BUILDING A CULTURE OF ISRAEL EDUCATION
| December 1-3, 2015 | Hilton Lake Las Vegas | Henderson, NV |

| TUESDAY, DECEMBER 1, 2015 | תשרי'ו כסלו יט |
12:00pm REGISTRATION
1:00pm LUNCH | ארוחת צהריים | Salon III and IV
2:00pm WELCOME | הור俱乐ם | Grand Ballroom
   1. Introductions
      Anne Lanski, Executive Director, iCenter
   2. Opening Remarks
      Lisa Eisen, Vice President, Charles and Lynn Schusterman Family Foundation
2:45pm REFLECTIONS ON THE CENTRALITY OF ISRAEL IN THE CULTURE OF JEWISH LIFE
   Rabbi David Ellenson, Director, Schusterman Center for Israel Studies at Brandeis University
   Grand Ballroom
3:15pm BREAK | הפסקה |
3:30pm A PHILOSOPHY OF ISRAEL EDUCATION: A RELATIONAL APPROACH
   Barry Chazan
   Grand Ballroom
Twenty-first century Jewish life requires a new paradigm for Israel education that remains loyal to the past, but speaks to today and tomorrow. The purpose of this session is to respond to this challenge by presenting a new approach denoted as ‘a relational philosophy of Israel education.’
4:30pm  THE BUILDING BLOCKS OF OUR CULTURE:  
THE ALEPH BET OF ISRAEL EDUCATION, 2nd EDITION

When it was unveiled in 2011, the Aleph Bet of Israel Education revolutionized the field. The Aleph Bet is a living document, the dynamic center of a culture of Israel education. Today we are excited to present and engage with an updated edition of the Aleph Bet of Israel Education.

- **עברית | Lori Sagarin and Binnie Swislow | Montelago**
  How can we embody Eliezer Ben-Yehudah’s charge that Hebrews learn Hebrew? How does knowing a language create a smaller, more intimate world? And why is this critical to our work in Jewish and Israel education? In this workshop, we will challenge our assumptions and grapple with the promise (and barrier) that Hebrew can be for some of our communities.

- **Finding Our Inner Israel Educator | Clare Goldwater | Piazza**
  In this workshop, we will apply a self-assessment tool based on the four characteristics of effective Israel educators outlined in the Aleph Bet of Israel Education. You will gain new insights into what it means for them to be an Israel "moleh-derech", and learn a useful model to implement with your colleagues and staff in your institutions.

- **Israel – Between Site, Sight, and Insight | Zohar Raviv | Orchard**
  The word "Israel" evokes multiple ideas and narratives that coexist in our collective imagination and foundational texts. This workshop explores five such landscapes and highlights their vital role in our educational work.

- **Israel Education is Life Itself | Adam Stewart and Aliza Goodman | Casino Room**
  With all due respect to curriculum and teachers – it’s actually the learners that matter most in good education. This workshop will explore what it means to embed a truly learner-centered Israel education in your educational setting. We also have an opportunity to meet John Dewey, Martin Buber, Paulo Freire, Janusz Korczak and Jean-Jacques Rousseau and ask of them what Israel education ought to look like today. In this session, smiling and active participation are not optional.

- **Powered by The Israel Experience | Michael Soberman | Olive Grove**
  An experience in Israel is at the very foundation of Jewish and Israel Education. As we envision a world in which an Israel Experience is a “birthright” of every young Jew around the world, what is the next phase of its evolution? How do we move today’s reality to the future of our educational system? Join us as we apply Systematic Inventive Thinking (S.I.T.) to the Israel Experience and author a new reality.

- **Relating and Relationships: Ani V’atah | Jan Katzew and Anne Lanski | Tuscany**
  Ani v’Atah – “You and I” will change the world is not only a song lyric. It is an ani ma’amín, a statement of heartfelt, soulful belief. In Powers of Two, Joshua Wolf Shenk explores the mystery of human relationships that defies arithmetic. Why is it that two people (or perhaps a person and a place) together can do so much more than either one can do on her or his own? Together, we will uncover this wonder using sacred stories, some of which are as ancient as Genesis and others of which are as contemporary as right now.
5:30pm  BREAK | הפסקה

6pm  DINNER | ארוחת ערב
Salon III and IV

7:30pm  THE LIVING CULTURE OF ISRAEL:
HERZL 48 WITH
会议室
Mishy Harman, Yochai Maital, and the Israel Story Team
Montelago Ballroom

‘Herzl 48’ uses the timeless power of stories to provide an intimate glimpse of modern Israeli life. In a dazzling combination of radio-style storytelling, live collage animation, music, singing, video, and other multimedia magic, we tell the stories of Israelis from all over the country who have one, completely random, thing in common: They all live at the most common and most symbolic of all Israeli addresses – 48 Herzl Street.

9pm  LAILAH TOV | לילה טוב
7:30am BREAKFAST | Salon III and IV

8:30am A CULTURE OF WORDS: BEGINNING WITH TEXT

The touchstone of Jewish culture is text – Torah and the tradition that flows from it. We begin building a culture by studying our texts together.

- When Jews and Israel Meet… | Yonatan Ariel | Salon III
  …things can get tricky. Let’s look into the text, context, and hypertext to discover how we Israel educators can read the headlines.

- Who is the Real Israeli? | Barry Chazan | Salon I
  This conversation will provide the definitive answer to this persistent question by “meeting” with author Etgar Keret and poets Agi Mishol and Eliaz Hacohen. This is for Hebrew-lovers and speakers – it will be in Hebrew, with vowels if desired.

- Waking up to Nationhood | Clare Goldwater | Tuscany
  Let’s uncover ways in which we develop a collective consciousness – the feeling of being part of the bigger Jewish People – through an exploration of multiple approaches to the poem “A Song of the Morning” by Amir Gilboa.

- Israel: A Part Of or Apart From the Family of Nations | Jan Katzew | Montelago II
  For centuries Jews have been divided over the issue of Israel’s relationship to the rest of the world. Yehudah Halevi and Rambam represent two views that still exist, namely that the people and land of Israel are unique (Halevi) or alike (Rambam). Perhaps some arguments are meant to persist. Where do you stand and how do you lead?

- C’mon Baby Light My Fire | Shelley Kedar | Florentine Gardens I
  What ‘lights us up’ as Israel educators? In “light” of the month of Kislev, and the upcoming celebration of Hanukkah, this time will be dedicated to looking at the concepts of light, fire and darkness in Jewish and Modern day Israel texts.

- Playing for Time | Shalom Orzach | Tuscany Courtyard
  Through a close reading of Gemara Shabbat 21b we will become active participants in determining the essence of the Chanukah story and the ritual established to actuate those core events. Through our study, we will also be enlightened (pun intentional!) by ideas about how we remember through making time count or as the debate between Hillel and Shamai suggests how we count time.

- Pluralism and the Jewish Mindset: Conflict or Harmony? | Zohar Raviv | Florentine Gardens IV
  Is there an inherent tension between “pluralism”, “diversity” and the Jewish mindset, or can they coexist in harmony? How do these concepts inform life in contemporary Israel? This session examines the evolution of “pluralism” and “diversity” in Judaism, and charts their place in appropriate contexts.
• **A (Virtual) Conversation with Etgar Keret | Lori Sagarin | Orchard**

What can we learn about our Jewishness when traveling the world? What stories do we learn about our loved ones as we sit shiva? How can a game called Pastrami help us and our children avoid or face the realities of war? Come explore how small encounters change our view of the world and those we love as we encounter the stories of Etgar Keret.

• **Where to Begin with Begin (Menachem)? | Michael Soberman | Florentine Gardens II**

Menachem Begin was one of Israel’s most colorful leaders who was known for many things. Who he was and where he came from is probably best illustrated in a lesser known story about how he changed the face of Israel. We will explore this story and its implications on Israel today.

• **The Story of the Israeli Diva | Shuki Taylor | Piazza**

Together we will follow the stories and music of Shoshana Damari, Ofra Haza, Etti Ankri, Dana International & Ninet and explore how five Israeli Divas represented, informed, and ultimately changed Jewish Israel.

• **Words, Words, Words | מילים, מילים, מילים | Vavi Toran | Montelago I**

A visual midrash and exploration of the iconic words and images related to the quest for peace. Dedicated to the memory of Yitzhak Rabin on the 20th anniversary of his assassination.

• **Naming Jacob—Israel | Ilan Vitemberg | Olive Grove**

This interactive, fun workshop will challenge you to think out of the box by incorporating traditional Hevrutah and Biblical text study with theatre techniques and excerpts from the reality show “The Voice Israel” – all to explore the relationship between individual and national identities.

• **The Power of Here, The Power of Now | Yehudit Werchow | Pre Function Space**

What would it feel like to experience Israel for the first time over and over again? Let’s follow Buber and other Israeli poets through this journey of rediscovering Israel and reimagining ourselves in it.

**9:30am  CULTURE BY DESIGN: MOMENTS OF IMPACT**

*Lisa Kay Solomon*  
*Grand Ballroom*

Drawing on her research from her bestselling book, *Moments of Impact*, and teaching at San Francisco’s interdisciplinary graduate Design MBA program, Lisa Kay Solomon will discuss the importance of designing strategic conversations that foster creativity, collaboration and courage as the new leadership competencies required to support successful innovation and collective possibility. Through a highly dynamic, interactive talk, Lisa will demonstrate that these skills are personal and immediately applicable to our work.

**10:45am  הפסקה**
**11:15am CULTURE LABS: CHOOSE YOUR OWN SHVIL**

During these labs, we have the chance to play and experiment with powerful approaches to building a culture of Israel education. Each will feature sessions in four different areas: **Reflecting on Our Learnings** (what we know), **Concepts and Theories That Guide Our Practice** (what we think), **Our Work in the Field** (what we do), and **The World of Contents** (what we teach with).

**The “What For” of Israel Education | TBD | Salon III and IV**

How do you know if your learners are achieving what you want? How do you know if you’re doing a good job? How do you know if people want to support the work that you do? This session will help answer all three of these questions by focusing on the outcomes of Israel education. We will look at some of the work that has been done and some of the work that still needs to take place as we examine what it is that we truly care about when it comes to Israel education. Please be aware that for this session you will need to bring your head, heart and hands.

**Reflecting on Our Learnings: How do we move a field forward?**

**Eduinnovators: Reimagining the Job to be Done | Lisa Kay Solomon | Grand Ballroom**

As educators, we’ve traditionally thought of our “jobs” as successfully educating and engaging our community in important content related to our community. But, is that enough? What about the social, emotional and developmental needs of our community? Do we have the full understanding of what our community needs from us? What are new insights we might gain if we start asking different questions about how we can ignite meaningful value and engagement?

**Concepts and Theories that Guide Our Practice: What can we do to translate theory into practice?**

**Creating a Colorful and Adaptable Learning Environment | Duane Baggerly and Kris Martin | Montelago II**

Have you ever felt you couldn’t get through to a student? Have you ever experienced a challenging participant? We’ve all been there! Join us for this highly interactive session that will provide tools and strategies to ensure your success. Using the Insights Discovery framework we will explore our individual color energy preference as professionals and educators, identify clues and behaviors that help us recognize and identify learning styles, and create strategies for connecting with and engaging learners based on their learning preferences.

**Our Work in the Field: How do we do what we do?**

**The Power of Narrative Storytelling | Mishy Harman and Yochai Maital | Montelago I**

In this workshop, the Israel Story team will delve into their process of thinking about an episode and examine how radio storytelling can be harnessed as an educational tool. We will listen to short clips from episodes of Sipur Yisraeli and discuss the power of narrative storytelling and its potential for making Israel relevant, interesting, and even exciting. With the general hype around podcasting soaring, we will explore ways to use the medium to enhance learning experiences.

**The World of Contents: How do we make Israel come alive?**

**12:45pm LUNCH | צהריים ארוחת זכרותium Pavilion**
2pm  CULTURE LABS: CHOOSE YOUR OWN SHVIL

- **Miles from Where I Live and Near to My Heart | Sivan Zakai | Orchard**
  How do American Jewish children get their information about Israel? How do they think about Israel in times of calm and in times of conflict? How do American Jewish children feel about Israel, and how do their feelings change as they grow? This workshop focuses on new research from the Children's Learning About Israel Project, a longitudinal study that tracks how children’s thoughts and feelings about Israel develop as they grow. By examining how it is possible to "peek into“ children’s hearts and minds, we will explore how children conceive of Israel, and what their thoughts and feelings suggest for how to teach and talk to them about it.
  **Reflecting on Our Learnings**

- **Show Me How to Shin Shin | Ezra Kopelowitz | Olive Grove**
  How might a Shin Shin, a recent high school graduate from Israel, create a positive and lasting impact on large numbers of young Jews? We will examine the relationship building process, which lies at the heart of the Shin Shin education strategy and ask ourselves: in which organizational conditions and with which target populations is the strategy most likely to succeed? A Cleveland Case Study.
  **Reflecting on Our Learnings**

- **Connecting Timely Issues to Timeless Values | Adam Stewart and Shalom Orzach | Salon III and IV**
  In this workshop, we will focus on recent events in Israel and suggest alternative paradigms for contextualizing the core ideas by identifying the values that are behind the issues. Using this approach, we will discover how to ground what often become fleeting headline bites into broader value-drive concepts that are inherently connected to our core Jewish vernacular.
  **Concepts and Theories that Guide Our Practice**

- **Don’t Say the Day Will Come, Make it Happen Yourself | היום את הביאו, יבוא יום תגידו אל | Yehudit Werchow | Piazza**
  Building a lasting, authentic, and personal relationship with Israel and Israelis is the art and outcome of values-based and action-driven education. Dive into this core concept of Israel education through an engaging workshop that asks you to explore your own values and motivations for action. Come build the Israel you believe in.
  **Concepts and Theories that Guide Our Practice**

- **Are You Game? | Jon Adam Ross | Florentine Gardens**
  Come play some games and learn about Israel through a physical, emotional, and intellectual exploration.
  **Our Work in the Field**

- **A Systems Approach to Infusing Israel in Jewish Education | Lesley Litman | Montelago II**
  Learning about and engaging with Israel can and should happen in every aspect of our learning communities and settings. For both learners and educators these encounters are most powerful when linked to one another in a coherent and systemic way. In this workshop we will look at the steps and tools that can be useful in creating such a systemic approach to Israel learning and engagement.
  **Our Work in the Field**
The Power of Narrative Storytelling | Mishy Harman and Yochai Maital | Montelago I
In this workshop, the Israel Story team will delve into their process of thinking about an episode and examine how radio storytelling can be harnessed as an educational tool. We will listen to short clips from episodes of Sipur Yisraeli and discuss the power of narrative storytelling and its potential for making Israel relevant, interesting, and even exciting. With the general hype around podcasting soaring, we will explore ways to use the medium to enhance learning experiences.

The World of Contents

Contemporary Israel: Just One Click Away | Pearl Kane | Tuscany
In this workshop, we will explore the many facets of Israel21c and its new newsletter companion just for educators and students, and discover ways to bring 21st century Israel into your learning environment. Our goal is to leave both with practical activities and resources, as well as some inspiration for new ways of thinking about how to bring Israel to life.

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3:15pm BREAK

4:30pm CULTURE LABS: CHOOSE YOUR OWN SHVIL

Rigor and Vigor: Using Research to Enhance Israel Education | Len Saxe | Olive Grove
Israel education is inherently passionate. In this workshop, we will focus on how to use rigorous research to inform Israel education and harness the passion to enhance understanding of Israel.

Reflecting on Our Learnings

Approaching Conflicts: Contexts, Perspectives and Values in Israel Education | Carl Schrag, Natalie Blitt, and Michael Soberman | Salon III
Addressing the conflict in Israel has become a central challenge in Jewish education and one that has left educators with few tools. Our goal in this session is to help you engage with sensitive material with more confidence, ask more questions, and challenge assumptions for the purpose of developing a strong and meaningful relationship with Israel.

Concepts and Theories that Guide Our Practice

Teaching Kids to Care | Ben Jacobs | Piazza
How do we teach students to care more deeply and think more critically about complex issues confronting the historical and contemporary Jewish community (e.g., Israel), as well as affecting themselves? In this workshop, we will explore these questions and more through a pedagogic and moral lens.

Concepts and Theories that Guide Our Practice

I Wanna Grow (Old) With You | Aliza Goodman and Adam Stewart | Salon IV
Come explore new ways we can grow from each other in our work in the field. In this workshop, we’ll craft a language and an ethos of professional development that we can incorporate into our own work. Bring your creativity as together we hone our craft. ** Our Work in the Field
• **The Art and Science of Imagineering | Shuki Taylor | Tuscany**  
Can we train ourselves to think out of the box? Is there a science to creative thinking? Based on the work of Disney’s Imagineers, this session will delve into the power of intuition, imagination and risk-taking, and provide concrete tools for the development of experiential Israel programs.  
**Our Work in the Field**

• **Down with Simplicity | Yonatan Ariel | Montelago I**  
Given the sophistication of young Jews today, how do we educate about Israel in a way that is universal and still particular, accessible without dumbing-down, serious yet exciting? Encounter this flexible, portable method to successfully addressing the conundrum.  
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• **Classic Israeli Tales | Vavi Toran and Ilan Vitemberg | Montelago II**  
Introducing arts and culture to the very young through popular Israeli literature for children, this workshop explores two beloved tales: Dira Le’haskir (Apartment for Rent) and Mitz Petel (Raspberry Juice). Workshop includes introduction to the writers, the stories in both Hebrew and English, exploration of themes and values, activities and games. Participants will receive the rich educational resource booklets that were developed and a list of Israeli Children’s Books in Translation. Created by the Israel Education Initiative, a program of Jewish LearningWorks.  
**The World of Contents**

5:45pm COMMUNITIES AND NETWORKS  
**Grand Ballroom**  
Even as we build a whole culture of Israel education, it is composed of diverse communities and networks – of educators who share common interests, settings, challenges, and opportunities. This dedicated time and space provides opportunities to sit with people from your communities and networks, to build new ones, and to reflect together on your experiences thus far.

7pm DINNER | ערב ארוחות  
**Casino Room**

8:30pm CONTEMPORARY ISRAEL: A LANGUAGE OF PEOPLE & SOUNDS  
**Montelago Ballroom**

9pm LAILAH TOV | לילה טוב
7:30am BREAKFAST | ארוחת בוקר
Salon III and IV

8:30am THE HALLMARKS OF AN EMERGING CULTURE OF ISRAEL EDUCATION
Zohar Raviv
Grand Ballroom
How are we to construct a culture of Israel education as an emerging discipline? How may such a culture unfold within the various settings in which we work? Over the course of the last three days we have theorized, discussed, and experimented with new ideas to articulate and build such a culture – and now we need to examine what will it take to make them take hold and evolve.

9:30am BREAK | הפסקה

9:45am TABLE TALKS
Grand Ballroom

11:15am TAKING IT HOME
Grand Ballroom

12pm L’HITRAOT |قاتراه