



# מקום makōm

Israel. In Real Life.



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## ISRAEL IN REAL LIFE

*Makōm Seminars for Educators, Rabbis, Cantors, Arts Programmers, and Community Leaders*

### MAKOM- THE PLACE FOR COMPELLING ISRAEL EDUCATION

Makōm trains leaders and creates educational content to embrace the vibrant complexity of Israel: The People and the Place.

Non-partisan yet passionate, our expert team offers a cutting-edge approach to rich, meaningful, experiential Israel education. We empower educators, rabbis, activists, arts and community leaders to articulate a compelling vision, and provide the tools to make it happen in practice. The content we create for leaders enables them to craft honest programming that sparks and forges Jewish commitment.

Makōm has developed over 700 educational units available on our state-of-the-art interactive website, makomisrael.org. We have delivered training and enrichment seminars for 12,000 educators, and consulted for 140 leaders, institutions, and communities. Our mission is to realize the untapped potential of Israel and Jewish Peoplehood in our lives. *Makōm is a partnership between Jewish Communities around the world and the Jewish Agency for Israel.*

### WHAT MAKOM SEMINARS CAN DO FOR YOUR COMMUNITY

Makōm seminars expand and enliven the place of Israel in Jewish life. We enrich and empower leadership to articulate a compelling vision of Israel engagement, and to make those visions real for your community. We have facilitated seminars for over 140 institutions, in over 30 cities around the world, through the following modes of Israel engagement: Education, Arts and Culture, Synagogue Life, Travel, and Jewish Peoplehood.

The seminars provide a flexible format for a half-day, full-day, or multi-day seminar in your community.

We look forward to discussing with you how to bring these seminars to your community.  
Please contact:

**Rami Wernik**, North American Director  
6505 Wilshire Blvd., Suite 540  
Los Angeles, CA 90048  
323-272-6852 | [ramiw@jafi.org](mailto:ramiw@jafi.org)  
[makomisrael.org](http://makomisrael.org)

## MAKOM SEMINARS INCLUDE THE FOLLOWING TOPICS AND TITLES:

### Israel in your community

- The Big Blue Tent and Jewish Dissent
- Celebrating Israel

### Arts & Culture

- Israeli Arts between Commitment and Controversy
- A Playlist for Israel Engagement: The Educational Power of Israeli Popular Music

### Education

- Curriculum Development in Israel Education: Defining Key Questions
- Creative Programming for Building Your Israel Conversation

### Israel in Synagogue Life

- Re-Imagining an Israel-Engaged Synagogue
- Coming Back to Zion: Jewish Lifecycle and Israel Engagement
- People 2 People: Bringing Israelis into our Congregations

### Israel Travel Education

Planning a trip to Israel? Necessary building blocks for a significant and impactful Israel experience

### Jewish Peoplehood

Understanding Jewish Peoplehood: Thinking and Doing

## ISRAEL IN YOUR COMMUNITY

### 1) The Big Blue Tent and Jewish Dissent

- Can we create space for our disagreements about Israel while building a Jewish consensus on the basics?
- Can we create an energetic, united response to Israel's actual enemies?

Following its success at Jerusalem's Global Jewish Forum, Makōm, the Jewish Agency's place for compelling Israel education, brings its unique workshop on tour to North America. A short presentation and small group discussions lead into the performance of an interactive play written by Makōm's Artist in Residence.

The full interactive experience available to your community:

#### a) Enemy or Critic?: Active Study

A presentation and text studies in small groups, discussing models for defining the limits of the 'broad tent' in our community



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"Makōm is a very practical way of understanding and advancing the idea of Jewish peoplehood. That's why it has been the highest priority for both our local allocations committee and our Israel/Overseas allocations...I can say that for us, Makōm has been the most visible and significant Federation initiative in the last few years."

Misha Galperin,  
former CEO, The Jewish Federation  
of Greater Washington

"Makōm adds depth to our work. The thoughtfulness by which they approach every issue, and the content-rich material they prepare, enriches our communal discourse here in New York."

Alisa Rubin Kurshan,  
Senior Vice President for Strategy,  
UJA Federation of New York



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#### b) Interactive Performance: "Paul Has a Bad Day."

Two actors present a short play exploring the practical challenges of implementing a communal 'broad tent,' where a wide variety of opinions can find a place. The audience is asked for their opinions on the actions of the characters. Scenes are then replayed by the actors, incorporating the audience's suggestions. Finally, audience members are invited on stage to replace the actors and put their thoughts into (staged) action!

#### c) Processing and Summarizing

A presentation and facilitated discussion, gathering together lessons learned, and helping shape ongoing communal strategy. How does the Hatikvah Vision of "A Free Jewish People In Our Land" offer us a shared way forward?

Participants take with them a copy of "The Hatikvah Vision", and receive a page on the [makomisrael.org](http://makomisrael.org) website for their community to develop a wiki-document of its own vision.

#### ★ 2) Celebrating Israel

Israel is so much more than flags, falafel, and folk dances. How can we celebrate as a community such a diverse, vibrant – and at times baffling – place? How can we make this celebration our own, rather than an unsatisfactory echo of an Israeli party?

In this workshop we explore how Yom Ha'atzmaut celebrations might be best compared to other Jewish festivals, and structured around "The three Rs": Rejoicing, Reflection, and Ritual. We also explore how a central and generative theme

"Free Jewish People in Our Land" (Am Chofshi B'Artzenu) – offers endless opportunities for creativity, critique, and communal growth.

During the workshop participants are introduced to a plethora of online materials developed by Makom for the UJA-Federation of New York.

Participants gain full access to:

- Free downloadable text studies
- Film guides
- Sermon sparks for rabbis
- Activities for adults, teens, and families

"Few of us could have imagined just how impactful UJA MAKOM's Young Emissary Program would be when the concept was first introduced to our partner synagogues, schools and camps. This grassroots program helped create new portals of Israel and communal engagement to so many individuals and families as well as creating a new bond between Jewish Toronto's communal institutions. These young emissaries not only inspired anew our connection to Israel, they helped us appreciate just how important is our connection to each other."

Ted Sokolsky,  
President and CEO, UJA-Federation  
of Greater Toronto



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★ This seminar available in cooperation with Partnership 2Gether



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"For an arts presenter it is a breath of fresh air to connect with an educational organization that understands art. Too often Israeli arts are seen as a vehicle for educational agenda, with no thought given to the quality of the performance itself. Makom gets the real power of Israeli arts, and has helped me make the case to my community, as well as connect with other like-minded people in my field."

Mary-Louise Albert,  
Artistic Managing Director of  
Chutzpah Festival and Norman  
Rothstein Theatre, Vancouver

## ARTS AND CULTURE

### 1) The Art of Commitment and Controversy

How can we present culture that celebrates Israel without becoming saccharine? How can we present challenging Israeli arts without offending?

There is a real need to learn how to program Israeli arts without losing our community's support on the one hand, and without losing our integrity on the other.

First, we gather experiences and share concerns. Then, by looking at a few case studies of crises involving Israeli arts in Jewish spaces, we begin to draw out three key strands of this tangled issue:

- What is art for?
- What does supporting Israel mean?
- What is Jewish about Israeli art?

Through the exploration of examples in practice we can better illuminate our current work, and consider future programming of arts events, as well as possibilities for communal "seamlining" (blending the arts experience with identity-building.)



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Participants take with them several cognitive tools, including the following resources:

- Makōm Matrix for Israel Engagement – Cognitive Toolkit
- "Provocative Facilitation," a six-point guideline
- Access to over ten film guides
- Access to over twenty book guides

### ★ 2) A Playlist for Israel Engagement: The Educational Power of Israeli Popular Music

From the song *Jerusalem of Gold* to the movie *Exodus*, the popular arts have always been a part of the Israel engager's "kit-bag." How might we update our material to accommodate new Israeli popular arts, and a 21st century Jewish community? This seminar focuses on contemporary Israeli music as an educational resource and the ways in which Israeli arts present a window into the questions and complexities of Israeli life.

In this session, we address four areas of practical work: how to work with the "priestly" (praising and unifying) and the "prophetic" (criticizing and raging) in contemporary Israeli music; how to navigate the phenomenon of popular Israeli music that uses Jewish texts and liturgy; how to create a video translation; and how to apply structures of Jewish traditional study to Israeli pop songs.

Participants take with them several cognitive tools, including the following resources:

- Makōm Matrix for Israel Engagement – Cognitive Toolkit
- Arts in Education, a cognitive tool
- Access to YouTube channel of useful Israeli video clips with embedded translation
- "Tips for the Road," a logistics check-list for working with the arts,
- "Provocative Facilitation," a six-point guideline

"I wanted to thank you for all you have done in your short stay here in Toronto. In just over five working days you have stimulated conversations around culture with the Koffler Center for the Arts, and the place of Israel in our developing campuses, you have presented at our Makōm Young Emissary Dinner and been a key educator in our Israel Program Fellowship for camp counselors. Thank you for providing us with the conceptual and practical tools that have enriched our identity-building and Israel programming work in all of the above areas. Looking forward to the next Makōm visit."

Sarah Mali,  
Director of Israel Engagement, UJA  
Federation of Greater Toronto

"My participation in the Makōm Arts and Culture and Israel Travel Seminars has enhanced my ability to work with local agencies and institutions to infuse Israel content and increase Israel teen travel in our community. Being able to plan holistically in the community around Israel has deepened our engagement and increased our participation in community-wide Israel events."

Sue Linzer,  
i-connect Project Director, Senior  
Manager of Overseas Operations,  
Pittsburgh Federation



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## EDUCATION

### 1) Curriculum Development in Israel Education: Defining Key Questions

- How do we think about teaching Israel?
- Is Israel integrated into your school or camp's curricula? What are your goals? What image of Israel are you trying to portray?

In this seminar, we investigate the Makōm Matrix for Israel Engagement (a cognitive toolkit) to understand target populations, and how to align vision with practice.

We then look at some essential questions in curriculum development and explore different models of Israel education curricula. We review examples of existing curricula and learn about strategies for building courses and units that meet your institution's needs.

Participants take with them the following resources:

- The Makōm Matrix for Israel Engagement
- Curriculum Evaluation Tool

### ★ 2) Creative Programming for Building Your Israel Conversation

Israel is a dynamic and complex society. How can we introduce our community to a nuanced conversation about Israel's vibrant realities? Makōm has developed materials for use in multiple settings, precisely for this purpose.

In this workshop, participants experience sample sessions from two successful content platforms, created by Makōm:

- **RealTalk:** A three-part session designed to introduce lay-leaders into a new, multi-generational conversation about Israel
- **Talkspace Israel:** A ten-session multi-media curriculum for adults, designed in conjunction with Hillel

"Makōm has been an extraordinarily important resource for our congregation's effort to understand Israel engagement and examine ways to increase that engagement. Makōm provided us with a new and sophisticated lens through which we examined the complicated nature of Israel as well as the tools needed to craft a new vision of true Israel engagement. As individuals, we have all learned much and have had our eyes opened to the complexity, beauty, and the compelling importance of Israel. As a congregation, we are well on our way to creating a new paradigm of Israel engagement for modern, liberal Jews. We could not have done so without the guidance and support of Makōm."

Michael Laufer,  
Lay Leader, Temple Shaaray Tefila,  
New York

## ISRAEL IN SYNAGOGUE LIFE

### ★ Re-Imagining an Israel-Engaged Synagogue

- How does Israel live in my synagogue?

Synagogues are recognizing that integrating Israel engagement into the full program and life of the congregation strengthens a more holistic approach to Jewish identity.

**Part 1:** What are the characteristics of an Israel-engaged congregation? How does a congregation identify the opportunities and threats in integrating Israel in its life?

Using the tool, **Six Lenses of Synagogue Life**, participants look at congregational mission statements regarding Israel to begin their analysis of where Israel currently sits in their synagogue, and to consider opportunities and challenges for new and deeper engagement.

**Part 2:** Tools for beginning the conversation: Audits and surveys.

#### Participants take with them the following resources:

- Six Lenses of Congregational Life
- Congregational audit
- Sample baseline survey questions

### 2) Coming Back to Zion: Jewish Lifecycle and Israel Engagement

Rabbis and cantors have the enormous responsibility and privilege to be with congregants at their most meaningful life transitions. How can

Israel – a source of Jewish spirituality and a living Jewish culture – contribute to the celebrant at these times of transcendence? How can the integration of Israel into these rites and ceremonies provide opportunities for the most personal moments to be seen in the full breadth of Jewish Peoplehood?

**Part 1:** Participants explore a **conceptual framework** of Jewish lifecycle, and address the opportunities and challenges in developing meaningful connections to Israel through ritual.

**Part 2:** Participants are trained in practical tools for congregational work.

#### Participants take away the following resource:

- Clergy's guide to integrating Israel into Jewish lifecycle celebrations and events



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### 3) People 2 People: Bringing Israelis into our Congregations

(In Cooperation with Partnership2Gether)

Israel is more than the periodic ten-day mission to Israel. Although "Israel as the land of our history" is a powerful message, connecting to Israelis permits our congregants the opportunity to personalize their Israel engagement, and to see Israel through the eyes and experiences of those who grew up or who immigrated there. In this workshop, we will look at four models of engaging with Israelis, consider their opportunities and challenges, and will explore ways to actualize these models in your congregation:

- Young Israelis doing a year of service in synagogues
- Synagogue partnerships: How Israeli and North American synagogues are sharing their searches for meaningful Jewish life
- Reaching out to Israelis living in your North American community
- Israeli teachers in your congregational school

## ISRAEL TRAVEL EDUCATION

### ★ Planning a trip to Israel? Essential building blocks for a significant and transformational Israel experience

Our workshop examines a variety of typical narratives that play themselves out in Israel travel. In what way can they be educationally transformative?

#### Part 1: Narratives of Israel Education

We will try to answer the question: What kind of Israel do I aspire to educate towards? Participants are invited to imagine what Israel 'story' or narrative they wish to convey.

**Part 2:** Small Group Text Study: Analysis of Israel program itineraries from a variety of providers. What stories does a particular itinerary tell about the educators' intended visions of Israel and that traveler's experience?

**Part 3:** Taking it all Back Home: What is the Israel that I want to teach through my own work? Participants are asked to share some of their own work before, during, and after their trips, and integrate what they have learned or changed into a personal understanding of Israel engagement.

#### Take-aways:

- Ten Websites for Itinerary Building
- Ten Tips for Making the Most Your Israel Travel Experience: Before, during, and after



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"All of the trips that are now being organized are planned with the lens through which Makōm exposed Israel. Visits to Israel through the Federation and the congregations (some of which have been largely shaped through consultation with Makōm) have come to include many of the sites, speakers, programs and issues first encountered through Makōm's programming."

Stephen Cohen,  
Executive V.P., Jewish Federation  
of St. Louis

"As studies reveal an increasing disconnection between American Jewry and Israel, Makōm fulfills a crucial role -- developing creative, realistic strategies to forge emotional links between American Jews and Israelis based upon honesty and personal relationship. Their staff understands the emotional and psychological issues and has been incredibly helpful to synagogues developing innovative, more effective strategies for engaging congregants with the people, history, and culture of the State of Israel."

Rabbi Marc J. Margolius,  
Legacy Heritage Innovation Project,  
Legacy Heritage Programming LLC

## ★ JEWISH PEOPLEHOOD

### Understanding Jewish Peoplehood: Thinking and Doing

What do we mean by "Peoplehood?" Why is this word so hot today? Can the notion galvanize and unite Jews from around the world? Through multimedia presentations, small group discussions, and text study, participants are guided on an exploration of the concept of Peoplehood and its application to policy making and practice.

This workshop presents an opportunity for your organization, or community, to take a look at the role and significance of Jewish Peoplehood in your work.

**Part 1:** The first part introduces a **Scanning tool** that enables you to take stock of where your organization stands in relation to Peoplehood, conceptually and programmatically. What does it mean for an organization to be "Peoplehood-rich?"

**Part 2:** Next, we take a closer look at the meaning of Peoplehood. Utilizing text study and multimedia, we explore core tensions such as particularism vs. universalism, collective vs. individual identity, and other related themes. We engage in a **dramatic exercise** designed to sharpen our understanding of the concept and to help us translate the theory to practice.

**Part 3: Case studies:** How can programs and organizations create more balanced Peoplehood programming? Here we introduce you to Makōm's "**Peoplehood Policy and Programming Checklist**" to help your institution ensure that its decisions (present and future) take into account a sophisticated and effective Peoplehood platform.

Participants take with them the following resources:

- **Scanning tool** for measuring the place and impact of Peoplehood in your organization
- **Working conceptions** of Peoplehood, with materials for you to use in your organization to deepen awareness and understanding of the concept
- **The Peoplehood Policy and Programming Checklist** to help you design more Peoplehood-rich programming in the future (and evaluate the programs you already deliver)



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## MAKOM SEMINARS BY THE NUMBERS

The Makōm seminar experience is best achieved in a full-day program led by Makōm faculty. We can customize seminars to meet your needs, whether you desire a half-day workshop or a 2-3 hour session as part of a larger program. Multi-day packages are available at a negotiated price.

As an international organization serving all of North America, our pricing structure assumes that one or more of our educators will require travel within North America. There is one set price regardless of where your event will be taking place -- in a coastal city or in the American heartland.

### Pricing<sup>fl</sup>

Full-day Seminar	1 Makōm Educator	2 Makōm Educators
	\$2,000	\$3,500

For 1/2 day seminar, multi-day seminar, or national convention pricing, please inquire:

Rami Wernik, North American Director  
6505 Wilshire Blvd., Suite 540  
Los Angeles, CA 90048  
323-272-6852 | ramiw@jafi.org  
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<sup>fl</sup>Please note that *The Big Blue Tent* seminar does not fit into these pricing structures.



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## MAKOM FACULTY



**Yonatan Ariel, Executive Director of Makom**, lectures widely in the fields of Contemporary Jewry, Educational Policy-Making and Experiential Education. He has taught in public school and in adult and travel settings. Yonatan studied history and education at universities and is a graduate of both the Institute for Youth Leaders and of the Jerusalem Fellows. He has held senior policy-making positions at the Mandel Leadership Institute, the United Jewish Israel Appeal, Melitz and the Israel Experience.



**Rami Wernik, North American Director of Makom**, holds an Ed.M. from Harvard University as well as an M.A. in Religious Studies from Stanford University. Rami is writing his doctoral dissertation on Civic Education in Israel at Stanford. An alumnus of the Wexner Graduate Fellowship, he also completed the Mandel Jerusalem Fellows Program. Rami has served as faculty for Midreshet Har Herzl, Melitz, and the Brandeis Collegiate Institute. He was Dean of the Fingerhut School of Education at American Jewish University.



**Rafi Banai, Makom Expert in Teaching Hebrew as a Second Language**, graduated from Hebrew University and the Jewish Theological Seminary. Rafi received a teaching diploma and is an expert in Hebrew as a second language. He served as a Ministry of Education superintendent, taught Hebrew at Hunter College and at JTS. Rafi served as the Director of the Publication and Curriculum Division of the Jewish Agency, has conducted hundreds of in-serviceteacher training programs in Israel and abroad, and has written numerous materials for teachers and students.



**Dasee Berkowitz** is the **Founder and Lead Consultant for JLife Consulting** where she specializes in Jewish life cycle events. A graduate of Barnard College and the Hebrew University, she has also studied at the Pardes Institute for Jewish Studies and the Conservative Yeshiva in Jerusalem. Formerly, she worked in Jewish education at the AJJDC, the Dorot Foundation's fellowship, and AVODAH. She has designed trainings for clergy, camp counselors and board members to engage them more fully in the mission of their work.



**Vadim Blumin, Makom Content & Training Specialist**, is an historian and activist in the fields of Jewish Education and Civil Society in Israel. He graduated from the Hebrew University, where he is currently completing his doctorate in Jewish History. Formerly, Vadim headed the Jewish Agency's Education Department in St. Petersburg, Russia, and served as Executive Director to the nonprofit "1+1: Association of Immigrant Youth." Vadim has also participated in the GVANIM program for pluralism and leadership, as well as the JDC-ELKA Mashmout training program for Directors-General of Voluntary Organizations.

## MAKOM FACULTY



**Rabbi Noah Cheses is Associate Rabbi at Yale University**, where he manages Hillel's Israel portfolio and teaches topics relating to the Jewish Homeland. He is a graduate of Yeshiva University's Honors Program and Rabbinical School, and is an alumnus of the Wexner Graduate Fellowship. Formerly, Noah founded Tikvah Israel Seminars, providing forums to explore enduring Jewish questions facing contemporary Israel.



**Clare Goldwater** is an **educational consultant and coach**. She combines an expertise in experiential Jewish education with organizational development. She graduated from Oxford University and the Hebrew University in Jerusalem, as well as the Mandel Jerusalem Fellows. Clare is both a licensed Israeli tour guide and leadership development coach.



**Rabbi Reuven Greenvald, Director of Program Development, Jewish Agency for Israel**, North America, was a day school educator for over twenty years, serving in teaching and administrative capacities. He was the Upper School Principal at the Charles E. Smith Jewish Day School, and Head of School at the Kehillah Jewish High School in Palo Alto. A graduate of the Jewish Theological Seminary's rabbinical school and the University of Pennsylvania, he is also a former Mandel Jerusalem Fellow. Reuven was previously Makom's Director of Community Initiatives.



**Robbie Gringras, Makom's Artist-in-Residence**, works with Israeli artists and with North American Jewish arts presenters and educators, weaving honest, complex connections to Israeli music, movies, and writing. In the theatre he has performed on London's West End and throughout the world in his own original plays. Since immigrating to Israel he has taught at theatre schools country-wide, and directed several plays. His solo shows have been performed in Israel, UK, Australia, USA, Canada, Russia, and Mexico in English, Hebrew, and Spanish.



**Ari Hart, Co-founder of Uri L'Tzedek**, the Orthodox Social Justice Movement and a leader of multiple initiatives that bring the Jewish community and the world together to make positive social change. A graduate of Grinnell College, Ari is currently studying to be a rabbi at Yeshivat Chovevei Torah. He is a contributor to the Jerusalem Post, Ha'aretz magazine, and Jewschool.com. He was recently selected by the Jewish Week as one of the 36 "forward-thinking young people who are helping to remake the Jewish community."



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**Esti Moskovitz-Kalman, Makōm's Deputy Director and Director of Education,** served as an officer in the Israel Defense Forces, having been the first woman to attend the Combat Officer Training Course. She graduated from Bar Ilan University and the Hebrew University of Jerusalem. Esti served as the Director of the Jerusalem region of Melitz, as an educator at the JCC of Greater Baltimore, and a senior educational consultant to the Bureau for Jewish Education in Baltimore. Esti joined the Jewish Agency in 2002, then the founding team of Makōm, and researched Israel Engaged Leaders as a Mandel Jerusalem Fellow.



**Yehudit Werchow, Central Shlichah to the Union for Reform Judaism,** graduated from the Hebrew University in Political Science and Literature. She is a student in the Rabbinic Program at Hebrew Union College. Formerly, she coordinated Israel experience programs for youth and students, and was a shlichah to the Reform community in Britain.



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ISRAEL EDUCATION ONLINE.**

| Hundreds of Resources, Teaching units, Concept papers |  
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| Makōm Interactive — your meeting place for talking Israel education |

For more information about Makōm, please contact:

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