

# JHP EXECUTIVE REPORT 2016-2017



Steinhardt  
Jewish  
Heritage   
Programs

A Project of the  
Cayne Heritage Foundation

# ABOUT JHP



## WHAT IS JHP?

Jewish Heritage Programs (JHP) is a peer-based, Jewish identity organization that engages unaffiliated college students and alumni.

## OUR MISSION

**To facilitate** dynamic growth opportunities for student and alumni that integrate into their social, professional and spiritual needs and aspirations.

**To provide** future leaders with a strong sense of Jewish identity through positive experiences and valuable social/professional networks.

**To empower** students and alumni to be the masters of their Jewish destiny by giving them the tools to design their own Jewish experiences.



## OUR VISION

Mobilize and guide thousands of JHP interns on dozens of campuses to make social, professional and spiritual Jewish life engaging and accessible to hundreds of thousands of Jewish students and alumni.

# OVERVIEW

## BACKGROUND

JHP was founded in 1993 as a pioneering effort in **peer-to-peer outreach**. Seven campuses currently offer JHP, and it is poised for expansion to nine additional campuses. (It normally takes about two years for a JHP to become a fully functioning project.) JHP complements a Chabad House's activities by expanding the circle of engagement on campus to reach unengaged and under engaged students. In Philadelphia and New York, JHP networks with young professionals, connects with alumni and their friends after graduation, and has significant mentoring and networking components. Chabad shluchim and shluchos are a vital part of the equation. They are educating, answering questions and inspiring through personal discussions, "Ask the Rabbi," and various presentations. Their role is subtle but extremely important.

*"If we truly believe in reaching out to every Jew on campus ... I believe we need to inspire and empower students to fulfill that mission...Bottom line is, I believe actually that, JHP is the most critical, important, movement on campus. I personally am invested and want to see it go national. I think every Chabad house really needs this in the nation. I think it can happen!"*

*– Rabbi Zev Johnson - Chabad, University of Texas*

## JHP'S FOUR PROGRAM PILLARS FOR SUCCESS:

- 1. Social Engagement:** Student interns are existing social leaders who are transformed into JHP stakeholders, and are given the resources and support to develop Jewish events for friends without having to move away from their social circles.
- 2. Mentoring:** JHP's Mentor Program offers students a rich community of Jewish business leaders, who provide career guidance, access to networks, and a personal example that Jewish identity and career success go hand in hand.
- 3. Community Service:** Our interns strive to make an impact on the broader community.
- 4. Jewish Content:** Through Rabbis and Rebbetzins "Bearded Wisdom," students celebrate their Judaism in a modern context while creating a traditional, warm Jewish social community.

## JHP'S THREE SIGNATURE EVENTS:

SHABBAT FOR 2,000

PB&J-A-THON

MENTORING RETREATS

*"What was and is important to me is that these students learn they are not alone, at Penn, in the city, or anywhere in the world. JHP strengthens students' identities and self-image. It builds a foundation of networking and socializing that can only make for a more vibrant Jewish community. If we don't look after each other, who else will?"*

*– David & Andi Sandelovsky, Penn Alums and JHP Parents*

# BY THE NUMBERS



## 7 CAMPUSES

HAVE JHP CHAPTERS

## 9 NEW CHAPTERS IN DEVELOPMENT



VANDERBILT UNIVERSITY, PENN STATE UNIVERSITY,  
NORTHWESTERN UNIVERSITY, ROWAN UNIVERSITY,  
TOWSON UNIVERSITY, UC SANTA BARBARA, BROWN UNIVERSITY,  
OHIO STATE UNIVERSITY, BUENOS AIRES



## 232 STUDENT INTERNS

## 80 JHP SPECIFIC EVENTS



**60% OF JHP INTERNS**  
ARE MORE MOTIVATED TO  
ENGAGE IN JEWISH TRADITIONS.



## 60+ MAJOR STUDENT EVENTS

RUN BY JHP INTERNS

## 6,000+ STUDENTS REACHED

BY JHP INTERN EVENTS

**AT PENN JHP ALONE:  
80 STUDENT LEADERS REACHED  
1,600+ INDIVIDUAL STUDENTS**

## UNIVERSITY OF PENNSYLVANIA

Jewish Heritage Programs at the University of Pennsylvania is the flagship JHP on-campus program. Each year, students become involved in JHP, inviting friends and new members, and creating a peer-to-peer outreach program that is unlike any other on Penn's campus.

JHP at Penn engages Jewish students who attend neither Hillel nor Chabad on Campus, and who have little or no Jewish involvement in campus life.

The JHP year is made up of approximately **15 weekly meetings**, which broaden interns' connections to their heritage, imbue/strengthen leadership, impart organizational skills, and make great networking connections. Rabbi Menachem Schmidt, Rabbi Levi Hasklelevich and Rabbi Ephraim Levin are the educators for this campus.

### BY THE NUMBERS

- Many events: Meetings, speakers, fun activities, powerful discussions, Jewish content, and more.
- Meetings averaged **25 interns** or student leaders. Total attendance was **235 interns**.
- Others made up some of the meetings, and most worked on the major projects, taking responsibility, planning, thinking through the projects, inviting their friends, and taking care of logistics. (**17 events**)
- **80 students** went on Birthright with Chabad and Mayanot in May 2017.
- During this past Spring semester,

JHP reached **3,414 Penn students**, **1,600 individual students** and had **80 interns** between the Fall and Spring semesters. There were **14 personal** events during the 2016-2017 school year.

### INTERN PROFILES & STATISTICS

- 100% of Penn & Pitt interns are part of a sorority or fraternity, including members of AEPi, ZBT, AEPi, and SDT
- 54% of Penn interns polled noted JHP has increased their interest in Judaism since joining
- 81% of Penn interns said marrying a Jewish spouse became more important to them after becoming a JHP intern
- 72% of Penn interns said they made more of an effort to celebrate Jewish holidays on campus after becoming interns.

### HIGHLIGHTS

- JHP interns met with a wide variety of professional mentors during the two mentoring retreats and during Sunday general body meetings. Along with challah & sushi making, students also took part in discussions about tech startups, Jewish traditions in the Soviet Union, the presidential elections of 2016, and even the prevention of sexual assault on campus.
- For the first time at Penn JHP, students were able to discuss sexual assault issues on Penn's campus with Jessie Segal from Women Organized Against Rape, a women's crisis organization in Philadelphia. With the help of Rabbi Levin, Jessie's lessons and discussions were in



the context of Judaism and helped students understand their moral duties to make sure no student experiences sexual assault.

- On November 18, 2017, students from the University of Pennsylvania traveled to New York City to meet and mingle with prestigious JHP alumni at the international law firm of Paul, Weiss, Rifkind, Wharton & Garrison LLP. Students conversed with professionals from a wide range of fields and later visited either a venture capital firm, Box Group, or the CBS news station. After the luncheon and office visits, students and staff gathered in the Upper West Side to celebrate Shabbat in the home of a JHP alumnus.

*"It was important to have a discussion pertaining to sexual assault on campus/rape culture because it's relevant to life on Penn's campus and in the real world as well. It has always been relevant topic, but we are currently in a heightened and aware state where we can finally talk about these real issues. After working at JHP as the campus coordinator for Penn, I was extremely excited to come back and engage the students in a difficult but important conversation. The students were extremely passionate and hoped to help spread awareness. It was wonderful to engage in a stimulating conversation that I hope the students continued amongst themselves."*  
– Jessie

*"After the election of Donald Trump as president, students (like much of the world) were shocked. We used the opportunity for a very profound*

*discussion. How did this happen, and how are we supposed to feel about those who elected him? What does Judaism say about power and about the disenfranchised? What is our duty to reach out to them and what happens when no one does?*

*The answers were difficult, but the discussion was thought provoking. The world needs action and needs us to help each other. Problems just do not go away. It is our "mitzvah" to help each other. We can only do that when we hear each other."*

– Rabbi Menachem Schmidt

*"Interns had the opportunity to speak with mentors one-on-one and learn about their experiences and how they got to be where they are today. This is so invaluable, as it allows students to understand different options for their future and eventually explore those options. Even interns who already have a job, such as myself, learned a tremendous amount and are extremely grateful to continue to expand both our Jewish and professional networks."*  
– Rachel Kupelian, Penn Senior and Co-Mentoring Lead at JHP

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## TEMPLE UNIVERSITY

Temple University is the second largest chapter of JHP, run by Rabbi Kantor. **36 interns** participated in Spring 2017. Temple reached a total of **926 students** in Spring 2017. **80 interns** between the Fall and Spring semester were heavily engaged.



## HIGHLIGHTS

Temple's networking event proved to be a meaningful catalyst for JHP interns. Relationships between students and mentors are still thriving. For example, David Fenster, currently a senior at Temple University, attended his first JHP networking luncheon in Fall 2016 and instantly connected with renowned journalist, Dan Stamm from NBC10. Dan is a committed mentor and friend of JHP. Fenster and Stamm are still in touch to this day. They have an evolving professional relationship.

## SUMMARY OF EVENTS

- **12 meetings** with **327 interns** in attendance
- **15 events** including: PB&J-A-Thon(\*2), Philly Friendship Walk, Pizza in the Hut, JHP phone-a-thon, Networking events (\*2), Shabbat for 100, Shabbat Dinners (\*3) and Shabbat for 144, Hummus making, JRA Distribution, and a movie night. These events had **850 interns** in attendance.

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## DREXEL UNIVERSITY

JHP's chapter at Drexel University is fairly new but is thriving with the support of Rabbi Chaim and Moussia Goldstein. Between the stress and time commitments of a 4-quarter year and co-op internships, JHP gives students a fun and stress-free way to engage with Judaism while on campus.

Spring 2017: JHP at Drexel reached **407 Drexel students** with **193 students** being significantly engaged.

**34 interns** participated during winter and Spring terms.

## HIGHLIGHTS

Pickle making was a huge hit at Drexel JHP. Students able to brine their own cucumbers to take home and enjoy, and they were informed and educated. Students learned all about what it means to keep kosher and how easy it is to do in everyday life. Chelsea Moss, a recent graduate from Drexel explained that she was so thankful to have walked into the Chabad house expecting to leave with just pickles, but she left with so much Jewish knowledge as well!

## SUMMARY OF EVENTS:

- **10 meetings** with **96 interns** in attendance
- **7 events** including: Shabbat Dinner (\*2), Pizza in the hut, Challah baking, PB&J-a-thon, Jewpardy, pickle making and a BBQ with a total of **195 interns** in attendance

*"Being able to join an internship program such as JHP at Drexel allows me to have a connection with Judaism not only religiously, but socially. JHP has allowed me to stay connected to my religion and learn even more. It has given me the opportunity to have meaningful discussions with like-minded people, make connections at networking events, and have so much fun at social events with people I probably never would have met if it wasn't for JHP!"*

*– Sammi DeSanctis, Drexel University, Class of 2019*

*"Whether in New York or in Philly, you can find the most impressive JHP*



*alumni and learn so much from their Jewish and professional experiences. These mentors are true role models. I would be honored to one day be a mentor myself."*

*– Rachel Kupelian, University of Pennsylvania Class of 2017*

*"This organization helped me make new friends and learn about various perspectives and opinions within the Jewish world. As the Israel board member on my JHP chapter, I had the chance to share my passion and love for Israel. This gave my peers the opportunity to learn and be advocates. My participation in JHP is part of the reason why my first year of college was awesome!"*

*–Frankie Alchanati, Drexel University, Class of 2020*

*"Shabbat for 2000 has always brought a diverse group of my friends together to share something special and feel connected to something larger."*

*– Melanie Kavalari, University of Pennsylvania, Class 2018*

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## UNIVERSITY OF TEXAS (AKA JTRIBE) - AUSTIN

The newest JHP chapter, University of Texas, Austin, believes in creating a close-knit social group that engages in fun and informative Jewish programming.

With the help of Rabbi Zev Johnson, UT has had some of the most unique campus programming, including a team bonding session at an indoor skydiving facility, a benefit concert to raise money

for the Anti-Defamation League, and a boat excursion, in addition to JHP's signature events and monthly general body meetings.

### HIGHLIGHTS

JHP at UT, or JTribe, as they like to call it, is an extremely close-knit group. They feel as though the name "tribe" is more reflective of their unique group of interns. They conduct each meeting, attend every event, and bring in Shabbat each week at Chabad, or their own homes, as a united team. It is a wonderfully cohesive group -- they pride themselves on their love for Judaism and their deep connections to their roots.

### SUMMARY OF EVENTS

- **4 meetings** with a total of **94 interns** in attendance
- **Four major events** including paint night, PB&J-A-Thon, ADL Benefit concert, and JTribe Shabbat, which had a total of **187 interns and students** in attendance.

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## UNIVERSITY OF PITTSBURGH

University of Pittsburgh was one of the first to start JHP outside of Penn in the early 90's.

Many former interns are still active in Philadelphia today!

With the help of Rabbi Shmuli Rothstein and his wife, Chasi Weinstein, JHP has been revived at the University of Pittsburgh. During their first active semester in Fall 2016, there were **8 JHP interns** ranging from Student



Government leaders to fraternity presidents. With a focus on events in non-traditional settings, each student hosted two personal events throughout the semester that averaged **15 students**. Interns were responsible for bringing 3-4 friends to their monthly JHP Shabbat dinners, which reached anywhere from **60-100 students** throughout the school year.

### HIGHLIGHTS

For the first time in many years, Pitt hosted a Shabbat for 1000 dinner in a gymnasium at Carnegie Mellon University. With the help of the interns, students from the various universities in the city attended this huge Shabbat dinner and were able to celebrate Shabbat in a new and fun way.

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## UNIVERSITY OF SOUTHERN CALIFORNIA

Weekly meetings included training on program development, program evaluation, student outreach, and general leadership development. JHP staff, Rabbi Dov and Runya Wagner, followed up with students individually throughout the first half of the semester. Each semester the interns participated in biweekly meetings with our staff, in Shabbat dinners, and in their own Judaic themed peer-to-peer programs. **3 mentors** spoke about their professional development. Fields covered included: Investment banking, engineering, music management, film production, and art.

### SUMMARY OF EVENTS

- **13 interns** the first semester, and **11 additional interns** the second semester.
- **37 JHP-specific events** were held, reaching **1,050 participants**.
- JHP interns assisted in **7 large-scale events** and extensive Chanukah programming, reaching in all another **3,470 participants**.
- During the semester, interns put on **12 programs** reaching **330 students**, and helped with **four larger-scale programs** reaching an additional **550 students**.

*Juliette never participated previously in Jewish life at USC. After joining JHP, she felt she found a home on campus. One of her programs – puppies on campus for a “Bark Mitzvah” – felt perfect to her, as a creative way to combine her passion for animals with Jewish involvement. She writes: Being a part of JHP helped me to share my religious background with my peers and the larger campus community through exciting events that I planned myself! The guest speakers who came to weekly meetings were really inspirational and helpful in forming my future plans and aspirations, and showed me great examples of how to incorporate Judaism and its values into those plans. Sarah writes: The experience of being an intern for JHP allowed me the opportunity to plan events that revolved around my interests while integrating my Jewish community. It was fulfilling to see these important factors in my life intertwined, as well as the success of it in the long run.*

*“As a JHP intern, I have combined my Judaism with my own personal*



*passions to put on events that engage the greater Jewish community around me. The program's mentors, my fellow mentors, and the participants in our programs have taught me about the significance of Judaism in daily life and its importance in our futures."*

– Ben

*Avia Cohen transferred in to USC this year as a sophomore. JHP offered her an entry way to Jewish life at USC. Her programs allowed her to invite friends from the Row who do not normally attend Jewish programs. The friendships she created through JHP led her to take Sinai Scholars, to feel increasingly comfortable at Chabad events, and ultimately to become co-President of the Chabad Student Board for this coming school year.*

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## YOUNG PROFESSIONAL NETWORK (YPN)

Much like JHP on campus, YPN of Philadelphia engages social, secular Jews who may not be engaged in Jewish programming. YPN offers a wide range of Jewish events for young professionals to take part in with their circle of friends. Many young professionals report JHP's young professional network as their only source of Jewish engagement, especially those living far from home.

Under the leadership of Rabbi Zash and Emunah Wirnberg, YPN had:

- **38 programs** throughout the year with an average of **40 interns** at each event.

- **1,520 students** attended the events, which included monthly Shabbat dinners, unique and engaging social opportunities

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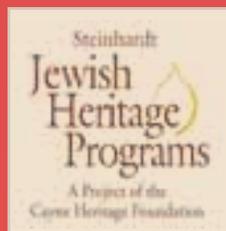
## JEWISH BUSINESS NETWORK (JBN)

The Jewish Business Network is the final stage in the Jewish Heritage Programs life cycle of programming. When students who were involved with JHP on-campus become young professionals, the next natural step is either joining the Jewish Business Network in Philadelphia, or becoming a mentor in either Philadelphia or New York City. JBN offers programming that attracts JHP students, young professionals, and JBN members alike. JBN's unique quality is that it creates a network which keeps alumni involved, supplying them with mentors and people to support them.

- Growing network of **1,700 professionals**
- In 2017 alone, monthly power lunch attendance has **increased by 72%** and continues to grow.
- Hosted top executives from Vanguard, Campbell's, UPS, Jefferson, and NFL Films and others.

*"JHP is important because it allows students to connect with and further develop their Jewish identities while at college. JHP adds to the campus culture by giving Jewish students a place to call their home and a community to call their family."*

– Jared Fenton



Rabbi Menachem Schmidt, *Executive Director*  
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