



THE JACOB RADER MARCUS CENTER OF THE
AMERICAN JEWISH ARCHIVES

MS-831: Jack, Joseph and Morton Mandel Foundation Records, 1980–2008.
Series B: Commission on Jewish Education in North America (CJENA). 1980–1993.
Subseries 2: Commissioner and Consultant Biographical Files, 1987–1993.

Box
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Folder
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Rotman, Arthur, 1988-1990.

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



15 EAST 26th STREET - NEW YORK, N.Y. 10010-1579

December 9, 1988

To: Art Rotman

From: Leonard Rubin

Re: Jewish Education in Informal Settings Organizations

1. B'nai B'rith Youth Organization (BBYO)

Executive Director: Sid Clearfield

Location: 1640 Rhode Island Ave., N.W.
Washington, DC 20036

Telephone: (202) 857-6585

Options:

- Meeting with Executive Director, National Staff, and/or Regional Directors.
- BBYO Board of Directors (Spring, 1990)
Chairperson: Edward Yalowitz
- Executive Committee (April 1-2, 1989)
- BBYO Professional Staff (November, 1989)

2. The United Synagogue of America Department of Youth
Activities (USY/Kadma)

Director: Rabbi Paul Friedman

Location: 155 Fifth Avenue
New York, NY 10010

Telephone: (212) 857-6585

Options:

- Meeting with Director, National Staff, and/or regional directors.
- National Youth Commission (February 20, 1989)
- A select group of Rabbis and Commission members.

3. American Zionist Youth Foundation (AZYF)

Executive Director: Ruth Kastner

Youth and Hechalutz Representative: Avi Dickstein

Location: 515 Park Avenue
New York, NY 10022

Telephone: (212) 751-6070

Options:

- Meeting with Executive Director, Youth and Hechalutz Representative, Director Community Relations and Department Heads, i.e. Israel Programs, Special Projects, University Services.
- Meeting with Officers of the AZYF Board of Directors. Chairperson: Louis Levy.
- Meeting with Community and Movement Shlichim.

4. Union of American Hebrew Congregations Youth Services Department
(NFTY, College Services, Camp Institutes, International Education Department)

Director: Rabbi Allan Smith

Location: 838 Fifth Avenue
New York, NY 10021

Telephone: (212) 249-0100

Options:

- Meeting with Director and National Staff of the four major departments - NFTY, College Services, Camp Institutes, International Education Department.
- UAHC Advisory Committee on Youth, Chairperson, Melvin Goldberger. Composed of three working committees:

High School - Geraldine Voit
 College - Jan Epstein
 Camp Institute - Harry Wood

Board Meeting (Spring, 1989 - NYC)
 Biennial (Fall, 1989 - New Orleans)

5. Association of Jewish Sponsored Camps

Executive Director: Asher Melzer

Location: 130 East 59th Street
 New York, NY 10022

Telephone: (212) 980-1000

Information: A network of New York based resident camps including those serving the Orthodox community.

Options:

- Meeting with Board of Directors which is comprised of professional representatives from each of the camps and UJA-Federatio-lay leaders.
 Chairperson: Barbara Spack
- Camp Professionals
- AJSC Officers

6. Coalition for the Advancement of Jewish Education (CAJE)

Executive Director: Eliot Spack

Location: 468 Park Ave. S.
 New York, NY 10016

Telephone: (212) 696-0742

Options:

- Meeting with Board of Directors (March, 1989)
Chairperson: Dr. Betsy Dolgrin Katz
- Officers (January, 1989)
- A select group of communal lay leaders that support and/or are members of CAJE.
- A "network" of professionals involved in a specific area of Jewish education which can take place in informal settings, i.e. Family educators, Adult Education, Early Childhood Educators.
- Speaking at the CAJE Conference (Seattle, 1989; Columbus, 1990) or one of the 5 to 8 Mini CAJE Conferences.

7. Union of Orthodox Jewish Congregations National Conference of Synagogue Youth (NCSY)

National Director: Rafi Butler

Location: 70 West 36th Street
New York, NY 10018

Telephone: (212) 244-2011

Options:

- National Executive Youth Commission
Chairperson - Harvey Blitz. Meets monthly.
- National staff
- National staff and regional directors
(August, 1989)

8. Camp Ramah

National Director: Burton Cohen

Location: 3080 Broadway
New York, NY 10027

Telephone: (212) 673-8881

Information: Nine regional camps throughout North America

Options:

- Meeting with National Directors and local camp directors.
- National Ramah Commission which is composed of representatives from the local Camp Committees; Meet twice a year - Spring and August.
President: Irving Robbin

9. Hadassah Youth Commission - Hashachar, Young Judea Camps and Hamagshimin

Executive Director: Irving Waiden

President: Marlene Post

Location: 50 West 58th Street
New York, NY 10019

Telephone: (212) 355-7900

Information: Hashachar is the youth movement which serves young people from 4th grade through high school. There are several regional junior camps and a national youth camp (Tel Yehuda) and Hamagshimin which service college students.

Options:

- Meeting with Youth Commission. (April 3, 1989)
- Meeting with National Staff, selected regional directors and camp directors.

10. B'nai B'rith Hillel Foundation

International Director: Richard Joel

Associate International Director: Rabbi William Rudolph

Location: 1640 Rhode Island Ave., N.W.
Washington, D.C. 20036

Telephone: (202) 857-6561

Options:

- Meeting with B'nai B'rith and / or Executive Committee (March 11-13, 1989)
Chairman: Edwin Shapiro
- Meeting with International Staff and selected Hillel Directors

- Meeting with Hillel Directors: National Staff Meeting - December 1989.
Regional Staff Meetings - Spring 1989



COMMISSION
ON JEWISH EDUCATION
IN NORTH AMERICA

4500 Euclid Avenue
Cleveland, Ohio 44103
216 391-8300

March 13, 1989

Commissioners

Morton F. Mandel
Chairman
Mona Rakis-A-Lerman
Ronald Appleby
David Arnow
Mandell L. Berman
Jack Bider
Charles R. Brontman
John C. Colman
Maurice S. Corson
Lester Crown
David Dublin
Stuart E. Eisenstat
Joshua Elkin
Eli N. Evans
Irwin S. Field
Max M. Fisher
Alfred Gottschalk
Arthur Green
Irving Greenberg
Joseph S. Gruss
Robert L. Hiller
David Hirschhorn
Carol K. Ingall
Ludwig Jesselson
Henry Koschitzky
Mark Lainer
Norman Lamm
Sara S. Lee
Seymour Martin Lipset
Haskel Lookstein
Robert E. Loup
Matthew J. Maryles
Florence Melton
Donald R. Mintz
Lester Pollack
Charles Ratner
Esther Leah Ritz
Harriet L. Rosenthal
Alvin I. Schiff
Lionel H. Schipper
Ismar Schorsch
Harold M. Schulweis
Daniel S. Shapiro
Margaret W. Tishman
Isidore Twerzky
Bennett Yanowitz
Isaiah Zeldin

In Formation

Senior Policy Advisors

David S. Ariel
Seymour Fox
Annette Hochstein
Stephen H. Hoffman
Arthur J. Naparstek
Arthur Rotman
Carmi Schwartz
Herman D. Stein
Jonathan Woocher
Henry L. Zucker

Director

Arthur J. Naparstek

Staff

Virginia F. Levi
Joseph Reimer

Mr. Arthur Rotman
Executive Vice President
JWB
15 East 26th Street
New York, NY 10010

Dear Art:

Last month, a new committee was formed to assist in the development of a public relations strategy for the Commission on Jewish Education. At its first meeting on February 22, the committee identified several key publics to whom our efforts should be directed, and some perceptions regarding Jewish education, the Commission, etc. which may need to be addressed in our communications. The background material you developed was extremely helpful in providing the focus for this committee.

We have engaged the services of Paula Berman Cohen, a communications professional, to assist us in developing an approach to effectively reach our publics. I have suggested to her that she talk with you within the next few weeks in order to get more specific information on your various areas of expertise in the field of Jewish education (i.e. priority organizations, key contacts, target audiences, etc.).

Enclosed for your review and consideration are the minutes from the February 22 meeting on Public Relations, and a list of key publics which have been identified. Please feel free to add other publics to those already identified, and pass your ideas along to Paula when she contacts you.

Once again, please accept my thanks for your assistance.

Sincerely,



Arthur J. Naparstek
Director

Enclosures

Highlights of Meeting with Art Rotman

We discussed the relationship of JWB and the Commission process. I reviewed my conversation with Woocher and he thought a lay committee might make sense and agreed with the notion of papers that could be presented to the Task Forces. We did agree to get together again prior to the Commission meeting for the purposes of framing an overall comprehensive strategy.



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Eli N. Evans
Irwin S. Field
Max M. Fisher
Alfred Gottschalk
Arthur Green
Irving Greenberg
Joseph S. Gruss
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Henry L. Zucker

Director

Arthur J. Naparstek

Staff

Virginia E. Levi
Joseph Reimer

May 5, 1989

Mr. Arthur Rotman
Executive Vice President
JWB
15 East 26th Street
New York, NY 10010

Dear Art:

As you know, the next meeting of the Commission on Jewish Education in North America is scheduled to take place from 10 a.m. to 4 p.m. on Wednesday, June 14 at Hebrew Union College, 1 West 4th Street, New York City.

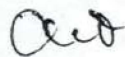
This will confirm plans to hold a debriefing session on Thursday, June 15 from 8:30 to 11:30 a.m. at JWB, 15 East 26th Street, New York City.

Please mark your calendar and confirm your plans to attend these meetings by returning the enclosed postage paid reply card by May 26.

Your calendar should reflect plans to hold the fourth Commission meeting on Wednesday, October 4, 10 a.m. to 4 p.m. Please also hold the morning of Thursday, October 5 for a debriefing session.

I look forward to seeing you in June.

Sincerely,



Arthur J. Naparstek
Director

Enclosure



15 EAST 26th STREET - NEW YORK, N.Y. 10010-1579

JW

August 16, 1989

To: Henry Zucker

From: Arthur Rotman

Pursuant to the discussion at the last meeting of the Seniors Policy Advisors, Jon Woocher, Marty Kraar and Art Rotman had a Conference Call and have come up with the following definition of Jewish education.

Jewish education is a lifelong process of acquiring Jewish knowledge, skills, attitudes and values. Its goals are to help individuals develop and reinforce positive Jewish identity, participate intelligently in Jewish life and to create the conditions for meaningful Jewish continuity and a rich Jewish cultural life.

Jewish education takes place in the home, synagogue, classroom, Center and wherever efforts are made to awaken and deepen the sense of Jewish belonging, to motivate the pursuit of Jewish knowledge and to give expression to Jewish beliefs, practices and values.



OCT 30 1989

15 East 26th Street
New York, N.Y. 10010

Date: 10/26/89

THE ATTACHED PAPERS ARE REFERRED

To: GINNY LEVI

From: Art Rotman

For the purpose indicated by the check mark

- | | |
|--|---|
| <input type="checkbox"/> Please approve | <input type="checkbox"/> Reply-send me copy |
| <input type="checkbox"/> Approved | <input type="checkbox"/> Reply-for my signature |
| <input type="checkbox"/> Please handle | <input type="checkbox"/> Note and return |
| <input checked="" type="checkbox"/> For your information | <input type="checkbox"/> Let's discuss |
| <input type="checkbox"/> Comments | <input type="checkbox"/> Follow-up |

REMARKS:

I sent the enclosed to

Zucker and Fox.



JWB

15 EAST 26th STREET • NEW YORK, N.Y. 10010-1579

October 25, 1989

To: File

From: Arthur Rotman

Re North American Jewish Education Commission:

In a discussion group at the October 23 meeting of the Commission, questions arose for which there are at this point no answers:

1. Can we use the precedent of the Cleveland approach, namely that a sum of money is raised for specific programs. In that way, the "political" issue does not arise, since there is no allocation committee to make these decisions. It's rather done on the basis of the interest of the particular donor with each donor presented with a choice of projects.
2. In Cleveland, the basis for the approval of the project calls for the foundations to provide the largest part of the funds required at the beginning and tapering off after a few years, so that after a specified number of years (3-5), the foundation's portion has diminished to zero and the entire amount is then picked up by Federation. Can this be used as a model?
3. On a national level, there would have to be an entity which would also have to be funded. There would be training programs, recruitment programs, etc., which will make sense only if done on a continental basis. Where would these funds come from? Could we use the model that is being used by Cleveland locally? If so, how do we insure that the national agencies have the funds to pick up their portion after a specified period of years, since they are not a fund raising entity as is the Federation.
4. Is the national entity to be a permanent agency? Or is it something that would self-destruct after a specified period of time?
5. Should the agency be free standing or should it be associated in some way with one of the national agencies, perhaps as a department of one of the agencies or closely connected in some way?



file - Art Rotman

Jewish Community Centers Association/NA

15 East 26th Street, New York, NY 10010-1579
Telephone (212) 532-4949 Fax (212) 481-4174

May 10, 1990

Ms. Virginia F. Levi
Mandel Associates Foundations
c/o Premier Industrial Corp.
4500 Euclid Avenue
Cleveland, OH 44103

Dear Ginny:

Jewish Community Centers began and remain a response to the Jewish experience in North America. The Center movement is built on a philosophy of appealing to what Jews have in common and of involving members of the Jewish community in developing programs and services to meet the evolving needs of the Jewish community. Thus, Centers which began in the mid-19th century as literary societies, helped integrate Jewish immigrants into American and Canadian society in the early 20th century. In the latter half of the century, attention was turned to increasing the Jewish knowledge, skills, attitudes and values of their membership and to other individuals in their community.

In responding to expressed needs of Jewish community members and in seeking to become the Jewish community's living room, Centers have long offered a wide variety of cultural arts, physical education, early childhood education, adult education, Jewish education and social service programs. As a result, Centers attract a membership of one million and serve an equal number beyond that through a variety of programs.

In the 1940s, as the Jewish community was moving to suburbia, the Janowsky study done by JWB (now JCC Association) pointed to the need for JCCs to make Jewish content and continuity their central mission. This was reinforced by studies in 1970 and in the mid-80s. 1984 Commission on Maximizing the Jewish Educational Effectiveness of JCCs particularly urged Centers to make greater use of their attractiveness to members of the Jewish community to increase the number and quality of their educational initiatives. Centers responded by increasing the number of formal and experiential programs to their entire range of population by using the very ambience of the JCC as an educational instrument and by hiring, in senior positions, a group of highly skilled Jewish educators as a resource for staff training and program development. Educational materials especially suited to the JCC setting are being prepared. Early childhood, camp youth, adult and older adult programs are proving to be of special interest and are growing.

President
Lester Pollack

Honorary Presidents
Robert L. Adler
Solomon Litt
Morton L. Mandel
Donald R. Mintz
Esther Leah Ritz
Ambassador
Leonard Roachwarger
Daniel Rose

Executive Vice-President
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Executive Vice-President
Arthur Rotman

Associate Executive Director
Solomon Greenfield

The Jewish Community
Centers Association
of North America, formerly
known as JWB, receives
support from Federations,
Jewish Community Centers
and the UJA-Federation
Joint Campaign of
Greater New York.

Though a small group of graduate schools in social work and Jewish communal service do offer pre-service training programs, there is a great need to upgrade the Jewish education of JCC professionals at all levels. This need has given rise to increase in-service training efforts in North America and specially designed educational seminars in Israel for JCC staffs at all levels.

The emphasis on Jewish education in the JCC setting continues to be set in the context of the Center continuing to be an attractive place for Jews to meet, socialize and develop the range of programs and services which will enrich their lives.

Sincerely,

ARTHUR ROTMAN

