



DOUBLING OUR REACH

Why are Allison and Levi at Hillel every Thursday from 10-12? Why did Lissa, a W.P. Carey School of Business student with numerous commitments and other campus leadership roles, spend five hours last fall in deep dialogue with her peers? Why did Sam come to Hillel 11 times during the spring semester, when we had barely seen her in the fall after our August move-in brunch?

The answers, respectively, are:

- Bagel Thursdays, a weekly social with bagels provided by Chompie's;
- Words of Wisdom, a student-led "hot topics" dialogue group; and
- BICEP Fellows, a new internship program supported by a partnership between StandWithUs, Seed the Dream Foundation, and the Birthright Israel Foundation, that invites recent Birthright participants to take a leadership role in keeping their group engaged in Israel education and engagement.

In the last two years, as a result of our transition to a student-run leadership board and increased financial support from several new

grants, ASU Hillel's programming has become more frequent and diverse. In addition to weekly events like Bagel Thursdays and Free Lunch Wednesdays, where students learn about various community involvement opportunities, we now offer additional recurring leadership and internship programs such as our Montefiore/Farber leadership class and the Israel Fellowship.

*Being a transfer student, and not having the social connections provided to freshmen, I chose Hillel as a starting point. I was part of Hillel at my previous college, but didn't expect Hillel to be such an important part of my college experience. ASU is huge, and having a tight knit community and place of warmth was and is really important. I also felt a better connection to the ASU community through Hillel. I'm excited to be a marketing intern this fall and help other students learn about Hillel so they don't miss out on all of the great things happening here. **BEN HIRSCHHAUT '18***

The result? Hillel's offerings are more relevant and accessible to ASU students than ever before. The number of students who attend four or more events DOUBLED from 65 in the 2013-14

school year to 132 in the 2015-16 school year. This increased involvement also leads to more interest in student leadership. Several students who will hold a Hillel internship in the fall, whether it be in programming, marketing, Jewish life, or Birthright engagement, got their start with a bagel or free lunch at one of Hillel's weekly programs.

Our passion for improvement has led us to invest significant time and energy into both growing our initiatives and tracking our growth. As a result of our participation in Measuring Excellence, a Hillel International program that helps local centers track and understand key indicators for success, ASU Hillel was recognized with an award for strengthening the global Hillel movement. We are thriving in the data-informed culture fostered by the program, using valuable benchmarking data to build on our success and advance Hillel's vision that every student make an enduring commitment to Jewish life, learning and Israel.

From Our Leadership Hillel in the Community



As we have spent time learning from Hillel International colleagues across the country, we hear one thing over and over again. People consistently comment on how connected ASU Hillel is to our surrounding community. The local community's interest in our success, and our active

partnerships with over 30 organizations in the Valley, sets our Hillel apart. From advice and grants, to information sharing that helps us reach out to incoming students and relevant local organizations, we are grateful for the varied support we receive.

We have three priorities when connecting with the community:

High school engagement. We hope that all Jewish teenagers engage with Jewish life in college. To this end, Hillel staff and student leaders run outreach and education programs in conjunction with BBYO, NFTY, Hebrew High, Jewish Student Union, Temple Emanuel of Tempe, and many other area synagogues. We would love every student we meet to attend ASU – and we do personal outreach to every incoming ASU student we know or hear about. At the same time, we realize that our efforts are bigger than our local Hillel. Each time we connect with high school students, we are promoting a positive image of Jewish life with the goal that they will stay engaged no matter where they end up for college.

Telling the Hillel story. The Hillel movement is evolving and expanding at a rapid pace. We have many ways to show and tell this story to others. Our biannual Friends & Family Shabbat is a great time to see students lead our dynamic Shabbat experience, including weekly Reform and Conservative services, Divrei Torah, and Shabbat dinner. We also invite the community to speaker events throughout the year. Through Wednesday lunch sponsorships, many local organizations share their programs with students and learn about us in return. However, you don't have to come to Hillel to

hear our stories. Staff and students are featured as regular guest speakers around town, and Hillel Shabbat has become an annual community event featuring students speaking at area synagogues about their Hillel experience (last year, we had 10 congregations participate, and we hope to add to that).



Education about Israel activity on campus.

We know the news can be scary. We are upset each and every time we see an anti-Semitic or anti-Israel act on a college campus. Two years ago, we supported student leaders in their efforts to defeat two Boycott, Divestment and Sanctions (BDS) bills at ASU and Hillel was the first to spread the good news to our local friends and supporters. We are fortunate that things have been quiet on campus recently, and we don't take this for granted. The article on page 3 provides an update on this subject. If you would like a first-hand account of Israel activity at ASU, our staff and student leaders speak regularly to local groups throughout the year, so look for one of those opportunities.

Please be in touch if you know an incoming ASU student or would like a guest speaker at your upcoming board meeting or other community event. Thank you for your continued interest in and support of Hillel at ASU.

Debbie Yunker Kail
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Fostering a Connection to Israel

Our broad approach to Israel education and programming is designed with the understanding that many of today's college students are coming to campus with little or no connection to Israel.

Increased engagement this year has been made possible by the many outside organizations teaming up with us to make sure that ASU, the largest university in the United States, has top notch programming and resources. We are thankful for the partnership of the Jewish Federation of Greater Phoenix, Jewish Community Foundation, and Combined Jewish Philanthropy's (CJP)'s IACT Initiative. We have been able to enhance one of our Birthright trips annually through BICEP, Birthright Israel Collaborative Enhancement Project. Birthright Israel and Birthright Israel Foundation, together with Seed the Dream Foundation, launched BICEP in 2012. The program allows us to bring Israeli soldiers on our bus for a full 10 days instead of the traditional 5, and offers unique additions to our trip itinerary. Throughout the BICEP programming year, we connect with StandWithUs to develop and implement a comprehensive Israel strategy personalized to our unique campus environment.

A multi-pronged approach allows us to connect with students based on their

The Artists4Israel mural on campus in February

interests and desired starting points.

High-visibility Israel events. One goal this year was to bring positive Israel experiences out onto the campus green, reaching 1000s of students at once. These events normalize public conversation about Israel and show the diversity of ways to connect with Israel. In February Artists for Israel, an artists' collective that supports peace in Israel through art, visited campus and offered an interactive 8'x36' mural creation experience. They shared their stories and talked with students, all while painting one side of the mural to show ASU school spirit. The other side was open all day for students to paint with the artists.

Israel Day featured 16 local and national Israel-related organizations on Hayden Lawn in March. Through sampling food and information, students celebrated Israeli culture and society.

Educational programs. Many students are already engaged with Israel and want to learn more from experts. We were fortunate this year to host David Makovsky, former advisor to Secretary of State Kerry during the most recent Israeli-Palestinian peace negotiations, and Daniel Hernandez, former Congressional intern and pro-Israel activist who does outreach to the Latino and LGBT communities. When Israeli soldiers came

to campus, students flocked to Hillel to hear from them and the visit also led to a joint event with the campus Pat Tillman Veterans Center. Creative events like film screenings and Krav Maga trainings round out other ways students learn more about Israel with ASU Hillel.

Birthright Israel. One of the best things we can offer is a free trip to Israel. Students love seeing the Jewish homeland with new and old ASU friends and the price can't be beat! What makes our Birthright program different is that it is not just a trip or a one-time experience. It is one of many significant steps in our students' ongoing Jewish journey and life-long relationship with Israel. Most students who come on the Hillel trip are not involved prior to their trip. Preparation for our trips involves several gatherings to introduce students to Jewish and Israeli culture. Hillel staff serve as educators on the trip, complementing the Israeli tour educator's role and forging relationships that make it easy for students to stay connected back on campus. After each trip, every student receives individual follow up from trip staff and is also given many outlets to take on leadership roles. These include becoming a Birthright recruiter or a BICEP Fellow, working to keep trip alumni together and engaged in ongoing learning about Israel.



IN THEIR

Community Connections Help Students in a Variety of Ways

UNDERSTANDING PHILANTHROPY

One of the most striking things I noticed about the women's luncheon was the diversity in generations of women there. In attendance were people my age, mothers, and grandmothers all having lunch in one room with the united goal of celebrating our Jewish identity and supporting Jewish causes. That was pretty amazing. **LEAH NAHON '16**

Leah, second from right, attends the Jewish Federation of Greater Phoenix's Women's Philanthropy Lunch with fellow students



BRIDGING JEWISH CONNECTIONS

I loved speaking at Congregation Beth Israel (CBI) for Hillel Shabbat, because I was able to connect two places that I love, Camp Stein and ASU Hillel, and promote both at the same time. Being able to share my campus Jewish experiences with the CBI community who only knows me in the capacity of a Camp Stein staff member was a lot of fun for me.

DANNY MARSH '17

Danny, center, at Hillel Engagement Institute in St. Louis, MO last summer. Hillel Shabbat is one weekend during which students share their stories at area congregations.



GETTING READY FOR COLLEGE

Hillel visited my temple's high school program several times to help us determine how we can stay connected to Judaism in college and get us excited for ASU! We enjoyed our opportunity to visit Hillel, walk around campus, and talk with college students about their experiences at Hillel and ASU. With each visit we became increasingly enthusiastic, knowing there is a welcoming Jewish community on campus. I'm excited to start ASU in August already knowing some people and being familiar with Hillel.

CHLOE CARRIERE '20

Chloe, right, and Stefanie Hymovitch enjoy their new Birthright swag bags during our visit



FINDING A MENTOR

Connecting with Vicki Harris, along with the other women at the Nashim Networking event, helped me to understand how community involvement and dedication to furthering oneself will lead me to success in both my personal life and professional career. Vicki has since become my mentor, where we meet and also e-mail one another to discuss our careers and any new updates within the accounting field. **JESSICA BABANI '18**

Jessica, second from right, hanging around Hillel

OWN WORDS

Community Members Value their Connection to Hillel



MEETING TEENS WHERE THEY ARE

One of my favorite moments as a volunteer in the Jewish community was this past spring when Debbie Yunker Kail contacted me to see if Hillel could sponsor water bottles for the new Greater Phoenix Jewish Youth Group Sports League (a collaborative sports league with teams from NFTY, BBYO, NCSY and USY and coordinated by the VOSJCC). She recognized that the 80+ participating teens are future Jewish college students and we gave her the opportunity to present the bottles and terrific information about Hillel to our teens. And, now we have Jewish teens around our community drinking from Hillel water bottles—this was just plain smart! **JENNIFER SCHWARZ**

Water bottle presentation

CELEBRATING SHABBAT WITH FAMILY

It's very important that young Jews in college experience the Jewish community as part of their college life. Our children have been fortunate to enjoy Hillel at four different universities throughout the country, so we feel honored and privileged to play a small part in bringing family and friends together here at ASU through Hillel. **RANDI AND ALAN JABLIN, FAMILY & FRIENDS SHABBAT SPONSORS**

Celebrating son Mat's graduation in May



LEARNING WITH STUDENTS

I feel so fortunate to have an active Hillel in our community because I was able to hear a great speaker, David Makovsky, from the Washington Institute for Near East Policy. The evening was special because I could hear the students engaging with him about the Israeli-Palestinian peace process and get a better understanding of what it's like to be a student today. **SUE ADATTO**

Students with David Makovsky after his talk entitled "Is Peace Possible? Strengthening the Prospects for Middle East Peace"



Help us reach even more students!

Do you know an incoming or current ASU student?
Call or email to share their contact information
and we will reach out directly to them!

480 967 7563 • hillel@hillelasu.org

By the Numbers: 2015-16

512 students reached

50 campus and
community partnerships

80% of Birthright Israel
alumni engaged in Jewish
and Israel activities

Thank You for Investing

Hillel is dependent on the generosity of parents, alumni, and community members. We sincerely appreciate every individual who supports Jewish life on campus. Due to space limitations, contributions of \$100+ made between July 1, 2015 and June 30, 2016 are listed below. We apologize for any errors or omissions; please contact Jacob Ladin at Hillel with any corrections.

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The Impact of Your Investment

\$180 supports a Birthright Israel reunion.

\$2,500 supports our leadership retreat.

\$500 supports a mentoring dinner.

\$5,000 sponsors five Shabbat dinners.

Designed by Raymie Humbert  raymie.xyz



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LIFE & LEGACY is a multi-year partnership program between the Jewish Community Foundation and the Harold Grinspoon Foundation that promotes end-of-lifetime giving to Jewish organizations.

For more information on how you can show your support for the long-term viability of Hillel's presence at ASU, contact Shelley Cohn, Life & Legacy Chair, at shelleycohn@cox.net.

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