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MS-831: Jack, Joseph and Morton Mandel Foundation Records, 1980–2008.

Series C: Council for Initiatives in Jewish Education (CIJE). 1988–2003.

Subseries 5: Communication, Publications, and Research Papers, 1991–2003.

Box
41

Folder
6

Communication and dissemination planning, 1992-2000.

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

VFL

MEMO TO: Seymour Fox, Adam Gamoran, Mark Gurvis, Annette Hochstein,
Barry Holtz, Ann Klein, James Meier, Jack Ukeles

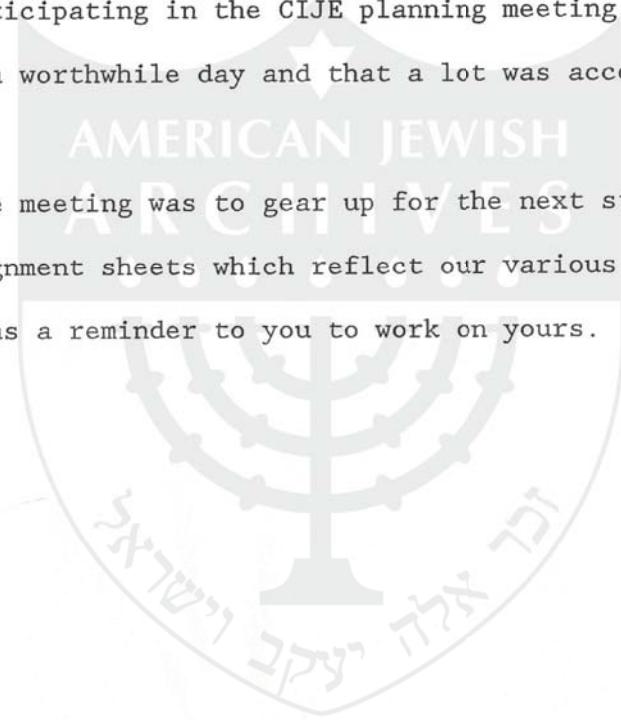
FROM: Shulamith Elster, Virginia Levi

DATE: February 12, 1992

COPY TO: Stephen H. Hoffman, Morton L. Mandel, Henry L. Zucker

Thank you for participating in the CIJE planning meeting last week. We feel that it was a worthwhile day and that a lot was accomplished.

The purpose of the meeting was to gear up for the next stages of our work. Attached are assignment sheets which reflect our various responsibilities and should serve as a reminder to you to work on yours.



MEMORANDUM

TO: CIJE Steering Committee
Morton L. Mandel
Seymour Fox
Annette Hochstein
Stephen H. Hoffman
Stanley Horowitz
Virginia Levi
Arthur Naparstek
Henry Zucker

FROM: Shulamith R. Elster

RE: Communications Plan for CIJE

DATE: July 10, 1992

WORKING ASSUMPTIONS

- I. The CIJE should develop a coordinated communications program to reach the following constituencies:
- A. CIJE Board of Directors
 - B. Interested Individuals and Groups
 - 1. National organizations/denominations with whom CIJE is currently or plans to work within Lead Communities or other projects (religious movements and their leadership, CLAL).
 - 2. The Jewish Community in North America (federations and lay and professional leadership, Jewish press).
 - 3. The Foundation Community/Funders (Jewish and those involved in general education).
 - C. The Jewish Education Community (central agencies, institutions of higher learning, academics involved in educational research and educator training, JCC's, prominent educators in the programmatic areas, educator organizations).
- II. Each of the above requires specialized communication in order to keep them informed about work and progress, to highlight specific projects and initiatives, to provide information for "informed" decision-making and to focus attention on key issues related to CIJE goals and agenda.
- III. Types of formats for communication include: memoranda, formal reports from the CIJE, occasional letters from the Chairman, periodic reports from project directors, and press releases when appropriate to announce major events/developments to a wider print audience.

- IV. Sponsorship of programs at the GA and other national meetings is an integral part of the communications program. The Annual Meeting of the CIJE can also be considered an important communications activity.
- V. Responsibility for the development of communications is to be assigned to the Executive Director with specific assignments to be undertaken by staff members, consultants (e.g., Jerry Strober, David Finn) and organizations (e.g., JESNA).

CONSTITUENCIES

A. CIJE Steering Committee

1. Members of the Steering Committee now received monthly (or more frequent) reports from SRE. These notes from the field are supplemented by minutes of regular meetings, background materials prepared for discussion and keyed to the meeting agenda as well as lists of assignments.
2. It is assumed that this group will also receive copies of all communications to other groups.

B. CIJE Board of Directors

1. Board members now receive minutes of their meetings and materials in anticipation of the agenda of a future meeting. There have been occasional memos from the Chairman, as in the case of the recent announcement of finalist communities. Camper contacts are now generally limited to before and after meetings of the Board.
2. PROPOSAL: A letter from the Chairman every two months on the following schedule.

August 1992: in anticipation of the Board meeting

October 1992:

December 1992: in anticipation of a January Annual Meeting
? of the CIJE

February 1993:

April 1993: in anticipation of a May meeting

June 1993: Progress Report/Year in Review

UFL

when we get to the
p. 1. & communications
agenda! s.

Communications

EXCERPT FROM MEETING WITH MORTON L. MANDEL ON CIJE AUGUST 18, 1992

Communications

While we originally planned to meet with David Finn, we will now be meeting instead with Gershon Kekst re consulting on a communications plan for CIJE. Since Seymour Fox was given the assignment of contacting Finn, you will speak to Seymour to advise him of the change.



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Work Description	Amount
Job #31401 - Lead Communities Planning Guide 1,000 Sets of 20 Originals Copied/collated on 17", 20# White Run 2/sided Add customer covers Fold & stitch booklets	750.00
Job #31403 - Best Practices Project Supplementary School 1,500 Sets of 112 Originals Copied/collated on 11", 20# White & cust covers Run 2/sided GBC bind using 1/2" combs	3204.00

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VK/lt

Thank you!

*OKBMR
C/TC*

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Laser Output	Books & Manuals	Acetate Covers	Numbering	90# Index
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AMOUNT: 3954.00 PAY DATE: next check run

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EXPLANATION OF EXPENDITURE (IF NEEDED):

copy and collate lead communities planning guide and best practices project

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SUBTOTAL:	3,150.00
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PAYEE: *2/6910*
Daculopy Mgmt Services

PURPOSE: *Printing Expense*

AMOUNT: *3,150.00* PAY DATE: NEXT CHECK RUN

RUSH

OTHER: *PREN: 00019*
PN: 00038

EXPLANATION OF EXPENDITURE (IF NEEDED): *Printing of 1000*
copies @ 3.15 each - Best Practices
project, Early Childhood Education
(3,150.00 - 0900) # (10000900 @ 3150.00)
10117

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SEP 10 1993

CK. No. *1403*

Mailed 9-13-93

(PP 04 - 5/93)

CIJE--Communications Plan (Draft/January 1994)

1. Materials:

Here's a list of materials to think about developing for the CIJE. Some things, like an annual report, will be relevant later on.

- * Descriptive Brochure
- * Press kit (to include brochure, fact sheets on CIJE projects, bios of staff and lay leaders, relevant articles from magazines or journals)
- * Quarterly newsletters (see No. 4)
- * Board communications (a "Letter from the Chair" or some sort of "Board Briefings")
- * Material for formal presentations by staff and board
- * Printed proceeding of meetings (i.e. a paper delivered at a CIJE-sponsored conference, or the transcript of a special program)
- * Press releases (when appropriate, for specific newsworthy announcements)
- * Annual report
- * Bibliography (an updated list of relevant books and articles dealing with the issues CIJE is involved with)

2. Media relations:

To begin, it would be important to develop a continental media list, focusing on reporters with potential interest in the CIJE story, including:

- * education writers at general newspapers and magazines
- * editors, feature writers, and columnists at Jewish newspapers and magazines
- * religion writers at general newspapers and magazines
- * writers who cover the "philanthropy beat" at newspapers and magazines
- * writers and editors who produce special reports, like "The New York Times Education Supplement."
- * writers and editors at trade publications related to education

- * writers and editors at education and Jewish studies journals
- * other writers/reporters/essayists, both freelance and at various publications, with a special interest in Jewish issues
- * editors of publications of Jewish organizations, including the organs of the various movements and training institutions
- * Jewish-interest broadcast journalists (radio, television, and cable)

Develop a "word-of-mouth list"--identifying other key figures in North America (who are not necessarily directly involved in the media but are opinion makers) who should receive all press materials.

Keep in touch with individuals on the press list through press releases (when there's something newsworthy to report), occasional meetings with key reporters, editors, editorial boards.

Release research findings to the press in an easy-to-understand format.

Write occasional articles about educational issues for possible syndication in Jewish newspapers, with a CIJE tagline for the author.

Consider inviting members of the local press to the Board Meeting and/or Annual Meeting, or parts of them.

3. Media strategy:

Identify a spokesperson (or several people) to speak for the CIJE.

Anticipate any confusion (i.e. the difference between CIJE and JESNA) the press might have with the CIJE message, and also discuss any potentially controversial issues within the organization to present a unified view to the press, one that keeps the CIJE in the best light. A few "talking points" might be helpful.

At first, try to get the CIJE mentioned in the press in different contexts (i.e. notices about new board members, speeches given in CIJE settings as possible articles or Op Ed pieces, profiles of key participants, news of the board meeting, letters to the editor, etc.) and then, where there is a success story (or the beginnings of one) to be told, pitch more focused articles about the organization.

Again, release press releases and statements when appropriate.

4. Advertising

Research the possibility of running issue-oriented public service-type announcements--for free--in the Jewish media, both print and broadcast.

4. Reaching other audiences:

Develop separate quarterly newsletters for:

* Jewish communal leadership--professionals and lay people, highlighting success stories on the community level and news of new ventures, progress reports, etc.

* academics and people involved in the higher levels of Jewish education.

Consider outreach to rabbis through their publications.





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Cartons	Check No.	Delivered		See Below
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Work Description	Amount
Sub 1: Covers 2,500 of 1 Original Printed S/sided on 11", 65# Gray Linen; Reflex Blue Diecut Window Sub 2: Prep of Jewish Educators Sub 3: The Synagogue as a Context Sub 4: Informal Jewish Educator Sub 5: Toward the Professionalization Sub 6: the Structure of Jewish Ed. 500 Sets of 251 Originals (500 each of 5 items above) Copied/collated on 11", 60# White Run mixed, as originals Hand marry printed front covers (Sub 1) to sets Back covers 65# Grey Linen (blank) GBC bind 5 items per set (2,500 total) Make-readies required Quoted NK/VK/lt	3995.50
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NO. 339

**COUNCIL FOR INITIATIVES IN JEWISH EDUCATION
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DATE: 5/6/94

PAYEE: Copy America \$2550

PURPOSE: 2500 Reprints Commission on Jewish Ed

AMOUNT: 83995.50 PAY DATE: NEXT CHECK RUN

RUSH 1 pt. 1 OTHER: 5005 98.15
535000.00 ~~PRN 00334~~

EXPLANATION OF EXPENDITURE (IF NEEDED): PRN 00334 SER. 000609

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PP-01-5793

MAY 24 1994
C.K. No. 1259

Maib
5-26

CJJE Council for Initiatives in Jewish Education PO Box 94553, Cleveland, Ohio 44101 Ph: 216-391-1852 • Fax: 216-391-5430	Date <i>10-28-94</i> # of pages <i>1</i>
TO <i>Robin</i>	FROM <i>Carol</i>
CO. DEPT. <i>Sample</i>	CO. <i>CJJE</i>
PHONE # <i>Invoice letter</i>	PHONE # 216-391-1852
FAX # <i>for Miss. Mandel</i>	FAX # 216-391-5430



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Executive Director
Alan Hoffmann

June 13, 1994

~~Ms. Lenora Stein
Carolina Agency for Jewish Education
P.O. Box 13574
Charlotte, NC 28270~~

AMERICAN JEWISH
ARCHIVES

Please remit \$8.00 to the Mandel Associated Foundations-Morton and Barbara Mandel Fund to cover the cost of one copy of Best Practices Project: Early Childhood and one of copy of Best Practices Project: The Supplementary Schools.

Mail the check to Barry Reis, Mandel Associated Foundations, 1750 Euclid Avenue, Cleveland, Ohio 44115.

cc: Barry Reis



ג:אפס/Robin/bp.ech.smt

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Morton Mandel

November 18, 1994

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cc: Barry Reis

Executive Director

Alan Hoffmann



g.larps\robin\bpsup.smt

Chair
Morton Mandel

November 18, 1994

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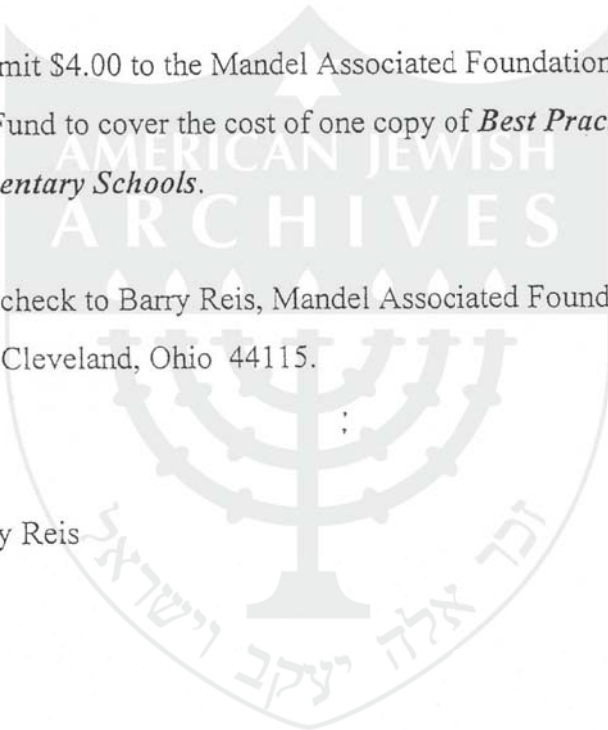
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cc: Barry Reis



Executive Director
Alan Holtmann

Council for Initiatives in Jewish Education (CIJE)
Publications: Available in 1995

A Time To Act: The Report of the Commission on Jewish Education in North America

This report, released in 1990, called for dramatic change in the scope, standards, and quality of Jewish education on this continent. It concluded that the revitalization of Jewish education will depend on two essential tasks: **building the profession of Jewish education**; and **mobilizing community support for Jewish education**. The Council for Initiatives in Jewish Education (CIJE) was established to implement the Commission's conclusions.

Cost: \$6.00.

Best Practices Project: The Supplementary School

Best Practices Project: Early Childhood Education

Best Practices Project: Jewish Education in JCCs (forthcoming)

Selected from early childhood programs and supplementary schools across North America, the portraits in these volumes are an inventory of "success stories" in contemporary Jewish education. These volumes offer examples of excellence--"best practices" in settings where many have been skeptical that outstanding teaching and learning can take place.

Cost: \$4.00 each.

CIJE Brochure

A description of the Council for Initiatives in Jewish Education
No cost.

Policy Brief: The Background and Professional Training of Teachers in Jewish Schools

Drawing on the extensive **CIJE Study of Educators**, the first CIJE policy brief offers both hard data and an action plan for communities. The brief juxtaposes the severe lack of training of most teachers in Jewish classrooms with an unexpected degree of commitment and stability, making a strong case for far greater and more comprehensive in-service training for teachers than currently exists.

No cost.

CIJE Essay Series:

"A Great Awakening: The Transformation that Shaped Twentieth Century American Judaism and its Implications for Today" by Jonathan D. Sarna

Dr. Sarna, a historian at Brandeis University, describes the revitalization of Jewish life in North America a century ago. Against a backdrop of despair about the Jewish future, this "awakening" transformed Jewish life and led to the founding of the core institutions of our community today.

Cost: \$3.00.

Papers Written for the Commission on Jewish Education in North America

- Walter I. Ackerman, "The Structure of Jewish Education"
 - Isa Aron, "Toward the Professionalization of Jewish Teaching"
 - Aryeh Davidson, "The Preparation of Jewish Educators in North America: A Status Report"
 - Joseph Reimer, "The Synagogue as a Context for Jewish Education"
 - Bernard Reisman, "Informal Jewish Education in North America"
- Cost: \$3.00 each.



FROM: roberta goodman, 73443,3150
TO: nessa rappaport, 74671,3370
DATE: 1/20/95 12:18 PM

Re: reform rabbis

January 20, 1995

Nessa:

I went through the entire HUC directory of Reform rabbinic alumni. I came up with these two lists based on these criteria for the rabbis:

- 1) supportive of Jewish education;
- 2) made a contribution to Jewish education through a particular program, programming in general, writing, curriculum development.

I did add one or two rabbis because I thought that they were "a must" for political reasons or because of their positions. All of these rabbis are active in the Reform movement although not all work in synagogues.

Only two of the rabbis are in Lead Communities -- that is a comment in itself. A few of the rabbis are NATE members. As I did not know if you would be sending a special letter to this select group, I thought that they were worth mentioning. I have indicated their membership beside their names. A few of the rabbis are on the Executive Committee of the CCAR, a group to whom I think you should send the report immediately.

Group #1

Shelly Zimmerman, Dallas, President of CCAR, honorary member of NATE
Harvey Fields, Los Angeles
Jack Luxemburg, Maryland -- D.C. suburbs
Michael Weinberg, suburban Chicago -- Skokie
Terry Bookman, Milwaukee
Rick Block, Los Altos Hills, CA
Rick Jacobs, Westchester, NY
David Whiman, suburban Boston
Alan Bregman, Chicago
Larry Englander, Mississauga, suburban Toronto
Nancy Flam, San Francisco area
Aryeh Azriel, Omaha
Irwin Zepowitz, Hamilton, Ontario
Peretz Wolf Prussan, San Francisco, NATE member
Lewis Kamrass, Cincinnati
Morley Feinstein, South Bend, Indiana, CCAR Executive Committee, NATE member
Elka Abramson, St. Paul
Marty Zinkow, St. Paul
Richard Levy, Los Angeles
Rachel Cowan, NYC

Simeon Maslin, Philadelphia, next president of CCAR

Steve Foster, Denver

Elyse Goldstein, Toronto

Larry Kushner, suburban Boston

Sam Joseph, HUC in Cincinnati, NATE member (He would be a better HUC person to ask than Norman Cohen in terms of actually getting names -- he knows what is going on in the field. Norman is better for political reasons.)

Peter Knobel, Evanston, IL, candidate to replace Alex Schindler

Eric Yoffie, UAHC in NYC, candidate to replace Alex Schindler

Larry Hoffmann, HUC in NYC, candidate to replace Alex Schindler (These are the three finalists.)

Michael Meyer, HUC in Cincinnati works on the Educated Jew Project, he should have a copy

Group 2

Stanley Davids, Atlanta

Steve Denker, Chicago

Ray Zwerin, Denver

David Ellenson, HUC in Los Angeles (He should have been working on the Educated Jew Project for the and not Michael Meyer.)

Dan Freelander, UAHC NYC

Cary Yales, Lexington, MA

Ronne Friedman, Buffalo

Marc Gellman, NYC suburbs

Debbie Bronstein, Boulder, CO

Jan Katzew, Chicago

Eliot Kleinman, Chicago

Ron Klotz, Indianapolis, Indiana

Howard Laibson, Long Beach, CA

Steve Rosman, NY or Connecticut

Jeff Salkin, NYC suburbs

Sandy Seltzer, UAHC in Boston -- he's the UAHC's statistician/research person

Mark Shapiro, Glenview, IL

Jim Simon, Worcester, MA

Rifat Soncino, suburban Boston, NATE member

I chose people interested in education and active in the rabbinate. I did not choose all the power people. Some on my list are very influential.

Let me know how I can be of further assistance to you. I enjoyed speaking to you yesterday!

Roberta

CISE COMMUNICATIONS PLAN

- Bibliography - good idea for the readers
 - contextualize's work of CISE - brings the work together in a way that we see, but not always evident

Goals - comprehensive format that lets people know how these pieces fit together - content of brochure

→ to Nesson: what makes your concepts for communications different than this

What are the goals of press coverage?
not at board, but press to seminars?

3/14/95

TO: CIJE Staff

FROM: Nessa Rapoport

I thought it might be helpful for you to get some templates for cover letters I have sent out with the policy brief or with a packet of our materials, along with a description of CIJE. These can be adapted, expanded, etc. [If you have useful changes or supplements, give them to me and I'll add to our stock.]

Cover Letter for Policy Brief Distribution (JCCA Execs):

We wanted to share with you the first CIJE Policy Brief, on the background and training of teachers in Jewish schools. These findings are the result of a pioneering two-year study of all the teachers in day schools, supplementary schools and pre-schools within Baltimore, Milwaukee and Atlanta.

The brief juxtaposes the severe lack of preparation of most teachers in these settings with their unusually strong commitment to Jewish education as a career. We believe that the initial results of the study offer a compelling argument for communal investment in our teachers. Despite the differences among the three cities we studied, the findings in each are similar enough that we are convinced they would be replicated in most other Jewish communities.

This report has received widespread press coverage and is now being used within a range of communities as a catalyst for reexamining the training of personnel in Jewish education throughout North America.

Shorter Cover Letter for Policy Brief Distribution (JESNA Israel Interns and Jewish Ed. Students in Israel)

Released in November 1994, the findings summarized in this brief juxtapose the severe lack of training of most teachers in Jewish school settings with an unexpected degree of commitment and stability, making a powerful case for far greater and more comprehensive in-service training of educators in the field than currently exists. The brief offers a striking argument for investing in our educators.

Cover Letter Sending CIJE Materials to an "Insider" to Jewish Education and the Jewish Community

Here are some CIJE materials, as promised. I've sent you:

1. A Time to Act: The final report of the Commission on Jewish Education in North America (1988-90), convened by Mort Mandel to ask the question: What would it take to revitalize Jewish education so that it could successfully contribute to a rich and sustaining Jewish life in North America? CIJE was formed to implement the Commission's conclusions.

The Commission examined many options in Jewish education, from campus life to family education to "Israel experiences," but found such a crisis in senior personnel within the field that there are not enough qualified people to do the job, whatever the educational setting. (It is estimated that there are approximately 120 graduates a year from Jewish educational training programs for a field of about 30,000 positions.)

Therefore, one of the Commission's two chief recommendations was that CIJE craft a design for and help build Jewish education into a genuine profession--with the requisite standards, career tracks, salaries, benefits, recruitment and prestige.

The second recommendation was that CIJE act as a catalyst to mobilize community leadership on behalf of Jewish education--and create a new generation of informed advocates for change.

2. CIJE Brochure: This brochure outlines our goals, strategies and chief projects.

3. CIJE Policy Brief on the Background and Professional Training of Teachers in Jewish Schools: Released in November, the findings summarized in this brief have already received widespread attention in the Jewish and some general press. The brief juxtaposes the severe lack of training of most teachers in Jewish school settings with an unexpected degree of commitment and stability to make a strong case for far greater and more comprehensive in-service training for teachers in the field than currently exists.

In Wisconsin, for example, teachers in the state system--and therefore general studies teachers in day schools--receive 180 hours of in-service training over 5 years, compared to 29 hours for Jewish teachers in the same schools. Meanwhile, over 80% of teachers in Jewish schools (pre-, supplementary and day) lack either pedagogic training, Judaic training--or both. Obviously, these teachers are not getting the necessary professional development to compensate for their lack of background.

4. Best Practices: Under our Best Practices Project, led by Dr. Barry Holtz, we have produced two volumes: Best Practices in Supplementary Schools and Best Practices in Pre-schools. These volumes document "success stories" in settings where many are skeptical that excellence can flourish. (We are currently working on Best Practices in JCC's and will shortly begin looking at

Hebrew programs in day schools.)

Addition to Cover Letter for Non-insiders to Jewish Education and the Jewish Community

The Jewish community is disproportionately well-educated compared to the general American population--but does not bring the same expectations of excellence to our own unique inheritance.

5. Staff: I've also included a brief bio of each of us for background information before our meeting. [Robin has full-page and brief staff bios.]

Description of CIJE

CIJE is an independent organization dedicated to the revitalization of Jewish education across North America through comprehensive, systemic reform. In November 1990, the Commission on Jewish Education in North America released A Time to Act, a report calling for dramatic change in the scope, standards and quality of Jewish education on this continent. It concluded that the revitalization of Jewish education--whatever the setting or age group--will depend on two essential tasks: building the profession of Jewish education; and mobilizing community support for Jewish education. CIJE was established to implement the Commission's conclusions.

Created as a catalyst for change, CIJE promotes reform by working in partnership with individual communities, local federations and central agencies, continental organizations, denominational movements, foundations and educational institutions.

FROM: Robin Mencher, 74043,423
TO: Nessa Rapoport, 74671,3370
DATE: 7/28/95 3:22 PM

Re: A Time To Act-reprint

Hi Nessa:

This is your reminder (which you requested I give you) to do the final proofing of the newly reprinted ATTA books. We are waiting to send copies to the Mandel Institute.
Robin



FROM: Ginny Levi, 73321,1223
TO: Robin Mencher, 74043,423
CC: Ginny, 73321,1223
DATE: 7/18/95 11:14 AM

Re: Re: A Time to Act

Robin, Since you guys have the large supply, could you please take care of this request? I think mailing instructions are pretty clear, especially the part about declaring value. Call if you have any questions. I suggest you send 250-300, depending on how many are in a box. Thanks. Ginny
----- Forwarded Message -----

From: INTERNET:ANNETTE@vms.huji.ac.il, INTERNET:ANNETTE@vms.huji.ac.il
TO: Ginny Levi, 73321,1223
CC: (unknown), INTERNET:ANNETTE@COMPUSERVE.COM
DATE: 7/15/95 1:53 PM

RE: Re: A Time to Act

Sender: annette@vms.huji.ac.il
Received: from VMS.HUJI.AC.IL by arl-img-1.compuserve.com (8.6.10/5.950515) id NAA26744; Sat, 15 Jul 1995 13:50:10 -0400
Received: by HUJIVMS (HUyMail-V7b); Sat, 15 Jul 95 20:50:14 +0200
Received: by HUJIVMS (HUyMail-V7b); Sat, 15 Jul 95 20:47:32 +0200
Date: Sat, 15 Jul 95 20:47 +0200
Message-id: <15070095204715@HUJIVMS>
From: <ANNETTE@vms.huji.ac.il>
To: 73321.1223@compuserve.com
Cc: annette@compuserve.com
Subject: Re: A Time to Act

Hello Ginny,

Thanks for your message. Don't erase compuserve - it serves me when I can't access a university computer through part of my travels. I'll let you know when.

regarding a time to act - we use it all the time, so I would not mind receiving a few hundred if you can spare that many. Shipping should be by surface mail to our new address at Graetz fifteen and the shipment documents should state that these are books, not for sale, therefore no commercial value (you may need to give a cost value anyway and we may or may not have to pay 17% vat on that.

That's all for now.

Have a good week,

Annette

FROM: Ginny Levi, 73321,1223
TO: Alan, 73321,1220
Ginny, 73321,1223
CC: Nessa, 74671,3370
DATE: 2/22/95 1:59 PM

Re: A Time to Act

Alan and Nessa,

This is to update you on the status of ordering more copies of A TIME TO ACT. After several weeks of calling Ruder Finn, I finally was advised to contact University Press, directly. I did this yesterday (2/21). I was eventually referred to the appropriate editor, who will check with the printer on the cost per book and get us a unit price, so we can then order. She said we should figure on delivery in late spring. The cost will depend on how many we order, which depends on how much they cost. She knows that we have a limited budget. For purposes of getting a ballpark figure, I said we were thinking in terms of 2500 to 3000. (The original cost was \$3.02 per book. I was told that costs have undoubtedly risen since '91, so not to even hope for that price.) It is my understanding that we have up to \$12,000 for this purpose. At some point, we will need to make a decision on the quantity we would like. I'll keep you posted on progress from this end. At least now I have the sense that it will progress.

Ginny

3 months



FROM: Ginny Levi, 73321,1223
TO: Alan, 73321,1220
Ginny, 73321,1223
CC: Nessa, 74671,3370
DATE: 2/22/95 1:59 PM

For my VA consultation
Nessa.
To ahead with her
budget

Re: A Time to Act

Alan and Nessa,

This is to update you on the status of ordering more copies of A TIME TO ACT. After several weeks of calling Ruder Finn, I finally was advised to contact University Press, directly. I did this yesterday (2/21). I was eventually referred to the appropriate editor, who will check with the printer on the cost per book and get us a unit price, so we can then order. She said we should figure on delivery in late spring. The cost will depend on how many we order, which depends on how much they cost. She knows that we have a limited budget. For purposes of getting a ballpark figure, I said we were thinking in terms of 2500 to 3000. (The original cost was \$3.02 per book. I was told that costs have undoubtedly risen since '91, so not to even hope for that price.) It is my understanding that we have up to \$12,000 for this purpose. At some point, we will need to make a decision on the quantity we would like. I'll keep you posted on progress from this end. At least now I have the sense that it will progress.

Ginny



① Nera Rappaport
② Communications file
③ Policy Brief file

CIJE Dissemination Project

Stage One: Federation Presidents, Executive Directors, Planners; Rabbis
July-August 1995

Addresses:

- Get copy of updated CJF directory: Done.
- Solicit addresses of rabbis most involved in Jewish education from key informants of the four rabbinic denominations: Done.
- Design and enter data for addresses: Done.
- Proof addresses: Jen; NR: In process.

Letter:

- Create customized letter to be signed by Lester Pollack, for presidents: Done.
- Create customized letters to be signed by Steve Hoffman, for execs and planners: Done.
- Get changes and sign-off from ADH and signators: Done.
- Get names of addressees to signators for first name/full name checklist: Done.
- Make arrangements with LP and SH to sign letters. SH: Done. LP: In process.
- Get stationery supplies for 500+ letters: Done.
- Create copies of letters: Before August 25.
- Get signatures: SH: On August 25.
- Create labelled envelopes:

- Consult with staff on best approach to rabbis re our work:
- Consult with staff on appropriate signators for each denomination and think through signature arrangements:
 - Create customized letter for rabbis (using Adam Gamoran's draft for Reform rabbis):
 - Changes and sign-off by ADH, etc.:
 - Create copies of letters:
 - Get signatures:
 - Create labelled envelopes:

Policy Brief:

- Get 500+ policy briefs: Done.

Brochure:

- Get 500+ brochures: Done.

Description of CIJE's activities:

- Create draft of description: Done.
- Changes and sign-off by ADH, staff, etc.: Done.
- Design layout on stationery: Done.
- Print 500+ copies:

Selected press coverage:

- Select clips for these constituencies: Done.
- Xerox 500+ packets:

Next steps:

--Staff to compile packets and stuff envelopes.

Drop date:

--Federation packets: Tuesday August 29.

--Rabbis: As close to Labor Day as possible.



CIJE: Possible Publications: 8/95

Policy Brief format:

- Policy Brief on the Background and Training of Teachers in Jewish Schools
- Policy Brief on Best Practices in Supplementary Schools
- Policy Brief on In-service Training (Cummings)
- Policy Brief on Educational Leaders

CIJE Educators Survey Manual:

- Guides; instruments; anchor items; software code book

Best Practices:

- Best Practices in Supplementary Schools
- Best Practices in Early Childhood Education
- Best Practices in JCCs

Research Papers:

- Three research papers
- Ackerman paper: To appear in Agenda

CIJE Essay Series:

- Board seminar paper: Sarna; possibly Eisen

Think-piece:

- Com. Mob. (Dec. 1995)

Annual Report

CIJE Goals Project Library:

- Marom report on work-to-date in Agnon (Dec. 1995); article (Dec. 1996)
- Pekarsky paper on work-to-date in Milwaukee (Jan. 1996); article (Dec. 1996)
- Conceptual piece on work to be produced in the Resource Development Center (Pekarsky)
- Resource banks: Continuing development: Marom's "pieces"; etc.
Single content-domain (Dec. 1995)
- Curricularization of Rosenak essay on community vision (1995-6)
- Curricularization of MI's Ed. Jew papers (Sept.-Dec. 1996)
- Essay on inputs that made Ramah a vision-driven institution (draft: Dec. 1995; published: Dec. 1996)
- Monograph on vision/goals (Dec. 1996)
- Possibility of Goals Fieldbook for working with institutions

- Piece summarizing the vision and ongoing work of the Goals Project for lay people

Other Possibilities:

- Ongoing bibliography of all articles used in the TEI project
- Anything to be done with Julie's qualitative report?
- Ongoing bibliography of all available CIJE materials



Update: Dissemination of CIJE Materials (1/96)

In the fall of 1995, we created a dissemination plan for CIJE material. We have now sent a range of our materials (including the CIJE brochure; Policy Brief; press coverage of our work; "A Great Awakening" by Jonathan Sarna; and CIJE's "Current Activities" report) to:

"Internal" audiences of CIJE: Steering, Executive, and Board members and guests. Attendees of the Board seminar and the luncheon seminar. Board members of the Mandel Institute.

Foundations: CIJE supporters--the Nathan Cummings Foundation; the Blaustein Foundation.

Other foundations who have received our materials include: the Covenant Foundation; the Righteous Persons Foundation (Spielberg); the Wexner Heritage Foundation staff and East coast alumni.

Lead communities: Atlanta; Baltimore; Milwaukee; as well as Cleveland.

Other interested communities: Boston; Chicago; Columbus; Hartford; Miami; New York; Portland; San Francisco; Pittsburgh; Seattle; and others.

CIJE program alumni: Harvard Leadership Institute; TEI; community Goals seminars; Best Practices seminars.

JCCA: National staff; executive packet (1/96).

JESNA: Staff and Board members.

CJF: All presidents, execs, and planners. All attendees of the GA 1994. Attendees of our forum and workshops at GA 1995.

Institutional consultations: Brandeis University.

Central agencies: Through Bureau Director Fellowship.

Hebrew colleges: Through ALOHA and our consultations.

Network for Research in Jewish Education

Congregational education arms

The Association of Jewish Studies (AJS)

The National Foundation for Jewish Culture: NEH Advisory Committee

National Jewish media and some general media.

To do in winter 1996:

Key rabbis (from all denominations)
JCCA executive packet (including education committee)
GA Jewish identity institute (when labels are prepared by CJF)
Develop "key contacts" list.

Our initial dissemination plan will then be complete.

Reprint update:

CIJE has reprinted the policy brief, having distributed the initial 10,000.
CIJE has reprinted the Sarna essay, having distributed the initial 4,000.
CIJE will reprint the brochure this winter; we have distributed the entire run of the brochure.
We continue to update the "Current Activities" report as needed.

CIJE on-line:

CIJE's "Current Activities" was on the first American Online offering in Jewish education. We hope to have the policy brief on-line this season.

1996:

This year, we will be printing and distributing the new publications on the 1996 CIJE workplan. We will also systematize our data base.

Nessa Rapoport

final

Proposed Policy for Publications Fee Schedule: 12/11/96

Price of publications: \$6 for BP, Research Reports (Teachers; Leaders) and *A Time to Act*; \$3 for Policy Briefs; no charge for CIJE Essay Series; *CIJE Manual for Study*: Call for info.

We will ascertain intended audiences as often as possible, particularly for large orders.

Postage and handling:

5-15 copies: \$5.00
16-25 copies: \$7.00
26-50 copies: \$10.00
50+ copies: \$15.00

Canada: Add 20%.

Israel and overseas: **KAB:** Mandel Institute?

Method of payment:

M/C; Visa; U.S. cheque drawn on U.S. bank. (**KJ:** New order form to be created for credit card info: Name on card; card #; expiration date; signature.)

Cost of credit card facilities; staff use/training:

KJ: Please give language to fill in..



Memo

To: Nessa Rapoport
From: Chava Werber
Date: 11/18/98
Re: Mailing of Mandel Institute publications through CIJE office

Based on the experience of working on a number of mailings for the Mandel Institute, the following is a list of clarifications and suggestions for making the process more cost- and time-efficient.

1) Supplies

Supplies needed from the Mandel Institute:

- Labels
 - Should be in country order and in zip code order rather than in alphabetical order (this reduces labor costs for sorting the mail properly in order to receive cheaper postage rates, see "postage" for more information)
 - After we distributed monograph #3, quite several of the envelopes were returned due to incorrect or incomplete address information. I kept track of these changes/corrections and faxed them to the Mandel Institute when they let us know that there was another upcoming mailing. The labels we received were printed out before my corrections arrived and in giving the labels a quick scan, I saw that there were quite a few of the incorrect or incomplete addresses from the last mailing that remained unmodified in the Mandel Institute database. To save time and money, these labels should be corrected or removed for the next mailing.
 - In addition to receiving the labels printed out, it would be ideal to receive a copy of the labels on disk. The mailing house prefers to receive the labels on disk, because it reduces labor costs and thus our costs.
- Cover notes or letters (should be designed so that they do not need to be attached by a paper clip because metal in the envelope may cause the post office to slow down the mailing)
- Publications (see note below).

*Please note, we should receive the same number of cover letters as we do labels (to be calculated by Mandel Institute). It would be helpful to receive an extra 100 publications than are needed for the mailing so that some spare copies can be kept in the CIJE office.

Supplies provided by CIJE:

- Envelopes to be ordered and printed with return address (Mandel Institute c/o CIJE)

2) Postage

Although book-rate is at a substantially reduced cost from first class mail, postage costs would be even lower if mailings were sent via non-profit bulk-rate. In order to use this most cost-efficient method, an organization needs to be officially recognized by the United States government as a non-profit organization. Does the Mandel Institute have non-profit status in the United States? If not, it may be worth establishing that status for future mailings. One other option is to prove that CIJE and the Mandel Institute are essentially the same organization in different countries. If there were documentation to prove such a relationship, we would be able to send future mailings via non-profit rate, based on CIJE's non-profit status.

Now that it is all MF, is this considered the same organization?
 [see: non-profit status of MI]

Memo

To: Nessa Rapoport

From: Chava Werber

Date: 11/18/98

Re: Trees

The following is a list of "tree" issues that might come out of the changes proposed for CIJE and the other MPP funded organizations.

1) Publications

- For the sake of editorial consistency as well as for a centralization of the (logistical production) skills and knowledge base, would all publications come out of one office?
- Would we use one designer exclusively for the sake of aesthetic consistency (this could apply if publications are produced in only one or in more than one office.)
- Would the monographs and essay series (for example) be combined? Discontinued? What sorts of publications would be produced—the same as previously with a new name on the cover, or a new type of publication?
- Is it conceivable that research for policy reports might be produced in a different office from "seeding the culture" publications. This might be a specialization model that addresses some editorial consistency issues but not knowledge based issues.
- How would consistency be maintained if different offices produced publications? Would there be a standard credits page or style sheet?
- Even if editorial work were done in many offices, would production be handled separately or by one central office?
- Would there be one order form for all past and present publications by four different "publishers": the Commission, CIJE, Mandel Institute, and the new entity. Such a combination might take us to the point of producing a catalogue of works published by different organizations.
 - If it becomes a catalogue, do we offer publications by other organizations as well if they seed the culture?
 - Or might books be reprinted or relabeled with the name of the new entity?
- Would publication orders be taken from offices throughout the world? If so, we would need an on-line order database for all the offices to use in order to control inventory and supplies. Or would one office handle all requests. (Even if a fulfillment house did the physical work, someone would need to supervise.) This could possibly be expanded to handle on-line orders.
- If publications are distributed internationally, how would inventory be maintained and who would maintain it? (Internal communication issues)
- In particular for an international foundation/organization, a publications list and abstracts would need to be an on-line database (This leads to communications issues, see below.)
- Whose budget does the cost of a new publication come from? (Esp. if more than one organization could sell/benefit from them.)

2) Database

- Do we take their N. American mailing list and they take our Israel lists? Do we each keep our own and update it ourselves? Or is there one international on-line database that we all update. If one, then who is in charge of administrating and updating?

- 3) Mailings
- Are large mailings handled through one office, does each handle their own mail, or does each country take charge of mail for that country?
 - Can we set up international non-profit status to get non-profit discounts? Who is the lead on this?
- 4) Internal Communications
- Would there be one "board update letter", if so, who would produce it? Or is each part on its own?
 - Would we attempt to keep biographical information (bios) on all the staff and consultants?
- 5) External Communications
- One mission statement (description) or many?
 - Logos, letterhead, envelopes: one or many? Printed in one place or many?
 - Would there be one website or a series of linked sites, each maintained by the individual office? (Issues of who is in charge, consistency, etc.)
 - What office(s) do press releases come from?
 - Clippings file: on/for which organization? Where is it kept? Who is responsible?



Record of Publication Distribution (from August 1999)

Miriam Heller

note: requests for Leaders Report are listed separately
revised 1/18/00

Publication	#	Requested by	Date Sent
Best Practices: Supp.	1	Julie Wiener, JTA	8/16/99
Vision at the Heart	30	Steve Chervin, Atlanta new high school	8/17/99
Great Awakening	1	Tali Rosenblatt (from Nessa)	8/12/99
Teachers Report	20	Jan Katz (at Gail's request)	9/10/99
Manual: CIJE Study of Educators	1	Alex Pomson, York University (A. Gamoran request)	
Manual: CIJE Study of Educators	1	Wendy Wolff, Action 2020, Denver (A. Gamoran request)	
Manual: Study of Eds	1	Dyan Zaslowsky (Denver)	
Comms. of Learners (L. Shulman article)	1	Moshe Sokolow, Yeshiva Univ.	11/5/99
A Time to Act	36	Dyan Zaslowsky (Denver)	
Policy Brief	10	"	
Teachers/Leaders Reports	20	Shellie Dickstein	11/4/99
Best Practices: ECE	15	"	11/4/99
Teachers & Leaders & Policy Brief	1	Jane Myers, Temple Emanuel, Providence, RI	11/17/99
Best Practices: SSE	1	"	
A Great Awakening	10	Lights in Action (Nessa lecture)	12/1/99
A Great Awakening	1	Gary Rosenblatt (Nessa)	12/7/99
Policy Brief	8	Dyan Zaslowsky (Denver)	12/99
Time to Act	1	Dyan Zaslowsky	1/6/00
Time to Act	5	Dyan Zaslowsky	1/10/00
Best Practices - SSE	1	Wendy Schwartz, Beth Jacob, Mendota Heights, MN (Serene)	early Jan. 2000
Best Practices - SSE	1	Susie Drayzen, United Synagogue, Omaha (Serene)	12/21/99
Best Practices - SSE	1	Marc Schwartz (Serene)	early Jan.
Best Practices - SSE	1	Janet Salle, Con. Beth Israel, Milwaukee (Serene)	1/11/00
Best Practices - SSE	1	Anne Smith, Temple Israel, Wilkes-Barre, PA (Serene)	1/5/00
Vision at the Heart	1	Carolyn Schrier, Wexner Fndation.	early Jan.
Restoring the Aleph	15	Serene Victor (for JTS minimester)	1/7/00
Best Practices - ECE	1	Susie Drayzen, United Synagogue, Omaha (Serene)	1/13/00

Best Practices - SSE	1	Wendy Goodman, Temple of Aaron, St. Paul (Susie Drayzen)	1/13/00
Teachers Report + bibliography	1	Rabbi Shaul Levenson, Newton MA	1/18/00



15 E. 26 St./ Suite 1817
New York, NY 10010-1579

Tel: (212) 532-2360
Fax: (212) 532-2646

Mandel Foundation

Fax

To: Hedva Weiss

From: Miriam Heller

Fax:

Pages: 3 + cover

Phone:

Date: 2/2/2000

Re:

CC:

Enclosed is the article that makes an argument for a "Jewish Great Books" initiative. It appeared in the Jan. 28, 2000 edition of *The Forward*.

Regards,

Miriam



Miriam Heller

From: Bonnie Podolsky [bonnilyn@TheRamp.net]
Sent: Thursday, February 03, 2000 9:43 AM
To: Miriam Heller
Subject: Re: Publications Request

Miriam,

Please send the publications to me by UPS Ground to:

Bonnie Podolsky
1380 Westmoor Trail
Winnetka, IL 60093

Thank you for your assistance.
Bonnie

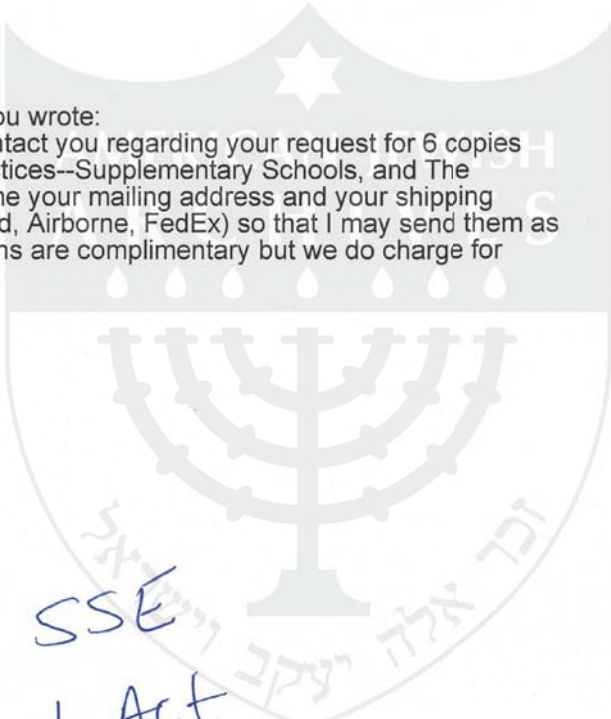
At 01:20 PM 02/02/2000 -0500, you wrote:

>Nessa Rapoport asked that I contact you regarding your request for 6 copies
>each of A Time to Act, Best Practices--Supplementary Schools, and The
>Teachers Report. Please send me your mailing address and your shipping
>preference (US Mail, UPS ground, Airborne, FedEx) so that I may send them as
>soon as possible. The publications are complimentary but we do charge for
>shipping.

>
>Miriam Heller
>Program Assistant
>Mandel Foundation
>(212) 532-2360
>mheller@mandelny.org

>
>

*6 BP SSE
6 Time to Act
6 Teachers Report*



15 E. 26 St./ Suite 1817
New York, NY 10010-1579

Tel: (212) 532-2360, ext. 17
Fax: (212) 532-2646

Mandel Foundation

Fax

To: Seymour Fox

From: Miriam Heller

Fax:

Pages: 10 + cover

Phone:

Date: 3/8/2000

Re:

CC:

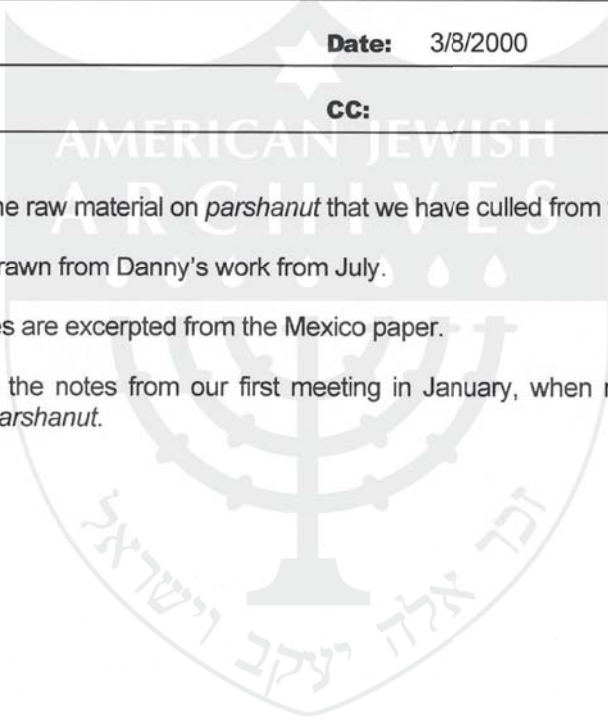
Enclosed please find the raw material on *parshanut* that we have culled from various sources.

The first 7 pages are drawn from Danny's work from July.

The following two pages are excerpted from the Mexico paper.

The last page is from the notes from our first meeting in January, when mentioned how you might introduce the topic of *parshanut*.

Miriam



15 E. 26 St./ Suite 1817
New York, NY 10010-1579

Tel: (212) 532-2360, ext. 17
Fax: (212) 532-2646

Mandel Foundation

Fax

To: Yaffa Berman

From: Miriam Heller

Fax:

Pages: 2+ cover

Phone:

Date: 3/21/2000

Re: Video Investigation

CC:

Yaffa,

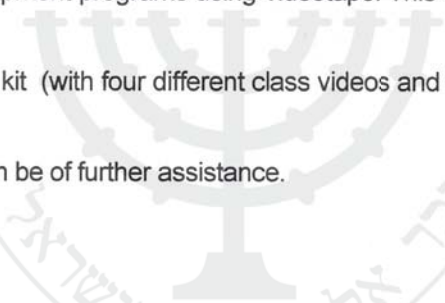
Attached please find a handout that we used at our last TEI session to guide participants in designing their own professional development programs using videotape. This should be a good starting point for your purposes.

The complete and expanded kit (with four different class videos and facilitator's guide) should be ready by June.

Feel free to contact me if I can be of further assistance.

Miriam

AMERICAN JEWISH
ARCHIVES



Yaffa Berman
Community Foundation for Jewish Education
618 South Michigan Avenue
16th Floor
Chicago, IL 60605

March 30, 2000

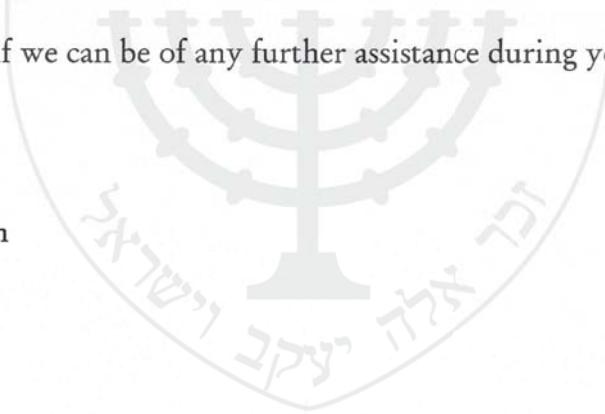
Dear Yaffa:

Enclosed please find videotapes of four classes: Morah Junger, Judy, Gabe and Susan. I have also included the ancillary materials for each one: photo seating charts, transcripts, lesson plans, etc. Please note that some of these materials are not yet in their final form, so we would appreciate if you would use them for planning at this point and not for distribution.

We are currently working on the guide to using all of these materials, which will be collated in a binder with color-coded sections for each video. We will send you the full kit when it is complete in May or June.

Please be in touch if we can be of any further assistance during your planning process.

Miriam Heller
Program Assistant
Mandel Foundation



Mandel Foundation
(formerly CIJE)
15 East 26th Street, Suite 1817
New York, New York 10010-1579
Phone: (212) 532-2360, Ext. 11
Fax: (212) 532-2646

Publications

The Best Practices Series

The Best Practices Project is designed to describe and analyze models of excellence in contemporary Jewish education, thereby helping to improve practice in the range of settings in which Jewish education takes place.

Best Practices Project: Jewish Education in JCCs

by Barry Holtz

Best Practices Project: The Supplementary School

by Barry Holtz

Best Practices Project: Early Childhood Education

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Policy Brief: Background and Professional Training of Teachers in Jewish Schools

The CIJE Study of Educators Research Team

The Manual for the Study of Educators and the Coding Manual

A Time to Act: The Report of the Commission on Jewish Education in North America

Essay Series

“Restoring the Aleph: Judaism for the Contemporary Seeker”

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