motivation for participation, prior Jewish education, and previous time in Israel relate to respondent reports of short-term outcomes?

This executive summary focuses primarily on the outcomes that alumni report six months post-program. As well, it briefly explicates the elements of the program that participants regard as having had the greatest value. Please consult the full report for findings related to other research questions.

B. ONWARD ISRAEL PILOT YEAR: ALUMNI REPORTED PROGRAM OUTCOMES

Analysis of program outcomes was structured around four core domains: Israel Engagement, Jewish Heritage; Peoplehood; and Career Development/Personal Growth. The data reported here reflect alumni retrospective accounts of their own change as a result of their Onward Israel summer experience. Moving forward, a pre-post trip survey design will be implemented, beginning with the 2013 Onward cohort.

1. Outcomes – Israel Engagement

Broadly speaking most respondents attributed robust change in their knowledge about and attitudes towards Israel to their Onward Israel summer. Of the four central foci of Onward Israel, Israel-related outcomes were the strongest overall. On most Israel items, the majority of respondents attributed positive change to their Onward Israel summer. 82% of respondents claimed that as a result of their Onward Israel summer they could better articulate their own relationship with Israel “to a moderate extent” or “to a great extent”. 78% of respondents said that as a result of their Onward Israel summer, they “now feel more at home in Israel” “to a moderate extent” or “to a great extent”. 91% of respondents indicated an intention to return to Israel.

2. Outcomes – Jewish Heritage

Measures of Jewish Heritage items were more modest for the group as whole when compared to Israel-related outcomes. Often a slim majority attributed moderate or great change to the Onward Israel experience. In a few cases the majority of respondents attributed no or minimal change on key outcomes associated with Judaism.

It is important to note that measures of Jewish heritage differences between North American and European respondents were pronounced. When Europeans were removed from the sample, the proportion of respondents reporting positive change associated with Jewish heritage increased. For example, 61% of North Americans claimed that as a result of their Onward Israel experience they could better articulate their own Jewish identity “to a moderate extent” or “to a great extent”, as compared to only 38% of their European peers. This discrepancy may reflect the quality and focus of individual programs, or more fundamental differences between North Americans and Europeans in pre-existing attitudes towards Judaism as a religious phenomenon.

3. Outcomes – Jewish Peoplehood

Overall, POS respondents reported positive attitudinal outcomes concerning Jewish peoplehood. 70% “agreed” or “strongly agreed” that as a result of their Onward Israel summer they “now feel more connected to Jewish People around the world”.

It is unclear to what extent notions of “peoplehood” resonated as a distinct concept for program alumni. When “peoplehood” was framed in the abstract as a connection to the Jewish people, outcomes were considerably more robust than when “peoplehood” was framed as a commitment to actual living Jews in one's own community.

4. Outcomes – Career Development and Personal Growth

Onward Israel is intended as a resumé-building experience. The majority of program time is allocated to internships, service learning, and fellowships. Despite relatively moderate assessments of outcomes associated with resumé-building while on Onward Israel, respondents rated this element of the program higher than any other in terms of the lasting impact it made on their lives. This suggests that, for respondents, the perceived lasting value and contribution of an unpaid internship in Israel may be more complex than simply “resumé-building”. Respondents also reported an increased sense of independence as a result of their Onward Israel summer.

Differences among Subgroups

Responses were broken down into various subgroups for further analysis. This study suggests that a number of variables may influence outcomes, including: prior exposure to Jewish educational experiences, prior time spent in Israel, motivational typology, and nationality. Sample sizes were generally too small to draw definitive conclusions, but do suggest areas for further inquiry moving forward.

Power of the Program

The POS instrument asked respondents to rate five key components of the Onward Israel summer in terms of their perceived “lasting impact”. Those key components were: internships and fellowships; formal educational programming provided by the Jewish Agency; site-seeing conducted as a whole group; free time spent alone; and free time spent with the Onward peer group. Respondents retrospectively rated all elements of the Onward Israel program highly, with the majority of respondents reporting that all program elements (including free time) had a lasting impact on their life “to a moderate extent” or “to a great extent”. The formal JAFI programming was rated the least impactful of all the program elements. The internships and time spent with the Onward peer group were rated as most impactful.

C. IMPLICATIONS

1. Defining Indicators of Success

This six-month follow up survey provides a great deal of insight into outcomes associated with a mid-length Israel trip. Respondents reported that participation in Onward Israel had great impact on their connection to and knowledge about Israel.

Comparing outcomes across the four major domains, outcomes associated with Israel Engagement were highest. This is not surprising given both the *design* of the program, in which the bulk of the time was spent participating in daily life in Israel, and the emphasis of the *formal curriculum*, which focused on contemporary Israel society and one’s relationship with Israel. This does not necessarily mean that outcomes associated with other domains were low, only that they were relatively lower.

Moving beyond the pilot year, Onward Israel, in consultation with key stakeholders, needs to develop a clear understanding of their own criteria for success. This will allow for the intentional design of educational interventions to move participants in the desired direction on a precisely defined set of outcomes. What targets does the program set on key indicators of success? What kind of change, how much change, and for how many participants? This is a necessary, challenging, and ultimately rewarding process for all programs in the formative stage.

2. Locating Onward Israel in the Larger Landscape of Israel Programs for Young Adults

Core to the vision behind Onward Israel was the perceived need for a “middle-rung” program, that is, a mid-length trip to Israel for young adults which would fill a vacuum between other programs such as Birthright Israel (10 days) and MASA (5-10 months).

It is tempting to compare these various programs and to question the relative value of Onward in relation to other opportunities for Israel travel for young adults. This approach, however, raises a number of important questions.

First, Onward Israel is *not* designed to compete with these other programs. Rather, Onward Israel is part of a larger, comprehensive strategy for reaching and engaging young adults where they are.

Second, Birthright, Onward, and MASA do not work with identical populations. Rather than randomly assigning participants to an Israel program, there is a process of selection. Participants both *self-select* when they choose which program to apply for, and are *selected* when communities make choices about which applicants to support. It is therefore challenging to attribute differences in outcomes to program design, quality, or effectiveness, as opposed to pre-existing differences among participants.

D. CONCLUSIONS

Six months after the launch of the Onward Israel programs, the Participant Outcome Survey offered a first serious look at outcomes associated with the Onward Israel experience. The POS also has provided a crucial opportunity to sharpen analytic categories when thinking of the Onward program and its evaluation. The construction and analysis of the POS instrument has raised important conceptual questions to consider in framing and calibrating the next stage of research.

As Onward Israel moves beyond its pilot year, over 500 participants are projected for the 2013 cohort. In May of 2013, Rosov Consulting will begin fielding a pre-program survey instrument, which will assess participant attitudes, skills, knowledge and behaviors before they begin their Onward program. These same participants will also be surveyed one year after the program, in order to assess changes across key measures. This “pre-post” design, along with a more robust sample size, will provide an opportunity to elucidate more clearly, and with more statistical power, the effect of an Onward Israel summer on participants.

The results of this six-month follow up survey point to the potential power of Onward Israel to develop positive outcomes associated with Israel engagement among Jewish young adults. In particular, in areas of key interest related to attachment to Israel, respondents attributed robust change to their Onward Israel summer. Moving beyond the pilot year, Onward Israel is positioned to become a vital link between Jewish youth worldwide and contemporary Israeli society.

II. STUDY BACKGROUND

A. ABOUT ONWARD ISRAEL

Onward Israel is designed to provide a second Israel experience for Jewish young adults from North America and other global Jewish communities in mid-length, resumé-building programs that include internships, service-learning, and academic courses.

The program is an innovative partnership between The Jewish Agency for Israel, private foundations, and local Jewish communities. The program is based on the premise that bringing young Jews back to Israel in the context of immersive experiences with modern Israeli society and culture results in substantive understanding of Israel and a connection to Israeli peers, as well as cultivation of activism and a strengthening of Jewish identity among program participants.

During its summer pilot in 2012, Onward Israel engaged 214 participants from 8 global communities: Toronto, Boston, Metro-West, Germany, Pittsburgh-Cleveland, Moscow, France, and Yeshiva University. While each community was able to customize the program offered to its participants (in terms of location, duration, and type of placements, study, and service), all programs included Jewish identity content days and *Shabbatonim* guided by The Jewish Agency for Israel (via Makom), and pre-post programming (to varying degrees) at the local community level.

Onward Israel aims to provide value to the participants, through resumé-building experiences in areas where Israel has a competitive edge in the global market (75% of the programming), and to local communities, by catalyzing a group of highly motivated young adults that might seek opportunities to enhance their engagement in local Jewish communal life.

E. STUDY GOALS & RESEARCH QUESTIONS

In spring 2012, Rosov Consulting was commissioned by The Jewish Agency for Israel to undertake a formative evaluation of the pilot Onward Israel 2012 program. This formative evaluation, which is still underway and continues through Fall 2013, focuses on:

- Documenting and assessing operational models and structures of the programs;
- Evaluating the implementation of the programs; and
- Ascertaining the participant outcomes that manifest as a result of the programs.

While this report will address all three of the aforementioned areas, the primary focus will be to offer a preliminary look at respondent reported outcomes six months after the Onward Israel program.

This report seeks to respond to the following primary research questions:

1. What outcomes do Onward Israel alumni report six months after the end of their Onward Israel summer experience?
2. What elements of the Onward Program do Onward alumni retrospectively regard as having had the greatest value?
3. How do free time and social experiences contribute to the Onward Israel summer experience?
4. How do European and North American participants differ in terms of motivations, experience, and short-term outcomes?

5. How do variables such as motivation for participation, prior Jewish education, and previous time spent in Israel relate to respondent reports of short-term outcomes?

III. METHODOLOGY

A. SURVEY INSTRUMENT DESIGN

The Participant Outcomes Survey instrument (POS) was developed using input from three main sources: the interests and concerns of Jewish Agency for Israel leadership and staff; data collected through the Participant Satisfaction Survey (PSS) fielded in Summer 2012; and a series of interviews conducted in late 2012 with key staff, stakeholders, and program alumni. Based on these inputs, the POS instrument was designed to explore motivations for participation through a series of typologies, respondent reports of free time and social experiences, the relative import alumni invested in various program elements, and short-term outcomes. For a copy of the survey instrument, please refer to Appendix A.

The survey instrument was written in English and translated into French and Russian. All three language variants of the survey were pretested with Onward alumni.

The survey was computer administered through Qualtrics. Invitations to participate were sent via email, with follow up emails sent by JAFI and local partners. As an incentive for participation, respondents were entered into a raffle for an iPad2.

B. RESPONSE RATE

The target population for the POS was all alumni of the 2012 Onward Israel program, excluding alumni from Yeshiva University. It was decided to exclude the Yeshiva University alumni from the analysis because their profiles diverged so much from the rest of the sample, and their inclusion would result in distorted effects.

The survey frame consisted of 183 participants in total, 105 from North American programs and 78 from European programs. Initial response rates were low and the survey administration time was extended by nine days. Special procedures were followed in the case of survey non-participation, with repeated attempts via email to contact those in the target population that were non-responsive. The overall final response rate was 51.0% including only full respondents (94 in total) and 52.5% including partial respondents (2 in total).

Table 1: Response Rate by Program

Program	Number of Respondents	Percentage of Total Respondents
Boston-Jerusalem	16	17%
Boston-Haifa	11	12%
Toronto-Bat Yam	9	9%
Metro-West Negev	7	7%
Pittsburgh Cleveland	16	17%
Russia-Israelab	14	15%

France-I Israel	14	15%
Germany – Israel Akademie	9	9%
TOTAL	96	100%

Overall, the gender balance of POS respondents was skewed; 66% identified as female, as compared to 34% who identified as male (see table 2 below).

Table 2: POS Respondents by Gender

Gender	Percentage of Respondents
Female	66%
Male	34%

Total respondents from North American programs numbered fifty-nine (62% of total POS respondents). Total respondents from European programs numbered thirty-seven (38% of total POS respondents). Additionally, respondents were asked to identify their primary nationality (see table 3 below).

Table 3: POS Respondents by Nationality

Primary Nationality	Number of Participants	Percentage of POS Respondents
American	47	50%
Canadian	7	7%
French	15	16%
Russian/FSU	15	16%
German	8	9%
Other	2	2%
TOTAL	94¹	100%

For further information about the different Jewish profiles of national groups see Appendix B.

C. METHODOLOGICAL CONCERNS

The primary concerns with the quality of the data stem from the response rate and sample size.

1. CONCERNS ABOUT NON-RESPONSE BIAS

Non-response bias is when error enters a survey because not all eligible respondents are willing or able to complete the survey. Data is not collected for the whole population and it is unknown how non-respondents differ from respondents on all variables.

i. COMPARING ONWARD SURVEY RESPONDENTS: PARTICIPANT SATISFACTION SURVEY AND PARTICIPANT OUTCOMES SURVEY

¹ Two respondents did not answer this question.

The PSS, a survey of all 2012 Onward alumni, was administered by pen and paper in the summer of 2012, and had an overall response rate of 87.7%. The PSS data offer a robust set of demographic information against which to compare the POS respondents, giving insight into how respondents and non-respondents of POS may differ. However, the PSS and POS sample frames are different in at least one critical way: PSS included only North American Onward participants; POS includes alumni of the European programs as well. Thus, while discrepancies between the demographic profiles of the two surveys may reflect the direction of non-response bias, they may also indicate the differences in affiliations and experiences specific to North American and European Jewry.

Notably, males responded to the POS survey at a lower rate than females (see table 4). This pattern is not unusual in survey response.

Table 4: Comparing PSS and POS Respondents: Gender

	Female	Male
PSS	55%	45%
POS	66%	34%

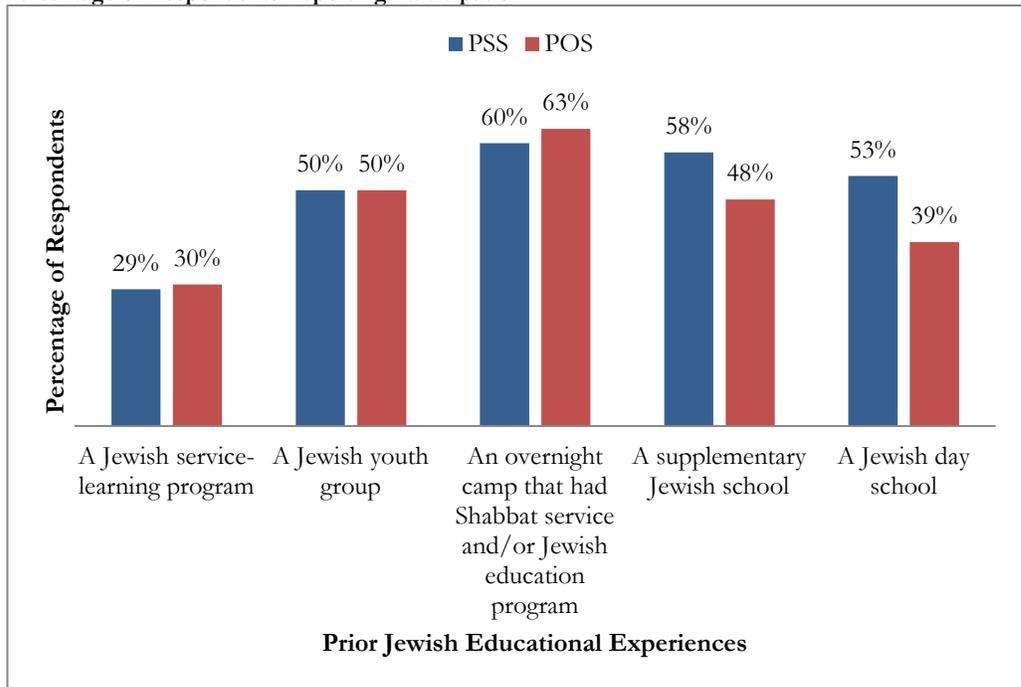
Additionally, there were differences between POS and PSS respondents in terms of denominational affiliation. The POS respondents were somewhat more likely to identify as “Orthodox” or “just Jewish” than the PSS respondents. POS respondents were somewhat less likely to identify as “reform” or “something else” than the PSS respondents (see table 5).

Table 5: Comparing PSS and POS Respondents: Denominational Affiliation

Denomination Affiliation	PSS	POS
Not applicable, I’m not Jewish	N/A	2%
Orthodox	4%	10%
Reform	28%	18%
Conservative	26%	28%
Just Jewish	21%	30%
Something else	16%	10%
Reconstructionist	4%	3%

POS and PSS respondents were closely matched on exposure to a number of prior Jewish educational experiences, including: Jewish service-learning programs, Jewish youth group, and overnight camp with Shabbat services. POS respondents were somewhat lower than PSS respondents on exposure to supplementary Jewish school and Jewish day school (see figure 1).

Figure 1: Comparing PSS and POS Respondents: Pre-Program Jewish Educational Experiences: Percentage of Respondents Reporting Participation



PSS and POS respondents were also compared on self-reports of motivations and outcomes in cases where survey items were similar enough to warrant comparison. On these comparable items PSS and POS responses were fairly closely aligned, with one exception being reported outcomes related to Jewish heritage. In that case, POS respondents reported slightly lower outcomes than did PSS respondents.

Figure 2: Comparing PSS and POS Respondents on Motivation to Learn About Israel: Percentage of Respondents Reporting “To a Moderate Extent” or “To a Great Extent”

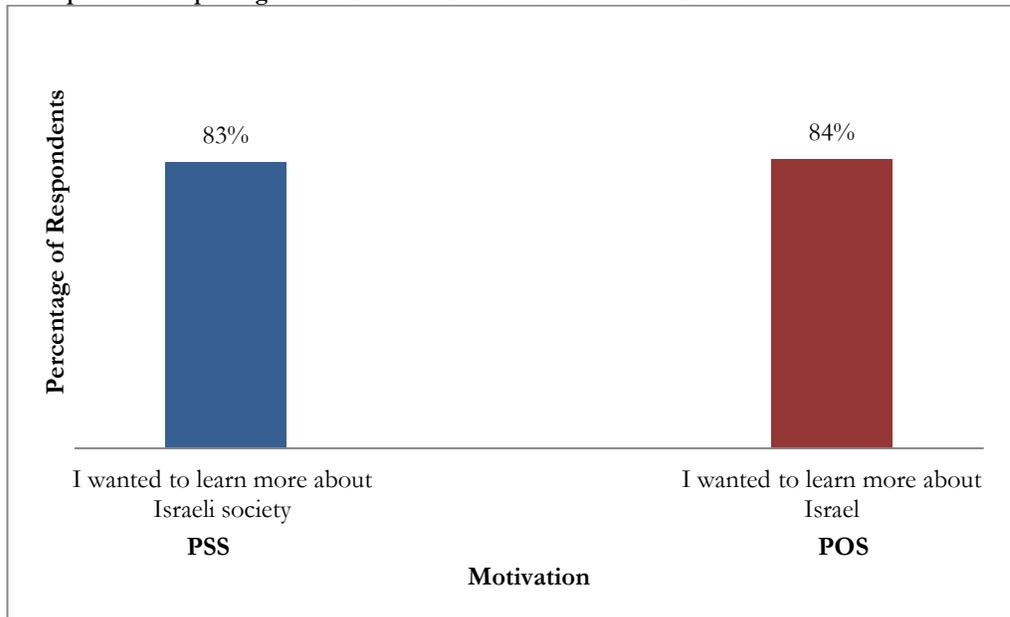
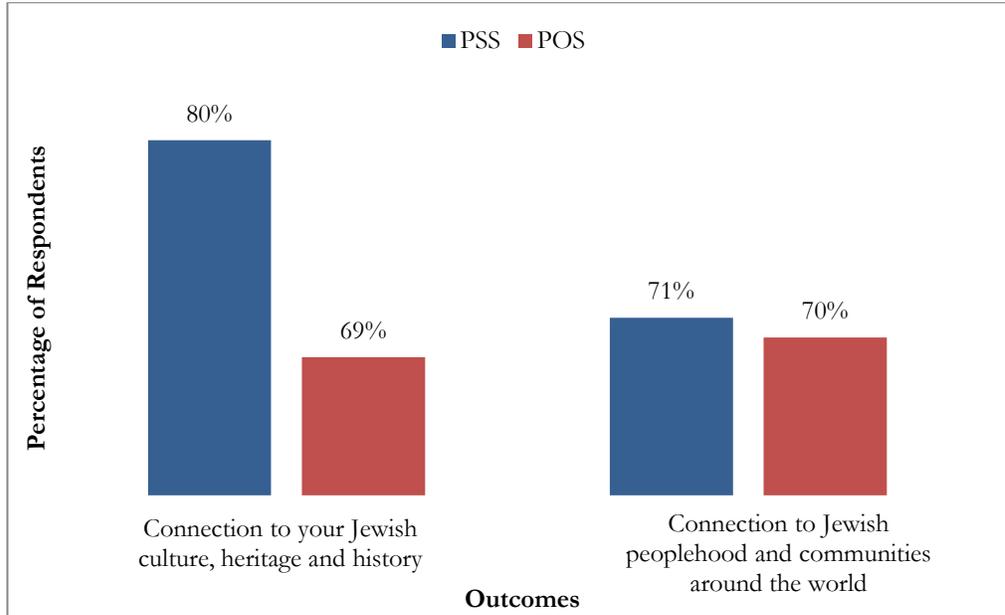


Figure 3: Comparing PSS and POS Respondents on Outcomes Related to their Connection to their Jewish Heritage and Connection to Jewish Peoplehood: Percentage of Respondents Reporting “To a Moderate Extent” or “To a Great Extent”



These opportunities for comparison on similar items do not signal worrisome discrepancies between the two groups in terms of demographics nor do they suggest a particularly strong bias in any direction. However, while closely matched on a number of similar measures, ultimately how POS non-respondents differ from POS respondents is unknown.

2. CONCERNS ABOUT SAMPLE SIZE

When respondent cases were split for analysis the resulting sample size was often too small to draw significant conclusions. Nevertheless, these subgroup analyses have been included in the report as they may be useful in developing questions for future research. It is anticipated that the 2013 Onward Israel cohort will provide a more robust sample frame for future research.

IV. ANALYSIS

Quantitative data were analyzed utilizing descriptive statistics. Qualitative (open-ended responses) were coded for relevant themes. Data was examined for all respondents as well as disaggregated by nationality and other variables when appropriate.

Key Findings

1. Most respondents attributed robust change in their knowledge about and attitudes towards Israel to their Onward Israel summer.
2. Respondents retrospectively rated all elements of the Onward Israel program highly, with the majority of respondents reporting that all program elements (including free time) had a lasting impact on their life “to a moderate extent” or “to a great extent”. The formal JAFI programming was rated

the least impactful of all the program elements. The internships and time spent with the Onward peer group were rated as most impactful.

3. Of the four central Onward Israel areas of focus: Israel, Jewish identity, Jewish peoplehood, and resumé-building/personal growth, more respondents reported outcomes associated with desired change around Israel than any other area; outcomes associated with the foci were more modest.
4. At the six month interval, behavioral outcomes in all key focus areas were lower than outcomes associated with skills, knowledge, and affect.
5. North American and European respondents reported different patterns in four key areas: motivation to attend, sociability in leisure time, with whom they spent their free time, and short-term outcomes associated with the Onward Israel program.
6. Participants grouped by different motivational typologies reported different short-term outcomes around key areas of the Onward program goals. While the sample size was too small to make definitive recommendations, the association between motivations and outcomes should be further explored in future research.
7. Respondents who reported less prior exposure to a variety of Jewish educational activities also reported slightly weaker outcomes than their peers who reported more exposure to Jewish educational activities.
8. Respondents who indicated having spent less than a month in Israel prior to their Onward Israel summer reported slightly more positive outcomes associated with Israel than did their peers.
9. Most respondents (69%) indicated that they had kept in touch with their Onward Israel peers after the end of the program “often” or “very often” Facebook and face-to-face meetings were the most commonly cited methods for maintaining contact.

Note: *Throughout the report questions for further study are raised. These questions will be revisited at the end of the report.*

V. OUTCOMES

A. COMPOSITE GROUP OUTCOMES IN KEY AREAS

The POS offers a first serious look at alumni understandings of the outcomes of their Onward Israel experience. The survey asked alumni to consider changes in skills, behaviors, knowledge, and attitudes relating to the four central Onward Israel foci around Israel, Judaism, Jewish peoplehood, and career/personal growth. These goals are concerned with: (i) substantive understanding of Israel; (ii) a connection to Israel and Israelis as well as to the Jewish people on the local and global level; (iii) strengthening of Jewish identity; (iv) behaviors that indicate a commitment to participating in Jewish communal life. The data presented here reflect the degree to which respondents attribute changes over the last six months in these key areas to the Onward Israel summer.

Broadly speaking, most respondents attributed robust change in their knowledge about and attitudes towards Israel to their Onward Israel summer. Of the four central foci of Onward Israel, Israel-related outcomes were the strongest overall.

North Americans generally reported slightly stronger positive change when compared to their European peers. On some items there were considerable differences in the self-reports of North American and European alumni. On other items the differences were less pronounced; for example, on those outcomes associated with knowledge of Israel, North American and Europeans were closely matched. A number of factors may contribute to discrepancies in reported outcomes including: idiosyncrasies in specific program curricula and/or quality, and different attitudes

towards surveys and satisficing (that is, perception of social pressure to offer a pleasing or acceptable answer).

Notably, Europeans scored slightly higher than their North American peers on the two items related to Hebrew language learning. European respondents rated in particular their own increased interest in learning Hebrew at slightly higher levels than their North American peers. This exception to the generally lower reported outcomes among Europeans suggests that outcomes may have been lower overall for Europeans, not because of satisficing, but because of particular challenges and opportunities specific to young Jewish adults from European countries. If Onward Israel continues to aspire to work with groups outside of North America, the attitudes, interests, and motivations of European participants must be further explored, and the content of programs accordingly tailored to their particular nationalities.

Also of note is the alignment between those items on which respondents reported the greatest change and the contents of the MAKOM curriculum. In other words, alumni reported learning what MAKOM claimed to have been teaching (as reflected in interviews conducted with key MAKOM staff in Fall 2012). Those areas on which MAKOM curriculum concentrated, such as articulating one's own relationship with Israel, and diversity in Israel society, received higher marks than areas such as Israeli popular culture, and Hebrew language, that were not a focus of the MAKOM curriculum.

For each of the programmatic foci: Israel engagement, Judaism, Jewish peoplehood, and career development/personal growth the survey probed four domains: skills, content knowledge, attitudes, and behaviors. Please note that this report does not cover respondent reported outcomes across each domain for all the programmatic foci. Rather, the report focuses on those outcomes that seem most relevant and/or surprising.

B. OUTCOMES RELATED TO ISRAEL

On most Israel items (including Israel skills, knowledge, and attitudes), the majority of respondents attributed positive changes of “a moderate extent” or “a great extent” to their Onward Israel summer. 82% of respondents claimed that as a result of their Onward Israel summer, they could better articulate their own relationship with Israel “to a moderate extent” or “to a great extent”. 78% of respondents said that as a result of their Onward Israel summer, they “now feel more at home in Israel” “to a moderate extent” or “to a great extent”.

Figure 4: Key Outcomes: Affective-Israel. Percentage of Respondents Reporting “To a Moderate Extent” or “To a Great Extent”

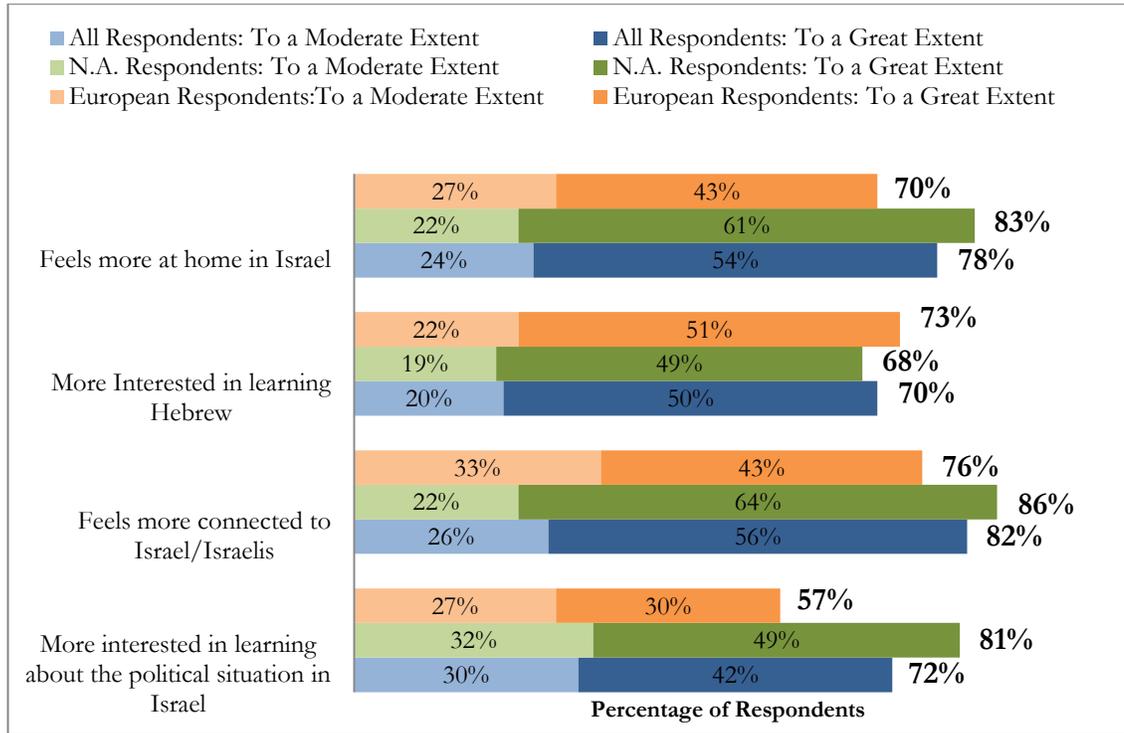


Figure 5: Key Outcomes: Skills-Israel. Percentage of Respondents Reporting “To a Moderate Extent” or “To a Great Extent”

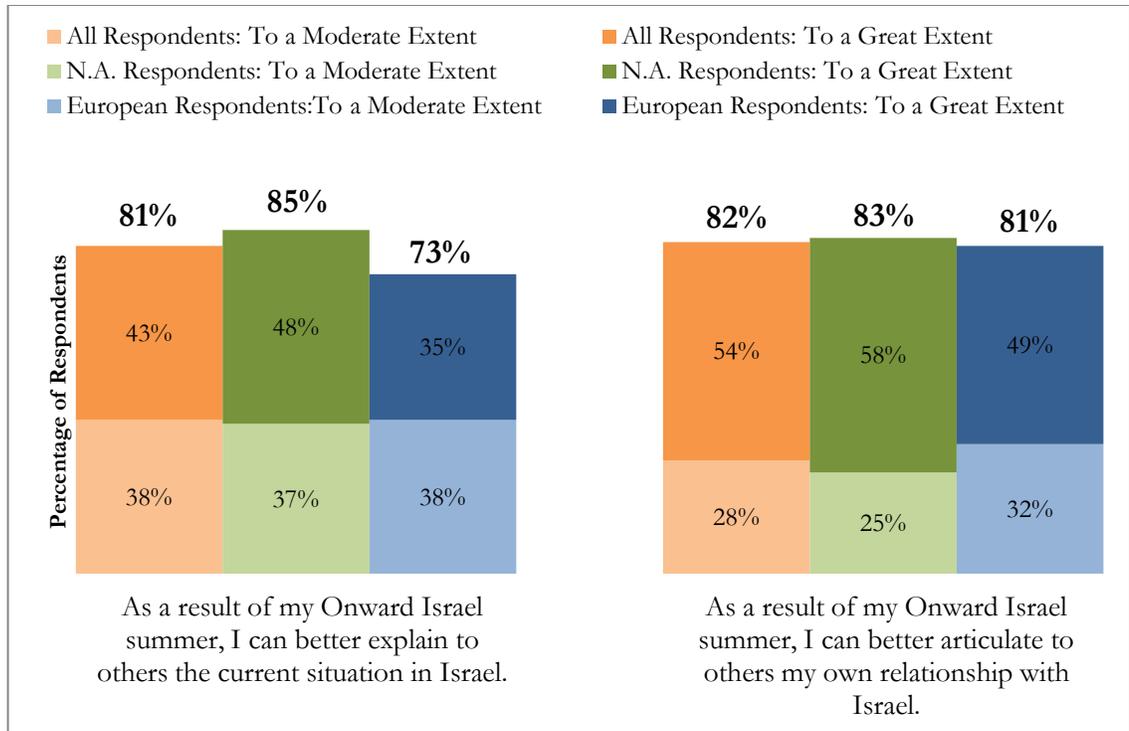
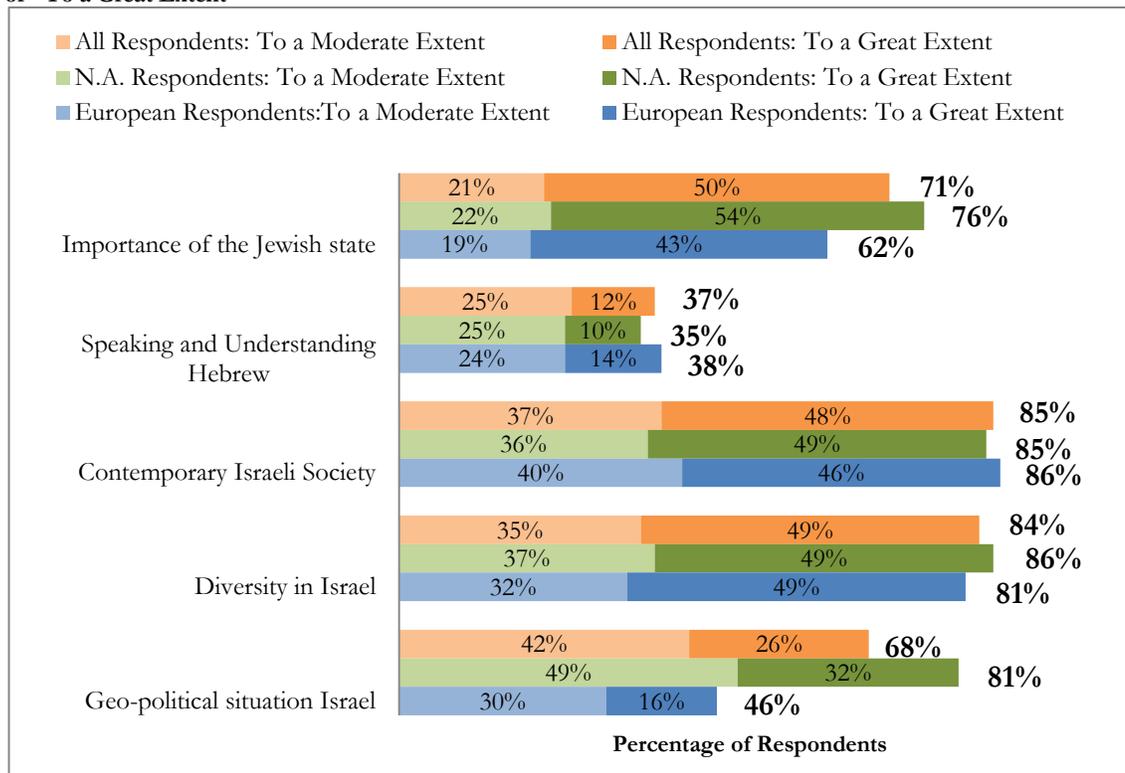


Figure 6: Key Outcomes: Knowledge-Israel. Percentage of Respondents Reporting "To a Moderate Extent" or "To a Great Extent"



C. OUTCOMES RELATED TO JUDAISM

Outcomes associated with Judaism were noticeably lower for the group as a whole when compared to Israel-related outcomes. Often a slim majority attributed moderate or great change to the Onward Israel experience. In a few cases the majority of respondents attributed no or minimal change on key outcomes associated with Judaism.

Differences between North American and European respondents were pronounced. For example, 61% of North Americans claimed that as a result of their Onward Israel experience they could better articulate their own Jewish identity “to a moderate extent” or “to a great extent”, as compared to only 38% of their European peers. Again, this may reflect the quality and focus of individual programs, or more fundamental differences between North Americans and Europeans in pre-existing attitudes towards Judaism as a religious phenomenon.

While the Israel-related outcomes suggested the possibility of a positive relationship between curriculum and outcomes, the Judaism responses suggest a different story. The formal Onward program included two *Shabbatonim* (community Sabbath experiences). In this case, Shabbat was part of the curriculum. However, a sizable minority of Onward respondents (23%) were not moved in the intended direction by these Shabbat experiences. Did these respondents enter the Onward program disinterested or even hostile towards formal religious celebration? Or, were they already familiar or engaged with Shabbat? Is it possible that there was a negative impact from the Shabbatonim for some participants? We will address these questions more thoroughly later in the report.

Figure 7: Key Outcomes: Skills-Judaism. Percentage of Respondents Reporting "To a Moderate Extent" or "To a Great Extent"

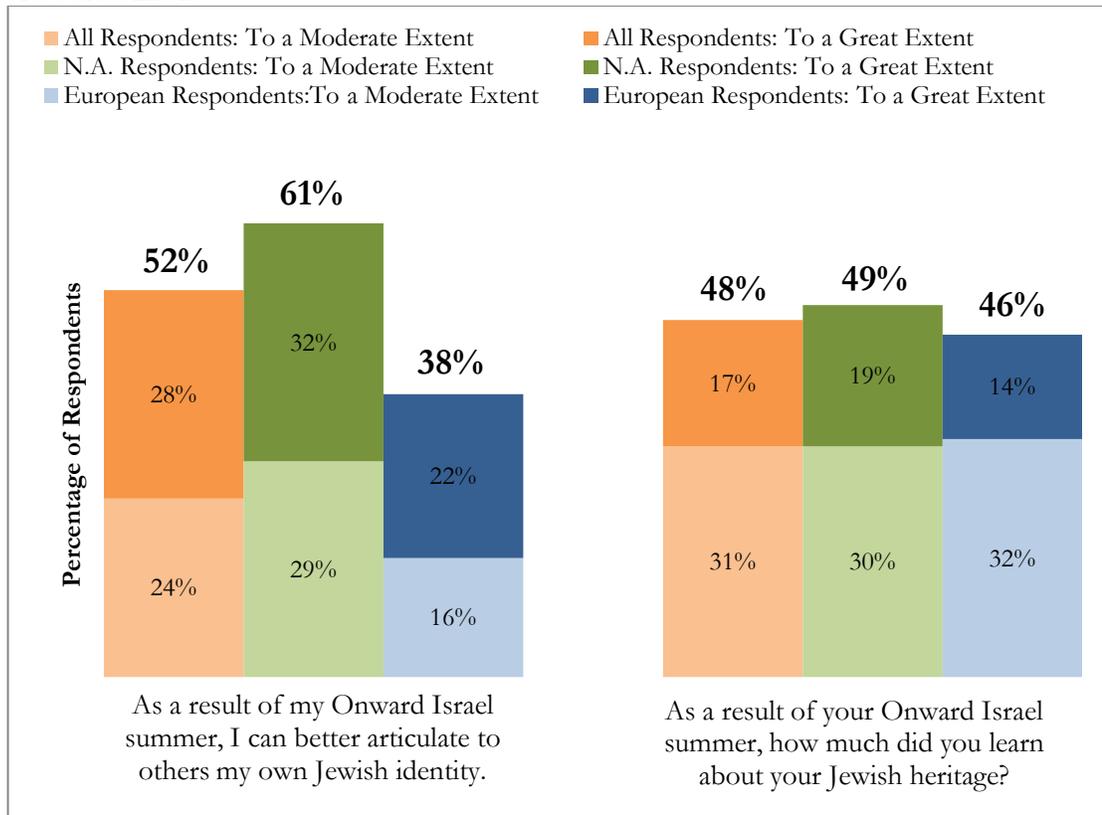
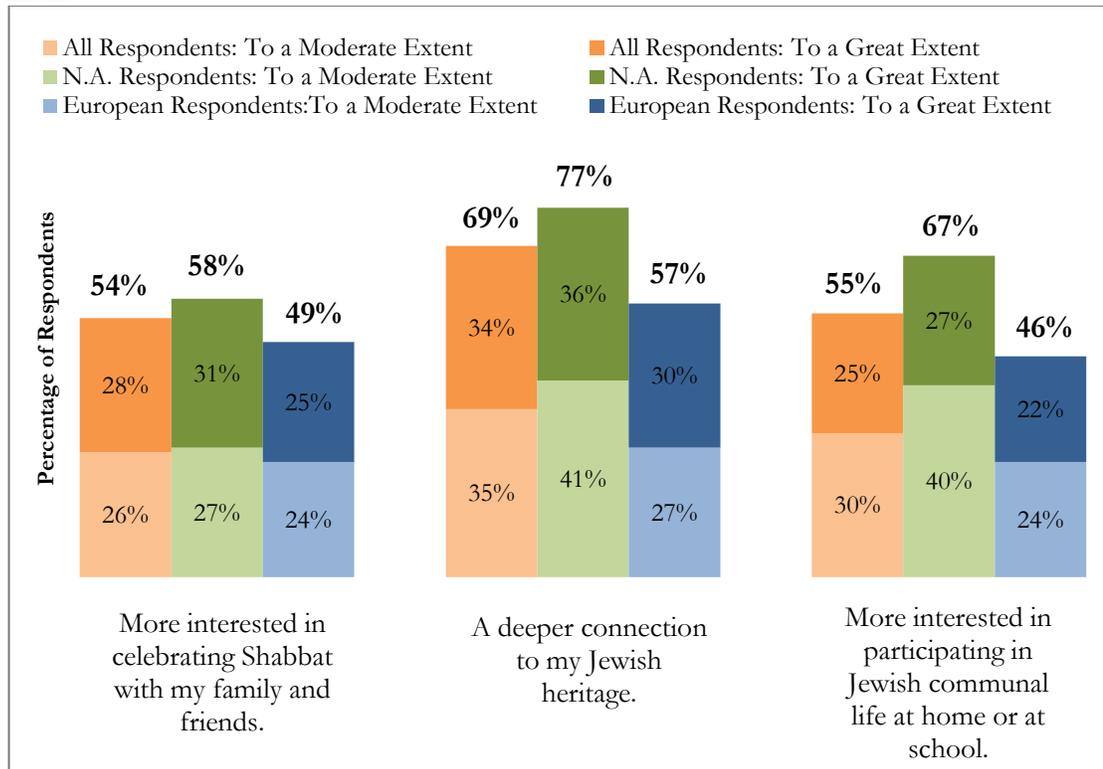


Figure 8: Key Outcomes: Affective-Judaism. Respondents Choosing "To a Moderate Extent" or "To a Great Extent"

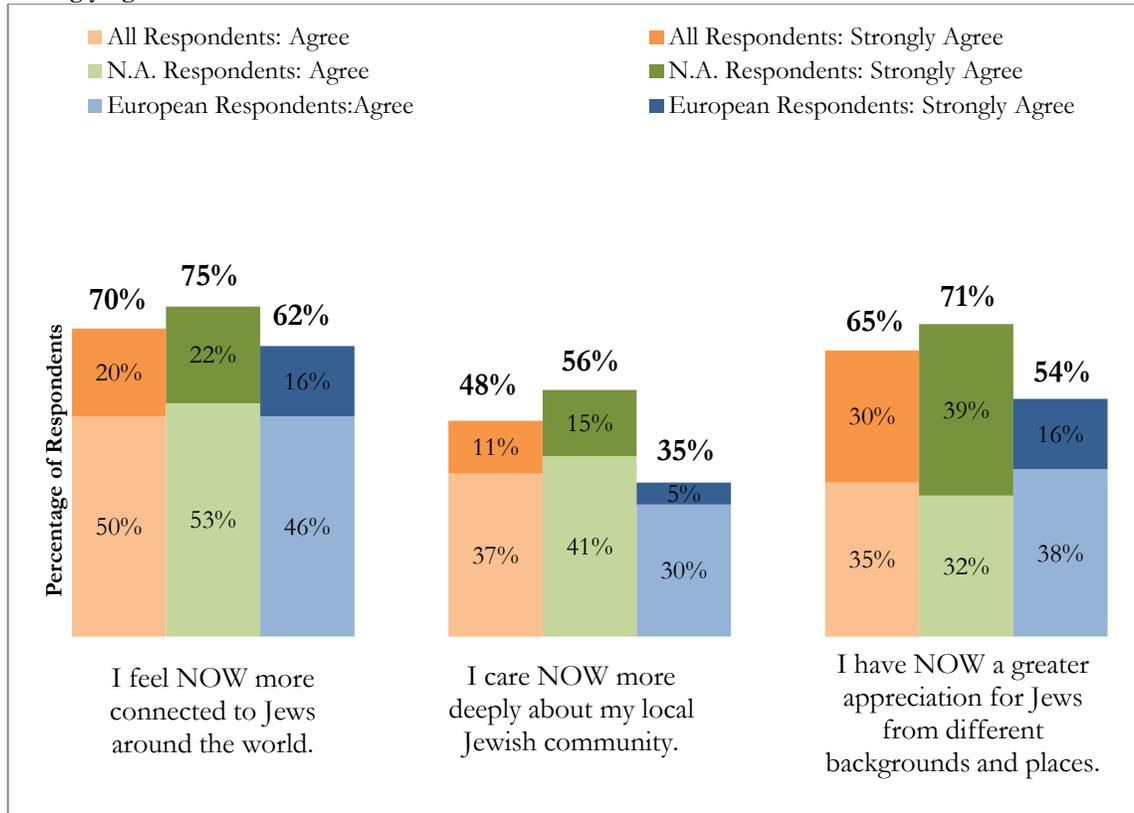


D. OUTCOMES RELATED TO JEWISH PEOPLEHOOD

Peoplehood has recently emerged as a key term in Israel education in an attempt to articulate a post-modern, cosmopolitan notion of Jewish identity. The concept “peoplehood” figured prominently in JAFI’s and MAKOM’s own understanding of the Onward Israel project, although it was notably absent from the core goals of stakeholders in North America (as reflected in key informant interview conducted in Fall 2012).

POS respondents reported outcomes concerned with peoplehood that were more modest than those concerned with Israel. It is unclear to what extent notions of “peoplehood” resonated as a distinct concept for program alumni. When “peoplehood” was framed in the abstract as a connection to the Jewish people, outcomes were considerably more robust than when “peoplehood” was framed as a commitment to actual living Jews in one’s own community. For example, 70% of respondents “agreed” or “strongly agreed” that as a result of their Onward Israel summer they “now feel more connected to Jewish People around the world”. By contrast, 48% “agreed” or “strongly agreed” that they “now care more about their local Jewish community.”

Figure 9: Key Outcomes: Affective-Jewish Peoplehood. Percentage of Respondents Reporting "Agree" or "Strongly Agree"

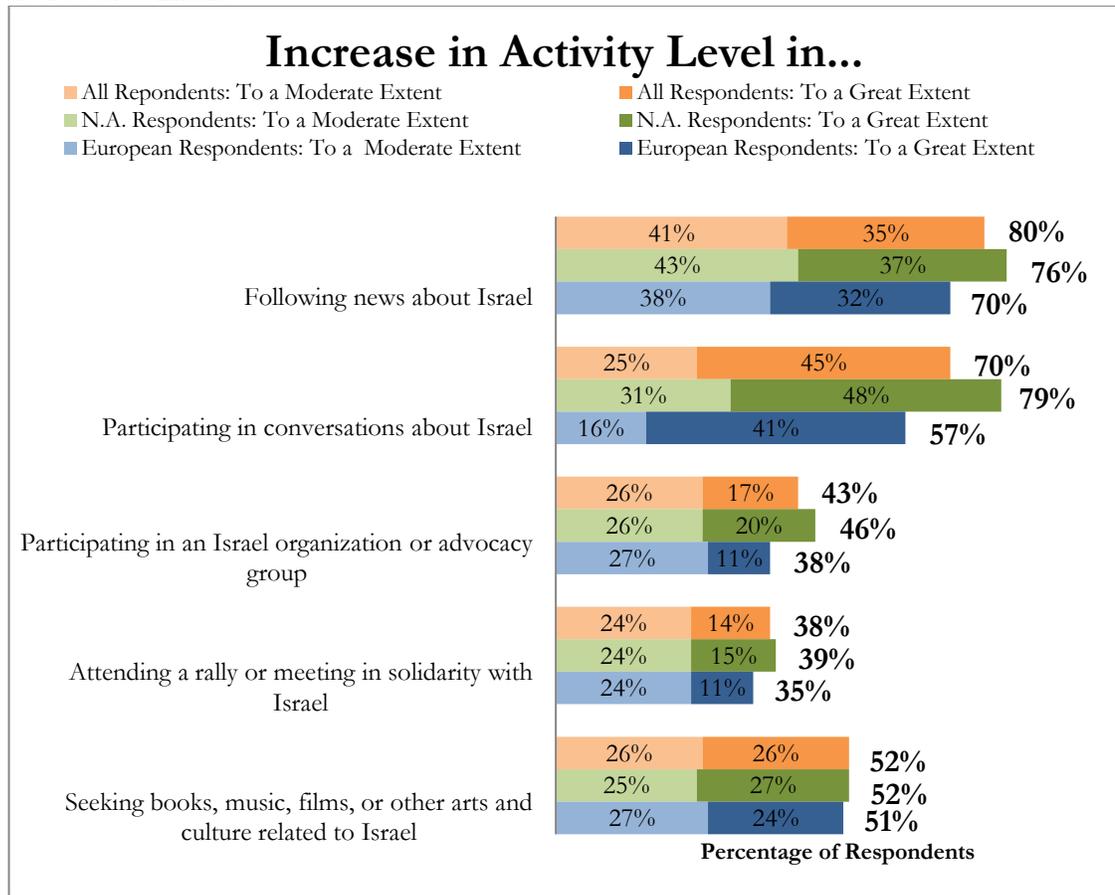


These findings suggest that, in future years, it will be important to consider what might be the role of home communities in working with program providers and JAFI staff so as to draw the connection between a more idealized imagining of Jewish peoplehood and a relationship to the Jewish community at home or abroad.

E. BEHAVIORAL OUTCOMES RELATED TO ISRAEL AND JUDAISM

Six months after completion of the program, behavioral outcomes were consistently lower than outcomes related to skills, cognition, and affect. Notably, while most respondents reported moderate to great change related to knowledge of and attitudes toward Israel, they were less likely to attribute changes in behavior to their Onward Israel summer.

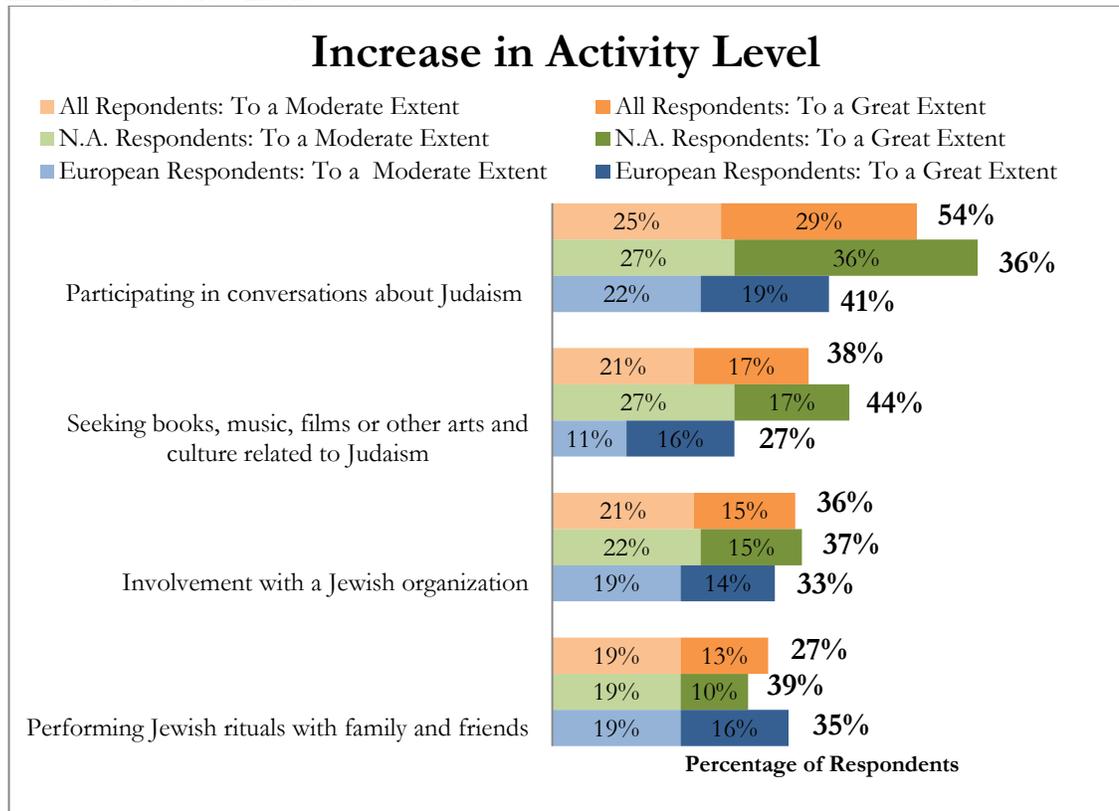
Figure 10: Key Outcomes: Behavioral-Israel. Percentage of Respondents Reporting “To a Moderate Extent” or “To a Great Extent”



Respondents reported greater behavioral change in more private activities: conversation, personal consumption of news and information (see figure 10 above). Participation in group-related activities, such as an Israel-focused organization, was lower. Such differences in outcomes inspire a number of questions: Were group-related activities available on return from Israel less appealing because of the politics of available organizations, the other people that such groups and activities were already attracting, or the different level of commitment required to participate? Are the behaviors in which respondents reported the greatest change simply those that require the minimum amount of effort? Were Onward alumni faced with compelling events or organizations to join in the six month period since their summer in Israel? Would involvement in more public, group activities concerned with Israel have been higher if the survey had been conducted after the month of May (Israel Independence Day)?

Behavioral outcomes associated with Judaism were lower, with most respondents attributing little or no change in this area to their Onward Israel participation. The greatest behavioral changes were reported in engaging in conversations about Judaism.

Figure 11: Key Outcomes: Behavioral-Judaism. Percentage of Respondents Reporting “To a Moderate Extent” or “To a Great Extent”



These responses may be useful as a guide for developing post-Onward programming and/or outreach for alumni, suggesting activities that may be more or less appealing to Onward alumni.

F. OUTCOMES RELATED TO RESUMÉ BUILDING AND PERSONAL GROWTH

Onward Israel is intended as a resumé building experience. The majority of the time spent on Onward Israel is allocated to internships, service learning, and fellowships. Given the investment in this element of the program, outcomes associated with careers appear, in this first assessment, somewhat low. Slightly less than half (44%) of respondents reported that they developed skills that would enhance their resumé to a “small extent” (29%) or “not at all” (15%).

Figure 12: Key Outcomes: Skills-Resumé Building. Percentage of Respondents Reporting “Agree” or “Strongly Agree”

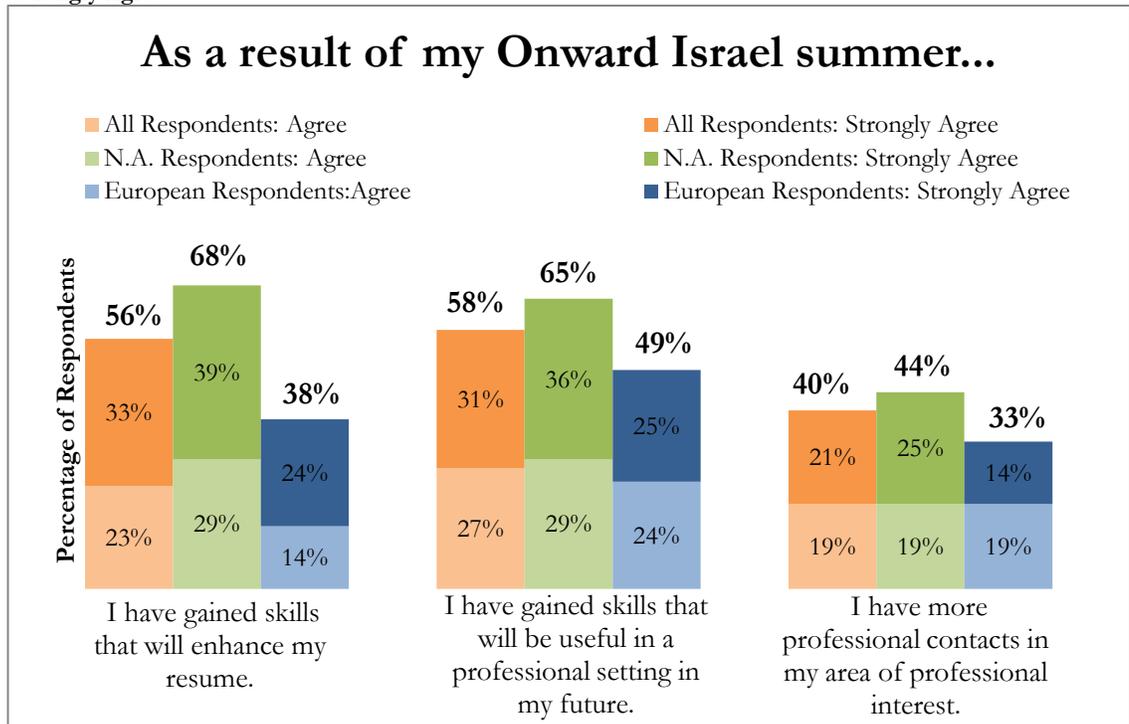


Figure 13: Key Outcomes: Affective-Resume Building. Percentage of Respondents Reporting “Agree” or “Strongly Agree”

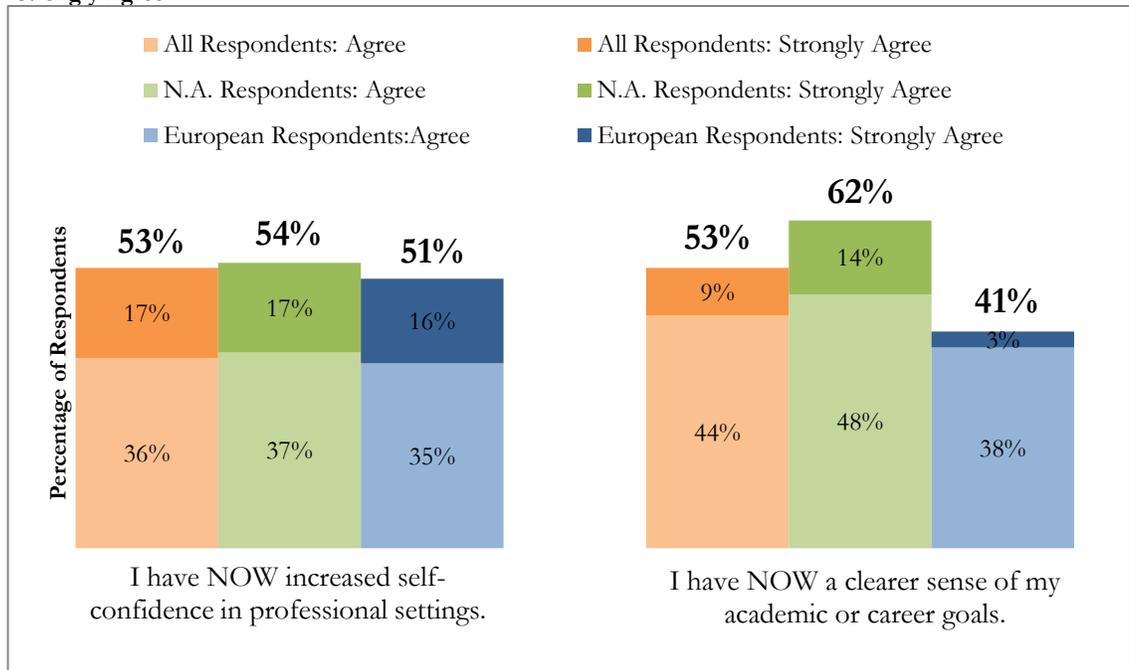
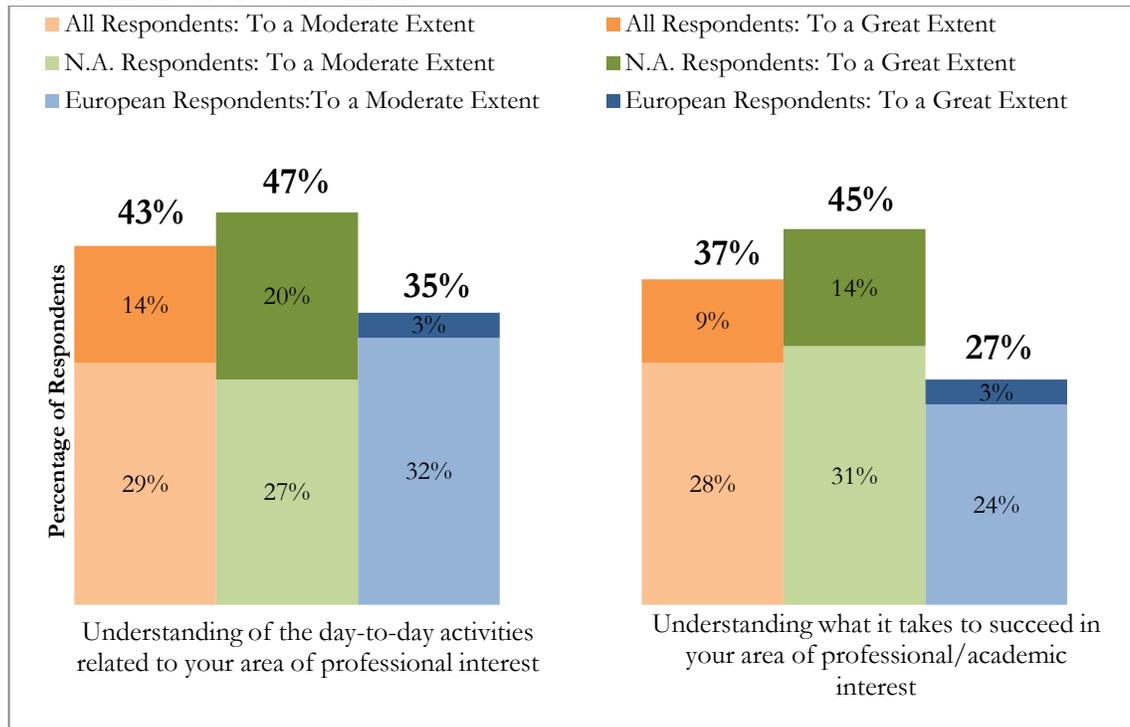


Figure 14: Key Outcomes: Knowledge-Resumé Building. Percentage of Respondents Reporting “To a Moderate Extent” or “To a Great Extent”



These responses prompt the following questions for further consideration: How central is resumé-building to the Onward Israel experience? Can the program be successful without participants leaving with a strong sense of personal development in this arena?

Interestingly, despite relatively low assessments of their resumé-building while on Onward Israel, respondents rated this element of the program higher than any other in terms of the impact it made on their lives. This suggests that resumé-building is not the only outcome of value from an investment of personal time and energy in an unpaid internship or fellowship in Israel. Other benefits to be explored in further research might include a sense of contribution to Israel, a sense of participating in everyday life in Israel specifically or a foreign country more broadly, or a significant experience of being a member of the adult working world.

G. OUTCOMES RELATED TO RETURNING TO ISRAEL

Most POS respondents expressed the intention of returning to Israel (see figure 15 below). Close to half (44%) expressed an intention to live in Israel for a significant period of time (the survey did not use the term *aliyah*). Europeans were more likely to indicate an intention to live in Israel as compared to their North American peers (60% vs. 34%) (see figure 16).

Figure 15: Respondents' Future Plans to Visit Israel

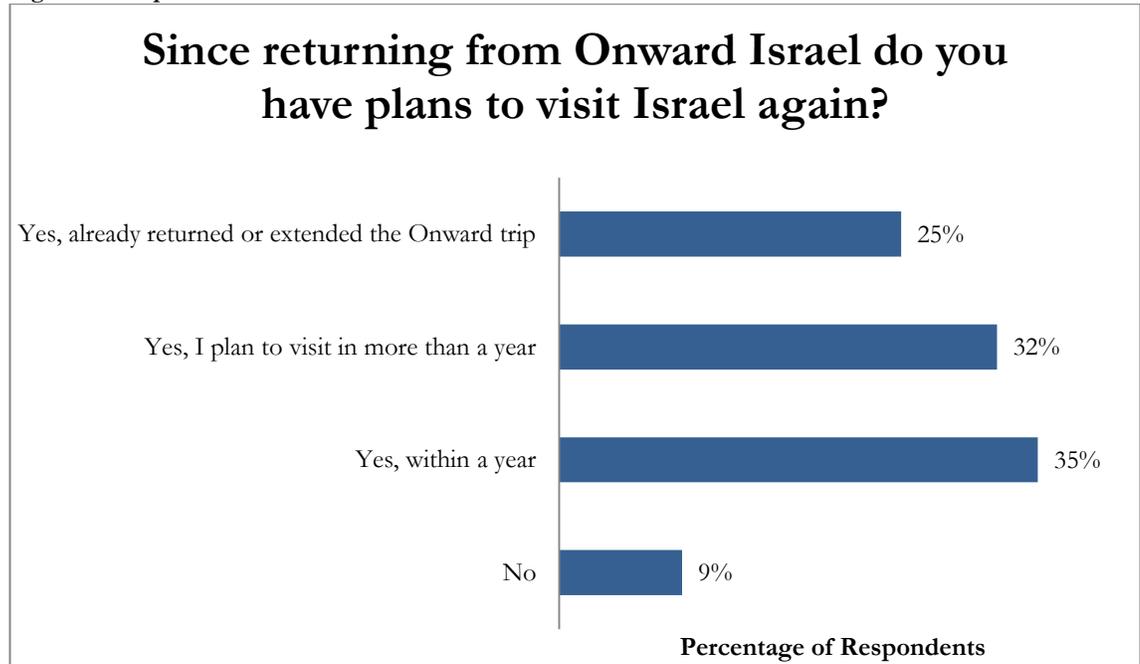
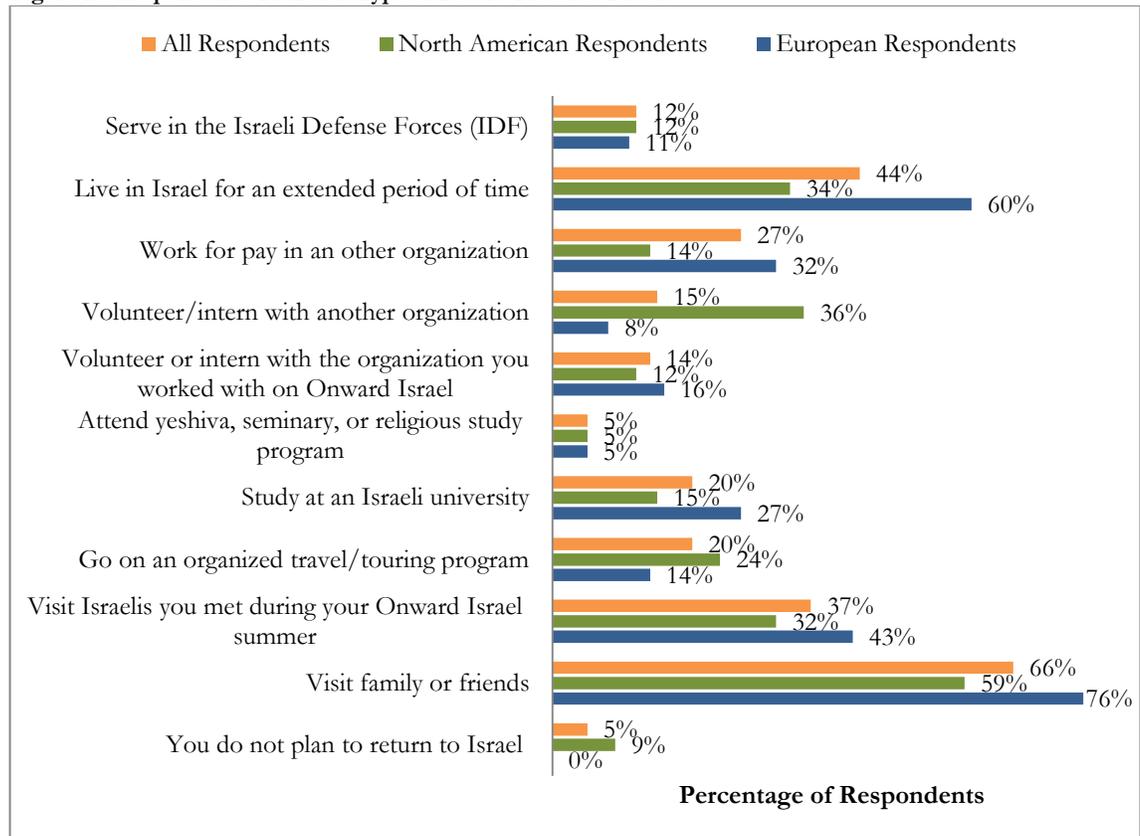


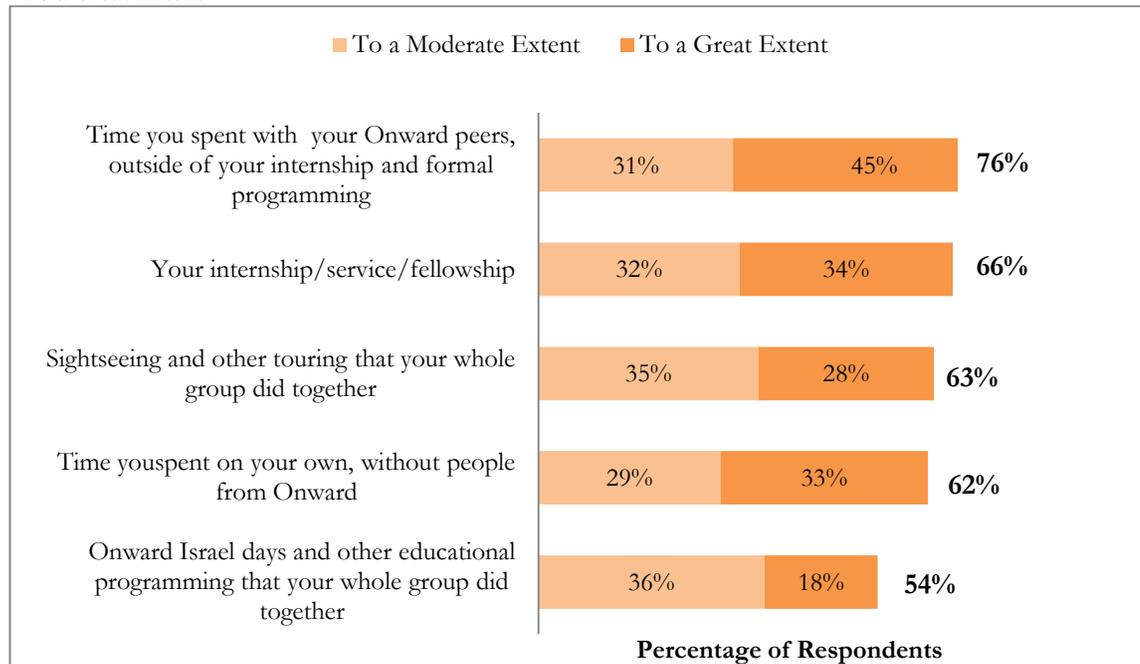
Figure 16: Respondents' Plans for Type of Future Travel to Israel



VI. “LASTING IMPACT”

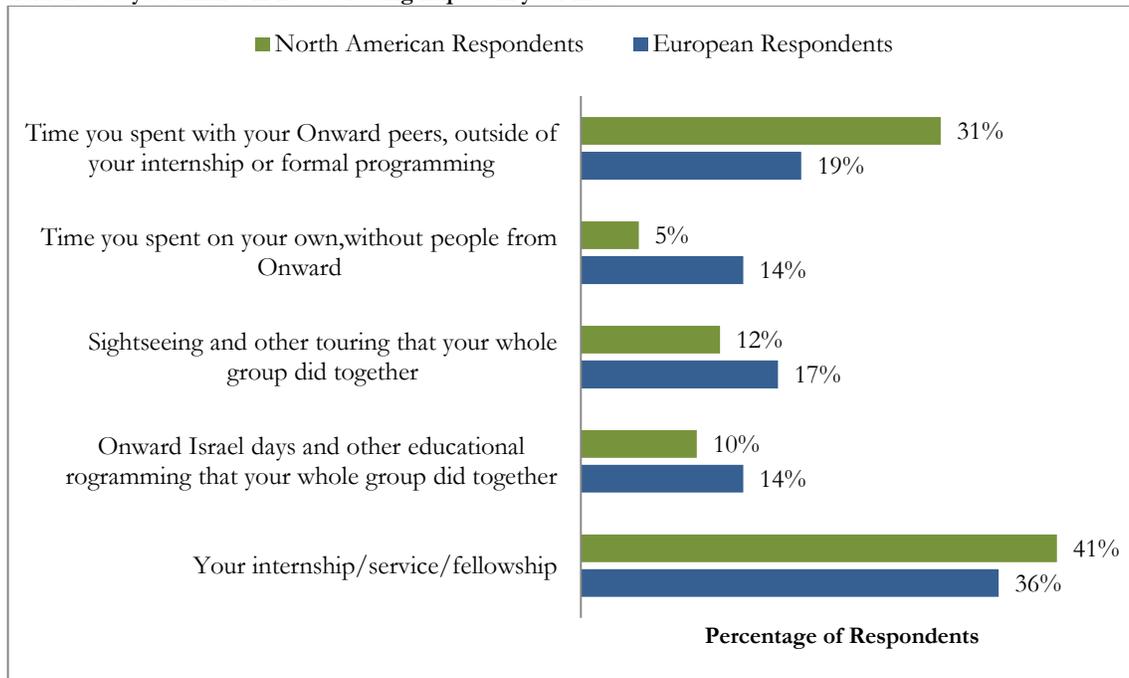
The POS instrument asked respondents to rate five key components of the Onward Israel summer in terms of their perceived “lasting impact”. Those key components were: internships and fellowships; formal JAFI educational programming; site-seeing conducted as a whole group; free time spent alone; and free time spent with the Onward peer group. Overall, most respondents rated *all* the components of the Onward Israel program as having had at least a moderate lasting impact (see figure 17 below), with the peer group rated as most important and the formal JAFI programming rated as least important. Notably, respondents rated time spent alone as important or more important than the formal programming in terms of lasting impact.

Figure 17: Lasting Impacts: Programmatic. Percentage of Respondents Reporting “To a Moderate Extent” or “To a Great Extent”



When, in a “forced choice” scenario, participants were asked to choose the most important element of the summer, the highest proportion (nearly 40%) chose the internship, with the peer group ranked as second most important.

Figure 18: Respondents' Top Choice to Query: Thinking back to your Onward Israel summer, which elements do you think will have a lasting impact in your life?



Respondents were asked, in a write-in item, to reflect on the impact that Onward Israel had on their lives. These responses were overwhelmingly positive.

Many respondents commented on developing a deeper love for Israel through the Onward program. One North American respondent wrote: “The biggest thing I got out of Onward was a connection to Israel. Before, it was a place that was important but I didn’t feel attached to her. Now I can really say I’m an advocate for Israel that I love her and there is a reason for her existence, a reason to keep fighting for her”.

Another North American respondent wrote, “While I appreciated Israel before, now I yearn for it”.

Many noted that they had developed more nuanced ways of thinking about Israel and that the program had presented Israel in a way that highlighted the country’s complexities. One North American respondent wrote, “I was on a steep learning curve the entire time, and have come away with a whole lot of questions and topics I want to explore... mainly, I’ve gained some more nuanced perspectives”.

Another North American respondent offered, “[Onward Israel] had a huge impact on [my] understanding Israel in all that it has to offer, I have a million more reasons to love Israel and a million more reasons why I can’t stand it”.

Many commented on the value of participating in daily life in Israel, which opened a window onto Israeli society and also fostered a greater sense of independence. One North American respondent wrote, “It provided me with professional experience, while allowing me to explore Israel through a non-tourist lens. I felt I owned a part of Jerusalem and, in turn, my Jewishness and connection to Israel”. Another offered, “Learning to be independent and responsible is one of the most important things I will take away from this trip”.

Respondents often mentioned a sense of gratitude to the Onward Israel staff and to their home communities for providing them with the Onward Israel experience. They also frequently referred to the bonds they had formed with their peer group.

A few respondents credited Onward Israel with a deep change in their Jewish identity and practice. One Russian respondent wrote, “Since Simchat Torah, I’ve spent every Shabbat at synagogue, became even more deeply ingrained in the Jewish community, and have become a strictly kosher girl”.

There were very few negative responses to the write-in prompt. These few responses tended to have a very strong negative valence. One French respondent noted, “I did not really like my experience. We were overly restrained and in a framework of constant and heavy obligations... My goal was to have an appreciation of Israeli society and learn Hebrew in order to make Aliyah! Missed! They have disgusted me with this stay!” A North American likened the trip to “Jewish propaganda,” and another wrote that she had been “mocked” by her peer group for not being “Jewish enough”.

VII. OUTCOMES AMONG SUBGROUPS

A. TYPOLOGY OF PARTICIPANT MOTIVATIONS AND THEIR ASSOCIATED OUTCOMES

In conceptualizing the POS instrument we developed a series of motivational typologies to try and understand the relationship between participant motivation and participant outcomes.

Motivational Typologies

1. **Career Advancers (CA)** – Resumé-building was primary motivation.
2. **Universal Do-Gooder (UDG)** – Has a strong commitment to do good in the world, motivated by universalist principles.
3. **Israel Curious (IC)** – They are curious about Israel, and not sure how they feel about their relationship with Israel.
4. **Israel Lovers (IL)** – They already know that they love Israel and want to contribute to Israeli society, deepen their relationship.
5. **Judaism Curious (JC)** – They are curious about their Jewish identity, and not sure how they feel about it.
6. **Judaism Lovers (JL)** – They have a strong commitment to Judaism and the Jewish people, they want to contribute to the Jewish people and deepen that relationship.
7. **Adventure Seeker (AS)** – Looking to have a fun and exciting summer.
8. **Jewish Relationship Seeker (JRS)** – Seeking friendship and/or romance with Jewish peers.

This section of the report considers some of the features of the predominant motivational types. It is important to remember that many respondents had multiple motivations for participation.

This method selects for those whose responses indicated a particular intensity in one domain. Additionally because the subgroups were small (less than 20 people) caution should be exercised in drawing any conclusions. These data are especially useful for formulating future research.

1. *Portrait of the Israel Curious*

This subgroup contained eighteen participants in all. Those who scored high on Israel Curiosity reported more robust outcomes related to Israel. On items related to knowledge, however, their self-reported change was similar to that reported by their peers.

In terms of more ideologically and affectively oriented Israel outcomes, the Israel Curious reported more dramatic change than did their peers. As a group the Israel Curious rated the JAFI/MAKOM programming higher in terms of impact than did their peers, but the differences were not resounding.

The Israel Curious were somewhat more likely than their peers to express increased interest in joining an Israel organization or advocacy group but only slightly more likely to have attended such an event in the last six months.

Demographically speaking, the Israel curious were less likely to have attended day school. Many more of the Israel Curious had never been to Israel before their Onward summer as compared to their peers. There was a higher proportion of women and Europeans among the Israel curious than among the rest of the group.

2. *Portrait of the Israel Lover*

This group was smaller than the Israel Curious. Only 5 participants met the strictest criteria for inclusion, that is, they indicated being motivated not just by an interest in Israel but by a strong commitment. The criteria were slightly expanded to create a sample of sixteen when including those characterized as Israel Contributors and Israel Learners.

Israel Lovers scored higher than their peers on Israel-related outcomes. In many instances their responses were disproportionately clustered around the highest answer option (“to a great extent”) when compared to their peers.

Israel Lovers also scored higher on measures of Jewish identity and peoplehood outcomes than did the rest of group, although this difference was more moderate.

These respondents were as likely as their peers to have attended an Israel advocacy event since their return from Israel. They rated JAFI programming as having had a greater impact than did the rest of group.

As a group the Israel Lovers had experienced less prior Jewish *Education* than did the rest of the group, but more prior Jewish *Engagement*. They rated themselves as highly engaged in campus-based Jewish and Israel activities more often than did their peers. Israel Lovers were more likely to have Israeli parents. All members of the Israel Lover group had been to Israel before.

This group did not appear skewed in terms of gender or national identity.

3. *Portrait of the Career Advancer*

This group consisted of fifteen respondents. Demographically, the Career Advancer group was unique in that it only included people from three programs: Boston–Jerusalem, Pittsburgh–Cleveland (very high), and France. There were no Canadians, Russians, or Germans in this group. Career Advancers as a group skewed more male than the rest of their peers.

Career Advancers reported lower outcomes related to Judaism and Israel than did the rest of the group. However, a larger percentage of Career Advancers chose the highest answer option as related to their increased interest in learning Hebrew, as compared to their peers. This might signal an interest among some Career Advancer respondents to seek work in Israel.

As a group, the Career Advancers reported far lower outcomes as related to interest and involvement in post-program activities. They expressed less interest in becoming involved in Israel or Jewish-related activities in their home communities, and were more likely than the rest of the group to indicate “not at all” on these items. Career Advancers were not more likely to have attended a professional networking event. (In a statistical quirk likely produced by the small sample size, although Career Advancers expressed relatively high levels of interest in learning Hebrew, they were also considerably more likely to indicate that they have no intention of visiting Israel in the future.)

Not surprisingly, Career Advancers had a more positive assessment of their own career development as a result of Onward Israel.

Career Advancers rated the JAFI days as less impactful than did their Onward peers. Close to half of the Career Advancers rated JAFI days as having no lasting impact. This suggests the possibility that the kind of person most likely to be highly motivated to participate in a resumé-building experience in Israel is also less inclined to be open to formal programming around Israel and Jewish identity.

The responses of Career Advancers suggest that they are similar to their peers on measures of prior Jewish education (although they were more likely to have attended day school). However, Career Advancers were less likely than their peers to claim high prior Jewish *engagement*.

4. *Portrait of the Fun and Adventure Seeker*

Eighteen respondents met the criteria for Adventure Seekers, making it one of the largest subgroups. Adventure Seekers were the most challenging of all the dominant typologies to characterize; very little about their responses stood out as distinctive from the group as a whole.

They were very similar to the rest of their peers on most outcomes although they were less likely to choose the extreme choices (“not at all” or “to a great extent”).

Adventure Seekers reported greater change than their peers on affective outcomes related to Israel. Adventure Seekers also showed somewhat higher Jewish identity outcomes. They claimed intentions to participate in Jewish and Israel related activities at slightly lower rates than the rest of their peers.

This group appeared more socially motivated than their peers. Adventure Seekers claimed to have spent more free time with Onward Israel peers and staff than did the rest of the group. This may have made them more open to influence from other more Israel and Jewishly curious peers and Onward Israel staff.

In interviews, some program providers and JAFI/MAKOM staff expressed concerns that young adults motivated to attend a resumé-building program, could not ultimately be moved on Israel and Jewish related outcomes. A preliminary look at the data does suggest lower desired outcomes for Career Advancers.

Interestingly, however, preliminary data for Adventure Seekers suggests that it is possible to produce desired outcomes among participants who do not name Israel or Jewish concerns as their primary motivation if that person is highly invested in the peer group. This is a hypothesis that calls for further study.

5. *Portrait of the Judaism Curious*

Only two respondents met the strictest criteria for inclusion. When criteria were expanded, this group included ten people. Despite the exceedingly small sample, this typology calls for attention because preliminary data suggest that these respondents report great change around desired Israel and Jewish identity outcomes that they attribute to the Onward Israel program.

As a group these respondents scored much higher on Jewish outcomes, and also generally higher on Israel outcomes. As well, they expressed an interest in future participation in Jewish activity at a much higher rate than their peers. (This enthusiasm did not translate into Israel related activity though).

As a group, the Judaism Curious did not appear indiscriminately to check the highest available answer options. For example, they scored lower than the rest of the group on career oriented items. The Judaism Curious group rated *all* elements of the formal Onward Israel program higher than did their peers. This is especially notable when looking at ratings of the JAFI days. A full 100% of the Judaism Curious (albeit a small group) rated those days as having had a great or moderate impact, as compared to just less than half of the rest of the group. This suggests that the JAFI days, as designed and implemented in Summer 2012, were experienced as impactful by a particular kind of participant; a participant who, in 2012, was a minority of the Onward Israel participant group.

These respondents spent more free time with their peers and Onward staff than the rest of the group as a whole. The Judaism Curious reported more involvement upon their return home in Jewish related activities than did the rest of group.

When applicable these respondents were also more likely to register for academic courses in Israel Studies, Hebrew language, or Judaism. Seven out of the ten indicated an intention of living in Israel for an extended period of time.

On measures of prior Jewish education the Judaism Curious were largely similar to the whole group. These respondents were slightly less likely to report having attended day school or youth group, and slightly more likely to report having attended a Jewish summer camp. As a group, they reported having spent less time in Israel than their peer group. The Judaism

Curious were also more likely to categorize their previous Jewish engagement as lower than their peer group.

This record of previously low engagement, when coupled with their self-reports of increased interest and activity in Jewish communal participation, suggests that, for the Judaism Curious typology we *may* have a group for whom the Onward Israel experience leads to increased involvement in Jewish communal life at home. Due to the small sample size, it is inadvisable to make definitive claims on this subject.

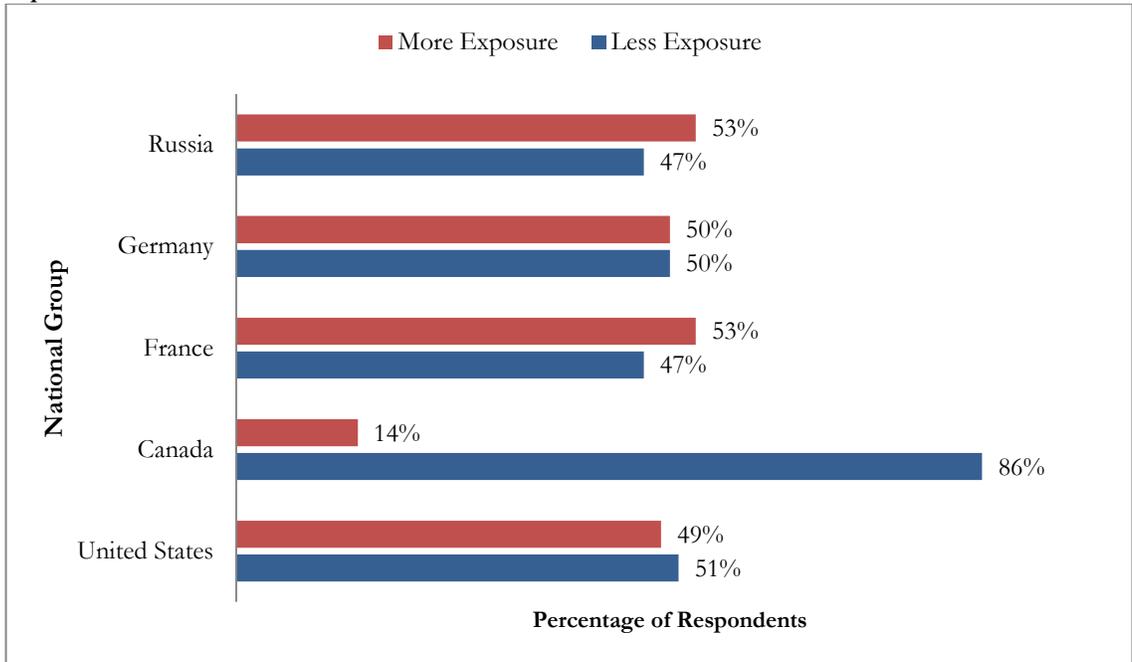
B. OUTCOMES BY PRIOR EXPOSURE TO A VARIETY OF JEWISH EDUCATIONAL EXPERIENCES

Since the Summer of 2012 criteria for participation in Onward Israel have been made more stringent in an effort to select participants with less exposure to Jewish educational activities. In an effort to provide insight into how respondents who better match the revised Onward Israel participant profile differ on outcomes as compared to the rest of the peer group, the data file was split in relation to scope of prior Jewish education.

North American and French respondents who reported *three* or more (out of a total of five possible) kinds of prior Jewish educational experiences were coded as with more exposure to a variety Jewish educational activities. North Americans and French with less than three experiences were coded as with less exposure to a variety of Jewish educational experiences. German and Russian respondents who reported *two* or more (out of a total of five possible) Jewish educational experiences were coded as having more exposure to a variety of Jewish educational activities, with those with less than two experiences coded as having less exposure. This approach, while sensitive to national context, does not take into account the duration or the intensity of the experience.

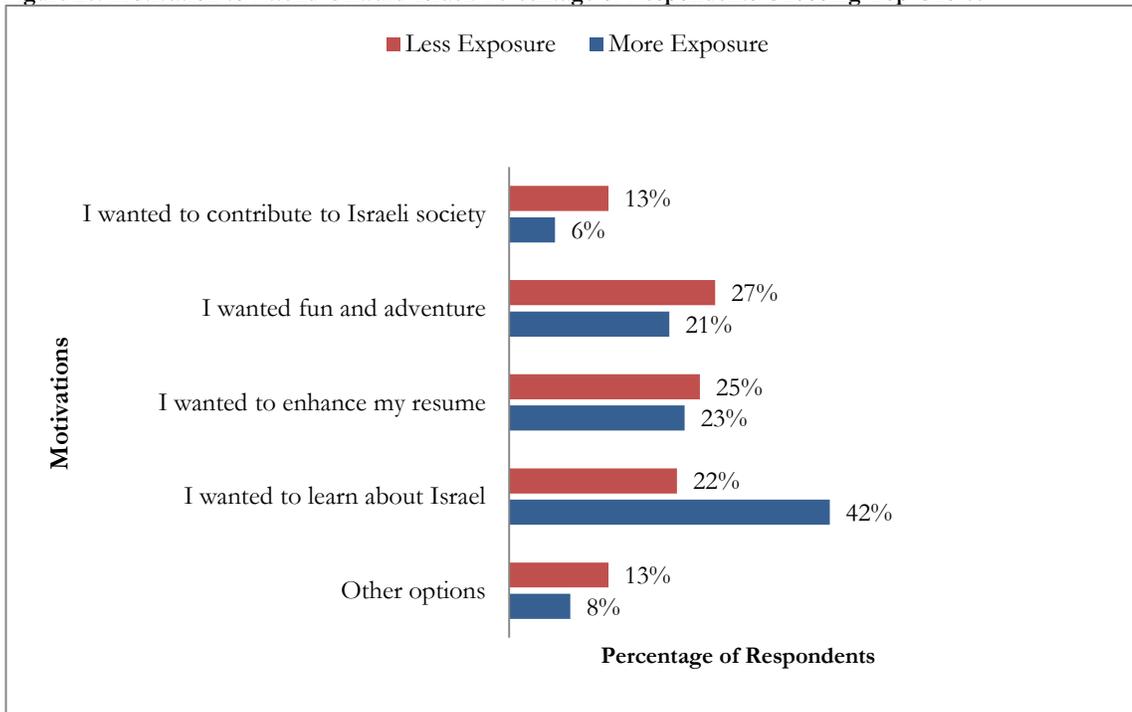
In total, forty-four POS respondents (47%) met the criteria for more exposure to a variety of Jewish educational activities and fifty POS respondents (53%) were coded as having less exposure to Jewish educational experiences. (With the exception of the Canadian respondents, this method was successful in splitting each national group into, effectively, those above and below the fiftieth percentile.)

Figure 19: Respondents' National Group by Less/More Prior Exposure to a Variety of Jewish Educational Experiences



Respondents in these two groups were not markedly different in terms of their motivations to attend the Onward Israel summer program. In the forced choice questions, however, those with less exposure to a variety of prior Jewish educational experiences were more likely to choose “I wanted to learn about Israel” as their primary motivation (42%) (see figure 20 below).

Figure 20: Motivation to Attend Onward Israel: Percentage of Respondents Choosing Top Choice



Overall, respondents with more prior exposure to Jewish education reported higher program outcomes than did their peers with fewer prior Jewish educational experiences.

How can we account for this somewhat counterintuitive finding? Those who had most to learn and most room for change, reported learning and changing less.

On some affective-oriented items, both groups expressed similar responses (when “to a moderate extent” and “to a great extent” options are combined). However, the “not at all” response is slightly but consistently greater for those with fewer Jewish educational experiences.

Figure 21: Key Outcomes: Skills-Israel by Less/More Exposure to Prior Jewish Educational Activities. Breakdown of Responses

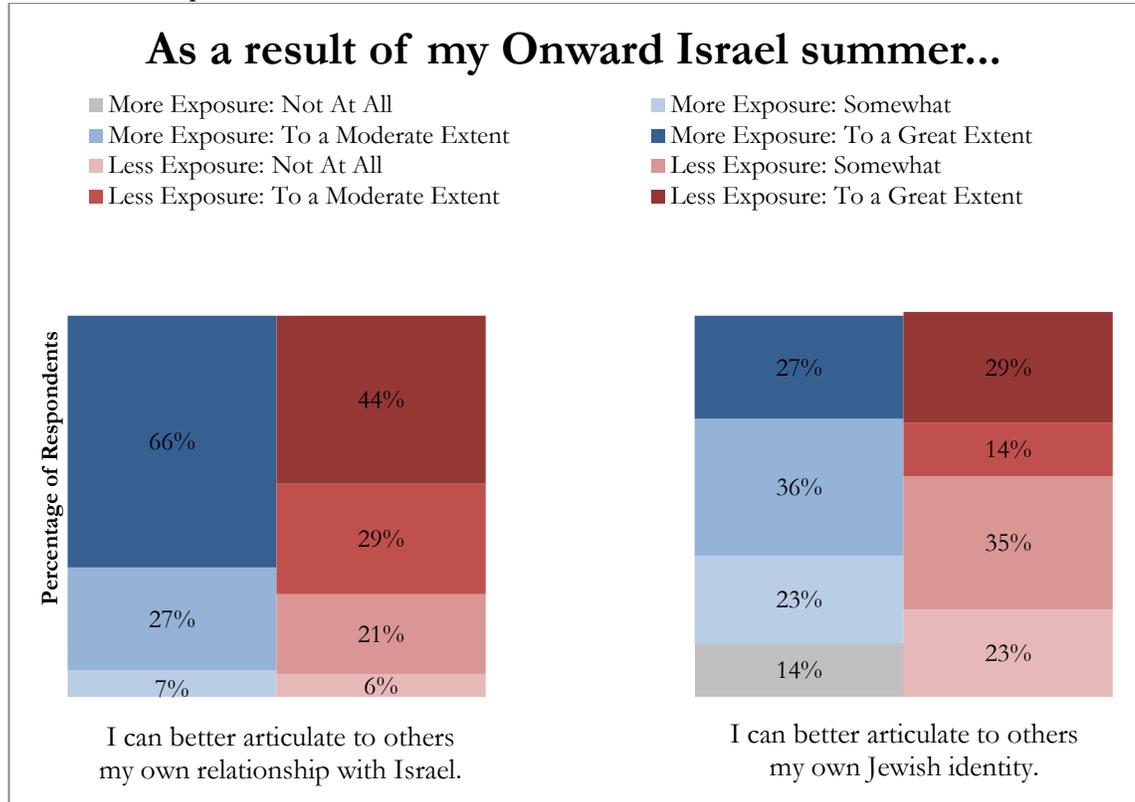
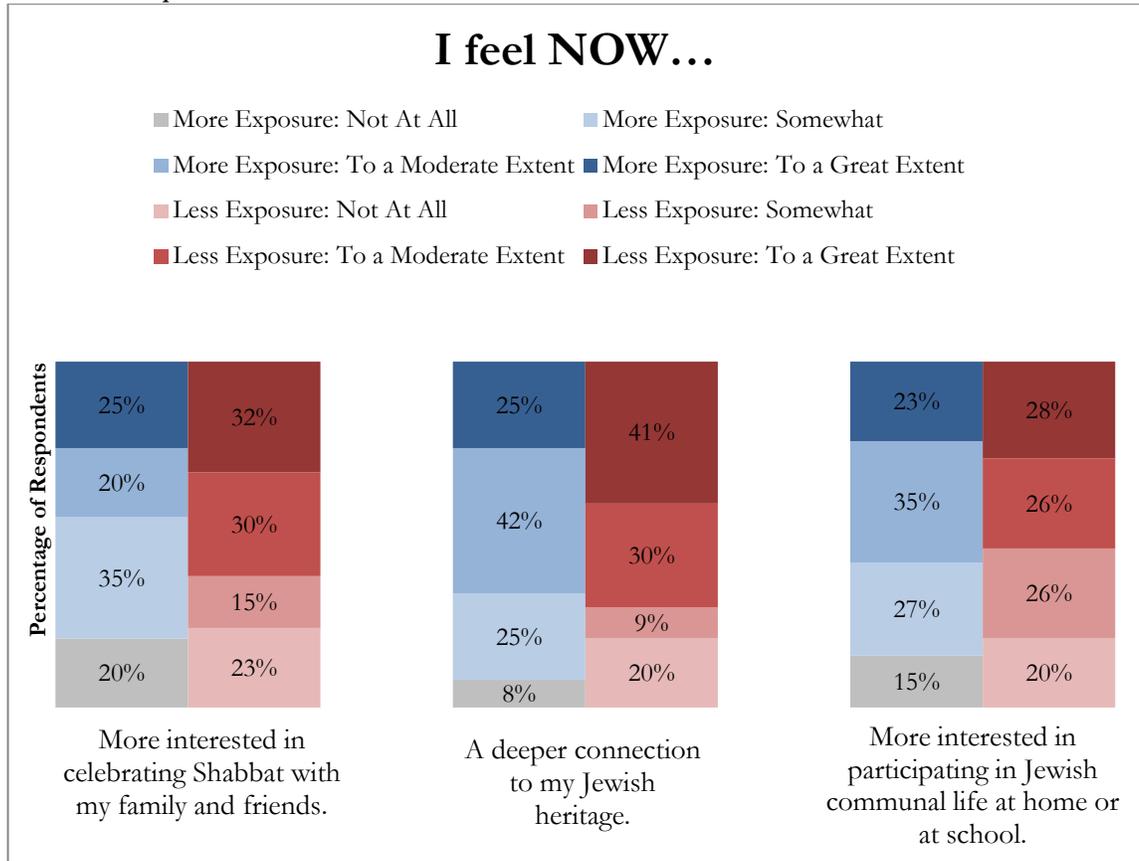


Figure 22: Key Outcomes: Affective-Israel by Less/More Exposure to Prior Jewish Educational Experiences. Breakdown Responses



Those with fewer prior Jewish educational experiences also reported lower scores on resumé-building metrics. Therefore, one should be careful not to over-read the data, especially given the small sample size. A few people may skew the data in this case.

A number of questions are prompted by these particular findings: In general, were those with fewer prior Jewish educational experiences more likely to choose lower scores in surveys? Is the kind of person who goes to Israel with little prior Jewish education different in ways that make him or her more likely to choose the low box – more of a loner, or more critical a thinker? Were they more dissatisfied in general with the Onward Israel program, or were they predominantly from Onward groups that were less well-run? (In this case, the Toronto-BatYam group was disproportionately assigned the category of less prior exposure to a variety of Jewish educational activities perhaps skewing results.)

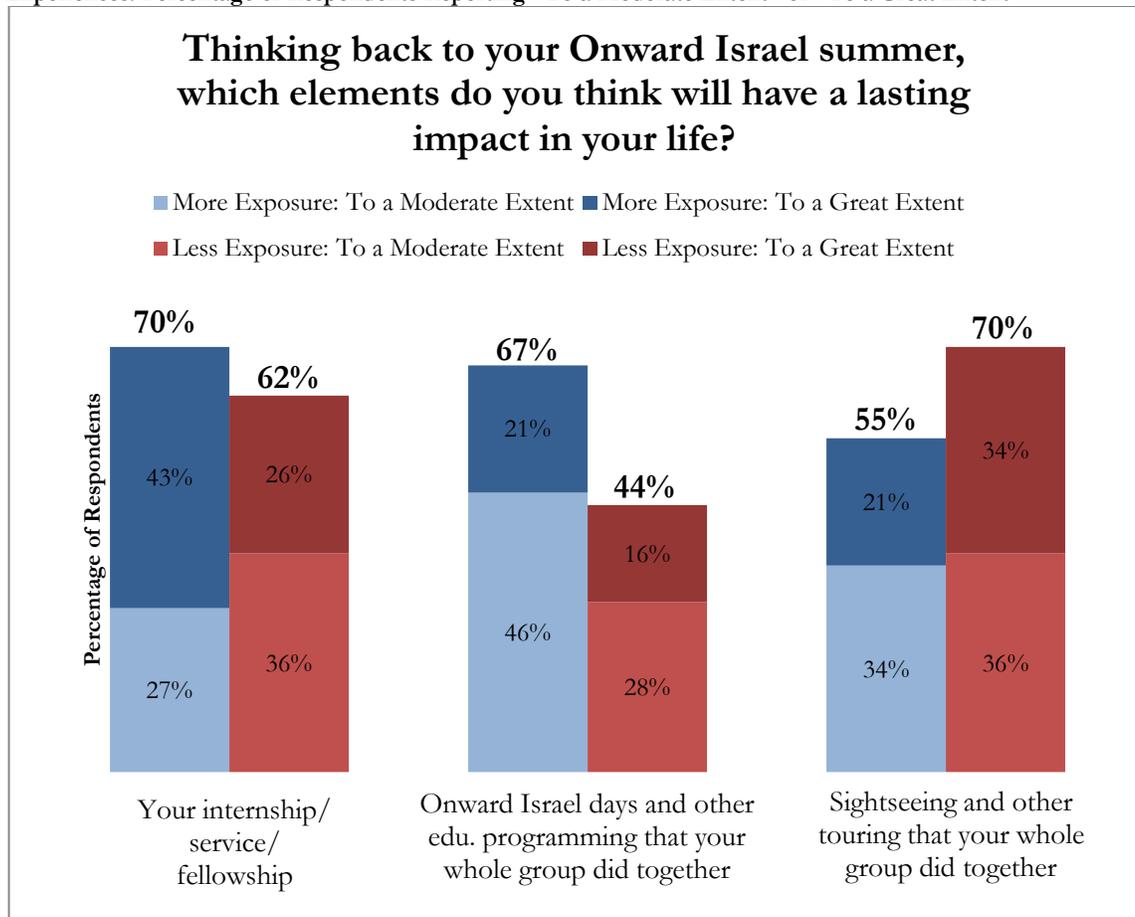
Was this trend the result of learning differences between the two groups? Was there a lack of scaffolding for those with fewer prior Jewish education? MAKOM prided itself on providing highly sophisticated education content. Did the content aim too high for those with little prior knowledge and experience? For example, those with less exposure to a variety of Jewish educational activities reported learning less Hebrew than their peers (73% reported learning Hebrew “not at all” or “somewhat” as opposed to 53% of those with greater prior exposure). Was this because it was easier to learn Hebrew on Onward if you had already learned a little bit in your home community?

Additionally, the design of program as a whole, working and living in Israel fairly independently, might have been more challenging for people who had never been to Israel before or had not been exposed in any way to Israeli culture. Out of those with fewer prior Jewish educational experiences, 28% had never been to Israel before, as opposed to 0% of those with more than three Jewish educational experiences. (Yet, even in the group with fewer prior Jewish educational experiences 20% had been to Israel four or more times.)

Perhaps if one did not have a strong Jewish background one was less likely to have a good summer with Onward socially? Given the relatively high level of prior Jewish educational experiences amongst the peer group, were you less likely to fit into the peer group? Those with less exposure to Jewish educational activities were slightly more likely to say they spent free time by themselves “often” or “very often” (40% vs. 30%). Those with more exposure were more likely to spend free time socializing “very often” with Israelis they had met in their free time (25% vs. 8%).

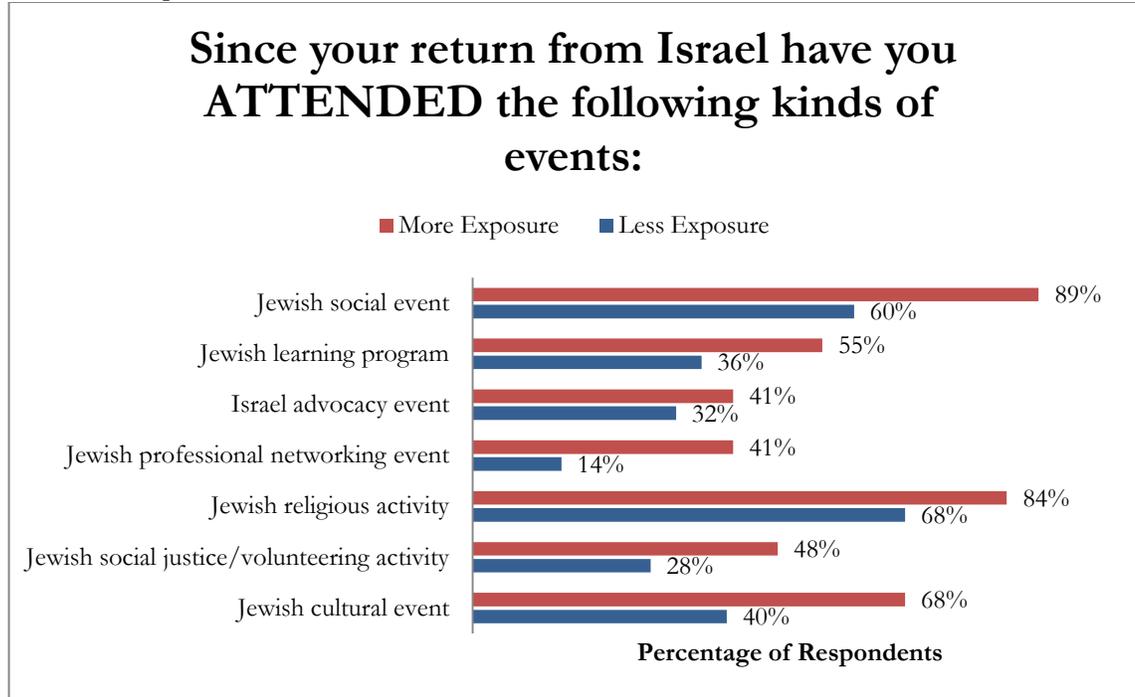
Those with exposure rated all elements of the formal Onward program lower than did those with more with one exception: touring and sightseeing. This suggests that perhaps participants with less exposure are more interested in a general introduction to Israel.

Figure 23: Lasting Impacts: Programmatic Elements by Less/More Exposure to Prior Jewish Educational Experiences: Percentage of Respondents Reporting "To a Moderate Extent" or "To a Great Extent"



In similar fashion, those with fewer prior Jewish educational experiences were less likely to report participating in communal events upon their return (see figure 24 below).

Figure 24: Respondents' Reported Activities Upon Return by Less/More Exposure to Prior Jewish Educational Experiences

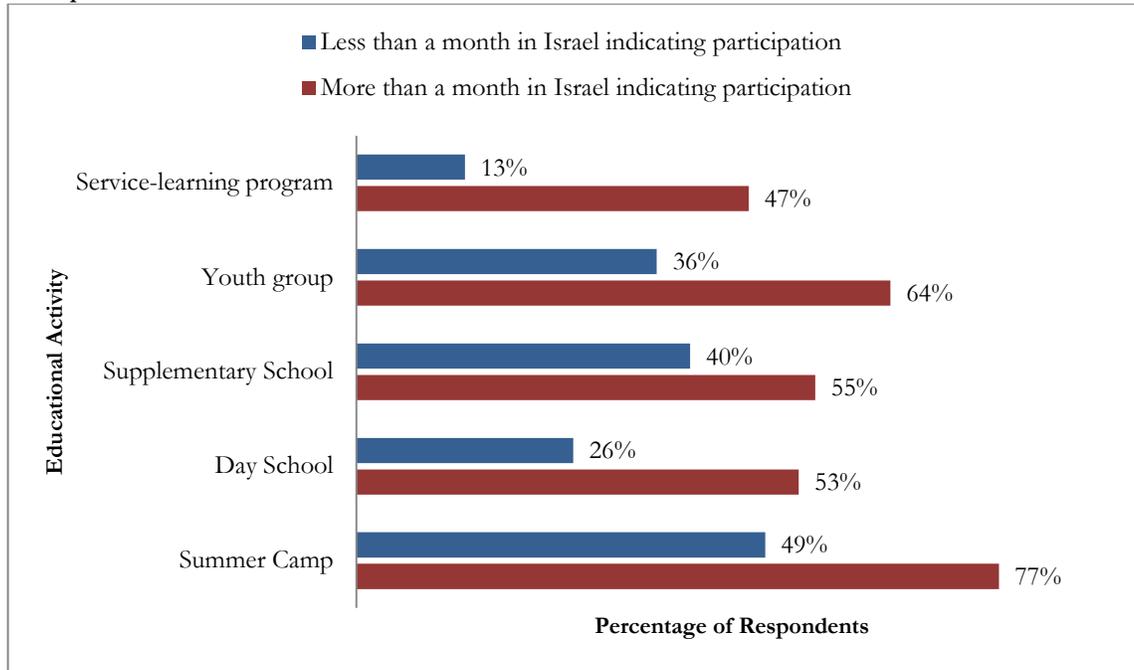


C. OUTCOMES BY AMOUNT OF TIME SPENT IN ISRAEL PRIOR TO THE ONWARD ISRAEL SUMMER

Responses were also analyzed in relation to the amount of prior time participants had spent in Israel before the Onward Israel summer. Those who had spent less than one month in Israel before the Onward Israel summer were coded as having spent less time; those who had spent more than one month in Israel were coded as having spent more time. This coding split the respondents exactly in half. Within the French group, respondents were more likely to have spent more than a month in Israel, within the Russian group respondents were more likely to have spent less than a month in Israel. Other groups were split fairly evenly.

Notably, those who were coded as having spent less time in Israel prior to their Onward Israel summer reported lower levels of attendance for all types of Jewish educational activities included in the survey (see figure 25 below). Selecting for prior time spent in Israel may have selected for a group more like the expected Onward 2013 cohort.

Figure 25: Participation in Jewish Educational Activities by Less/More than a Month in Israel Prior to Participation in Onward Israel



The data suggest that those with less prior exposure to Israel reported learning slightly *more* about Israel when compared to their peers. Respondents who indicated having spent less than a month in Israel prior to their Onward Israel summer reported higher outcomes on most Israel items in the domains of skills, knowledge, and affect (see figures below).

Figure 26: Key Outcomes: Skills-Jewish/Israel by Less/More than a Month Spent in Israel Prior to Participation in Onward Israel. Percentage of Respondents Reporting “To a Moderate Extent” or “To a Great Extent”

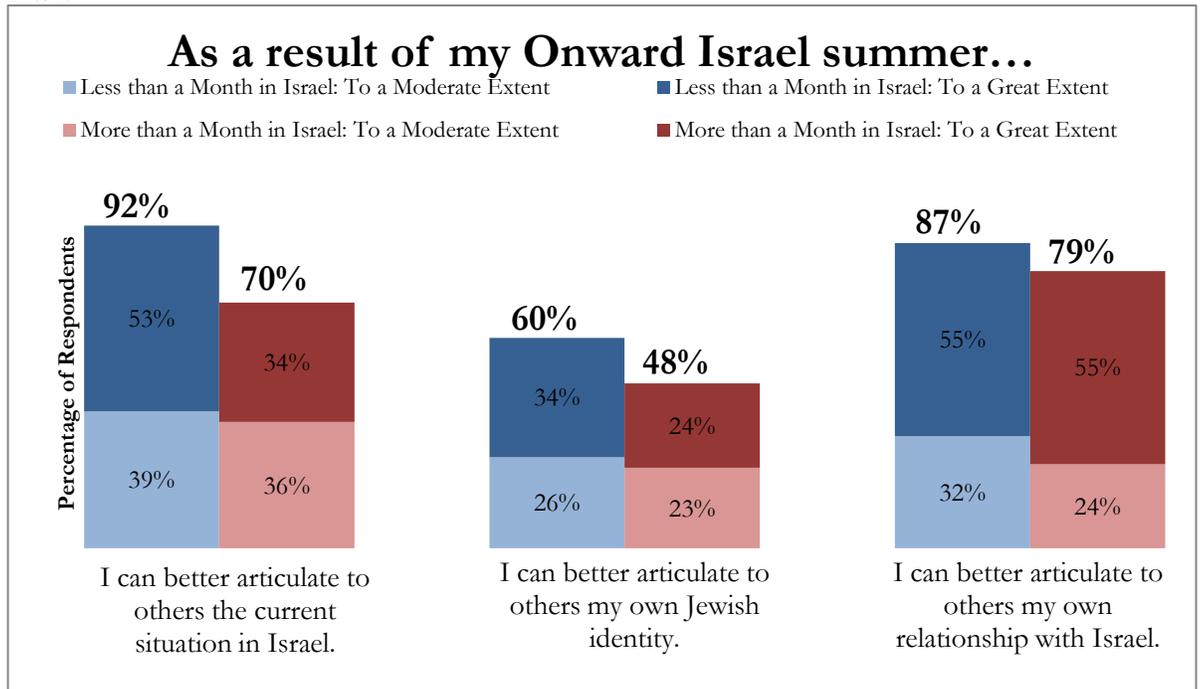


Figure 27: Key Outcomes: Knowledge-Israel by Less/More than a Month Spent in Israel Prior to Participation in Onward Israel. Percentage of Respondents Reporting “To a Moderate Extent” or “To a Great Extent”

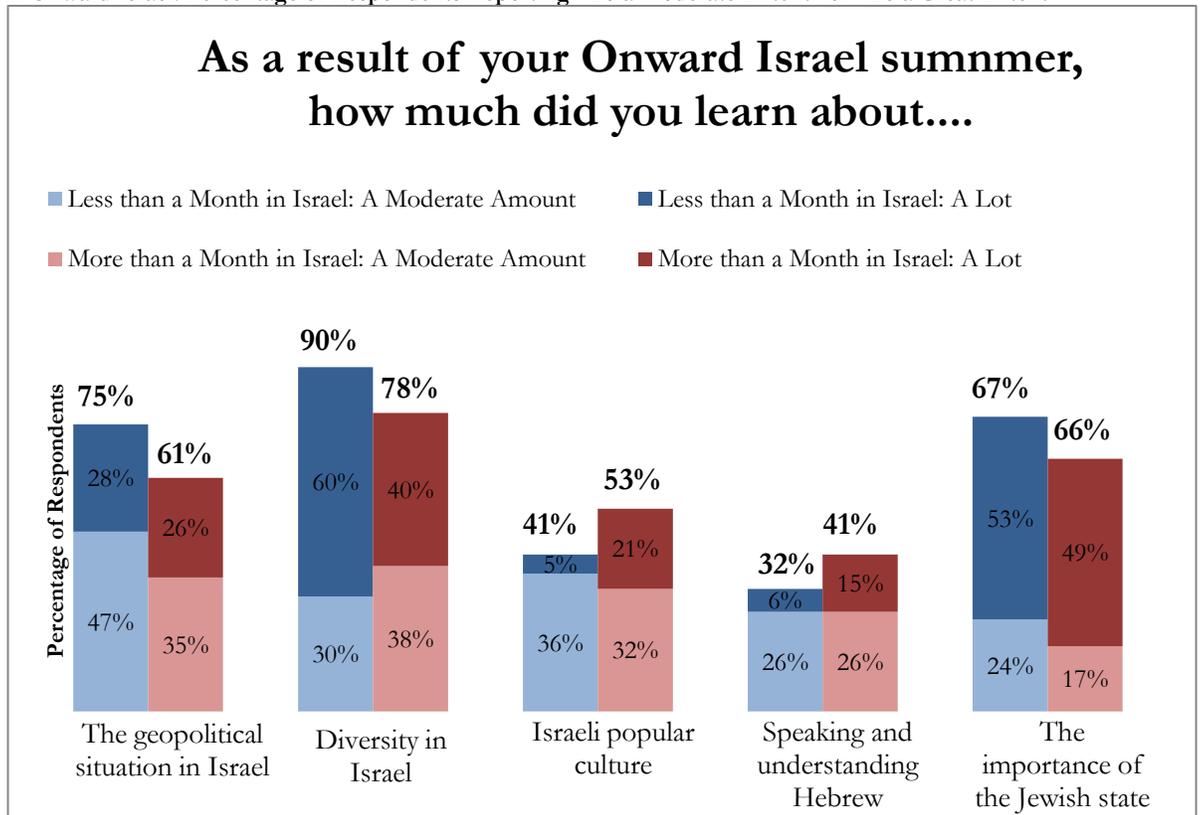


Figure 28: Key Outcomes: Affective-Israel by Less/More than a Month Spent in Israel Prior to Participation in Onward Israel. Percentage of Respondents Reporting “To a Moderate Extent” or “To a Great Extent”

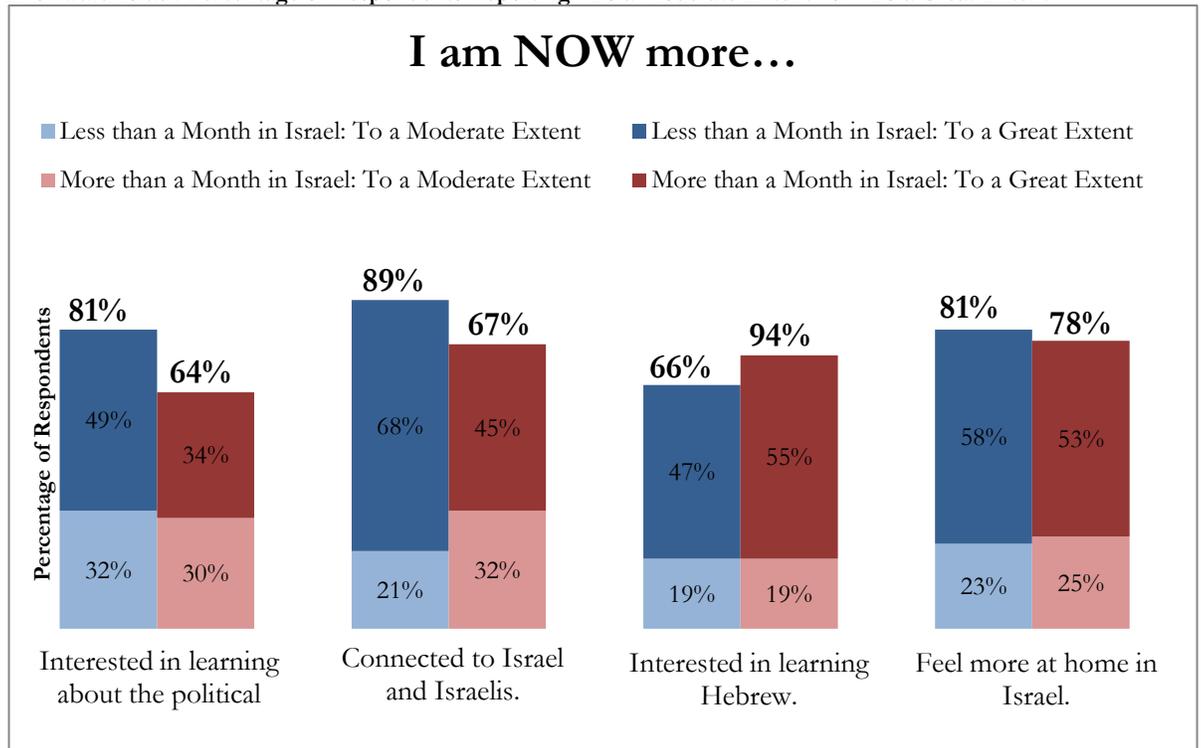
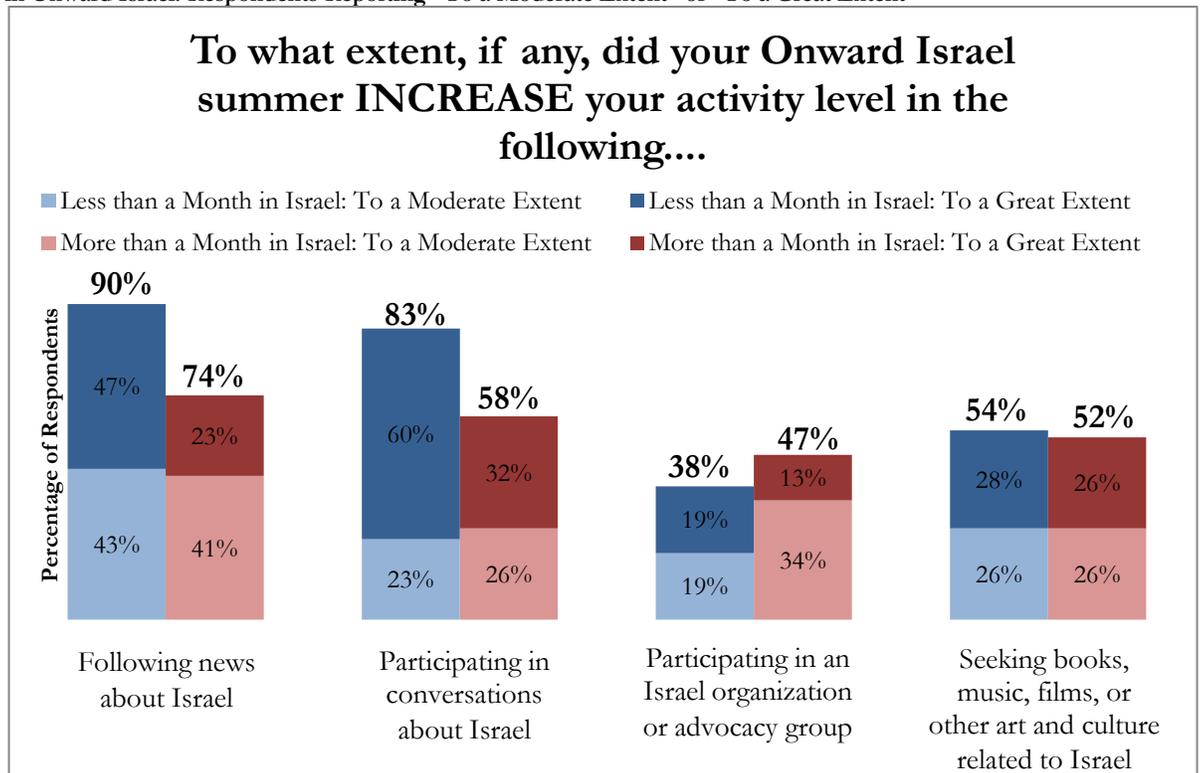
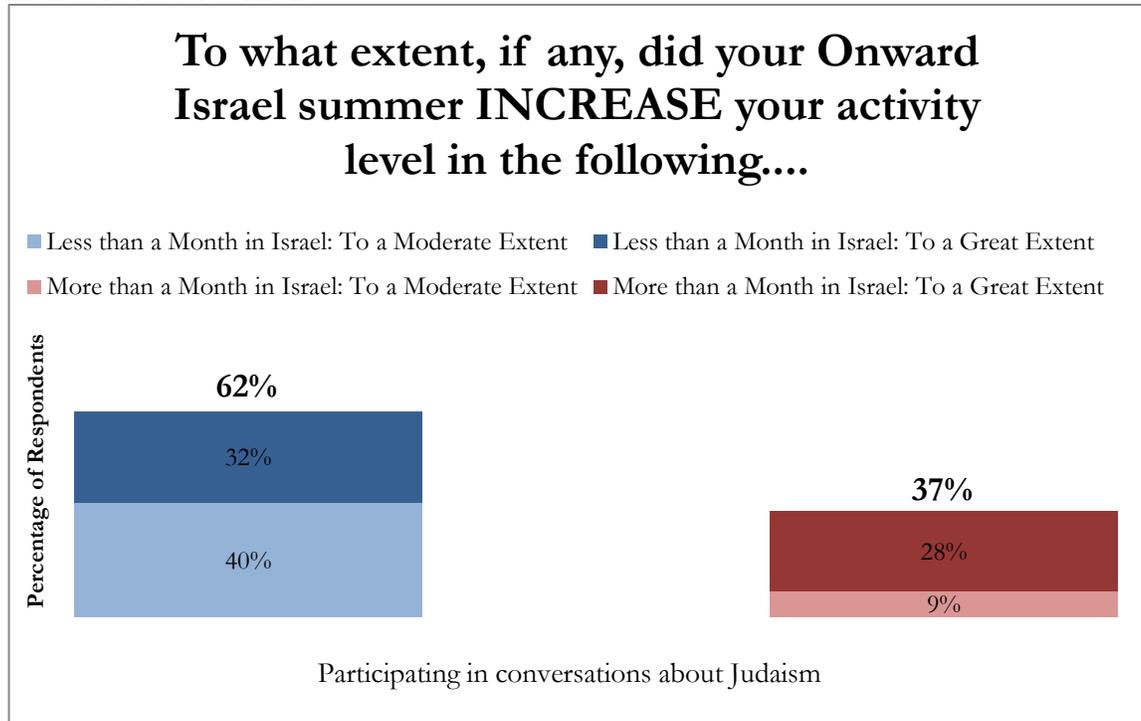


Figure 29: Key Outcomes: Affective-Israel by Less/More than a Month Spent in Israel Prior to Participation in Onward Israel. Respondents Reporting “To a Moderate Extent” or “To a Great Extent”



The two groups were more closely aligned on outcomes associated with Judaism, peoplehood, and career outcomes. Those with who had spent less time in Israel prior to their Onward Israel summer reported that they had learned slightly more about their Jewish heritage (53% vs. 43% indicated having learned “to a moderate extent” or “to a great extent”). Those who had spent less than a month in Israel prior to their Onward Israel summer also reported notably increased activity around participating in conversations about Judaism as compared to their peers (see figure 30 below). Other items did not yield notable difference.

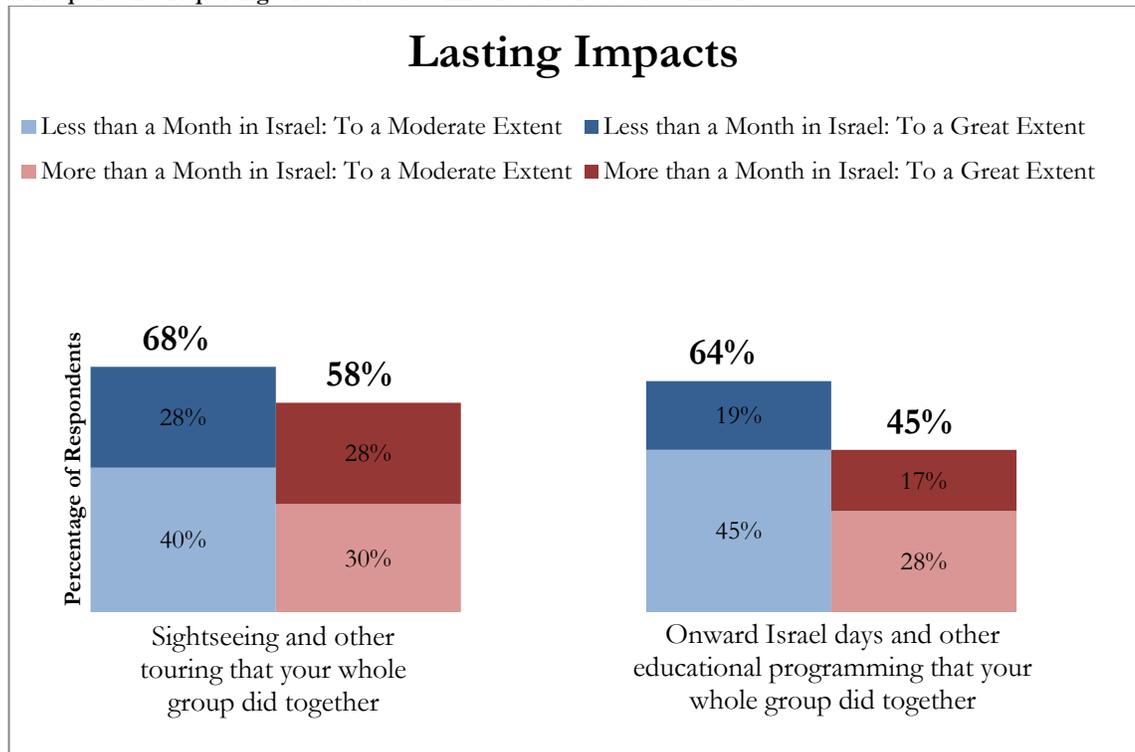
Figure 30: Key Outcomes: Participating in Conversations About Judaism by Less/More than a Month Spent in Israel Prior to Participation in Onward Israel. Percentage of Respondents Reporting “To a Moderate Extent” or “To a Great Extent”



Those who had spent less than a month in Israel were slightly more likely to indicate having “often” or “very often” spent free time on Onward with peers (90% as opposed to 77%) or Onward Israel staff (33% vs. 18%).

Those who had spent less than a month in Israel rated JAFI days more highly than their peers; 64% claimed those days had a lasting impact “to a moderate extent” or “to a great extent”, as compared to 45% of those who had spent more than a month in Israel prior to their onward Israel summer (see figure 31 below). They also rated site-seeing and touring higher. They rated other features of the program as similar to their peers.

Figure 31: Lasting Impacts: Programmatic Elements by Less/More than a Month Spent in Israel. Percentage of Respondents Reporting "To a Moderate Extent" or "To a Great Extent"



Those who had spent less than a month in Israel report similar, but slightly lower, rates of engagement in Jewish communal activity in their home community than do their peers who have spent more than a month in Israel.

VIII. BEFORE AND AFTER ONWARD

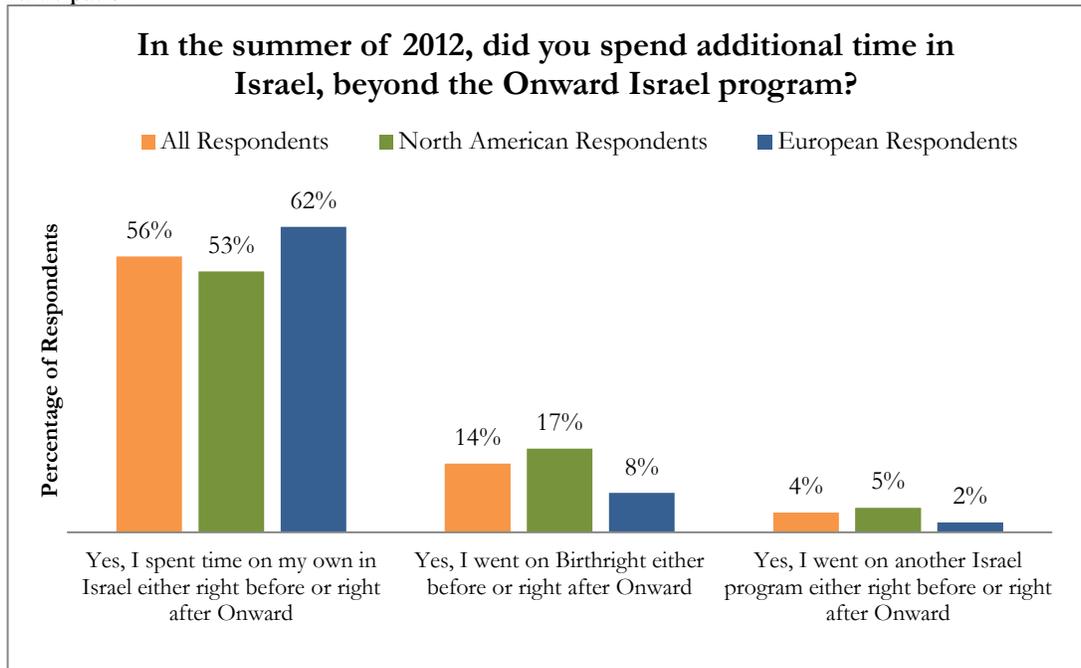
A. WHAT COMPONENTS MAKE AN “ONWARD ISRAEL SUMMER?”

Building on the PSS (the Participant Satisfaction Survey) and key informant interviews, the POS offered an opportunity to develop a more nuanced portrait of the components that shape an Onward Israel summer. Core to the vision behind Onward Israel is the notion of the "middle-rung", a mid-length trip to Israel for young adults. Embedded in this strategy is the belief that a trip to Israel will in and of itself promote certain desirable outcomes.

1. ISOLATING THE ONWARD ISRAEL EXPERIENCE?

POS responses suggest that many participants availed themselves of the opportunity to extend their trip to Israel on either side of the Onward program (see figure 4 below). Sixty-four percent (64%) of respondents reported spending additional time in Israel either before or after the Onward program. It is important to keep in mind the challenge, given the current research design, of isolating the impact of the formal Onward Israel program itself from the larger context of other experiences in Israel.

Figure 32: Pre/Post Onward Israel Summer Experiences: Percentage of Respondents Reporting Participation



The survey instrument language asked alumni to reflect on the outcomes and experiences they associate with their Onward Israel summer in an effort to acknowledge both that there were inputs beyond the formal Onward programming, as well as the fact that Onward Israel was explicitly *designed* to allow for exposure to Israeli society outside of the bounds of the program.

2. FREE TIME

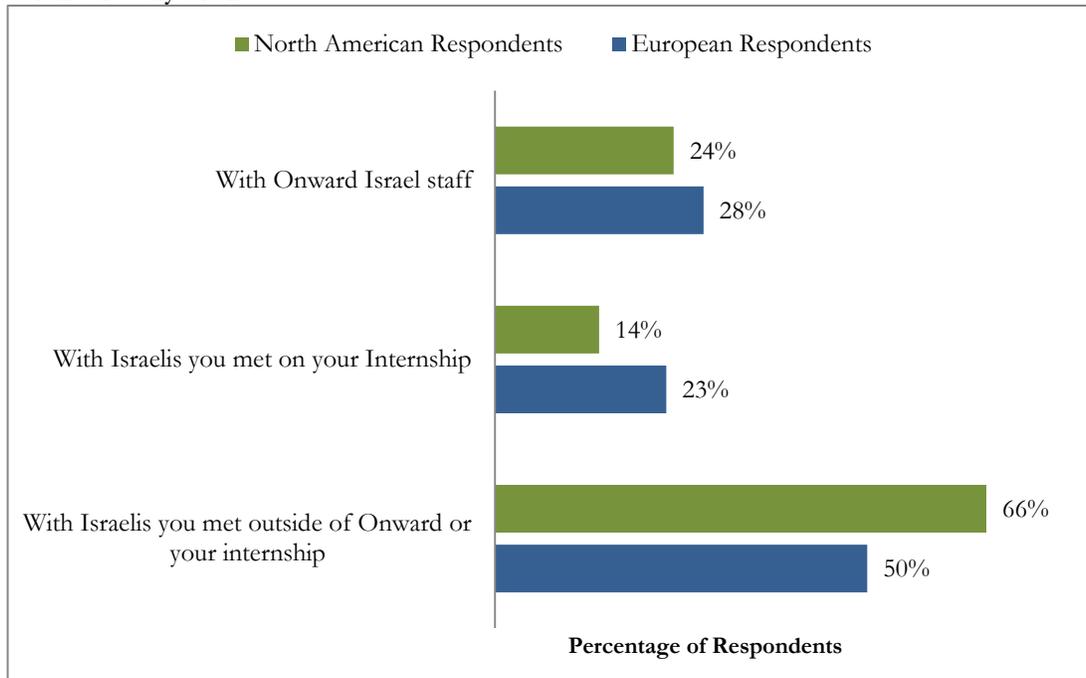
In the PSS, respondents voiced strong feelings about what they often felt was too little free time. PSS respondents also suggested that for many, the “highlight” experiences happened in their own free time. The POS included several items that probed with whom participants spent their free time.

Different subgroups of participants may have had different pre-existing social networks in Israel or may have been more interested in using their free time to interact with people outside of the Onward program. For example, more European respondents reported spending free time with friends from home “often” or “very often” than did their North American peers (53% vs. 22%). Europeans respondents were also more likely than their North American peers to visit with family at least once while on Onward (75% vs. 46%).

North Americans respondents were more likely to report having spent free time with peers from their Onward group “often” or “very often” (68% vs. 36%).

Most respondents from both North America and Europe reported relatively low rates of free time spent with Israelis they met formally through Onward, either Onward staff or through their internship. Both groups of respondents reported higher rates of socializing with Israelis they met in their own free time.

Figure 33: Time Spent with Israeli Contacts While on Program: Percentage of Respondents Reporting “Often” or “Very Often”



B. ALUMNI SOCIABILITY - KEEPING IN TOUCH WITH WHOM AND HOW? AND POSSIBLE IMPLICATIONS FOR FOLLOW-UP PROGRAMMING

More respondents report continued contact with people they met through Onward Israel. In particular respondents report maintaining contact with their Onward peer group, with 69% reporting that they keep in touch with fellow participants from their trip “often” or “very often”.

Respondents were less likely to report maintaining contact with Israelis they met during that Onward Israel program; that was the case for Onward Staff, as well as for Israelis they met through their internships or socially in their free time. Of all of their relationships with Israelis they met as part of their Onward Israel summer, respondents were most likely to keep in touch with Israeli peers they met in their free time.

Respondents reported communicating with fellow participants from their trip using a variety of methods, with Facebook and other social media (80% reported using this method) as well as face-to-face contact (70% reported using this method) being the most commonly used methods of communication. Almost half (47%) of respondents reported meeting face-to-face with a fellow participant “often” or “very often” since their return. North American and European respondents reported similar rates of contact with their peers. North Americans were somewhat more likely to keep in touch with Onward staff (16% vs. 8%) and contact from their internship (19% vs. 8%).

Figure 34: Respondents Reported Methods for Maintaining Contact with Fellow Participants

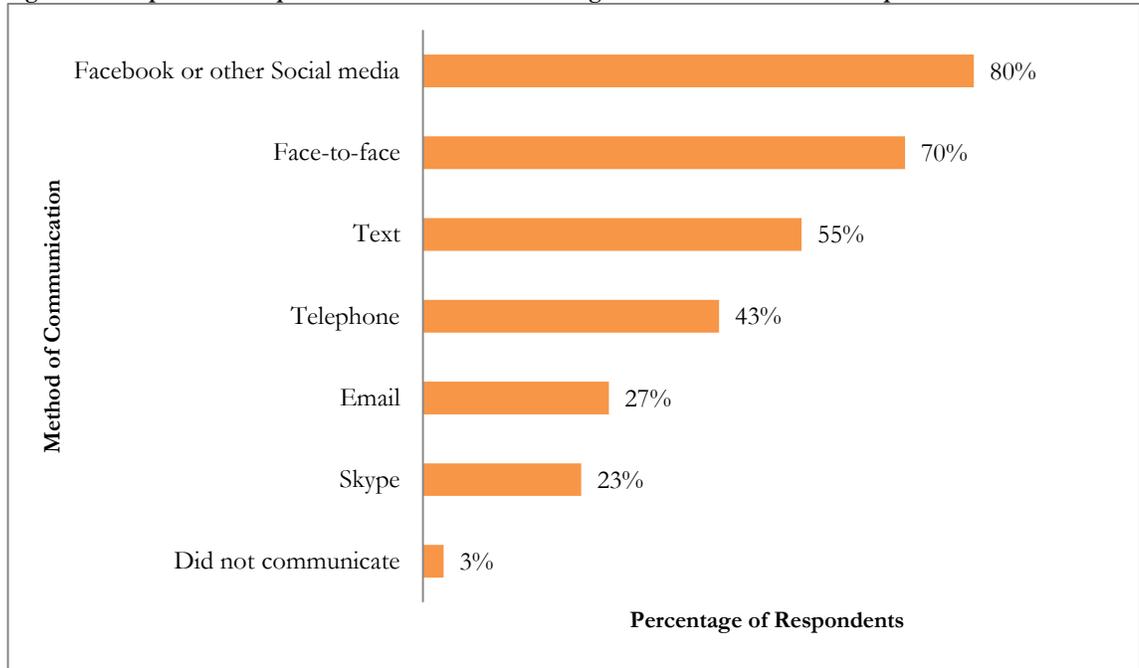
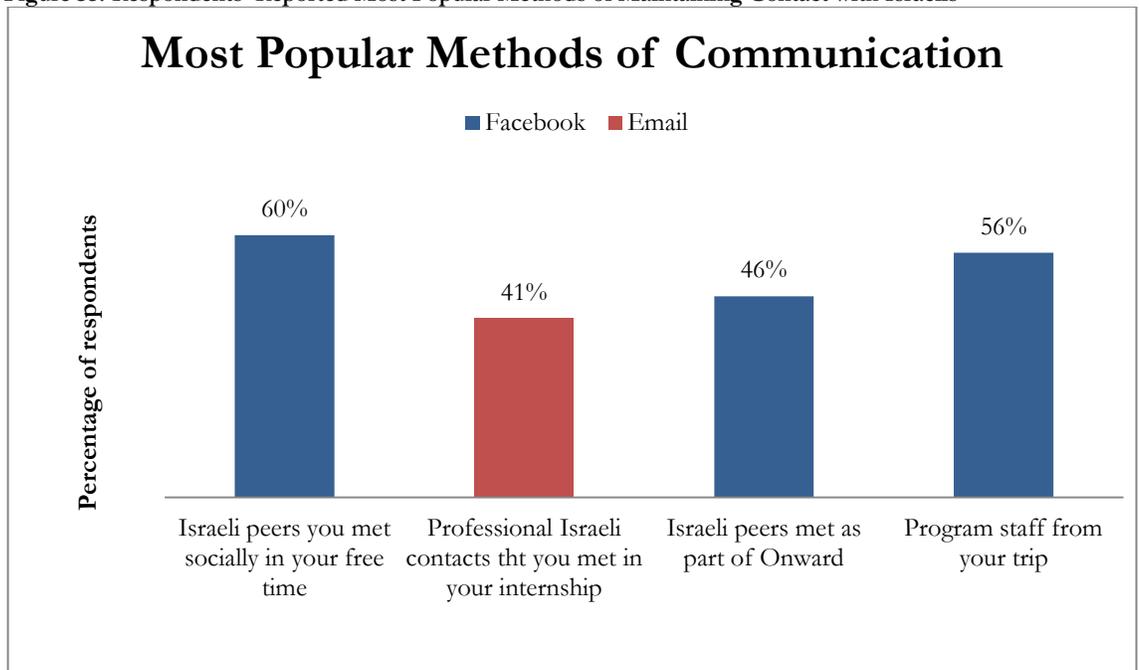


Figure 35: Respondents' Reported Most Popular Methods of Maintaining Contact with Israelis



Those coordinating Onward post-programming may want to consider how to use this data to capitalize on their alumni's preferred methods of communication. With this, there are three key elements to consider:

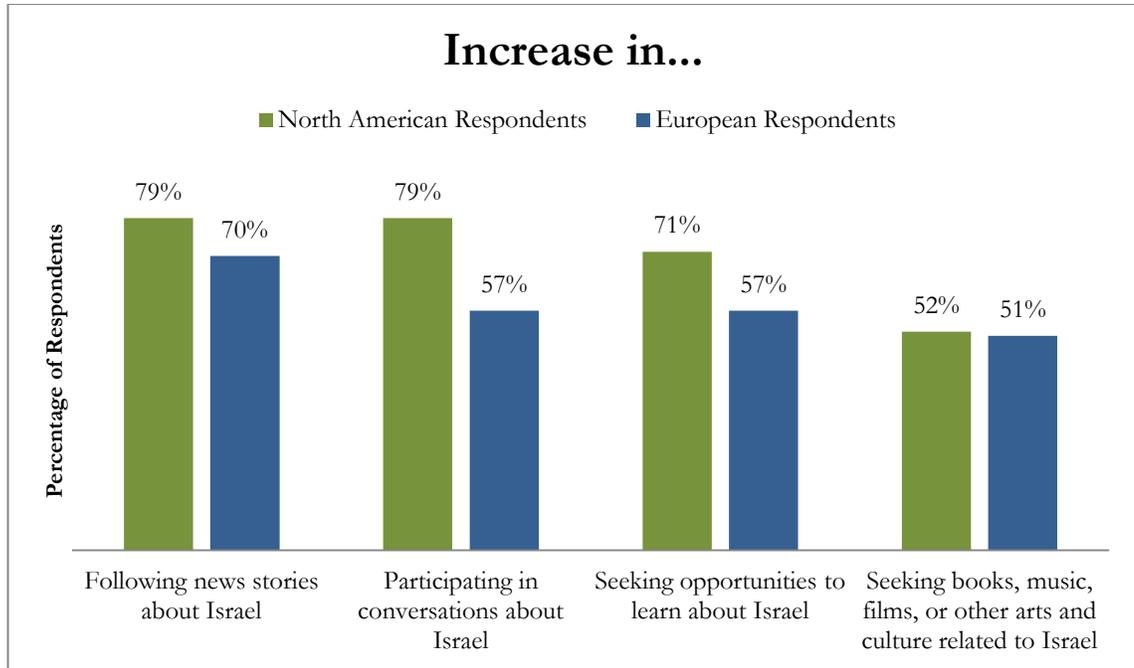
1. Given the high volume of respondents reporting face-to-face contact with fellow program participants, Onward alumni seem to be expressing a genuine interest in spending time with one another. Are home communities capitalizing on this interest?

2. Does post-programming utilize social networking sites like Facebook not only to communicate with alumni but as a hub for interaction?
3. In an effort to support those alumni focused on their career aspirations, consider sending them reminders/suggestions for keeping in touch with their professional contact via email.

C. SELF-REPORTED PROGRAMMING INTEREST AND PARTICIPATION

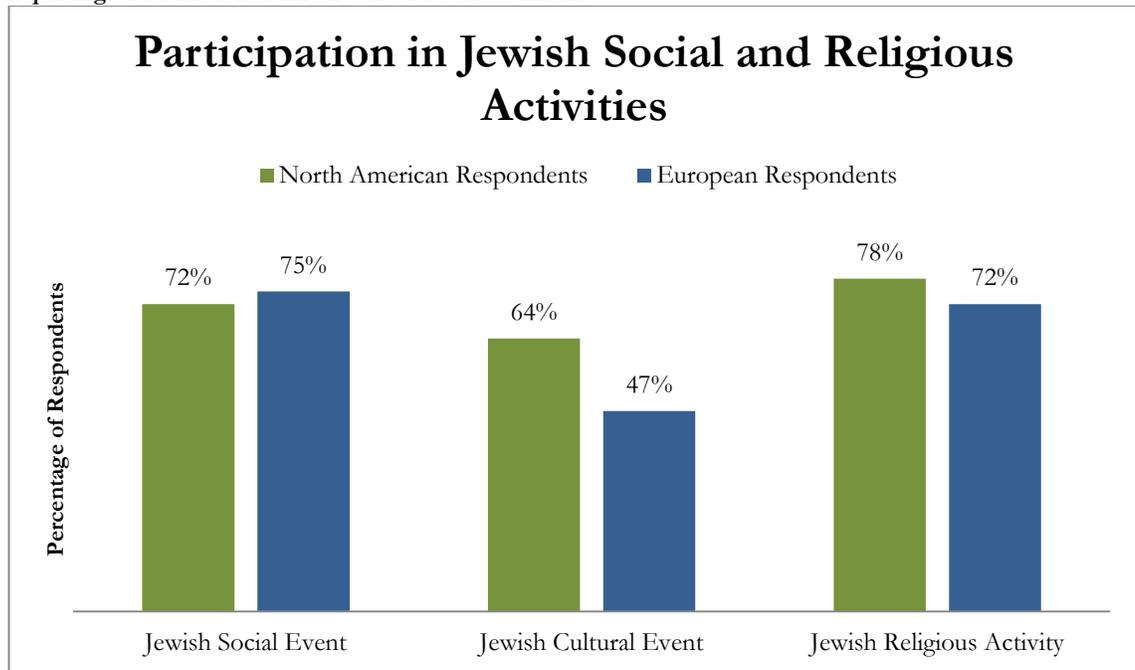
The POS instrument included several items that probed alumni programming interests and participation since returning to their home communities. Of all the possible activities included in the POS, respondents indicated a greater general interest in and a greater participation level associated with continued learning about Israel as result of the their Onward Israel summer. These may be key areas to explore when considering post-program offerings (see figure 36).

Figure 36: Key Outcomes: Israel-related Activities. Percentage of Respondents Reporting “To a Moderate Extent” or “To a Great Extent”



Additionally, respondents reported that since returning to their home community, they were most likely to have participated in the following types of programs, all of which were associated not with Israel but with Judaism more broadly. This may reflect the kinds of activities that were most readily available to respondents.

Figure 37: Key Outcomes: Participation in Jewish Social and Religious Activities. Percentage of Respondents Reporting “To a Moderate Extent” or “To a Great Extent”



IX. RECOMMENDATIONS FOR CURRICULUM AND PROGRAM DESIGN

The summer of 2012 was the pilot year for Onward Israel. Since then the Onward Israel staff, in conjunction with key stakeholders, have revised the criteria for participation. Additional changes have been envisioned for the Onward 2013 program including increased free time and more clearly formulated recruitment materials that better explain expectations for participants.

What can data on the 2012 teach us about working with a new cohort, with newly delineated criteria for participation, in 2013?

A. TEACH IT AND THEY WILL LEARN IT

Onward Israel staff presented four core areas in which they sought to influence participants: Israel, Jewish identity, Jewish peoplehood, and career/self-efficacy. However, not all of these core areas were given equal attention over the course of the Onward Israel program. Interviews with key informants and program alumni, as well as documents provided by JAFI staff provide a strong sense of the general emphases of the formal Onward Israel curriculum. Areas that seemed to receive a particular emphasis included a focus on articulating one’s relationship to Israel and understanding diversity in Israeli society. On survey items that addressed these curricular areas, we saw robust outcomes in the desired direction. Curricular areas that received less emphasis, for example articulating one’s connection with one’s home community, saw less robust outcomes. This latter item was perhaps not taught directly or at all.

We recommend that JAFI in conjunction with key stakeholders sharpen their assessment of the key goals of the Onward program so that the curriculum can be designed to meet those goals.

B. MEET THOSE WITH FEWER PRIOR JEWISH EDUCATION EXPERIENCES WHERE THEY ARE

The PSS report found that, on the whole, the Summer 2012 Onward Israel participants previously had fairly high exposure to Jewish education (for example, 47% had attended day school, even when controlling for Yeshiva University). For the summer of 2013, Onward Israel is focused on recruiting participants who have had, thus far, relatively low exposure to Jewish education. This core group might be selectively augmented with a few participants with relatively high exposure to Jewish education; the theory being that these additional participants might elevate the group discussion and positively influence their peers.

While the data did not make a definitive claim for this argument (and the analysis by prior *time* spent in Israel somewhat contradicted this theory), it was at least suggestive that those with few prior Jewish educational experiences reported less desired outcomes than may have been expected given that they *potentially* had more room for growth on the program.

We recommend that JAFI and key stakeholders consider how the existing program structure and formal curriculum supports those participants with less familiarity with both Israel and Judaism. They may consider including more activities, opportunities, or support for those seeking exposure to Israel on a more introductory level. This might take the form of increased site-seeing excursions, introductory classes in Hebrew or Israeli history, or a Shabbat dinner for those who have never participated in one before.

C. ONWARD ISRAEL VS. MY ONWARD ISRAEL SUMMER

The initial conception of Onward Israel as a “middle-rung” program in Israel as well as our research, highlights the utility of considering the total summer in Israel experience as a package. Participants, in reporting on a range of activities that have been important and impactful, often point to experiences outside the formal Onward Israel program.

We recommend that JAFI and key stakeholders consider developing and formalizing thoughtful ways to support Onward Israel participants on their personal explorations of Israel. This might involve creating suggested mini-itineraries to distribute for free time on weekends or linking Onward participants to a range of opportunities for young people in Israel, either before or after their Onward program.

D. DIFFERENT NATIONALITIES MAY HAVE DIFFERENT NEEDS

The POS provided a first glance at European participants in the Onward program. The data suggests that participants from different countries have different interests and motivations. It is important to note that the sample size in this case was too small to make any definitive conclusions. However, initial results point to the question: Should JAFI have the same goals and methods for all participants, regardless of nationality?

We recommend that JAFI and key stakeholders consider the need to design a more distinct bundle of experiences for participants from different countries.

E. SATISFACTION VS. IMPACT

On both the PSS and POS, the MAKOM curriculum generally received low marks, both in terms of satisfaction and perceived relative impact. Yet an initial measurement of outcomes after six months suggests that respondents were moved in the desired direction on a number of measures.

In particular, it is noteworthy that the most change overall was noted on Israel related outcomes, particularly on those items that were a key element of the formal curriculum. Thus we may be seeing a difference between impact and enjoyment; responses indicate that the most powerful learning was strongly aligned with the MAKOM curriculum.

We recommend that JAFI and key stakeholders keep in mind the difference between enjoyment and impact on key outcomes when making programmatic decisions.

F. QUESTIONS FOR FURTHER RESEARCH

In the upcoming weeks Rosov Consulting will be developing a pre-post instrument to be fielded in the Summer of 2013. The design of this study will provide an opportunity to elucidate more clearly the effect of an Onward Israel summer on participants. Among the possible hypotheses to be tested through the administration and analysis of a pre-post survey are:

1. Does Onward Israel have a significant effect on program participants in terms of outcomes associated with Israel, Jewish identity, Jewish peoplehood, and resumé-building/personal development?
2. Does motivational typology correlate with outcomes in what the Jewish Agency has identified as key areas of interest?
3. Is there a significant difference between outcomes for North American and European participants? If so, in what areas?
4. To what extent are outcomes on desired measures dependent on prior Jewish education and/or prior time spent in Israel?

Appendix A: Onward Israel Participant Outcomes Survey

This survey is expected to take approximately 15-20 minutes of your time. Completing the survey will enter you into a drawing for an iPad 2. You have been invited to take part in this survey because you participated in Onward Israel in the summer of 2012. 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. 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 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 Luba Yusim at lyusim@rosofconsulting.com or 510.848.2502, or +1.510.848.2502 from outside the US. Additional information about Rosov Consulting may be found online at www.rosofconsulting.com

Thank you again for your participation.

1. Please indicate the program in which you participated.

- Boston-Jerusalem (89)
- Boston-Haifa (90)
- Toronto-Bat Yam (91)
- Metro-West- Negev Fellowship (92)
- Pittsburgh-Cleveland (93)
- Russia-Israelab (94)
- France-I Israel (95)
- Germany-Israel Akademie (96)

2. In the summer of 2012, did you spend additional time in Israel, beyond the Onward Israel program? Check all that apply: No, the only time I spent in Israel was with Onward. (1)

- Yes, I spent time on my own in Israel either right before or right after Onward. (2)
- Yes, I went on Birthright either before or right after Onward. (3)
- Yes, I went on another Israel program either right before or right after Onward. (4)
- If you did go on another Israel program either right before or right after your Onward Israel experience, which program did you go on? (5) _____

The following questions will ask you to think about why you were interested in participating in Onward Israel.

3. Thinking back to the time that you applied, how important were each of the following in your decision to apply to Onward Israel?

- Boston-Jerusalem (89)
- Boston-Haifa (90)
- Toronto-Bat Yam (91)
- Metro-West- Negev Fellowship (92)
- Pittsburgh-Cleveland (93)
- Russia-Israelab (94)
- France-I Israel (95)
- Germany-Israel Akademie (96)

2. In the summer of 2012, did you spend additional time in Israel, beyond the Onward Israel program?
 Check all that apply: No, the only time I spent in Israel was with Onward. (1)

- Yes, I spent time on my own in Israel either right before or right after Onward. (2)
- Yes, I went on Birthright either before or right after Onward. (3)
- Yes, I went on another Israel program either right before or right after Onward. (4)
- If you did go on another Israel program either right before or right after your Onward Israel experience, which program did you go on? (5) _____

The following questions will ask you to think about why you were interested in participating in Onward Israel.

3. Thinking back to the time that you applied, how important were each of the following in your decision to apply to Onward Israel?

	Not At All (1)	A Little (2)	Somewhat (3)	Very (4)
I wanted to gain valuable work experience (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I wanted to meet a Jewish romantic partner (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I wanted to have fun and/or adventure (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I wanted to learn more about Israel (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I wanted to learn more about Judaism (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I couldn't wait to go back to Israel (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I wanted to make a difference in the world (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I wanted to	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

contribute to Israeli society (8)				
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4. Thinking back to the time that you applied, how important were each of the following in your decision to apply to Onward Israel?

	Not At All (1)	A Little (2)	Somewhat (3)	Very (4)
I wanted to explore my Jewish identity (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I wanted to give back to the Jewish people (2)	<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 (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I wanted to meet other Jews my own age (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I wanted the opportunity to live abroad (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I wanted to do something good for others (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I wanted to enhance my resume (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I wanted to express my love of Judaism (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5. Thinking back to the time that you applied, which TWO of the following were the most important in your decision to apply to Onward Israel?

Top Choice (1)	<input type="radio"/> I wanted to enhance my resume (1)	<input type="radio"/> I wanted to learn more about Israel (2)	<input type="radio"/> I wanted to contribute to Israeli society (3)	<input type="radio"/> I wanted to learn more about Judaism (4)	<input type="radio"/> I want to spend time with other Jews my age (5)	<input type="radio"/> I wanted to have fun and adventure (6)	<input type="radio"/> None of these apply to me (7)
Second Choice (2)	<input type="radio"/> I wanted to enhance my resume (1)	<input type="radio"/> I wanted to learn more about Israel (2)	<input type="radio"/> I wanted to contribute to Israeli society (3)	<input type="radio"/> I wanted to learn more about Judaism (4)	<input type="radio"/> I want to spend time with other Jews my age (5)	<input type="radio"/> I wanted to have fun and adventure (6)	<input type="radio"/> None of these apply to me (7)

The following questions will ask you to think about the impact your Onward Israel summer has had on your life over the last six months.

6. To what extent do you agree with the following statements?

	Not At All (1)	To a Small Extent (2)	To a Moderate Extent (3)	To a Great Extent (4)
As a result of my Onward Israel summer, I can better explain to others the current situation in Israel (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
As a result of my Onward Israel summer, I can better articulate to others my own relationship with Israel (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
As a result of my Onward Israel summer I can better articulate to others my own Jewish identity (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
As a result of my Onward Israel summer, I have acquired skills that help me work for change in areas and causes that are important to me (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

7. As a result of your Onward Israel summer, how much did you learn about...:

	Nothing (1)	A Little (2)	A Moderate Amount (3)	A Lot (4)
The geo-political situation in Israel (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Diversity in Israel (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Contemporary Israeli society (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Israeli popular culture (music, TV, etc.) (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Speaking and understanding Hebrew (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The importance of there being a Jewish state (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Jewish communities around the world (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The work my local Jewish community does abroad (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

8. Compare your feelings BEFORE your Onward Israel summer with your feelings NOW. To what extent do you agree or disagree with the following statements:

	Not at All (1)	To a Small Extent (2)	To a Moderate Extent (3)	To a Great Extent (4)
I am NOW more interested in learning about the political situation in Israel (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel NOW more connected to Israel and Israelis (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am NOW more interested in learning Hebrew (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel NOW more at home in Israel (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am NOW more interested in celebrating Shabbat with my family and friends (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel NOW a deeper connection to my Jewish heritage (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am NOW more interested in participating in Jewish communal life at home or at school (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

9. To what extent, if any, did your Onward Israel summer INCREASE your activity level in the following (since you have returned from Israel):

	Not at all (1)	To a Small Extent (2)	To a Moderate Extent (3)	To a Great Extent (4)
Following news about Israel (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Participating in conversations about Israel (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Seeking opportunities to learn about Israel (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Participation in an Israel organization or advocacy group (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Attending a rally or meeting in solidarity with Israel (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Seeking books, music, films, or other arts and culture related to Israel (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Donating to Israel-based organizations (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

10. Compare your feelings BEFORE your Onward Israel summer with your feelings NOW. To what extent do you agree or disagree with the following statements:

	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
I feel NOW more connected to Jews around the world (1)	<input type="radio"/>				
I care NOW more deeply about my local Jewish community (2)	<input type="radio"/>				
I care NOW more about the work my local Jewish community does abroad (3)	<input type="radio"/>				
I have NOW a greater appreciation for Jews from different backgrounds and places (4)	<input type="radio"/>				
I have NOW increased my self-confidence in professional settings (5)	<input type="radio"/>				
I have NOW a clearer sense of my academic or career goals (6)	<input type="radio"/>				
I have NOW a clearer sense of where my life is headed (7)	<input type="radio"/>				

11. To what extent do you agree with the following statements:

	Not at all (1)	To a Small Extent (2)	To a Moderate Extent (3)	To a Great Extent (4)
As a result of my Onward Israel summer, I have gained skills that will enhance my resume (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
As a result of my Onward Israel summer, I have gained skills that will be useful in a professional setting in my future (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
As a result of my Onward Israel summer, I have more professional contacts in my area of professional interest (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

12. To what extent, if any, did your Onward Israel summer INCREASE your activity level in the following (since you have returned from Israel):

	Not at all (1)	To a Small Extent (2)	To a Moderate Extent (3)	To a Great Extent (4)
Performing Jewish rituals with family and friends (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Donating to a Jewish organization in your home community (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Involvement with a Jewish organization (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Seeking books, music, films or other arts and culture related to Judaism (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Participating in conversations about Judaism (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visiting a Jewish community outside of Israel or North America (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Engaging in conversations with Jews from other countries (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

13. As a result of your Onward Israel summer, how much did you learn about...:

	Not at all (1)	To a Small Extent (2)	To a Moderate Extent (3)	To a Great Extent (4)
Your Jewish heritage (traditions, customs, texts and rituals) (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The needs in your local Jewish community (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Opportunities for addressing the needs in your local Jewish community (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The day-to-day activities related to your area of professional interest (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
What it takes to succeed in your area of professional/academic interest (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

14. To what extent, if any, did your Onward Israel summer INCREASE your activity level in the following (since you have returned from your program):

	Not at all (1)	To a Small Extent (2)	To a Moderate Extent (3)	To a Great Extent (4)
Taking courses related to your intended field (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Networking, that is reaching out to people, in your intended field (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Looking for professional or volunteer opportunities in your intended field (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

15. To what extent did your Onward Israel summer INCREASE:

	Not at all (1)	To a Small Extent (2)	To a Moderate Extent (3)	To a Great Extent (4)
Your conversations about social justice (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Your commitment to social justice (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Your ability to articulate the connection between social justice and Jewish values. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Your ability to articulate how my Jewish values drive my commitment to social justice (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Your understanding of the social and/or economic challenges in Israel (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Your involvement in volunteer work in your home/school community (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

The following questions will ask about the relationships you made during your Onward Israel summer.

16. Since your return from your Onward Israel summer, how often have you been in contact with...:

	Never (1)	A Couple Times (2)	Often (3)	Very Often (4)
Fellow participants from your trip (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Program staff from your trip (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Israeli peers you met as part of the Onward program (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Israeli peers you met socially in your free time (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Professional Israeli contacts that you met in your internship or volunteer position (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

17. Since your return from your Onward Israel summer, how often have you been in contact with...:

	Did not Communicate (1)	Face-to-Face (2)	Telephone Conversation (3)	Skype (4)	Email (5)	Text (6)	Facebook or Other Social Media Site (7)
Fellow participants from your trip (1)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Program staff from your trip (2)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Israeli peers you met as part of the Onward program (3)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Israeli peers you met socially in your free time (4)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Professional Israeli contacts that you met in your internship or volunteer position (5)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

18. Since your return from your Onward Israel summer, how often have you met face-to-face (e.g. not over the computer or phone) with a fellow participant from your program:

- Never (1)
- A Couple Times (2)
- Often (3)
- Very Often (4)

19. Think about the free time you had on Onward Israel (times when you were NOT working at your internship, participating in educational programs, or touring with your whole Onward group). How often did you spend your free time with the following people:

	Never (1)	A Couple Times (2)	Often (3)	Very Often (4)
By yourself (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
With friends from home or friends you knew before Onward Israel (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
With family (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
With peers from your Onward Israel group (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
With Onward Israel staff (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
With Israelis you met on your internship (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
With Israelis you met outside of Onward or your internship (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

20. Thinking back to your Onward Israel summer, which elements do you think will have a lasting impact in your life? Please rate the following program elements based on how important they were to you:

	Not at All (1)	To a Small Extent (2)	To a Moderate Extent (3)	To a Great Extent (4)
Your internship/service/fellowship (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Onward Israel days and other educational programming that your whole group did together (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sightseeing and other touring that your whole group did together (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Time you spent on your own, without people from Onward (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Time you spent with your Onward peers, outside of your internship and formal programming (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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

Top Choice (1)	Your internship / service-learning assignment/ fellowship (1)	Onward Israel days and other educational programming that your whole group did together (2)	Sightseeing and other touring that your whole group did together (3)	Time you spent on your own, without people from Onward (4)	Time you spent with your Onward peers, outside of your internship and formal programming (5)	None of these apply to you (6)
Second Choice (2)	Your internship / service-learning assignment/ fellowship (1)	Onward Israel days and other educational programming that your whole group did together (2)	Sightseeing and other touring that your whole group did together (3)	Time you spent on your own, without people from Onward (4)	Time you spent with your Onward peers, outside of your internship and formal programming (5)	None of these apply to you (6)

The following questions relate to the period after your return from Onward Israel last summer.

22. Since your return from Israel have you ATTENDED the following kinds of events:

	No (1)	Yes (2)
Jewish social event (1)	<input type="radio"/>	<input type="radio"/>
Jewish learning program (2)	<input type="radio"/>	<input type="radio"/>
Israel advocacy event (3)	<input type="radio"/>	<input type="radio"/>
Jewish professional networking event (4)	<input type="radio"/>	<input type="radio"/>
Jewish religious activity (5)	<input type="radio"/>	<input type="radio"/>
Jewish social justice/volunteering activity (6)	<input type="radio"/>	<input type="radio"/>
Jewish cultural event (film, theater, dance etc.) (7)	<input type="radio"/>	<input type="radio"/>

23. If you answered NO to ALL of the items in the above question, please tell us why:

24. If you are a student, since returning from your program, have you registered for a course in:

	No (1)	Yes (2)	Not Applicable (3)
Israel or Middle Eastern Studies (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hebrew Language (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Jewish Studies (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

25. Since returning from Onward Israel do you have plans to visit Israel again?

- No (1)
- Yes, you plan to visit within the next year (2)
- Yes, you plan to visit in more than a year from now (3)
- Yes, you already returned to Israel or extended your trip after Onward Israel (4)

26. If you do return to Israel, what do you plan on doing? (Check all that apply)

- You do not plan to return to Israel (1)
- Visit family and /or friends (2)
- Visit Israelis you meet during your Onward summer (3)
- Go on an organized travel/touring program (4)
- Study at an Israeli university (5)
- Attend a yeshiva, seminary, or religious study program (6)
- Volunteer or intern with the organization you worked with on Onward Israel (7)
- Volunteer or intern with a different organization than the one you worked with on Onward Israel (8)
- Work for pay at the company / organization you interned with on Onward Israel (9)
- Work for pay for a company/organization other than the one you interned with on Onward Israel (10)
- Live there for an extended period of time (11)
- Serve in the Israeli Defense Forces (IDF) (12)
- Other (13) _____

27. Reflecting on your life today, how (if at all) did your Onward Israel summer have a lasting impact on you?

The following questions ask about your personal background.

28. Growing up, did you attend, work, or participate in:

	No (1)	Yes (2)
An overnight camp that had Shabbat services and/or Jewish education program (1)	<input type="radio"/>	<input type="radio"/>
A Jewish Day School (2)	<input type="radio"/>	<input type="radio"/>
A supplementary Jewish school, like Hebrew or Sunday school (3)	<input type="radio"/>	<input type="radio"/>
A Jewish Youth group (4)	<input type="radio"/>	<input type="radio"/>
A Jewish service learning program (5)	<input type="radio"/>	<input type="radio"/>

29. How would you describe your involvement in the following activities BEFORE your participation in your Onward Israel program:

	High (1)	Moderate (2)	Low (3)
Campus-based Jewish communal activities (Hillel, Chabad, etc) (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
College-level, academic Jewish Studies or Israel Studies (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Israel organizations (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Social justice organizations (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

30. How many times had you been to Israel before your Onward Israel Experience?

- None, I'd never been there before (1)
- Once (2)
- Two or three times (3)
- Four or more times (4)

31. Prior to the program, how much TOTAL time had you spent in Israel?

- None, I'd never been there before (1)
- Less than a month (2)
- 1 to 3 months (3)
- More than 3 months, less than a year (4)
- More than a year (5)

32. Tell us about your travel to Israel before Onward (check all that apply):

- I'd never been to Israel before (1)
- I went on a family trip/s (2)
- I participated in a high school trip or teen travel program (3)
- I lived in Israel on my own, not in the context of a specific program (4)
- I went on Taglit/Birthright Israel (5)
- I studied in a yeshiva or other Jewish studies program (6)
- I did a study abroad program (7)
- Other (8)

33. Are either of your parents Israeli?

- Yes (1)
- No (2)

34. Please state your date of birth: (MM/DD/YYYY)

35. Gender:

- Male (1)
- Female (2)

36. Denomination Affiliation: which of the following best describes your Jewish denominational identity:

- Not applicable, I'm not Jewish (1)
- Conservative (2)
- Orthodox (3)
- Reform (4)
- Reconstructionist (5)
- Renewal (6)
- Just Jewish (7)
- Something Else (8)

37. What is your primary nationality?

- American (United States) (1)
- Canadian (2)
- Israeli (3)
- French (4)
- Russian/FSU (5)
- German (6)
- Other (7)

Appendix B: Demographic Portrait of European Program Participants

This section provides an introduction to the European POS respondents as a group, distinct from North American respondents, in regards to motivations and Jewish background.

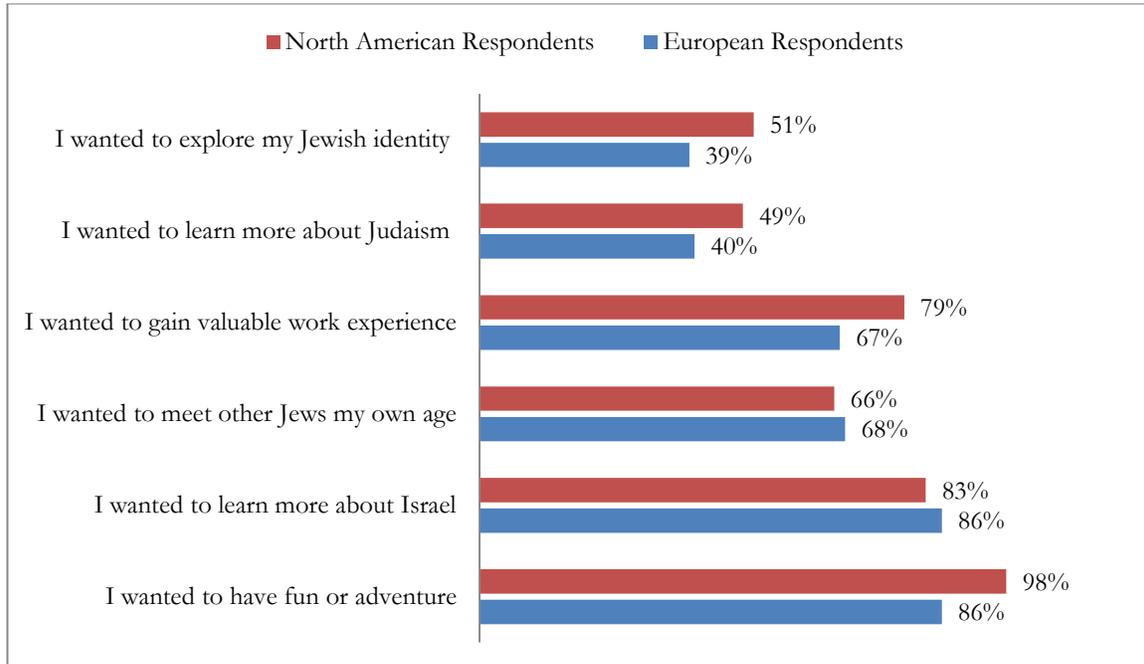
There were a total of thirty-seven POS respondents who participated in either Russia: Israelab (14), France: I Israel (14), or Germany: Israel Akademie (9). 78% of European program participants identified female, 22% identified as male.

Table 1: Comparing North American and European Respondents: Breakdown by Gender

Gender	North American Respondents	European Respondents
Female	59%	78%
Male	41%	22%

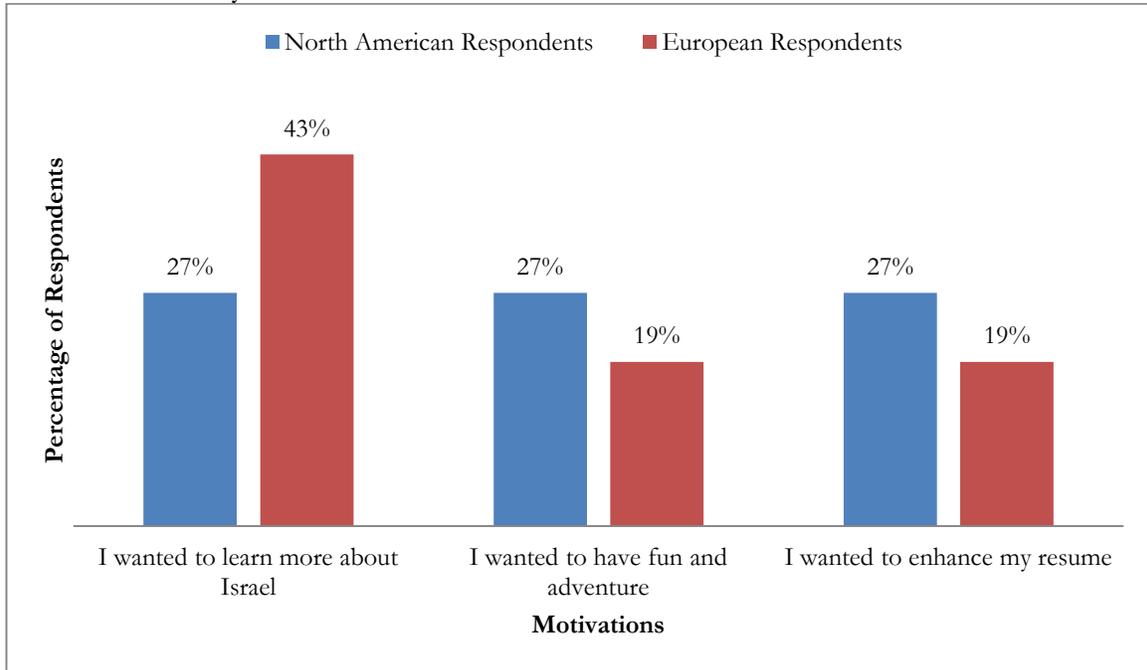
European program participants indicated that they were strongly motivated to attend Onward Israel because they “wanted to learn more about Israel” (86% chose the two highest options) and “wanted to have fun and adventure” (86% chose the two highest options). Career enhancing and social motivations were somewhat less pronounced: 67% reported they wanted to gain valuable work experience “somewhat” or very much; 68% indicated they wanted to meet other Jews their own age “somewhat” or “very much”. Motivations to learn about Judaism and explore Jewish identity were the markedly lower; less than half of the European program participants chose the highest options for these items. Figure 1 below compares European respondents to their North American counterparts on a few key motivations.

Figure 1: Percentage European and North American Respondents Indicating “somewhat” or “very” on Key Motivations



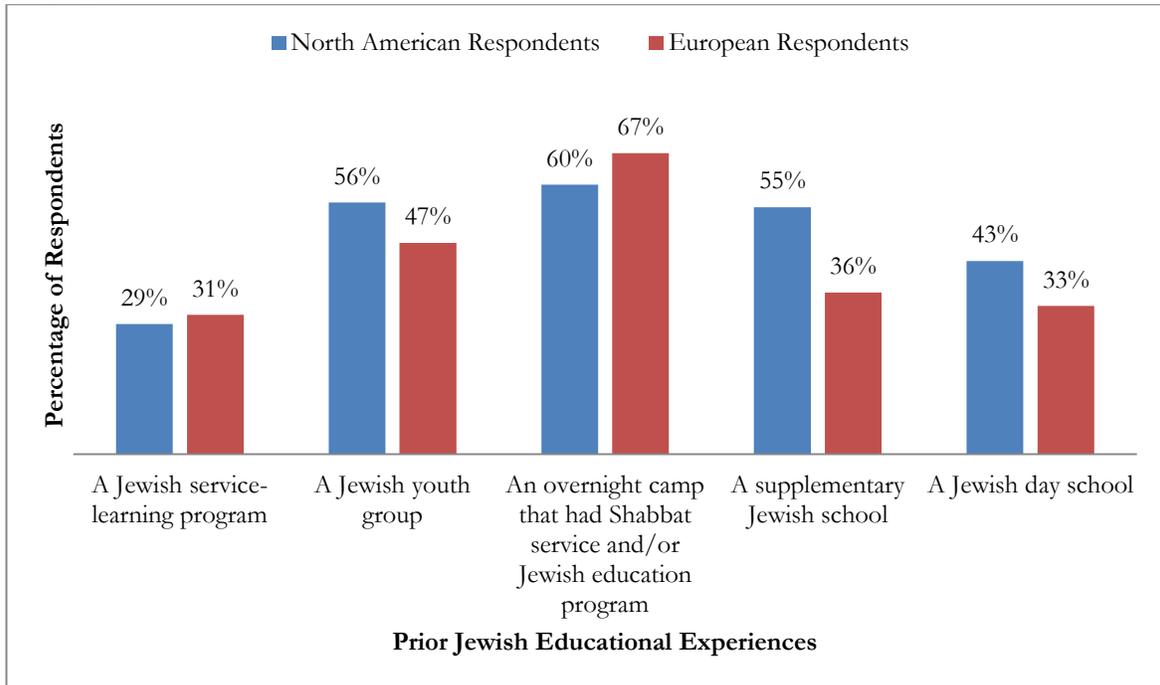
When asked in a forced-choice item to select their primary motivation for attending Onward Israel, close to half of European respondents selected “I wanted to learn more about Israel” (43%).

Figure 2: Top Choice Motivations: Comparing North American and European Respondents: Percentage Reporting "Somewhat" and "Very Much"



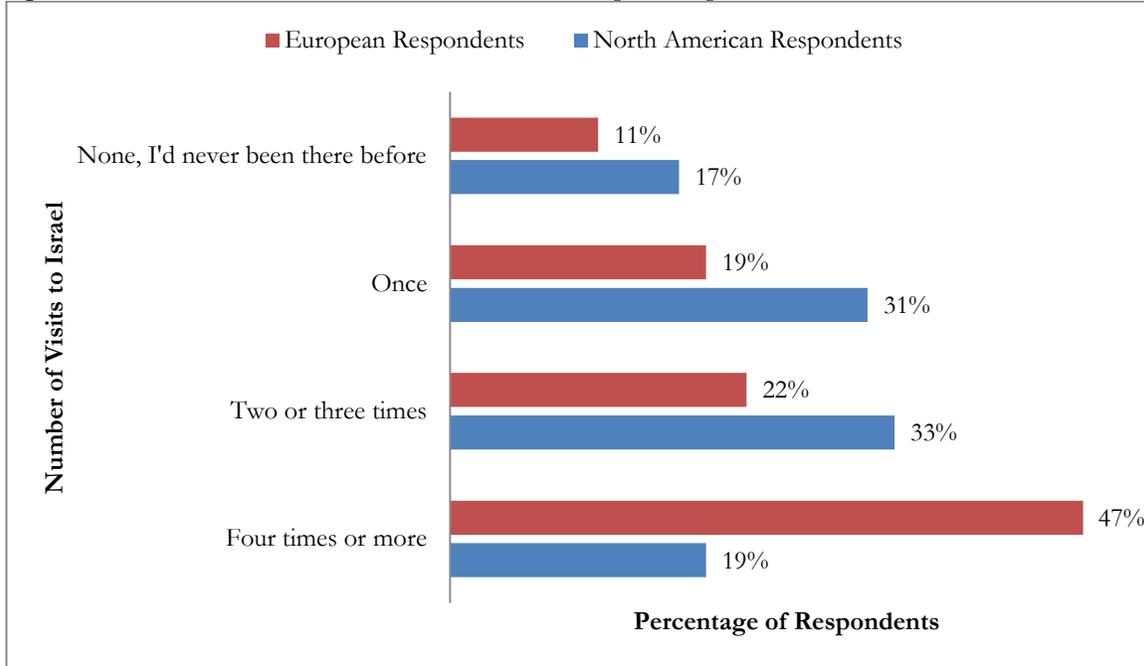
Among European program respondents the most commonly cited prior Jewish educational activities were summer camp (67% indicating they participated) and youth group (56% indicating they participated).

Figure 3: Prior Jewish Educational Activities. European and North American Respondents: Percentage Indicating Attendance



Almost all European program respondents had visited Israel at least once before their Onward Israel summer. Almost half (47%) reported having visited Israel four or more times. Almost half (45%) indicated that they had spent more than three months in Israel prior to attending the Onward Israel program.

Figure 4: Previous Visits to Israel: North American and European Respondents



The greatest proportion of European respondents indicated their denominational affiliation was “Just Jewish” (39%) as compared to other options.

Table 2: European Respondents: Jewish Denominational Affiliation

Denominational Affiliation	Percentage
NA, I'm not Jewish	6%
Conservative	19%
Orthodox	14%
Reform	14%
Reconstructionist	0%
Just Jewish	39%
Something Else	8%