

Changes that Stick: Revisiting the Impact of Onward Israel 2013

Jewish Agency for Israel

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EXECUTIVE SUMMARY

BACKGROUND

Launched in 2012, Onward Israel is an innovative partnership between The Jewish Agency for Israel, private philanthropy, and local Jewish organizations and communities (“program partners”) in North America, Europe and the Southern Hemisphere. Onward Israel is intended to be a second Israel experience for young Jewish adults who may have only scratched the surface of the “real Israel.”

This report constitutes a further milestone in the evaluation of Onward Israel: it presents data gathered from participants ten months after their return from the Onward Israel experience. The data collected provide greater clarity both about what program impacts “stick” over time, and which impacts take longer to manifest.

Specifically, this report presents data that address the following framing questions:

1. What sticks?

- i. Of the areas of impact identified immediately after the conclusion of the program, which were strengthened? Which were weakened? Which stayed the same?
- ii. Did any areas of impact emerge ten months later that were not immediately evident in the weeks after the program?

2. What types of behavioral change are apparent ten months later?

- i. Have Onward Israel alumni become more active in their communities?
- ii. Are alumni involved in activities now that they weren't involved in before?

3. Is there an emerging Onward Israel network?

- i. What types of follow-up (both formal and informal) do alumni experience? Who is involved in spearheading this follow-up?
- ii. Whom do alumni maintain connections with after returning from Onward Israel?

EVALUATION ACTIVITY

All Onward Israel participants in the 2013/14 program cohort were asked to complete surveys between two to four weeks before their programs began, two to four weeks after the conclusion of the program, and again ten months after returning. **The overall response rate was 71% for the pre-program survey, 53% for the post-program survey, 57% for the ten month survey, and 43% for those who took both the pre and ten month surveys (and may or may not have taken the post survey).** These response rates are respectable, in light of typical attrition rates for longitudinal studies, and the fact that survey responses were not required of participants.

KEY TAKEAWAYS

Our previous analysis of the global data for the Onward Israel 2013/2014 cohort—immediately before and after the program—confirmed a story that started to take form in earlier analyses of the program.

- ✓ We found that the program draws participants who, whatever their community of origin, generally express positive attitudes to Israel and to being Jewish even before they start the program, but at the same time express uncertainty about how much they understand about Israel and about Jewish life.
- ✓ There is a great deal of similarity among participants in their attitudes to Israel and Jewish life, and even more similarity among them in their motivations for participating in Onward Israel programs. It seems that across the world, the Onward Israel program model appeals to individuals who more or less share the same set of attitudes.
- ✓ Like those who participated in the previous year’s program, participants in the 2013/14 cohort reported high levels of satisfaction with their experience. Cohort II participants were very likely to encourage their friends to participate in an Onward Israel program.
- ✓ **IN WHAT WAYS DID PARTICIPANTS CHANGE THE MOST:** Participants experienced day-to-day life in Israel with all of its complexities and challenges, and they interacted with Israelis. These experiences enabled them to come away with a much better appreciation and understanding of Israel and what it means to be Jewish; some of the biggest gains identified in the pre/post analysis highlighted the participants’ confidence in explaining the current situation in Israel and in their appreciation of Jewish diversity. At the time they began Onward Israel, the participants were less confident about what they know about Israel and about Jewish life. By the time they completed the program, their positive attitudes remained stable while their confidence about what they knew about Israel and Jewish life significantly increased. Knowing more about Israel, they were not put off by the complexities and challenges they now better understood. They returned home with a less romanticized and more sophisticated understanding of both Israel and Jewish life and were no less committed to these things.
- ✓ **IN WHAT WAYS DID PARTICIPANTS CHANGE THE LEAST:** Choosing to spend eight weeks in Israel rather than in some other part of the world (at the Bank of Israel in Jerusalem rather than the World Bank in Washington), the participants already indicated before the start of the program where their center of gravity was located. It came as no surprise that their positive attitudes did not significantly increase over this eight-week period. In effect, they reached an attitudinal ceiling in choosing to enroll. All gains thereafter were incremental. The limited positive attitudinal change in participants’ responses suggested that by the time they enrolled in the program and certainly by the time they responded to a survey about their attitudes a few weeks before the program started, their positive attitudes were already “factored-in.”

WHAT STICKS?

Ten months later, participants still feel as knowledgeable about Israel and as confident in explaining Israel to others, as they did when they had just completed the program. Similarly, knowledge gains related to Jewish topics remained at their higher post-Onward levels: alumni still feel knowledgeable about Judaism and their Jewish heritage, different ways of being Jewish, and Jewish communities around the world.

Some components of alumni's Jewish identity changed in ways that took longer to unfold. For example, in terms of Israel, those who participated in Onward Israel seem further to develop positive attitudes in the months after returning, maybe "compensating" for the geographic distance that they feel from the country. At the same time, other components of Jewish identity, including measures of the participants' attitudes towards their Jewish heritage and their connection to Jewish people around the world, remain on the whole unchanged. These divergent patterns are potentially a result of Onward Israel programming: given that the program does not have a strong focus on teaching Judaism or highlighting Jewish heritage, it is perhaps unsurprising that participants evidence little attitudinal change in this respect either immediately after the program or ten months later. At the same time, the program focuses heavily on cultivating participants' connection to Israel. As a result, despite taking ten months to manifest, participants still develop more positive attitudes than before.

This analysis reveals an important issue for Onward Israel staff and program partners to consider: Program organizers should not assume or expect that Onward Israel's impact will be immediately evident. And, if participants may initially seem unaffected by the program in some respects, this may not remain the case for long. The experience of living for seven weeks in Israel as a "local" is related to many foreseen changes for participants. However, some areas of change may take longer to unfold. If participants do not seem changed in certain areas immediately after they return from Onward Israel, this does not mean that those areas will remain unchanged. Indeed, it's entirely possible that Onward Israel "plants a seed" that takes many months to grow.

WHAT BEHAVIORS CHANGE?

There are a number of positive trends to watch closely: Onward Israel alumni continue to want to visit Israel. Ten months after the program's end, almost half had already made concrete plans to return. Onward alumni on college campuses also seem, over the ten months after completing the program, to have made more friends who identify as Jewish, and to have taken more college classes dealing with Israel and Middle East Studies. Finally, there is a noticeable increase in the number of participants who follow news about Jews and Jewish communities around the world. Those who followed news about Israel before Onward continue to do so ten months after returning—perhaps demonstrating that Israel remains an important part of their lives.

There are a substantial number of individuals who were not as engaged before Onward, but seem to become more engaged—both personally and communally—in the months after returning. At

the same time, there are also many alumni who were highly engaged in communal activities before Onward Israel and who are less engaged ten months later. This latter trend is consistent with well-known and researched trends of Jewish life for young adults on college campuses. The “default” pattern is, more often than not, for levels of engagement to decline.

It seems that it is harder to initiate and to sustain behavioral change than changed attitudes and increased knowledge. It is challenging for any program, even those that are well planned and executed, to stimulate changes in the ways that people act. It is therefore noteworthy that ten months after the program’s completion, the behaviors of a substantial number of Onward Israel alumni are changed in positive ways, even while, not surprisingly, the behaviors of many alumni are unchanged.

AN EMERGING ONWARD ISRAEL NETWORK

When participants return home, both they and their program partners are faced with a challenge: How can the impact of Onward Israel carry over into life at home? The data show that alumni keep in touch with one another often, and are even in contact with their employers from Israel. Moreover, alumni have recommended the program to many of their friends. Both of these findings indicate that even after the conclusion of the program, participants continue to feel connected to an Onward Israel network.

This finding leads to an important question: Should Onward Israel offer “direct” programming to alumni, investing time and resources into planning alumni events? Or, alternatively, should the approach mainly entail motivating others to be active in a wide variety of frameworks, even if not officially in the name of Onward Israel?

Within the current framework, participants seem to be involved in a variety of activities, sometimes sponsored by Onward Israel though most often not (we learned this from focus groups as well as open-ended responses to the ten month follow-up survey). Alumni report that they have received emails from program partners (most communications seem to take place through email). Still, it seems that while they have heard from program partners in the months following Onward Israel, there is little awareness of or participation in specific Onward Israel programming. Our data indicate that there is more work to be done in this area.

Paradoxically, the lack of official follow-up does not seem to diminish the impact noted in the sections above. A strong network of Onward Israel alumni continues to develop despite the lack of “post-programming” implemented by Onward Israel or by program partners.

QUESTIONS FOR CONSIDERATION

We offer the following questions as a framework for making meaning of the data presented:

WHAT DOES “SUCCESS” LOOK LIKE?

Evaluating the success of Onward Israel programming ten months later requires, first, a definition of what it may mean to be successful. In what kinds of activities are alumni involved? How do they interact with their Jewish communities? Does a participant need to be changed positively in order for the program to be successful? Or can “no change” still be meaningful when broader communal research indicates that most members of this demographic group become less engaged in Jewish life during their college and post-college years?

HOW CAN POST PROGRAMMING BE MOST EFFECTIVE?

It’s clear that more work can be done in the realm of post programming. What form should it take? How can participants be engaged upon their return? It is possible that an “informal” tactic, where program partners stimulate engagement through connecting alumni with one another, not necessarily through “official programming,” can be successful. Most importantly, what do participants want? It is worth investigating further what participants think may produce and result from more intensive engagement.

HOW CAN IMPACT BE CAPTURED AND MULTIPLIED?

The immediate gains in knowledge and confidence in speaking about Israel and Jewish topics are noteworthy. Also quite promising is the delayed attitudinal change observed in Israel-related areas. What can be done to enhance and sustain this impact? How can Onward Israel ensure that changes are long-lasting, and are deepened as the years go by? Perhaps a good starting point may be to even more actively encourage alumni to participate in long-term, Masa-type programs in Israel.

HOW CAN WE ACCOUNT FOR THESE FINDINGS?

While we have noticed positive changes, our study cannot show definitively that Onward Israel *caused* these changes to happen. We can say definitively, though, that Onward Israel is *related* to the findings presented in this report. It has now become especially important to ask: What aspects of the Onward Israel experience enhance the impact of the program and its “stickiness”? Additionally, what other factors, beyond the Onward Israel experience, may be related to these positive changes? Perhaps different program models may more strongly correlate with positive changes. As Onward Israel expands in the years to come, it is worth contemplating the broad range of factors that may result in participants being positively affected.

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INTRODUCTION

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The program aims to provide value to the participants, through resume-building experiences in sectors 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 who might seek opportunities to enhance their engagement in local Jewish communal life once back home.

All Onward Israel trips have a “common core,” including (to varying degrees) pre-trip activities at the local community level as well as educational components and *Shabbatonim* during their time in Israel. Beyond the common core, each programmatic partner customizes the program in terms of location, duration, and types of work placements, study, and service. In addition, program partners commit to providing post-programming for participants upon their return.

In the summer of 2012, a total of 216 participants from Europe and North America and 49 participants from Latin America took part in the inaugural cohort. Onward Israel’s second cohort year (during 2013/14) saw the addition of participants from the Southern Hemisphere, totaling 534 participants (408 in the summer and 126 in the winter). The third and largest yet cohort included nearly 900 participants across summer 2014 and early winter 2015.

Since the program’s inception, program funders and partners have been quite deliberate about evaluation, learning and reporting. Over the past three years these stakeholders have worked closely with a team at Rosov Consulting to develop measures to assess program outcomes and impacts. To date, this work has focused on the following central questions:

- i. Who are Onward Israel participants?
- ii. In what ways have participants been changed by the Onward Israel experience?
- iii. How do variables such as motivation for participation, prior Jewish education, and previous time in Israel relate to the changes identified?
- iv. What is participants’ overall level of satisfaction with the Onward Israel experience?

This report constitutes a further milestone in the evaluation of Onward Israel: it presents data gathered from participants ten months after their return from the Onward Israel experience. The data collected provide greater clarity both about what post-program impacts “stick” over time, and what impacts take longer to manifest.

Specifically, this report presents data that address the following framing questions:

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EVALUATION ACTIVITY

All Onward Israel participants in the 2013/14 program cohort were asked to complete surveys between two to four weeks before their programs began, two to four weeks after the conclusion of the program, and ten months after returning. This type of pre- (t1)/post- (t2)/delayed-post (t3) methodology constitutes a rigorous approach to program evaluation. It does not rely on the participants' subjective sense of how they have changed. It measures instead what indeed has changed in the ways that participants respond to exactly the same questions asked before, immediately after, and ten months after an intervention.

The target population for this study included the 267 North Americans and 141 Europeans who participated in the summer of 2013 (408 total).

For all three surveys fielded, the evaluation team made repeated attempts via email to contact those participants who were not initially responsive to a request to complete the survey. The overall final response rate was 71% for the pre-program survey, 53% for the post-program survey, and 43% for those who took both the pre-program and post-program survey. Table 1 shows the response rate for the ten month follow-up survey, as well as for those who took both the pre and ten month surveys, and may or may not have taken the post survey (the latter response rate is very important for determining which program areas were most impactful, as will be seen below).

The survey was administered online through Qualtrics. Invitations to participate were sent via email, with reminder emails sent by Jewish Agency professionals and program partners. As an incentive for participation, an opportunity drawing ("raffle") for various gifts was offered. Survey participation was not a requirement of the program, though participation was strongly

encouraged. The response rates below are respectable, in light of typical attrition rates for longitudinal studies.

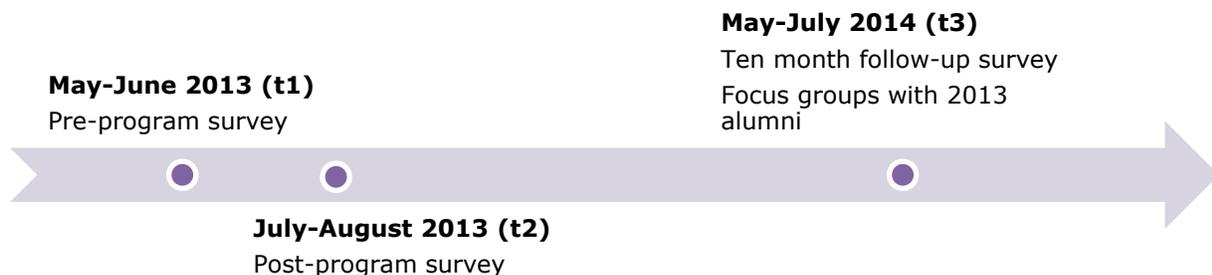
Table 1: Response Rate by Region

Cohort	Percentage of Respondents	
	Response Rate: 10 month follow-up	Response Rate: Pre and 10 month
North American	64%	50%
European	42%	28%
All	57%	43% (n=170)

Respondents to the ten month follow-up survey were asked if they were willing to participate in a focus group. In total, 137 respondents, representing about 50% of the overall respondents to the survey, indicated a readiness to do so. In the end, only 11 Onward Israel alumni participated in a total of three scheduled focus groups. Fortunately, those who did participate in the focus groups constituted a diverse group, reflective of the range of Onward Israel programs and program participants. Their voices were instructive as they serve to provide nuance and depth to the survey findings.

Figure 1 shows the timeline of evaluation activities from May 2013-June 2014:

Figure 1: Survey Administration Timeline



PARTICIPANT DEMOGRAPHICS AND MOTIVATIONS

Cohort II participants came to Onward Israel from locations all across the world. The data reveal interesting variations, both expected and unexpected, between different global communities. More than of academic interest, these findings can inform the efforts of Onward Israel program partners as they cater to participants with different Jewish associations and prior experiences.

GENDER

Overall 55% of those who participated in Onward Israel in the 2013/14 cohort were female and 45% were male. When we compare the various regions, however, there was a sizable variation. Among the North American groups especially, and among those from Western Europe too, there was a much larger proportion of women (61% and 55%, respectively).

STUDENT AND WORK STATUS

Most Onward Israel Cohort II participants were students; however, Latin American and Eastern European groups included a smaller percentage of students and a larger percentage of those working full- or near full-time. The North American groups included a much higher proportion of students who were earlier in their college careers (more than 60%) than did the other regions.

RELIGIOUS DENOMINATION

Overall, the largest proportion of participants identified themselves as “Just Jewish” (34%) followed by those who classified themselves Conservative (27%). These findings confirm that organizers of Onward Israel were more successful in 2013/2014 at recruiting from beyond the Orthodox community than in the program’s first year. In 2012, 28% of the North American participants identified as Orthodox; in 2013/14, just 8% did.

PRIOR JEWISH EXPERIENCES

A majority of the respondents reported some type of previous experience with a Jewish youth group, a supplementary school, or an overnight camp. For most participants, Onward Israel was not their first experience of a Jewish communal or educational program. However, across the globe, participants’ prior experiences varied greatly. North Americans and Eastern Europeans were much less likely to have attended Jewish day schools, while those in Latin America and in Australia/South Africa most likely attended and for a longer period of time.

TIME SPENT IN ISRAEL

The great majority of the participants (85%) had previously been to Israel for some type of trip. The most common types of frameworks within which participants had previously visited Israel were through Taglit-Birthright Israel (49%), family trips (48%), and through a teen travel program (20%). A small proportion had participated in a Masa program (5%). Some of these participants had more than one type of experience.

MOTIVATIONS

There are three types of Onward Israel participants vis a vis their motivations for attending—what we have previously called the “cool,” the “curious” and the “keen.”¹

COOL

28% of sample

This group was motivated primarily by an opportunity to go abroad, gaining valuable work experience, and learning more about Israel. They were less motivated to learn about Jewish matters and in giving back to the community. Overall, these participants were “cool” in the sense that they were not highly motivated in Jewish and Israel terms, but primarily motivated to participate by the professional experience.

CURIOUS

42% of sample

This group was motivated primarily by gaining valuable work experience, wanting to go abroad, wanting to have fun, exploring their Jewish identity, and learning about Israel. They were less motivated to give back to the Jewish community and to learn about Jewish matters. Overall, these participants were “curious” in the sense that they were highly motivated in some areas, but not in others.

KEEN

30% of sample

This group was motivated in all areas: enhancing their resume, wanting to go abroad, wanting to have fun, gaining valuable work experience, learning about Israel, and learning about Jewish matters. Overall, these participants were “keen” in the sense that they were eager to encounter all aspects of the Onward Israel experience.

Taken together, the motivations conveyed by participants point to the central value proposition of Onward Israel: providing an opportunity to gain valuable work experience while learning more about Israel. Whatever participants’ other motivations, this mix of considerations was what above all attracted people to the program, albeit to different degrees. Importantly, of all background characteristics, motivation was most strongly correlated with key post-program outcomes.

- i. **Those who came into the program with both broad and deep motivations indicated less change in their attitudes by the time they returned home.** This is probably because their generally positive motivations were consistent with strongly positive attitudes to Israel and Jewish matters when they started the program.
- ii. **Those who enrolled in the program with relatively modest motivations with regard to the Jewish and Israel components of the program were more powerfully changed by the experience.** Because their responses were generally less positive in response to the pre-program survey, they had more room in more areas to change as a result of participating in the program.

¹ For more on motivations, see the “heat map” in Appendix A.

WHAT STICKS?

We now turn to the central question under consideration: What changes stick over time? In other words, of the areas of impact evident immediately after Onward Israel, which remain at the same level? Which decline? Do any new areas of impact surface?

As with all previous surveys, the ten month follow-up survey included Jewish identity items relating to Israel, the Jewish People, and Jewish heritage. In each area, we measured participants' attitudes and knowledge. In the following sections, we explore what changed in each domain.²

JEWISH IDENTITY: ISRAEL OUTCOMES

“*[Onward Israel] gave me a concrete thing to grasp in my love for Israel, as well as helping me to advance my career goals with something to set me apart on my resume.*”

As noted in previous reports, significant gains in Israel-related knowledge were evident almost immediately after participation in the program. As may be expected, these gains remained constant—that is, they were still observed when comparing the results ten months later.

At the same time, for most of the Israel-related attitudes and skills, change was not evident immediately after the program's conclusion, but instead over a longer period of time.

Table 2 displays areas of impact observed. Items shaded in **the first column, labeled “After 2 weeks,” are short-term changes.** They compare the results from the pre-survey (t1) with the post-survey (t2), and were noted in September 2014 report; these are the areas that were immediately impacted in the summer of 2013. Items shaded in **the second column, labeled “After 10 months” are longer-term changes,** where results from the pre-survey are compared with those from the ten month follow-up survey (t3).

² In order to do this, we conducted a statistical analysis called a t-test to calculate “significance.” This test identifies where changes occurred for the group as a whole that cannot simply have been a matter of chance. There is no “rule” about how many participants must change in order for a result to be significant; a number of factors including sample size, how large the change was and for how many people are part of the calculation. Sometimes, a small amount of change across a great many participants may result in statistical significance. Other times, a large amount of change with a smaller number of participants may be the reason for statistical significance. That said, the results of our statistical tests of significance do *not* indicate that Onward Israel necessarily *caused* these changes to happen. Rather, significant changes are *related* to participation in Onward Israel.

Table 2: Short-Term and Long-Term Impact for Israel-Related Outcomes

Knowledge	After 2 Weeks	After 10 Months
Confidence in explaining the current situation in Israel		
Diversity in Israel		
Day to day life in Israel		
Attitudes and Skills	After 2 Weeks	After 10 Months
Articulate to others what Israel means to self		
Feel at home in Israel		
Sense of responsibility to Israel and Israelis		
Strong connection to Israel and Israelis		
Proud of Israel		
Interested in learning Hebrew		
Caring about Israel is important part of being Jewish		

 = **Statistically significant increase, $p < .05$**
 = **Statistically significant decrease, $p < .05$**
 = **No increase or decrease**

This analysis indicates that most positive changes in attitudes and skills were evident eventually but not immediately, while gains in knowledge were evident in the immediate aftermath of the program, and remained stable over time. Overall, participants returned home feeling more confident in explaining the current situation in Israel.

There may be several possible explanations for why knowledge is impacted immediately and attitudes more gradually. We offer below a number of explanations, though further exploration is warranted in order to understand the ways in which these changes come about:

1. It is possible that in feeling more distant from Israel geographically, participants developed stronger attitudes and feelings about how important Israel was to them; a form of nostalgia for their experience.
2. Participants’ engagement in Israel-related activities in their home communities or college campuses may also have played a part in the positive attitudinal shift.
3. The positive changes may not be the result of any particular intervention or activity, but rather a process of cognitive and emotional stabilization that young adults undergo following their participation in a “peak experience.”

These explanations are speculative until we follow Onward Israel alumni over longer periods after their return home from the program, something we intend to do during future cycles of research.

JEWISH IDENTITY: HERITAGE AND PEOPLEHOOD OUTCOMES



"I feel I have a broader perspective of what it means to be a Jew. I met a lot of great people that definitely affected the way I view the world."

A very different story emerges when examining Jewish heritage and peoplehood outcomes. Unlike Israel-related outcomes, participants' attitudes towards Judaism were not significantly impacted, neither immediately after their return nor ten months later. As we have written previously, the lack of significant change in this respect is likely related to the fact that many participants already entered the program with highly positive attitudes.

If participants express positive attitudes towards Jewish matters before beginning the program, why are only Israel-related outcomes significantly changed in the long run, while Jewish heritage and peoplehood outcomes are not? The answer may lie in Onward Israel's program model. It is possible that experiencing day to day life in Israel, working in Israel, and interacting with Israelis may "plant a seed" for further positive increases in attitudes relating to Israel. However, the same cannot be said for attitudes relating to Jewish heritage and peoplehood. While participants do have opportunities to explore these aspects of their Jewish identities, this is not the core of Onward programming, and therefore participants are not affected as dramatically.

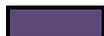
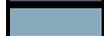
As can be seen in Table 3, there is no evidence of immediate impact for attitudinal items. Ten months later, evidence of significant increases is manifest in two areas: "Being able to explain to others what being Jewish means," and "the importance of dating someone Jewish." While significant change in these two areas is noteworthy, overall participants remain mostly unchanged when it comes to attitudes relating to Judaism.

However, when participants were asked about their knowledge when it comes to their "Jewish heritage," "different ways of being Jewish," and "Jewish communities around the world," positive changes were evident immediately after Onward Israel and remained stable ten months later. It's clear that participation in Onward Israel is related to an increase in knowledge about these dimensions of Jewish life.

These patterns may be explained as follows: Spending seven weeks in Israel, alongside peers from Israel, North America and Europe who express themselves as Jews in diverse and often unfamiliar ways, participants' horizons about Jewish matters are broadened. The encounter with "Tel Aviv Jews," fluent in Hebrew, familiar with the rhythms of the Jewish calendar and fully secular in outlook, challenges some of the deepest assumptions of Jewish life in the Diaspora. While this experience may lead to immediate increases in knowledge, it is possible that attitudes only change (and might only ever change) as a result of a programmatic intervention.

Table 3: Short-Term and Long-Term Impact for Heritage and Peoplehood Outcomes

Attitudes and Skills	After 2 Weeks	After 10 Months
I can explain to others what being Jewish means to me		
I can articulate the connection between social justice and Jewish values.		
I feel a connection to Judaism and my Jewish heritage		
I am interested in learning more about Judaism and my Jewish heritage		
I feel connected to other Jews around the world		
I have a strong sense of belonging to the Jewish people		
I feel connected to other Jews at home or at school		
Importance in Life	After 2 Weeks	After 10 Months
Being Jewish		
Dating someone Jewish		
Marrying someone Jewish		
Raising children Jewish		
Knowledge	2 Weeks	10 Months
Judaism and your Jewish heritage		
Different ways of being Jewish		
Jewish communities around the world		

-  = Statistically significant increase, $p < .05$
-  = Statistically significant decrease, $p < .05$
-  = No increase or decrease

Summary: What Sticks?



Onward Israel has really helped me view Israel in a more positive light ... Also professionally it's allowed me to be more comfortable taking the lead during group projects in school because I feel more confident now that I have real world experience.

This section explored various answers to a central question of this study: What sticks?

We found a number of areas that remained unchanged: Ten months later, participants still feel as knowledgeable about Israel, and as confident in explaining Israel to others, as they did when they had just completed the program. Similarly, knowledge gains related to Jewish topics remained at their higher post-Onward levels: alumni still feel knowledgeable about Judaism and their Jewish heritage, different ways of being Jewish, and Jewish communities around the world.

Some components of alumni's Jewish identity changed in ways that took longer to unfold. For example, in terms of Israel, those who participated in Onward Israel seem further to develop positive attitudes in the months after returning, maybe "compensating" for the geographic distance that they feel from the country. At the same time, other components of Jewish identity, including measures of the participants' attitudes towards their Jewish heritage and their connection to Jewish people around the world, remain on the whole unchanged. These divergent patterns are potentially a result of Onward Israel programming: given that the program does not have a strong focus on teaching Judaism or highlighting Jewish heritage, it is perhaps unsurprising that participants evidence little attitudinal change in this respect either immediately after the program or ten months later. At the same time, the program focuses heavily on cultivating participants' connection to Israel. As a result, despite taking ten months to manifest, participants still develop more positive attitudes than before.

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WHAT BEHAVIORS CHANGE?

In examining the longer-term impacts associated with Onward Israel, one area of special interest is participant behaviors. Ultimately, one of the program’s central goals is to positively impact participants’ engagement in Israel and Jewish activities upon their return. Ten months after returning from Onward Israel, data point to some emerging positive results, as well as a number of areas that remain, as yet, unchanged.

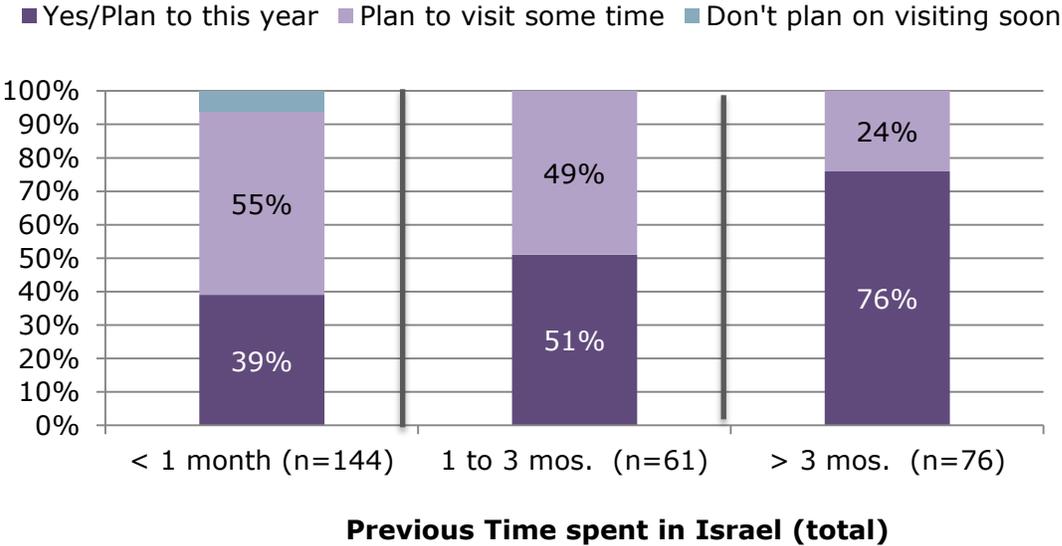
RETURNING TO ISRAEL

“*My time spent in Israel inspired me to return and the internship experience has greatly benefited my resume*”

Making plans to visit Israel again after Onward Israel is perhaps one of the most important behavioral indicators of a positive connection to Israel. In Figure 2, we see that slightly more than half (51%) of those who had previously spent one to three months in Israel (the core target audience for Onward Israel) indicated concrete plans to return to Israel in the coming year. The other half indicated that they planned on visiting “some time.”

It’s not surprising that those who have spent the most amount of time in Israel prior to participating in Onward Israel represent the largest group of those who plan to spend time there during the coming year.

Figure 2: Plans to Return to Israel Relative to Previous Time Spent in Israel



COLLEGE BASED ALUMNI

One population segment of particular interest to program organizers are those who return from Onward Israel to a college campus. Table 4 displays the positive changes we observed among this demographic group in response to a question, “how many of your close friends identify as Jewish,” as well as a question asking about courses taken that relate to Jewish and/or Israel studies.

Overall, ten months after their return, Onward alumni on college campuses indicate an increase in the number of their friends who identify as Jewish. As well, ten months later more of them take courses related to Israel and Middle Eastern Studies (though interestingly, not Jewish Studies).

It’s worth noting that in both cases, change was *not* observed immediately after the program’s conclusion. Participants indicated they had more close friends who identify as Jewish only at the ten month post-program mark. Similarly, when asked right after completing Onward Israel if they planned to take college level courses, no significant change from their responses before Onward Israel was evident.

Table 4: Behavioral Change Among College Students

Social Lives	After 2 Weeks	After 10 Months
Close Friends who Identify as Jewish		
College Courses Taken	Planned	Actual
Israel or Middle Eastern Studies		
Hebrew Language		
Jewish Studies		

	= Statistically significant increase, $p < .05$
	= Statistically significant decrease, $p < .05$
	= No increase or decrease

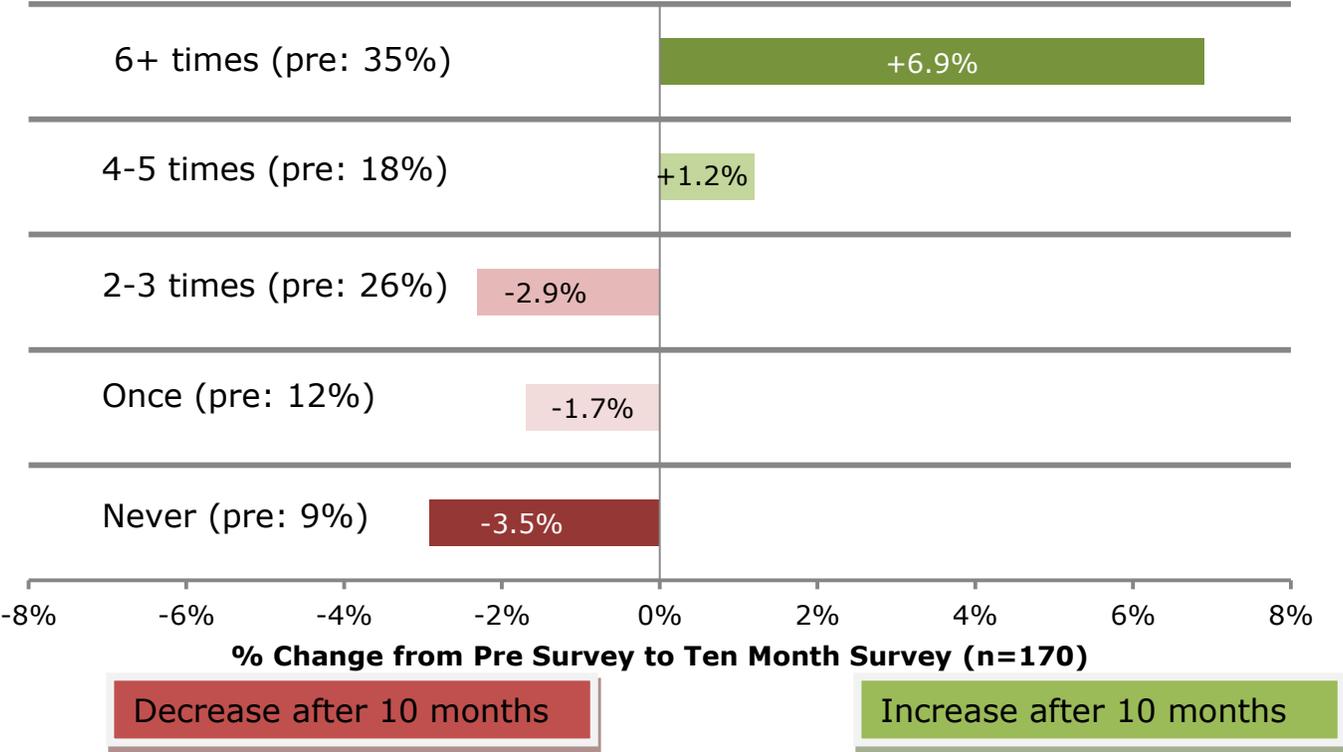
FOLLOWING NEWS

In this day and age, staying tuned to news and current events has never been easier. Those who are interested in reading news about Jews, Jewish communities around the world and Israel need not go further than Facebook, Twitter, or websites that are just a click away. In this regard, even those who may not be engaged in other aspects of Jewish life still may stay tuned (whether they’d like to or not). And being aware of the news can be a first step toward more active Jewish engagement.

Respondents were asked about two specific “types” of news in the pre-program and ten month follow-up surveys: News about Jews and Jewish communities around the world, and news about Israel.

In one of these areas—following news about Jews and Jewish communities around the world—significant positive change was observed ten months after participants returned from Onward Israel. Figure 3 displays the overall frequency changes from where participants were before their Onward Israel experience, to ten months post-program. Percentages of those who follow the news six or more times in a given year, as well as those who follow the news four to five times, both rose. At the same time, the percentages of those who follow the news less often decreased. It’s worth noting that while these percentage changes do not seem dramatic, they are statistically significant.

Figure 3: Following News about Jews and Jewish Communities—Change after Ten Months



When examining changes surrounding following news about Israel, a slightly different story emerges. We did not observe a significant increase in the frequency with which alumni follow news about Israel. It is likely that significant change was not evident in this area because participants already entered the program close to the “ceiling” in this regard. Data collected in

the pre-program survey indicate that 83% followed news about Israel at least four times in the past year. Of that number, 69% had engaged in the activity six or more times.

PERSONAL VS. COMMUNAL ACTIVITIES

In addition to the behavioral items described above, respondents were asked about a number of different types of activities in which they engaged. Using the statistical technique factor analysis³ we uncovered two different types of engagement: One that we call “Personal” and one that we call “Communal.” These categories make visible many of the ways in which Onward participants might participate in Jewish life in school or at home. In Table 5, we include the various items identified as falling into each category.

Table 5: Types of Engagement (Sets of Activities) Uncovered through Factor Analysis⁴

“Personal” Engagement	“Communal” Engagement
Jewish Social Event	Israel Organization Advocacy Event
Jewish Learning Program	Jewish Social Justice Engagement
Jewish Religious Engagement	Jewish Cultural Event
Take a Leadership Role in Jewish Life	
	Israel Cultural Event
Celebrate Shabbat with Family or Friends	
Participate in Jewish Life (home or school)	
Study Traditional Jewish Texts	
Participate in Conversations about Judaism	

In an additional layer of analysis, we identified participants as engaged to a low, medium or high degree, in terms of the intensity of their engagement before participating in Onward Israel. This analysis enabled us to then look more closely at the extent to which individuals’ engagement in Personal and Communal activities changed, ten months after Onward Israel.⁵

Tables 6 and 7 display these changes, first in the degree of engagement in “Personal,” and then “Communal” activities. The first column (with a red arrow) shows the percentage of participants

³ Factor Analysis is a statistical technique that allows researchers to investigate concepts that are not easily measured directly, by collapsing a large number of question items into a few main themes—or “factors” as they are called statistically. In a large-scale study such as this one, this technique can uncover the patterns underlying interacting attitudes among survey responses. It provides a more reliable measure than analyzing responses to individual question items.

⁴ It turns out that activities categorized as “Personal” included only Jewish activities, while those classified as “Communal” included both Jewish and Israel-related activities.

⁵ By assigning scores to various activity levels and then calculating a composite score for each participant, we were able to analyze three distinct groups that each had different ranges of “activity scores.”

who decreased one level (or degree) ten months after returning from Israel. The middle column, with the equals sign, shows those who remained at the same level of engagement after ten months. The final column, with the green arrow, shows the number of participants who increased in their level of engagement.

Table 6: “Personal” Engagement

Degree of Engagement*	Change in Engagement Ten Months Later		
			
Low (n=26)	N/A	62%	38%
Medium (n=100)	21%	66%	13%
High (n=44)	34%	66%	N/A

*Figures represent those who responded to at least the pre and ten month surveys (n=170)

Table 7: “Communal” Engagement

Degree of Engagement*	Change in Engagement Ten Months Later		
			
Low (n=43)	N/A	60%	40%
Medium (n=88)	17%	69%	14%
High (n=37)	54%	46%	N/A

*Figures represent those who responded to at least the pre and ten month surveys (n=170)

These tables enable us to see an upward shift to higher levels of engagement in both communal and personal activities for those initially identified as engaged to a “low” degree before they participated in the program.

At the same time, a large majority of participants who were identified as active to a “medium” or “high” degree before they participated in the program remained at the same level of engagement after ten months. It’s possible that, given the well-known difficulties in inducing members of this age group to participate in organized or collective Jewish activities, even staying at the same level of engagement should actually be viewed as an accomplishment (a hypothesis that needs to be tested further with larger samples of alumni).

Comparing the changes to personal and communal behaviors, it is striking that a large number of participants shift from “high” to “medium” levels of “communal” activity. We cannot definitely

say why this may be. We wonder if this trend indicates that communal engagement is more challenging to maintain at higher levels of intensity over longer periods of time. It's also possible that communal activity is predicated on there being such activity where the participant is located, and this might not always be the case.

Summary: What Behaviors Change?

There are a number of positive trends to watch closely: Onward Israel alumni continue to want to visit Israel. Ten months after the program's end, almost half had already made concrete plans to return. Onward alumni on college campuses also seem, over the ten months after completing the program, to have made more friends who identify as Jewish, and to have taken more college classes dealing with Israel and Middle East Studies. Finally, there is a noticeable increase in the number of participants who follow news about Jews and Jewish communities around the world. Those who followed news about Israel before Onward continue to do so ten months after returning—perhaps demonstrating that Israel remains an important part of their lives.

There are a substantial number of individuals who were not as engaged before Onward, but seem to become more engaged—both personally and communally—in the months after returning. At the same time, there are also many alumni who were highly engaged in communal activities before Onward Israel who are less engaged, ten months later. This latter trend is consistent with well-known and researched trends of Jewish life for young adults on college campuses. The “default” pattern is, more often than not, for levels of engagement to decline.

It seems that it is harder to initiate and to sustain behavioral change than changed attitudes and increased knowledge. It is challenging for any program, even those that are well planned and executed, to stimulate changes in the ways that people act. It is therefore noteworthy that ten months after the program's completion, the behaviors of a substantial number of Onward Israel alumni are changed in positive ways, even while, not surprisingly, the behaviors of many alumni are unchanged.

SUSTAINING IMPACT THROUGH AN EMERGING ONWARD ISRAEL NETWORK

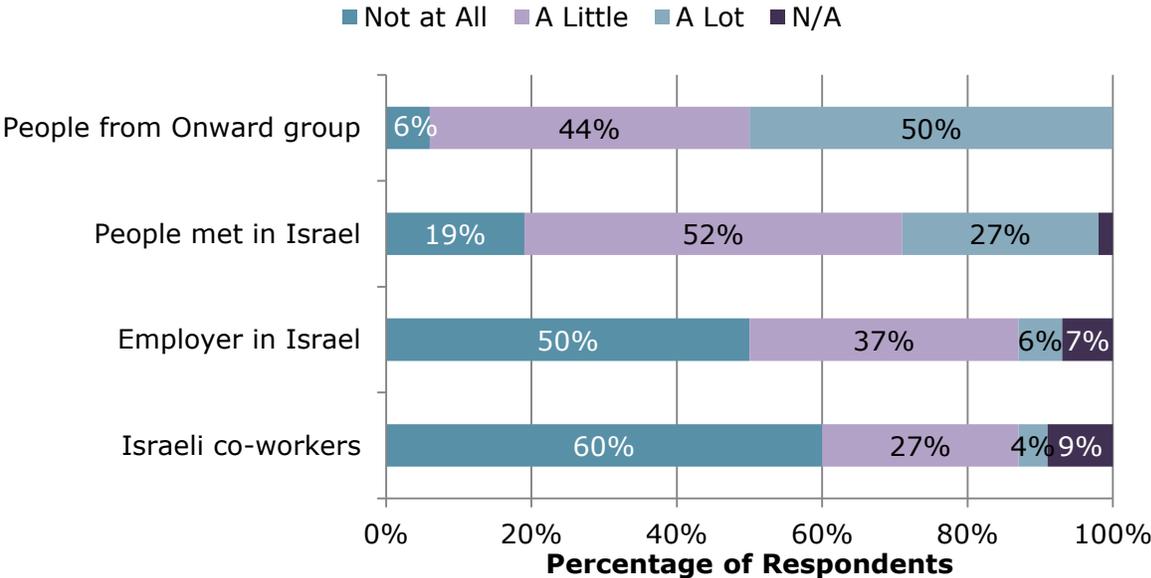
For the first time, we have been able to collect data that speak to an emerging Onward Israel network. With Onward Israel entering its fourth year of operation, there are already 790 participants who completed the program at least a year ago. As the alumni pool continues to grow, and the length of time since participate increases, it is important to explore the types of networks emerging among alumni.

Friendships and professional connections forged during the program may strengthen too, and alumni may recruit additional, future participants, through reflecting on how positive their experience was. The number of former participants who serve as program “ambassadors” (both formally and informally) seems to be rising. The following sections present some of the data we have analyzed in this regard.

STAYING IN TOUCH

Figure 4 displays data relating to how frequently Onward Israel alumni have kept in touch with various types of people connected to the Onward Israel program. Not surprisingly, the largest group they keep in touch with are fellow alumni (94% have kept in touch “to some extent”). Onward Israel alumni also seem to keep in touch with those they met in Israel (79%), and even their employers (43%). Overall, the connections made during the program—whether personal or professional—are upheld even after the program’s conclusion.

Figure 4: Onward Alumni Keeping in Touch



RECOMMENDING ONWARD ISRAEL

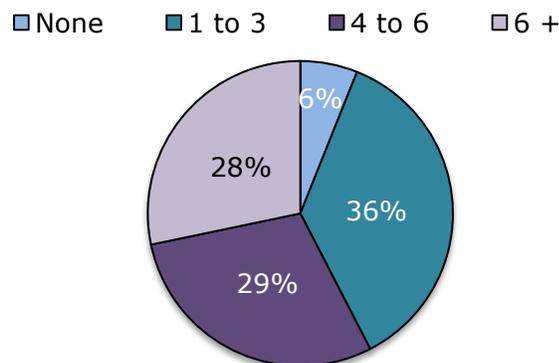


"I saw an Israel that I've never seen before. Learned more than I usually learn, gained experience in my internship ... Met great people from around the US that I can call friends."

Onward Israel alumni have encouraged many of their friends to participate in the program. Reflecting on the experience, many feel that it is worth recommending to others. As seen in Figure 5 below, more than half (57%) have reached out to at least four friends. Only 6% reported not recommending Onward Israel to any of their friends.

It is well known that the proportion of alumni who act as promoters of a program is a strong indicator of overall participant satisfaction. With a plethora of opportunities available to young Jewish adults to participate in other internship or travel-abroad experiences, and that compete for the attention of alumni, these data speak highly about the level of overall satisfaction that alumni have with Onward Israel. They believe that others would appreciate and enjoy a program that they have found to be worthwhile.

Figure 5: Recommending Onward Israel to Friends

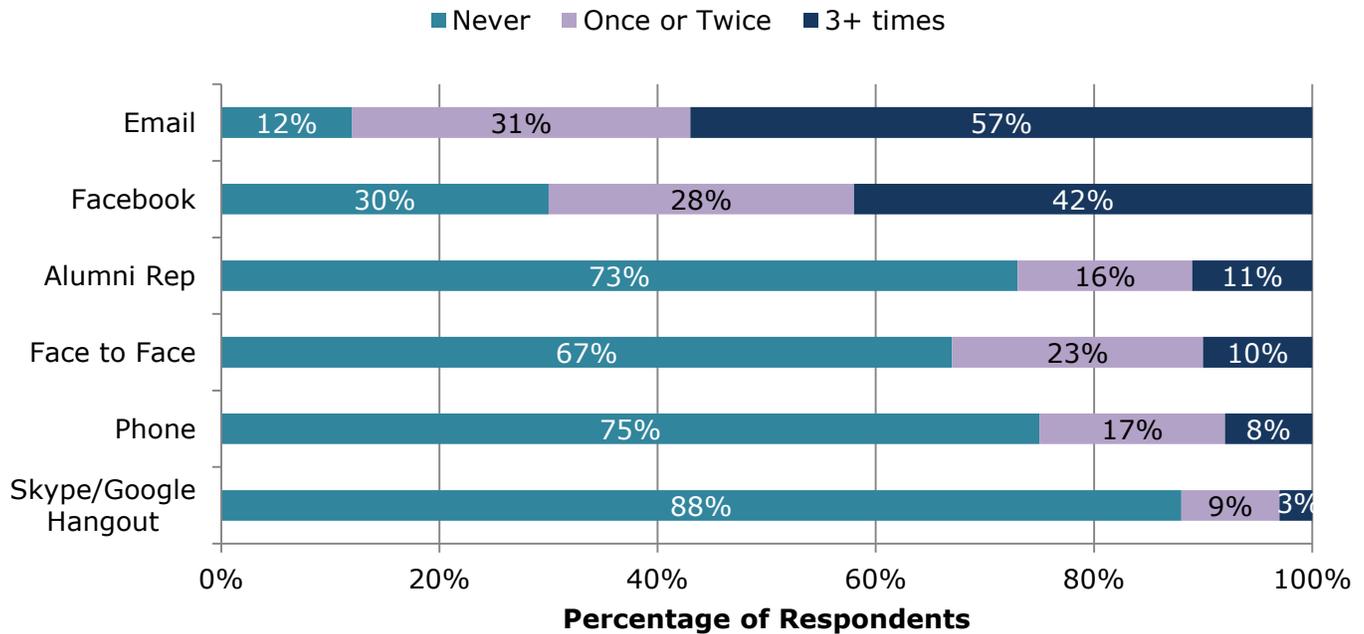


CONTACT WITH ONWARD ISRAEL PROGRAM PARTNERS

Much of the developing Onward Israel network is fueled by participants themselves. Of particular interest is the extent to which Onward Israel staff and program partners have been/are involved in follow-up with their alumni.

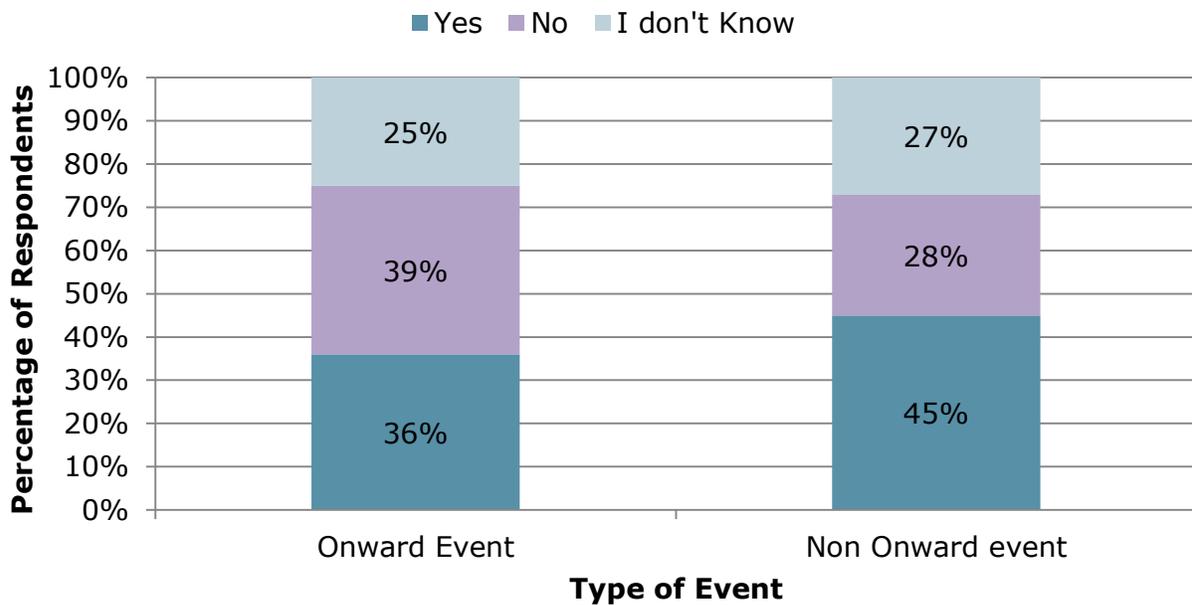
Figure 6 displays the different methods that program partners used to stay in touch with alumni, and how often these communications occurred. Email was the most popular method, with 88% of participants indicating that they received at least one email from their program partner. Less common methods included alumni representatives, face-to-face interactions, phone conversations, or Google Hangout.

Figure 6: Program Partners Keeping in Touch



Program partners primarily assume the responsibility for ensuring that Onward alumni are engaged upon their return. Figure 7 displays the percentage of Onward alumni who indicated that they were informed about various types of events. Only 38% of alumni said that their program partner had informed them about an Onward Israel “post-programming” event. A slightly higher percentage (45%) indicated that they had been informed by program partners about other events *not* advertised in conjunction with Onward Israel.

Figure 7: Program Partner Prodding

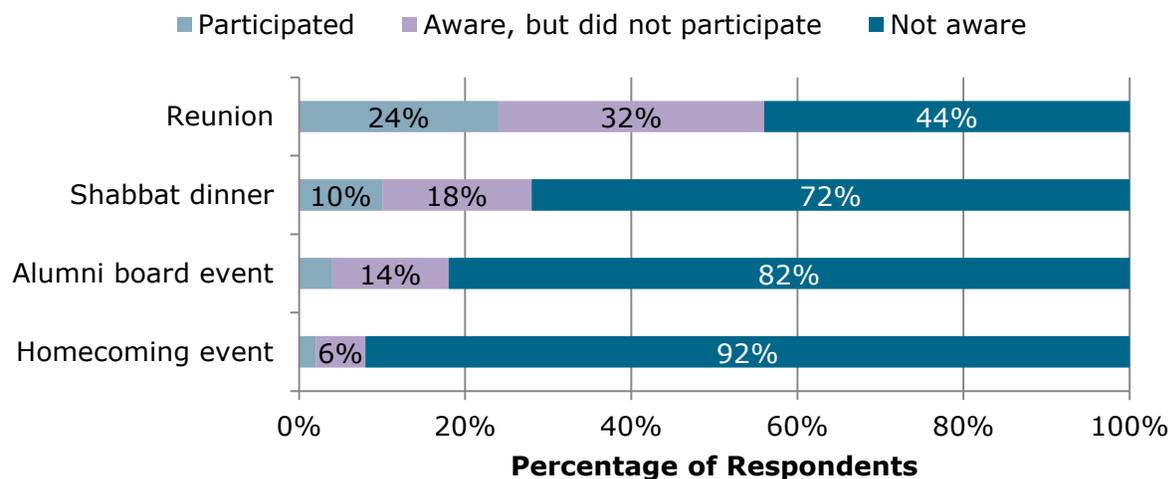


“POST PROGRAMMING”

“Post-programming” is a very important element in this respect. One of the central foci of the ten month post-program survey was to ascertain if follow-up is offered, by whom is it offered, and what form it takes. Focus groups conducted with survey respondents indicated that there is very little *official* “post-programming” to speak of (whether conducted by Onward Israel or by the program partner). When asked about what types of programming their Onward Israel program partners had offered in the past ten months, most said none at all. Some, however, indicated that there might have been an activity, but they weren’t really sure about its happening.

Figure 8 displays the types of events in which alumni were encouraged to participate (of the 36% who indicated “yes” to having been informed about an “Onward Israel event” above). Of the items included in this question (which was designed with the assistance of program partners), a large majority of participants were not aware of most types of events. With the exception of “reunion,” where 56% of participants were aware of one taking place, most of the events included in the survey seem to have either not taken place or to have been poorly advertised.

Figure 8: Awareness and Participation



While there may be little formal post-programming organized, participants nonetheless spoke about powerful social connections made through Onward Israel, and multiple *informal* reunions over the past ten months. The great majority of interactions among alumni seem to occur in informal, peer-led settings of this sort.

Despite the apparent lack of official Onward Israel “post-programming,” it does seem that at least a small number (though perhaps more) of alumni are highly active in their communities at home (see quotation box below for examples from open-ended survey responses). We are doubtful that all Onward alumni are engaged to such a degree. However, these responses indicate that many who participate in Onward Israel are active in various Israel- and Jewish-related forms of activity after their return.



"[I] led an internal education session on the meaning of Israel as a Jewish democracy for Tufts Friends of Israel, organized various Israel events, including a Yom Ha'atzmaut BBQ."

"I led a Jewish Service Learning trip to Morocco over spring break through my university Hillel. I am also the new President of ZOOZ, our service learning on campus organization through Hillel."

"I interned at the Israeli Consulate."

Summary: An Emerging Onward Israel Network

When participants return home, both they and their program partners are faced with a challenge: How can the impact of Onward Israel carry over into life at home? The data show that alumni keep in touch with one another often, and are even in contact with their employers from Israel. Moreover, alumni have recommended the program to many of their friends. Both of these findings indicate that even after the conclusion of the program, participants continue to feel connected to an Onward Israel network.

This fact leads to an important question: Should Onward Israel offer “direct” programming to alumni, investing time and resources into planning alumni events? Or, alternatively, should the approach mainly entail motivating others to be active in a wide variety of frameworks, even if not officially in the name of Onward Israel?

Within the current framework, participants seem to be involved in a variety of activities, sometimes sponsored by Onward Israel though most often not (we learned this from focus groups as well as open-ended responses to the ten month follow-up survey). Alumni report that they have received emails from program partners (most communications seem to take place through email). Still, it seems that while they have heard from program partners in the months following Onward Israel, there is little awareness of or participation in specific Onward Israel programming or programming spearheaded by program partners. If it is important for alumni to be directly engaged by Onward Israel or their program partner, there is more work to be done in this area.

Paradoxically, the lack of official follow-up does not seem to diminish the impact noted in the sections above. A strong network of Onward Israel alumni continues to develop despite the lack of “post-programming” on the part of Onward Israel staff or program partners.

QUESTIONS FOR CONSIDERATION

Taking all of the findings generated by the ten month post program survey work, a number of questions emerge. Some are methodological, while others are related to content. We offer the following, in the spirit of ongoing learning and program enhancement:

WHAT DOES “SUCCESS” LOOK LIKE?

Evaluating the success of Onward Israel programming ten months later requires, first, a definition of what it may mean to be successful. In what kinds of activities are alumni involved? How do they interact with their Jewish communities? Does a participant need to be changed positively in order for the program to be successful? Or can “no change” still be meaningful when broader communal research indicates that most members of this demographic group become less engaged in Jewish life during their college and post-college years?

HOW CAN POST PROGRAMMING BE MOST EFFECTIVE?

It’s clear that more work can be done in the realm of post programming. What form should it take? How can participants be engaged upon their return? It is possible that an “informal” tactic, where program partners stimulate engagement through connecting alumni with one another, though not necessarily through “official programming,” can be successful. Most importantly, what do participants want? It is worth investigating further what participants think may produce and result from more intensive engagement.

HOW CAN IMPACT BE CAPTURED AND MULTIPLIED?

The immediate gains in knowledge and confidence in speaking about Israel and Jewish topics are noteworthy. Also quite promising is the delayed attitudinal change observed in Israel-related areas. What can be done with this impact? How can Onward Israel ensure that changes are long-lasting and are deepened as the years go by? Perhaps a good starting point may be to even more actively encourage alumni to participate in long-term, Masa-type programs in Israel.

HOW CAN WE ACCOUNT FOR THESE FINDINGS?

While we have noticed positive changes, our study cannot show definitively that Onward Israel *caused* these changes to happen. We can say definitively, though, that Onward Israel is *related* to the findings presented in this report. It’s worth asking, what aspects of the Onward Israel experience maximize the impact of the program and its “stickiness”? Additionally, what other factors, beyond the Onward Israel experience, may be related to these positive changes? Perhaps different program models may more strongly correlate with positive changes. As Onward Israel expands in the years to come, it is worth contemplating the broad range of factors that may result in participants being positively affected.

FINAL THOUGHTS

This study has uncovered a number of unfolding trends. It's clear that the program is tied to significant changes, especially with regard to Israel-related outcomes. Some of these changes occur immediately after the program, while others take longer to manifest. As Onward Israel evolves and we continue to assess program efficacy and impact, these data will provide solid foundation and insight into the program's unique value-add to the world of Israel experiences.

APPENDICES

APPENDIX A: MOTIVATION HEAT MAP

The table below displays the differences between these motivations as a “heat map.” The higher the score, the higher the members of the group rated the motivation item on a scale of 1 to 5. The bluish colors, which center mostly around what we’ve labeled “cool” (both because of the shading of the colors and the low levels of motivation) show the lowest average scores. The light blue/light red colors, what we’ve labeled “curious,” show higher average scores, and the reddish colors, what we’ve labeled “keen,” show the highest average scores.

		Cool (n=105)	Curious (n=155)	Keen (n=107)
Personal / Professional	Enhance my Resume	3.5	3.87	4.5
	Gain Valuable Work Experience	4.22	4.32	4.9
	Do Something Good for Others	3.31	3.89	4.64
	Opportunity to Live Abroad	4.01	4.27	4.71
	Difference in the world	3.45	3.68	4.41
	Fun/Adventure	3.77	4.47	4.64
Jewish	Meet Other Jews my Own Age	3.09	4.17	4.57
	Give Back to Jewish People	3.41	3.7	4.71
	Express my Love of Judaism	2.7	3.51	4.52
	Learn More About Judaism	2.9	3.76	4.45
	Explore Jewish identity	3.17	4.12	4.68
	Jewish Romantic Partner	2.13	2.98	3.51
Israel	Exposure to Different Side of Israel	3.77	3.86	4.55
	Learn More About Israel	4.05	4.34	4.77
	Couldn't Wait to go Back to Israel	3.56	4.29	4.75
	Contribute to Israeli Society	3.7	4.01	4.74
	Enhance my Resume	3.42	3.95	4.57
Mean Score Across all areas		3.4	4.0	4.6

APPENDIX B: SUMMARY OF SIGNIFICANT FINDINGS

	Areas of impact evident from May 2013 to June 2014		
	Knowledge	Attitudes	Behaviors
Israel 	<ul style="list-style-type: none"> ✓ Articulate to others what Israel means to self ✓ Diversity in Israel ✓ Day to day life in Israel 	<ul style="list-style-type: none"> ✓ Feel at home in Israel ✓ Sense of responsibility to Israel and Israelis ✓ Strong connection to Israel and Israelis ✓ Proud of Israel ✓ Confidence in explaining current situation in Israel 	<ul style="list-style-type: none"> ✓ Course in Middle Eastern or Israel studies ✓ Course in Hebrew Language
Jewish 	<ul style="list-style-type: none"> ✓ Judaism and Jewish heritage ✓ Different ways of being Jewish ✓ Jewish communities around the world 	<ul style="list-style-type: none"> ✓ Explain to others what being Jewish means to me ✓ Dating someone Jewish 	<ul style="list-style-type: none"> ✓ Taking leadership role in cultural event ✓ Follow news about Jews and Jewish communities around the world ✓ Jewish professional networking events ✓ Number of close friends identifying as Jewish (for freshmen and sophomores only)
Personal/ Professional 		<ul style="list-style-type: none"> ✓ I can make a difference in the world 	<ul style="list-style-type: none"> ✓ Non Jewish professional networking events

APPENDIX C: ONWARD ISRAEL TEN MONTH FOLLOW UP SURVEY

This survey is expected to take approximately 15-20 minutes of your time.

You have been invited to take part in this survey because you participated in the Onward Israel program in the summer of 2013. The following questions are part of a study to help understand the impact Onward Israel may have on participants like you.

Your open and honest feedback is extremely important. Rest assured, nothing you share will be attributable to you personally and the information you provide will only be seen by Rosov Consulting and will be summarized by the research team in the aggregate.

If you have any questions or concerns, including any difficulty in accessing or completing the survey, please contact Eitan Cooper at Ecooper@rosovconsulting.com or 510.848.2502 EXT 162.

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

Participants in the survey will be entered into a raffle. One winner will receive an Amazon gift card in the amount of \$360, and three other winners will receive \$180.

Thank you again for your participation.

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

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

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
I can explain to others what being Jewish means to me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I can articulate to others what Israel means to me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel at home in Israel.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel a connection to Judaism and my Jewish heritage.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel a sense of responsibility to Israel and Israelis.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel a strong connection to Israel and Israelis.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel proud of Israel.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am interested in learning Hebrew.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I can make a difference in the world.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am interested in learning more about Judaism and my Jewish heritage.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel connected to other Jews around the world.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have a strong sense of belonging to the Jewish people.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel connected to other Jews at home or at school.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Caring about Israel is a very important part of my being a Jew.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2. How much do you know about:

	Nothing	A little	A moderate amount	A great deal
Day to day life in Israel	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Judaism and your Jewish heritage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Diversity in Israel	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Different ways of being Jewish	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Jewish communities around the world	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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

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

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

- None
- A few
- Half
- Most
- All

5. How important is each of the following to you personally in your life:

	Not important	A little important	Somewhat important	Very Important
Being Jewish	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dating someone Jewish	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Marrying someone Jewish	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Raising your children Jewish	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6. Since returning from your Onward Israel experience, have you visited Israel again?

- Yes
- No, but I plan to visit within the next year
- No, but I plan to visit again some time

7. Since returning from your Onward Israel experience, how often have you:

	Never	Once	2-3 times	4-5 times	6 or more times
Participated in conversations about Israel.	<input type="radio"/>				
Taken a leadership role in Jewish life at home or at school.	<input type="radio"/>				
Followed news about Israel.	<input type="radio"/>				
Celebrated Shabbat with family or friends.	<input type="radio"/>				
Participated in Jewish life at home or at school.	<input type="radio"/>				
Studied traditional Jewish texts.	<input type="radio"/>				
Followed news about Jews and Jewish communities around the world.	<input type="radio"/>				
Participated in conversations about Judaism.	<input type="radio"/>				
Taken a leadership role in volunteer work at home or at school.	<input type="radio"/>				

8. Since returning from your Onward Israel experience, how often have you attended the following types of events:

	Never	Once	2-3 times	4-5 times	6 or more times
Jewish social event.	<input type="radio"/>				
Jewish learning program.	<input type="radio"/>				
Israel organization or advocacy event.	<input type="radio"/>				
Jewish professional networking event.	<input type="radio"/>				
Networking event in your career area of interest not related to or sponsored by the Jewish community.	<input type="radio"/>				
Jewish religious activity.	<input type="radio"/>				
Jewish social justice/volunteering activity.	<input type="radio"/>				
Social justice/volunteering activity not related to or sponsored by the Jewish community.	<input type="radio"/>				
Jewish cultural event (film, theater, dance etc.).	<input type="radio"/>				
Israel cultural event (film, theater, dance, etc.).	<input type="radio"/>				
Other (Please Describe):	<input type="radio"/>				

9. Since returning from your Onward Israel experience have you taken a college level course in:

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

10. Since returning from your Onward Israel experience, have you organized or led any of the following types of events:

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

11. Are there any other Jewish or Israel-related events that you attended, organized, or led since returning from your Onward Israel experience?

- Yes
- No

DISPLAY QUESTION 11a. IF ANSWERED "YES" TO QUESTION 11:

11a. Please describe the event(s) that you attended, organized, or led since returning from your Onward Israel experience:

12. How many of your friends have you recommended that they attend an Onward Israel Program?

- None
- 1-3
- 4-6
- More than 6

DISPLAY QUESTION 12a. IF ANSWERED ANYTHING EXCEPT FOR "NONE" TO QUESTION 12:

12a. What aspects of the program have you recommended to your friends?

The following questions ask specifically about follow-up contact you might have had with [INSERT PROGRAM PARTNER HERE]

13. Since returning from your Onward Israel experience, how often has [] made personal/direct contact with you via the following media?

	Never	Once or Twice	3-5 times	6 or more times
Facebook	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Skype/Google Hangout	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Phone	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Face-to-face	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Email	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Alumni representatives	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (please describe, if applicable)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Additional other (please describe, if applicable)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

14. Did [] organize events, gatherings, or interactions for alumni of your Onward Israel group?

- Yes
- No
- I don't know

DISPLAY QUESTION 14a. IF ANSWERED “YES” OR “I DON’T KNOW” TO QUESTION 14:

14a. Which of the following events, gatherings, or interactions did [] organize?

	I was not aware of it	I was told about it, but did not take part	I took part
Shabbat dinner	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reunions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Onward Israel Alumni board events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Onward Israel homecoming events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Additional Other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

DISPLAY QUESTION 14b. IF ANSWERED “I WAS TOLD ABOUT IT BUT DID NOT TAKE PART” TO QUESTION 14:

14b. If there were any events that you indicated that you were “told about it but did not take part” please tell us why:

15. Has [] encouraged you to participate in other programs, not specifically organized for Onward Israel alumni?

- Yes
- No
- I don't know

DISPLAY QUESTION 15a. IF ANSWERED "YES" TO QUESTION 15:

15a. Please describe the type(s) of program(s) in which [] encouraged you to participate:

16. Are there additional specific events organized by [] that you'd be interested in attending?

- Yes
- No

DISPLAY QUESTION 16a. IF ANSWERED "YES" TO QUESTION 16:

16a. Please describe the additional event(s) organized by [] that you'd be interested in attending:

The following questions ask about who you have been in touch with since returning from your Onward Israel experience:

17. Since returning from your Onward Israel experience, have you had a meaningful and/or useful interaction with any of the following people? If you select "yes", please tell us about why the interaction was meaningful and/or useful for you:

	Yes	No	If you selected "yes," please tell us more:
A campus rabbi	<input type="radio"/>	<input type="radio"/>	
A Hillel staff person	<input type="radio"/>	<input type="radio"/>	
A representative of a young adult Jewish organization	<input type="radio"/>	<input type="radio"/>	
A federation staff person	<input type="radio"/>	<input type="radio"/>	
A representative of an Israel advocacy/activist organization	<input type="radio"/>	<input type="radio"/>	
Other	<input type="radio"/>	<input type="radio"/>	

18. Since returning from your Onward Israel experience, how often, if at all, have you been in contact with the following people:

	Not at all	A little	A lot	Not applicable
People from your Onward Israel group	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Your employer in Israel	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Israeli co-workers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
People that you met in Israel	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

19. How, if at all, has your Onward Israel experience benefitted you overall?

20. If you are able to participate in a discussion about questions similar to those above, please leave us with your contact information below:

First Name:

Last Name:

Email:

Phone: