



# 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:

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## 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, Makom, 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 Makom'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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"Makom 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, Makom has been the most visible and significant Federation initiative in the last few years."

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

"Makom 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









