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Outreach. Communities, 1989-1990.

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JAN 31 1989

SOLOMON SCHECHTER DAY SCHOOL

בית הספר
ש.ז. שכטר

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January 26, 1989

Dr. Arthur J. Naparstek, Dir.
Commission on Jewish Education of North America
45 Euclid Avenue
Cleveland, Ohio 44103

Dear Art,

It was good to speak with you the other day. I am following up on our conversation, and in accordance with your request I am putting some of my ideas in writing in the hopes that they can be shared with others involved in this stage of the Commission's planning.

Based on everything that I have studied and in the literature on educational change, I can say with some authority that it is quite important that at this stage of the Commission's work, we begin thinking seriously about ways in which we can share our progress and instill a modest sense of investment among a broader group of individuals, beyond the actual members of the Commission. Given the fact that the Commission hopes to make a definite impact on the field, it seems quite appropriate to be thinking about ways in which we can nurture and fertilize the field so as to render it more hospitable and ready to receive the major recommendations and the suggested programs that may come out of the Commission's work.

In our phone conversation, you pressed me to become as specific as possible. In following through on that suggestion, I will limit my remarks to the Conservative and Reform Movements. Given the fact that I am most familiar with the Conservative Movement, I will provide the most detail.

The key stake holders in the Conservative Movement are the Jewish Theological Seminary, the United Synagogue of America, the Rabbinical Assembly, the Jewish Educators Assembly, the Solomon Schechter Day School Principals' Council, and the United Synagogue Youth Movement.

It seems to me that we should begin the process of engineering a meeting of key representatives from those various constituencies. I don't think that this should be a difficult task. We already have Ismar as the representative of the Seminary, together with myself as a representative from the Schechter Principals, though additional individuals from the Seminary and from the Schechter Day School community could be brought in, if we so choose. It's my sense that Ismar and I could, with the guidance and support of a member of the Commission's staff, convene a meeting to which we might invite the following individuals:

The President of the United Synagogue of America; the Chief Executive Officer of the United Synagogue of America; the head of the Department of Education of the United Synagogue; the current President of the Rabbinical Assembly; the current President of the Jewish Educators Assembly; and the Director of the United Synagogue Youth Movement.

Most of the particular individuals referred to in this list are people whom I know. While I don't know them well, I have enough connection with them that I feel comfortable with them being involved in such a meeting.

I would see the purposes of such an initial meeting being as follows:

1. To introduce these individuals to the existence of the Commission and to the manner of its work;
2. To lay out for those in attendance the specific areas in which the Commission has chosen to invest its energies;
3. To present the anticipated future time-table of the Commission's activities;
4. To hear reactions from the group and to make some further plans for the periodic sharing of the Commission's progress;
5. To encourage those in attendance (and to provide them with the necessary assistance) to disseminate information on the Commission to members of their constituencies.

The timing for the wider sharing of the information seems very negotiable, but the importance of meeting with the key representatives from each constituency seems very clear to me. With more time, I could give some additional thought to a more specific agenda for that meeting, though I am sure that you and other members of the staff could certainly come up with a good set of items to be tackled at such a meeting.


In thinking about the Reform Movement, I find myself somewhat stymied because I do not know the players well enough. I suggest that you contact Sarah Lee and Alfred Goschalk to learn about the nature of the key players in that movement and to go about the process of blocking out what an appropriate course of action might be.

Finally, I want to add one additional comment concerning a very important organization involved in Jewish Education - the Coalition for the Advancement of Jewish Education (CAJE). I have been involved with CAJE for sometime, and I have a realistic appreciation of what it has and has not accomplished. As you may know, CAJE sponsors an Annual Conference. In August 1989, the 14th Annual CAJE Conference is slated to take place at the University of Washington in Seattle. As I think through the phenomenon of 1,800 individuals involved in Jewish Education gathering together for a week of professional growth, learning, camaraderie, I find myself feeling very strongly that there should be some carefully developed opportunities during the course of the Conference for individuals to learn about the existence of the Commission and the progress that will have been made by that date. I do not envision a large plenary session, nor do I imagine a full-scale leafletting of the Conference. What I have in mind is much more modest. I think that a group of the senior policy advisors, together with members of the Commission, should have a brief meeting to discuss the structuring of a one and a half hour session, possibly given twice during the course of the Coalition, for purposes of briefing interested attendees on what is happening within the Commission's work. I think it would be highly inappropriate for such a large-scale meeting of Jewish Educators to take place without some visibility for the Commission and its work. I would be happy to elaborate further on this at any point, but I did want to mention it at this time because the CAJE planners are now actively involved in the process of putting together the list of sessions to be offered. I believe that the deadline is March 1st, and so there is some reason to move the discussion along sooner than later as to whether it seems appropriate to have some presence of the Commission at the CAJE Conference.

I hope that these remarks are helpful in communicating my position. I would be happy to speak with you further. I would also be very interested in learning from the concept piece that has been written for other constituencies who may need to become aware and moderately invested in the Commission's work.

Warmest regards to you. I do hope we will have a chance to meet on one of your trips East. All the best.

Sincerely,


Joshua Elkin

TO: Henry L. Zucker
NAME
DEPARTMENT/PLANT LOCATION

FROM: Mark Gurvis *MG*
NAME
DEPARTMENT/PLANT LOCATION

DATE: 9/14/89
 REPLYING TO
 YOUR MEMO OF: _____

SUBJECT:

I met with Bob Hyfler, planning director in Washington, D.C., at the CJF Quarterly. Washington does not yet have a commission on Jewish continuity or a Jewish education study process under way. However, they have been approached by the CJF Commission on Jewish Continuity, whose vice chairman resides in Washington, to think about such a process.

Bob is very interested in seeing whether there is some way in which they can capitalize on Stuart Eizenstat's participation in the Commission. Stuart is currently president of the Rockville Jewish Community Center, a major community agency. He is, however, somewhat alienated from Federation at the moment. This could provide an opportunity for them to rebuild the linkage with him and involve him in community efforts in Jewish education.

I don't have any sense of how active a player Stuart Eizenstat has been on the Commission. Let's please discuss so I can get back to Bob with some suggestions on how to involve Stuart in local Jewish education affairs.



MEMO TO: Henry L. Zucker, Seymour Fox
FROM: Mark Gurvis *MG*
DATE: September 14, 1989
SUBJECT: Contact with Steve Huberman

I had an opportunity to speak with Steve Huberman at the CJF Quarterly. Seymour did connect with Steve, so he was put at some ease. There are a couple of things for us to think about:

1. Request for MLM to visit Los Angeles - I told Steve that it would be impossible for Mort to get out to the West Coast in the foreseeable future. Steve has talked with Seymour about a possible visit, and that would help. I also mentioned that MLM would extend an invitation to Barbie Weinberg to attend the next Commission meeting, and Steve encouraged us to have MLM call Barbie as soon as possible. However, their motive for inviting MLM stems directly from their efforts to build their Fund for Jewish Education. They need the assistance of MLM, or someone like him to help motivate top Los Angeles leadership to build the fund up. I wonder if it is possible that other Commission members would be willing to serve in that role (Charles Bronfman, Lester Crown, etc.). At some point this will probably be necessary as MLM alone will be limited in the number of communities he can physically reach.
2. Community Action Sites - Steve is very interested in putting Los Angeles forward as a candidate for a community action site. He claims that funding is already in place--a six-figure amount. (I would question how much six figures from Los Angeles will gain in interventions in a community that size and scope.) I told Steve that it is unlikely that the Commission would select specific sites until later in the process, when the report is being issued or even after. They are ready to move now.

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TO: Morton L. Mandel
NAME
DEPARTMENT/PLANT LOCATION

FROM: Mark Gurvis *MG*
NAME
DEPARTMENT/PLANT LOCATION

DATE: 9/15/89
REPLYING TO
YOUR MEMO OF: _____

SUBJECT: POTENTIAL ADDITIONAL APPOINTMENTS TO CJENA

Out of the recent CJF Quarterly meeting, I have had contacts with two of my colleagues from Los Angeles and Philadelphia which I believe you should be aware of.

1. Steve Huberman from Los Angeles again raised the question of your possibly visiting Los Angeles. After talking it through with Henry, I let Steve know that it would be impossible for you to make it out to Los Angeles in the foreseeable future. I did let him know about your interest in being responsive to Barbie Weinberg, and that you would be open to inviting Barbie to the next Commission meeting and possibly meeting with her privately in New York. Steve encouraged us to have you call Barbie as soon as possible to pass along that message. However, you should know that their interest in having you come to LA is directly related to their efforts to build their Fund for Jewish Education. They believe you would be able to ignite interest among top community leadership in a way that could lead to substantial commitments. We may want to think about this particular slant to the request and see if there is a way we can respond, perhaps calling on other Commission members who might be able to fulfill the same role.
2. Richard Sipser, Assistant Planning Director at the Philadelphia Federation called me to follow up your contact over the summer with Bennett Aron. Bennett is very interested in the Commission and would love to join as a member or an observer. We should think about what kind of contact needs to take place with him if we want to proceed with that.

INTER-OFFICE CORRESPONDENCE

INTER-OFFICE CORRESPONDENCE

TO: Henry L. Zucker
NAME
DEPARTMENT/PLANT LOCATION

FROM: Mark Gurvis *mg*
NAME
DEPARTMENT/PLANT LOCATION

DATE: 12/14/89
REPLYING TO
YOUR MEMO OF: _____

SUBJECT: OUTREACH TO PLANNERS AND BUREAU DIRECTORS

I had an initial discussion with Jon Woocher about providing an opportunity for select planners and bureau directors to react to the recommendations of the Commission prior to the February 14th meeting.

The bureau directors have a meeting of their association in Palm Beach, Florida on January 14-16. Jon Woocher will be down there the whole time. It would be very easy for him to convene a small meeting with a number of the members of the BDF for this purpose. His recommendation is that we include Manny Goldman of Baltimore, (Chairman of the BDF), Denny Margolis of Boston, Howard Gelbart of San Francisco, Barbara Steinberg of Philadelphia, Chaim Lauer of Washington, D.C., and Alan Bennett of Cleveland.

Among planning directors, my suggestions would be Steve Huberman of Los Angeles, Joel Fox of Cleveland, Richard Sipser of Philadelphia, Nancy Rosenfeld of Montreal, Peter Friedman of Chicago, and Larry Ziffer of Detroit. I suggest for the planners a one-day fly-in to Cleveland at the airport. We might want to piggyback a private meeting with Steve Huberman onto that to address his agenda.

In general, Jon and I both feel we should wait until we see the next draft of recommendations from Seymour and Annette to see if we are in strong enough position to begin to share this material with others in mid-January.



HLE *MJ.* *file OUTREACH COMMUNITIES*

JEWISH FEDERATION COUNCIL
OF GREATER LOS ANGELES

6505 WILSHIRE BLVD., LOS ANGELES, CA 90048

December 19, 1989

WAYNE L. FEINSTEIN
EXECUTIVE VICE-PRESIDENT
(213) 852-7771

Mr. Mort Mandel
4500 Euclid Avenue
Cleveland, OH 44103

Dear Mort:

Thank you very much for your note of December 14th confirming your visit with us next April 19th. We're all delighted and look forward to greeting you here.

Sincerely,

Wayne
Wayne L. Feinstein

WLF:es



outreach - NY

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ON JEWISH EDUCATION
IN NORTH AMERICA

4500 Euclid Avenue
Cleveland, Ohio 44103
216/391-8300

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December 20, 1989

Mr. Howard Wasserman
UJA-Federation of Jewish
Philanthropies of New York
130 East 59th Street
New York, NY 10022

Dear Howard:

Enclosed is a copy of Henry Zucker's paper. It was prepared as background for the Commission and you may find it helpful for your local efforts. I'm also enclosing a paper that Joel prepared for the Commission contrasting planning models that have recently been used by various communities for new initiatives in Jewish education.

I've asked Jon Woocher's office to send you a copy of his paper titled "Can Private Philanthropy Save Jewish Education."

I hope you find these useful. Please let me know if I can be of further assistance.

Sincerely,



Mark Gurvis
Commission Staff

Enclosures

bcc: HL2

MLM
VFL
MG
HLZ



FYI

JAN 08 1990

JEWISH FEDERATION COUNCIL
OF GREATER LOS ANGELES

6505 WILSHIRE BOULEVARD, LOS ANGELES, CA 90048 • (213) 852-1234
TTY 852-7741 • FAX 655-4458

FAX - 011-972-2-699951

STEVEN HUBERMAN, PH.D.
EXECUTIVE DIRECTOR
FOR COMMUNITY SERVICES

January 3, 1990

M E M O R A N D U M

TO: SEYMOUR FOX
FROM: STEVE HUBERMAN
RE: CANCELLATION OF FEBRUARY 12, 1990

Thank you very much for your willingness to come to Los Angeles on February 12. Since Mort Mandel will be coming to our community on April 19, we thought it best to schedule your visit after Mort's.

We do look forward to your coming to Los Angeles later in 1990 to consult with us.

I may be in Israel in the near future and will certainly let you know so that we can connect.

Have a wonderful New Year.

SH:sws

Steve

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M G
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January 23, 1990


Dr. Ilana Rosansky
Bureau of Jewish Education
400 Deering Avenue
Portland, Maine 04103

Dear Dr. Rosansky:

It was a pleasure talking with you and learning of your interest in the work of the Commission on Jewish Education in North America. I am enclosing copies of the design document for the Commission, a list of its members, and background materials from the meetings held to date.

The Commission has two meetings left, in February and June, and expects to issue its report after the June meeting. I will be glad to keep you informed of further developments in our work.

Sincerely,


Mark Gurvis
Commission staff

Enclosures

✓ cc: Mark Gurvis

*file vaterch -
Community*

TO: Morton L. Mandel

NAME

FROM: Henry L. Zucker

NAME

DATE: 2/1/90

REPLYING TO
YOUR MEMO OF: _____

DEPARTMENT/PLANT LOCATION

DEPARTMENT/PLANT LOCATION

SUBJECT:

Here are a few thoughts from MG and me about what we should be prepared to say to Steve Solender and the New York leadership at our meeting on February 16:

1. The crucial need in New York is for a comprehensive planning committee headed by the federation and the congregations, preferably with joint sponsorship of the committee and with personnel drawn along the lines of the Commission on Jewish Education in North America. New York can draw on national agency personnel, as well, because it is the headquarters for the national agencies. Emphasis should be on involving top community leadership. A chief objective should be to create an enthusiastic community climate for change and improvements in Jewish education.
2. A special effort should be made to maximize inter-agency cooperation, to forget turf issues, and to build a wall-to-wall coalition, first among the community agencies, and then between the community agencies and the congregations. One element should be periodic meetings of the chief professionals of the community agencies to help build a fraternal relationship among them.
3. The New York committee should declare at the beginning its intention to be proactive; that is, to carry out the recommendations which they develop. This includes taking responsibility to define the needs, set priorities, and raise the necessary funds.
4. The New York committee should relate closely to the North American Commission's implementation mechanism and to share ideas, utilize expertise, and discuss funding, especially in relation to key foundations. You and I have to make it clear that we are not in a position now to make commitments regarding potential community action sites. We can say that whether or not New York aspires to be or would be chosen to be a community action site, there is every advantage to a close working relationship with the Commission's implementation mechanism.

Outreach
community

TO: Henry L. Zucker
NAME
DEPARTMENT/PLANT LOCATION

FROM: Mark Gurvis *MG*
NAME
DEPARTMENT/PLANT LOCATION

DATE: 2/1/90
REPLYING TO
YOUR MEMO OF: _____

SUBJECT: NOTES ON COMMUNITY INITIATIVES

Two additional communities have indicated an interest in becoming community action sites through the Commission process. Steve Ain, executive director of the Toronto Federation has expressed an interest to Steve Hoffman, and Howard Charish, executive director of the Metro-West New Jersey Federation has talked with Jon Woocher. According to Jon, Harriet Rosenthal is responsible for moving Howard in this direction and is bringing together local leaders in the community to talk about the prospects.

In my conversation with Jon, he expressed some concern about our frequent statement that twelve or thirteen communities are engaged in some sort of commission process. As we started to think about it, there are fewer communities that really have that kind of process under way. There are other communities that have undertaken significant planning studies in education in recent years and a few others that are likely to start largely as a result of our process. I thought it would be helpful to break that out so we had a sense of where communities stand as we talk about this over the next few months.

Local commissions - Cleveland, Detroit, Syracuse, Columbus, Los Angeles, Boston

Other significant planning studies - Dallas, Pittsburgh, Richmond, Philadelphia, Miami, Buffalo, West Palm Beach

Likely to start commissions - New York, Metro-West New Jersey, Toronto, San Francisco

TO: Henry L. Zucker FROM: Mark Gurvis *MWJ* DATE: 2/1/90
NAME NAME
DEPARTMENT/PLANT LOCATION DEPARTMENT/PLANT LOCATION

REPLYING TO
YOUR MEMO OF: _____

SUBJECT: NOTES ON COMMUNITY INITIATIVES

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Local commissions - Cleveland, Detroit, Syracuse, Columbus, Los Angeles, Boston *+ Baltimore*

Other significant planning studies - Dallas, Pittsburgh, Richmond, Philadelphia, Miami, Buffalo, West Palm Beach

Likely to start commissions - New York, Metro-West New Jersey, Toronto, San Francisco

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Henry L. Zucker

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February 6, 1990

Mr. Joel Weiss
Jewish Federation of Greater Springfield
1160 Dickinson Street
Springfield, Massachusetts 01108

Dear Joel:

Per our conversation I am sending you copies of the following documents:

1. Cleveland's Commission on Jewish Continuity report;
2. Joel Fox's paper on "Federation-led Community Planning for Jewish Education, Identity and Continuity";
3. Henry L. Zucker's paper on "Community Organization for Jewish Education in North America"; and
4. Background materials from the October 23 meeting of the Commission on Jewish Education in North America.

Please let me know if I can be of further assistance to you.

Sincerely,

Mark

Mark Gurvis
Commission staff

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Joseph Reimer

February 8, 1990

Mr. Joel Roseman
Bell Fasteners
333 Pine Street
Pawtucket, RI 02862

Dear Mr. Roseman:

Thank you for your recent letter responding to the article in The New York Jewish Week. Improving community support and financing of Jewish education is one of the essential priorities of the Commission. Our thoughts at this stage are that improvements need to come primarily at the local community level. Our hope is that our process can spark new activity among local communities, particularly in developing new partnerships between Federation and other potential funding sources (private donors, foundations, etc.).

The growth of Federation endowment and Jewish foundation resources in the past decade has been tremendous, and projected future growth is expected to outstrip anything we have seen to date. That makes local coordination and cooperation all the more important, because in the final analysis, most funders will make their largest investments in their own backyard.

Your thoughts and comments are very much appreciated. Please feel free to contact me with any further suggestions or questions you may have. You may also want to contact Carol Ingall, a member of the Commission, who is relatively close to your area.

Sincerely,



Mark Gurvis
Commission Staff

DCC: MORTON L. MANDEL



BELL FASTENERS

STAINLESS STEEL AND NON-FERROUS FASTENERS



JAN 19 1990

January 16, 1990

Mr. Morton Mandel
c/o Premier Industrial
4500 Euclid Avenue
Cleveland, OH 44103

Dear Mr. Mandel:

I recently read an article in "The New York Jewish Week" about the "Commission on Jewish Education in North America". As the new President of the Ruth and Max Alperin Schechter Day School, this area and the comments by this group will be extremely important to us in our planning process, and we look forward to providing any help we can in the process.

One area that I hope is included in this report is the area of funding programs on education through the grant process. If somehow a major listing of potential sources for this type of funding is both within the Jewish community and outside as well, it may help alleviate the financial pressures that we all face.

Regards,

Joel D. Roseman
Joel D. Roseman
Vice President

JDR/mhd

cc: Virginia F. Levi
Henry L. Zucker

HLZ

file
without
comment

TO: Morton L. Mandel
NAME
DEPARTMENT/PLANT LOCATION

FROM: Mark Gurvis *mg*
NAME
DEPARTMENT/PLANT LOCATION

DATE: 3/30/90
REPLYING TO
YOUR MEMO OF: _____

SUBJECT: MEMPHIS DAY SCHOOL

Based on our discussion about invitations for you to speak, I checked in with Jon Woocher about the Schecter school in Memphis. Jon is not aware of any particular strategic reason why we should invest energy into meeting this request. Neither he nor his staff were familiar with Dr. Rosensweig. The only family in Memphis with national level Jewish education interest is the Belz family, and Jon does believe there might be long-term potential there related to the work of the Commission. However, they are Orthodox and not likely to be connected with the school making the request. My suggestion, therefore, is that we simply indicate that your schedule does not permit a trip to Memphis at that time. When HLZ is back next week I will talk through the suggested procedure for handling such requests with him and VFL.



INTER-OFFICE
CORRESPONDENCE

MARK
C (3/27)

- HERMAN MANKOFF

DR. JACOB ROSENBERG
901-363-6666
CARDIO-VASCULAR Surgeon

- END of MAY
signing lease

Jewish Education interest

CHAM MEMPHIS, TENN JCC CANVEE

- current involunt in Jew Educ relate
to Solomon Schechter School
- started with 25 kids
in 2 yrs now 80 kids

- would be very pleased if I could
be speaker at Solomon Schechter School
Memphis Jewish Fed - per support of
Jerome ~~Schechter~~ MIKOWSKY

- no direct Fed contribution
- 8% of school budget for Fed but for
scholarships
- 2 needs for annual meeting
 - 1- highlight Jewish Education
 - 2- meet w/ Fed to educate them