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Series H: United Jewish Appeal, 1945-1995.

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Folder
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University programs. 1958-1966.

For more information on this collection, please see the finding aid on the
American Jewish Archives website.

MEMORANDUM

Date May 27, 1959

To Mr. Herbert A. Friedman
From Abraham S. Hyman
Subject University Program

In my preliminary exploration with Dr. Jospe, I will propose the following in connection with the formulation and implementation of a UJA program among the university students:

1. That the UJA and the Hillel Foundation confer with the head or heads of the fraternity and sorority movements at the universities with the view of enlisting the support of the fraternities and sororities for such UJA program as may be agreed upon by the UJA, the Hillel Foundation and the organized student movements at the universities.
2. That we establish within the national UJA a university division to be headed up by a student chairman to be selected by the UJA, the Hillel Foundation and the head or heads of the organized student movement at the universities. In addition to the student chairman, there should be a student cabinet whose function shall be to act as an advisory body in formulating a UJA program of education and fund raising at the universities. It is to be understood that the university division will be represented at the major UJA functions such as national conference, study missions, etc.
3. While the main emphasis of the UJA program among university students should be fund raising, a year-round educational program should be developed whose object shall be to show what Israel's problems are, how the American Jewish communities relate to these problems and what the American Jewish community can do to help in their solution. The program, however, should not be confined to educational material on Israel. In a year-round educational program, there should be ample time and opportunity for a discussion in the communities of some 25 countries in which UJA funds are employed to help in the resettlement and rehabilitation of people who have gone to those countries or in the rehabilitation of the communities themselves.

The Israel Consulate reports that there are approximately 1200 Israeli residents year in and year out in the American universities. I shall propose that these students or those of them that are articulate should be utilized in the educational program. However, before they are so utilized, we should conduct a seminar for these students and have a clear understanding as to what our objectives in the educational program should be. Jewish students from foreign countries other than Israel might also be drawn into the educational program.

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I would say that the over-all goal of the educational program should be to familiarize Jewish students with the problems of Jewish communities outside of the United States and to engender in the students the feeling that Jews are one people and that the survival of every segment of it is important to the survival of the entire people and that each of us has a responsibility towards those communities which require our help. We should studiously avoid giving the impression that the UJA stands for the proposition that Israel is the be-all and the one-all of Jewish life.

4. It would appear that some universities permit only an over-all student campaign and, therefore, bar separate UJA campaigns. An effort should be made to alter this policy in those universities where this policy prevails. This effort should be made after full consultation with representatives of the local Jewish student body. In those universities where this effort fails we should seek to make the UJA one of the beneficiaries of the over-all student campaign or have the type of program in these universities which would encourage students to make voluntary contributions to the UJA without a campaign.

For obvious reasons, I believe there should be agreement among us on the basic points of a university program before I discuss the matter with Dr. Jospe and commit the UJA to a particular point of view.

Let's discuss



ASH:gb

cc: MSG, SS, LJ

MEMORANDUM

Date October 16, 1959

To Mr. Herbert A. Friedman
From Abraham S. Hyman
Subject University Program

I suggest the following program for university students:

1. Aid in the Student UJA Campaigns

(a) Production of campaign manual for Hillel Directors and Counsellors and for student campaign leaders. 1500

(b) Production of special university campaign piece such as "Taking Your Rightful Place" for distribution among all the students on mailing lists for student campaigns. 100,000

(c) A roster of speakers to serve student campaigns. In addition to the speakers who are regular speakers, I believe we should make available about half a dozen recent graduates of Israeli institutions of higher learning who could discuss Israel and its needs from the vantage point of a person who has something in common with the student groups he would be addressing.

2. Seminars and Symposia

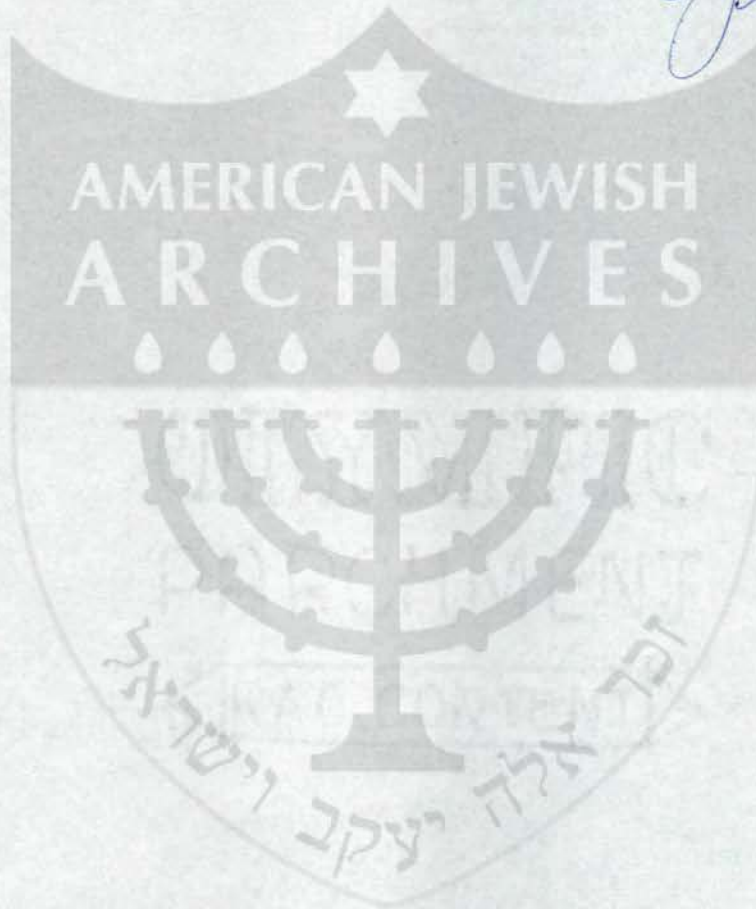
In coordination with Hillel Foundation, UJA should sponsor seminars at the foundations relating to Israel and Jewish communities in the diaspora which are aided through UJA. The graduates from Israeli universities brought over for the campaign could be used as discussion leaders in these seminars. Also, the Israeli students on campus and, if available, Jewish students from the communities which are aided by the UJA might also be brought into this program.

3. Conference with the national heads of the fraternities and sororities, the purpose of which is to secure their endorsement of the UJA campaigns at the universities and whatever educational and stimulation program we agreed upon. In view of the recent trend towards making the fraternities non-sectarian, this presents a delicate problem. However, I discussed the matter with Jospe who feels that even within the framework of this new policy, something good can come out of a meeting with these heads.

4. Partial scholarships

No
Dr. Jospe recommended that UJA give partial scholarships to outstanding Jewish student leaders to enable them to attend the summer institute in Israel. These students, upon returning to the United States, could be used as speakers and seminar leaders at the universities.

Jospe



ASH:gb
cc: MSG, SS, LJ, MP

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September 25, 1958

Mr. Herbert A. Friedman

Abraham S. Hyman

Conference with Dr. Judah Shapiro re the UJA University program

I conferred today with Dr. Shapiro, Director of the Hillel Foundation, regarding the problems involved in organizing a UJA campaign in the universities throughout the country. Introducing the subject, I mentioned to him some of our earlier thinking about exploring a projected youth program. His immediate comment was that he was pleased that I had invited him for this conference because he had actually intended to get in touch with you regarding the reports that came out of Jerusalem after you delivered your address at the Jerusalem Conference. He said that the matter had been discussed at the Executive Board of the B'nai B'rith and that the Board was disturbed that we had given the impression that no one was doing anything in the field, whereas, in fact, the Hillel Foundation was, at the university level, already doing precisely the thing that you spoke about.

In this connection, he mentioned that the Hillel Foundation runs approximately 150 UJA drives in that many universities and in the process of conducting these drives, brings to the students the story of Israel and of Jews throughout the world who are in need. Of course, I told Dr. Shapiro that even in the tentative thinking we had done on the subject, we started with the axiom that we would be working through existing established institutions including the Hillel Foundation. I reminded him that when I briefly addressed the Hillel directors group in Jerusalem this past July, I was specific in making this point. Dr. Shapiro was pleased to receive the information that this was our approach.

In the course of our conference, Dr. Shapiro revealed the following data: At the present time, there are 86 full time Hillel Foundations established in that many universities. In addition, the Hillel Foundation has counsellorships in 135 universities. The latter institution consists of a contact with some professor or someone on the campus who, as a general rule, is on the payroll of the Hillel Foundation and who, under the direction from headquarters of the Hillel Foundation, organizes activities among the Jewish students at the universities. The 150 UJA drives mentioned above include drives in the universities where the Hillel Foundation has counsellorships as well as in universities where it has full time activities. There are all together approximately 200,000 Jewish students enrolled at the universities. Dr. Shapiro estimates that this represents approximately 65% of the Jewish youth who are of university age. He states that both the figure and percentage is rising from year to year. He completely agrees with the point I made

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that there is no place where, percentagewise, a greater number of Jewish youth can be reached than at the universities. This is true whether we talk in terms of the UJA, an educational program for Jewish youth or any other type of program.

The Hillel Foundation has affiliated with it in the 221 universities mentioned above 100,000 Jewish students. Approximately 20,000 Jewish students at these universities are not affiliated with the Foundation.

I put to Dr. Shapiro the specific question as to whether, in his judgment, it would make sense for the UJA to establish a university division within the national office for the purpose of servicing the UJA drives being conducted ~~or~~ to be conducted in the universities. I spoke in terms of having a national university chairman and all the other trappings of a separate division. His off-the-cuff answer was that it would make sense provided that it was absolutely clear that we would be working through the Hillel Foundation. He agreed that there is literature that could be directed specifically to students and that through that, as part of our fund raising effort, we could get a comprehensive educational program across. However, we would have to do it in cooperation with and through the Hillel Foundation. Otherwise, the Hillel Foundation would fight the program tooth and nail.

I told him that I welcomed his comments and particularly his eagerness to cooperate with us. I told him further that I would report to you the gist of our conference and that he should treat this as the beginning of our informal discussions concerning the total program. I told him I could not commit the UJA to any decision, but that no doubt in the near future, we would sit down with him and discuss the problem further.

Dr. Shapiro promised me that, in the meantime, he would draw up a list of the universities where the Hillel Foundation is conducting drive in behalf of the UJA, showing the amounts raised, etc. and that, as a basis for further discussion, he would pass on several suggestions for a UJA program at the universities. I told him I would get in touch with him as soon as we had studied the suggestions.

February 17, 1966

Mr. Herbert A. Friedman

Zelig Chinitz

UJA-B'NAI B'RITH HILLEL FOUNDATIONS CULTURAL PROGRAM

I.

In the Fall of 1965 two lecturers participated in the university program:

1. **PINCHAS PELI.** See Attachment Folder I (Item 1), for biography, lecture topics, itinerary and a few evaluations from Hillel Directors. In Lewiston, Maine he spoke to a group assembled at the home of Leonard Bell. He made 38 appearances, with an approximate audience of 1400 students.
2. **AHARON KIDAN.** See Attachment Folder I (Item 2), for itinerary, press release, topics, records of attendance and a few evaluations. In Los Angeles he addressed a group at the home of Irwin Field.

II.

The second phase of the Cultural Program is the Student Leadership Institute conducted at the UJA Annual National Conference. For your information I am attaching three programs covering the 1964 Institute at the New York Hilton; the 1965 Institute at the New York Hilton and the most recent one conducted at the Midwest Leadership Institute in Chicago. (See letter to Max Fisher over signature of IB). All Attachments in Attachment Folder II. (Item 1)

At the Chicago Institute there were 31 students from only 11 schools due to the fact that final examinations kept many potential participants away. Nevertheless, important schools were represented. See attached letters by participants and Hillel Directors in Attachment Folder II (Item 2). Charles Jordan had an opportunity to speak to the students at the Palmer House about the summer overseas program of the JDC.

III.

University Program Spring 1966 - The three confirmed candidates are as follows: Dr. Uriel Simon; Rafael Ruppin; Dr. Simon N. Herman. See Attachment Folder III for itineraries and press releases.

(more)

IV.

University Program Fall 1966 - The selection of the three lecturers for the Fall of 1966 will be made from the attached list. See Attachment Folder IV. I am familiar with all the candidates except three. In view of the fact that we are now working in conjunction with the Israel Foreign Office, it has become important to establish a selection procedure agreeable to UJA, BBEF and the American desk of the Israel Foreign office. This procedure pertains to four out of the six candidates whose plane fare is defrayed by the Israel Foreign Office. Since there are extenuating circumstances in many instances, it is essential that we build a reserve. I, therefore, meet periodically with Rabbi Groner and Joseph Raziel to review the situation and to evaluate candidates. The attached list (See Attachment Folder IV) of names is the agreed upon priority for the Fall of 1966 and Spring of 1967.

V.

Joseph Raziel has informed me of Ambassador Harman's desire to further broaden the program by having as much as ten lecturers a year. I am informed by Rabbi Groner that our current experience of arranging three lecture tours in the Spring and three in the Fall, is the maximum administrative load under present staff conditions in our office and in Washington. The attached procedural check list describes in detail all the steps involved in the implementation of the program. See Attachment Folder V.

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cc: IB