



The Goodman  
Camping Initiative for  
Modern Israel History



# The Goodman Camping Initiative for Modern Israeli History

## Camper Survey Summer 2014

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## Executive Summary

The Goodman Camping Initiative for Modern Israel History (Goodman Initiative) engages independent Jewish camps in North America in the development of an Israel Education Curriculum. The goal is to enhance and expand the commitment of North American camps to Modern Israel History, and to enable Jewish campers across the age spectrum to have a deeper connection with Israel outside of camp. Launched in December 2011, the initiative is a partnership between the iCenter and Foundation for Jewish Camp with support from The Lillian and Larry Goodman Foundations, with contributions from the Marcus Foundation and the AVI CHAI Foundation.

In Summer 2014, 23 Independent (non-denominational) camps participated the Goodman Initiative. Each camp commits to participating for two years. The camps work to integrate Israel and Israel education into every aspect of their program. The Goodman Initiative provides camps with a customizable Israel education curriculum, staff training, and ongoing mentorship throughout the year.

This research report investigates the impact of the Goodman Initiative on the campers participating in the program. To what extent do campers report greater interest, understanding and engagement with modern Israeli history? Does participation in Goodman Initiative programs also produce stronger attachment to Israel? After determining the answer to these questions we will seek to understand the factors in the camp environment, and campers' personal backgrounds that influence the Goodman Initiative's impact.

Survey respondents included in the analysis are from 19 camps. Thirteen percent participated in one modern history program, 68% in two to five programs, and 19% participated in 6 or more. They include campers who are 12 to 16 years of age, between 7 and 11<sup>th</sup> grades, with one to nine or more summers attending camp.

***From the campers' perspective the program has strong positive impact. More than 80% of the campers report high levels of impact in terms of their interest in, and understanding of modern Israeli history. Seventy-one percent agree that they are now better able to speak to friends about modern Israeli history outside of camp.***

**From the campers' perspective the program has strong positive impact.** More than 80% of the campers report high levels of impact in terms of their interest in, and understanding of modern Israeli history. Seventy-one percent agree that they are now better able to speak to friends about modern Israeli history outside of camp. Close to half the campers reported talking about what they learned with other campers and their counselors outside of the formal programming. When placed on the Goodman Impact Index we learned that 44% of the campers show high to very high impact (placing in the top half of the index), with an additional 7% stating that they were already interested, had an understanding of, and were able to talk to others about modern Israeli history prior to camp. Just 25% report low to no impact from the Goodman Initiative programs.

In exploring the factors that influence impact we learn:

### 1. Participation in Goodman Initiative programs produces stronger Israel attachment

The small group who report that they were already strong in terms of their interest, understanding and ability to talk about modern Israeli history also report high levels of Israel attachment. These 7% of campers have also traveled to Israel more and have more personal connections, friends and family, who live in Israel. Beyond this select group, participation in programs about modern Israeli history at camp has clear positive impact on the campers attachment to Israel.

Campers who report increasing their interest in and understanding of modern Israeli history also report feeling more positive about Israel along the range of feelings. For example, of those who stated that they now feel knowledgeable about Israel, 73% report feeling more knowledgeable than at the start of the summer; 71% are more interested in Israel, and 63% report greater interest in visiting Israel. Fifty-seven percent of those who feel disconnected, report feeling less disconnected than at the start of the summer. Of those who report feeling ashamed at the start of the summer, 51% felt less ashamed at the end of summer. **The growth of positive feelings about Israel clearly correlates with the campers reports of impact from their participation in the Goodman Initiative programs.**



### 2. The Goodman Initiative is part of a larger camp environment

Camps offer an environment for Israel education at camp that complements the Goodman Initiative's programs.

- **A quality camping experience supports the learning of modern Israeli history**
  - The more campers participate in Israel education programming at camp (not only that associated with the Goodman Initiative), the more they are likely to derive benefit from the Goodman initiative.
  - The large majority of campers report their experience of Israel at camp in terms such as "interesting," "inspiring," "I learned a lot," and "fun." Just a small minority describe their experience as "not relevant to my life," "irritating," or "boring." To the extent that campers report their experience of Israel at camp as interesting, inspiring, fun, or as a learning experience they are far more likely to report impact from Goodman programming.



- **The Goodman programs contribute to the larger summer camping experience**

- When campers report more participation in modern Israeli history programs they are also more likely to report higher levels of participation in Israel education programs.
- To the extent that campers report a quality learning experience in Goodman programs so they report thinking about modern Israeli history outside of the formal programs and talk about the topics they learned with other campers and their counselors.

### 3. Camps differ in term of the impact of the Goodman Initiative on campers

The manner in which a camp implement the Goodman programs likely interacts with the various factors described in this report to produce higher and lower impact on campers. Of the 19 participating camps, three camps stand out in terms of exceptionally strong impact scores with a majority reporting either “very high” or “high” impact from the Goodman program. Eight camps have a majority reporting “high” to “moderate” impact. Eight have a majority reporting “moderate” to “low” impact. **A refined understanding of the factors which lead a camp to excel, or not, is critical to enabling the Goodman Initiative to succeed in its work vis-à-vis the weaker camps.**

### 4. Campers report impact regardless of level of Jewish upbringing and prior exposure to Israel

In evaluating the impact of the Goodman Initiative on campers, the campers’ world outside of potentially has a great influence. Many programs are not able to cater simultaneously to individuals from diverse backgrounds. In considering the campers’ Jewish upbringing and prior exposure to Israel, we learned that **the campers report impact from Goodman Initiative programs without a significant difference between those who have stronger and weaker Jewish schooling, youth movement participation and level of religious practice at home.**

On one hand, a decision by a family to send their child to a Jewish camp indicates that their children have relatively stronger Jewish upbringings than the average American Jew their age who does not attend Jewish camp. On the other hand, the campers responding to the survey come from diverse Jewish backgrounds as measured by formal schooling, youth group participation and religious practice at home. Significantly none of these factors made a significant difference to the impact of the Goodman Initiative programs on the campers. Campers coming from stronger and weaker Jewish backgrounds were as likely to report impact from participation.

**All report impact regardless of prior exposure to Israel; although prior exposure does make a positive contribution to the impact of Goodman on campers.**

- **Almost all the campers are exposed to Israel outside of camp.** Eight-one percent have learned about Israel in some manner outside of camp, 45% have previously met with or communicated with Israeli Jews their own age.



To the extent that campers are exposed to Israel in other frameworks, so they report higher impact from Goodman Initiative programs.

- The 61% of campers who have not traveled to Israel are as likely as those who have traveled to Israel to report a high level of impact from Goodman programs; although, the 18% who have traveled most intensively to Israel (four or more times) are twice as two times less likely to report low impact from their participation.

#### 5. Older grades report higher levels of impact

The one external factor that does have a clear influence on the Goodman Initiative's impact on campers is the grade level of the camper. Ninth through 11<sup>th</sup> graders are more likely to report impact than the 7<sup>th</sup> and 8<sup>th</sup> graders, which might indicate a need to further refine the programs offered for the lower grades. Alternatively, the finding might point to a need to better refine the survey questions for the experience of younger children learning about Israel at camp.

In conclusion, the Goodman Initiative clearly brings benefits to the Jewish campers who answered our survey. At the camps where the greatest impact is seen, the Goodman initiative appears to integrate into the broader Israel education experience at camp, the result being growth of knowledge and interest in Israeli modern history, and an overall strengthening of positive feelings towards Israel.



# Educating for Modern Israeli History at Camp

The Goodman Camping Initiative for Modern Israel History (Goodman Initiative) engages independent Jewish camps in North America in the development of an Israel Education Curriculum. The goal is to enhance and expand the commitment of North American camps to Modern Israel History, and to enable Jewish campers across the age spectrum to have a deeper connection with Israel outside of camp. Launched in December 2011, the initiative is a partnership between the iCenter and Foundation for Jewish Camp with support from The Lillian and Larry Goodman Foundations, with contributions from the Marcus Foundation and the AVI CHAI Foundation.

In Summer 2014, 23 Independent (non-denominational) camps participated the Goodman Initiative. Each camp commits to participating for two years. The camps work to integrate Israel and Israel education into every aspect of their program. The Goodman Initiative provides camps with a customizable Israel education curriculum, staff training, and ongoing mentorship throughout the year.

## Core Components of the Goodman Initiative:

- Mentoring and empowering a current senior program staff person to be the Goodman Educator.
- Enhancing a camp's Israel educational programming through a customizable Modern Israel History Curriculum including suggested activities and materials.
- Two workshops for the Director, Goodman Educator, and 5 additional staff to guide the implementation of Israel education at camp.
- Matching grants of up to \$2,500 for camp-initiated Israel programs.



## Research Goals

This research report investigates the impact of the Goodman Initiative on the campers participating in the program. To what extent do campers report greater interest, understanding and engagement with modern Israeli history? Does participation in Goodman Initiative programs also produce stronger attachment to Israel? After determining the answer to these questions we will seek to understand the factors in the camp environment, and campers' personal backgrounds that influence the Goodman Initiative's impact.

# Research Methodology

A survey was distributed by participating camps to participants in the Goodman Initiative programs. Camps were asked to target 100% of the grade cohort among campers, focusing on campers entering the 8<sup>th</sup> to 10<sup>th</sup> grades if possible. In total, 1341 campers participated in the survey. Of the respondents, 131 (11%) stated that they did not participate in a modern history program at camp during the summer, and were thus taken out of the analysis. We also removed the following groups due to low numbers participating in the survey: 6<sup>th</sup> and 12<sup>th</sup> graders, and 10, 11, 17 and 18 year olds. The final count of those who qualified for the analysis, are 1008 respondents.

## Who answered the survey?

Survey respondents included in the analysis are from 19 camps. Thirteen percent participated in one modern history program, 68% in two to five programs, and 19% participated in 6 or more. They include campers who are 12 to 16 years of age, between 7 and 11<sup>th</sup> grades, with one to nine or more summers attending camp.

### Age

12 years old	20%
13	23%
14	24%
15	23%
16	10%
Total	100%

### Grades

7th grade	18%
8	22%
9	25%
10	22%
11	13%
Total	100%

### Number of summers at camp

One previous summer	14%
2	15%
3	15%
4	18%
5	15%
6	11%
7	8%
8	3%
9 or more	1%
Total	100%

### Gender

Male	42%
Female	58%
Total	100%

### Camps participating in the survey

	Frequency
Alonim	114
Judea	108
Solomon Shechter	101
Tevya	99
Biluim	81
Seneca Lake	73
BB camp	63
CLTC	48
Stein	42
B'nai Brith of Ottawa	40
Tavor	40
Kadimah	37
Shwayder	32
Perelman	31
Tel Noar	31
CJY Texas	25
Bayachad	21
Avoda	11
Golden Slipper	11
Total	1008

### How many modern Israel history programs did you participate in at camp this summer?

	%
One	13%
2 to 3	45%
4 to 5	23%
6 or more	19%
Total	100%

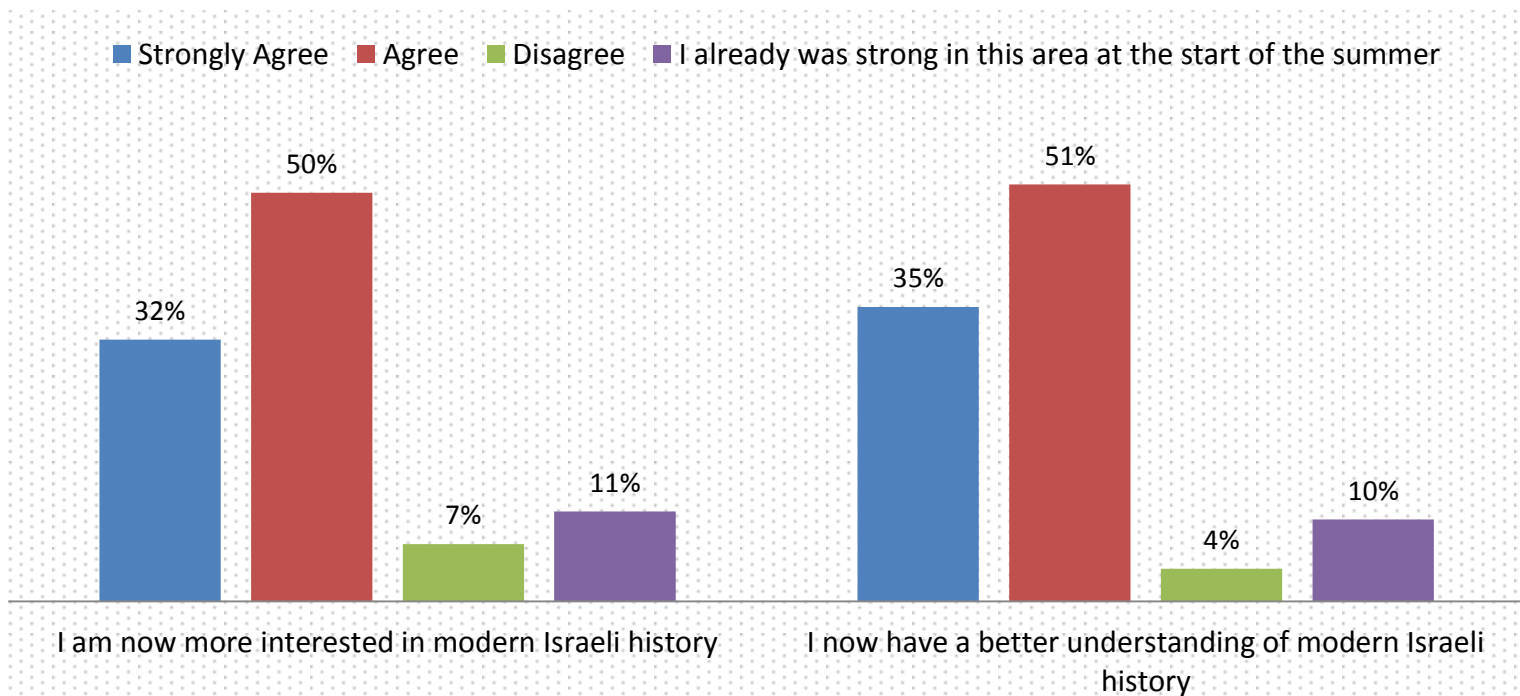


# Impact

## Interest and Understanding of Modern Israeli History

A large majority of campers report that in comparison to the start of camp they are now more interested and have a better understanding of modern Israel history. Eight-two percent and 85% respectively state that they are more interested and have a better understanding. Note that approximately 10% of the respondents report that they started camp with a strong interest or understanding of modern Israeli history. As we will see below, these respondents are individuals who are most likely to have lived in Israel or traveled there many times.

In thinking about modern Israeli history would you agree that in comparison to the start of the summer that you are now:  
(n=984)



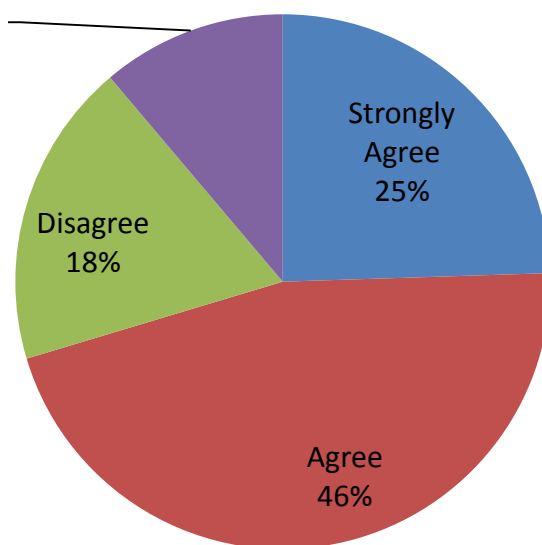
## Talking Modern Israeli History

Campers feel better able to speak to their friends outside of camp. Seventy-one percent agree that that in comparison to the start of the summer they are now better able to speak to their friends outside of camp about modern Israeli history."

About half of the campers also report speaking about modern Israeli history outside of the formal programs. Forty-eight percent report speaking with other campers, and 46% with their counselors or staff.

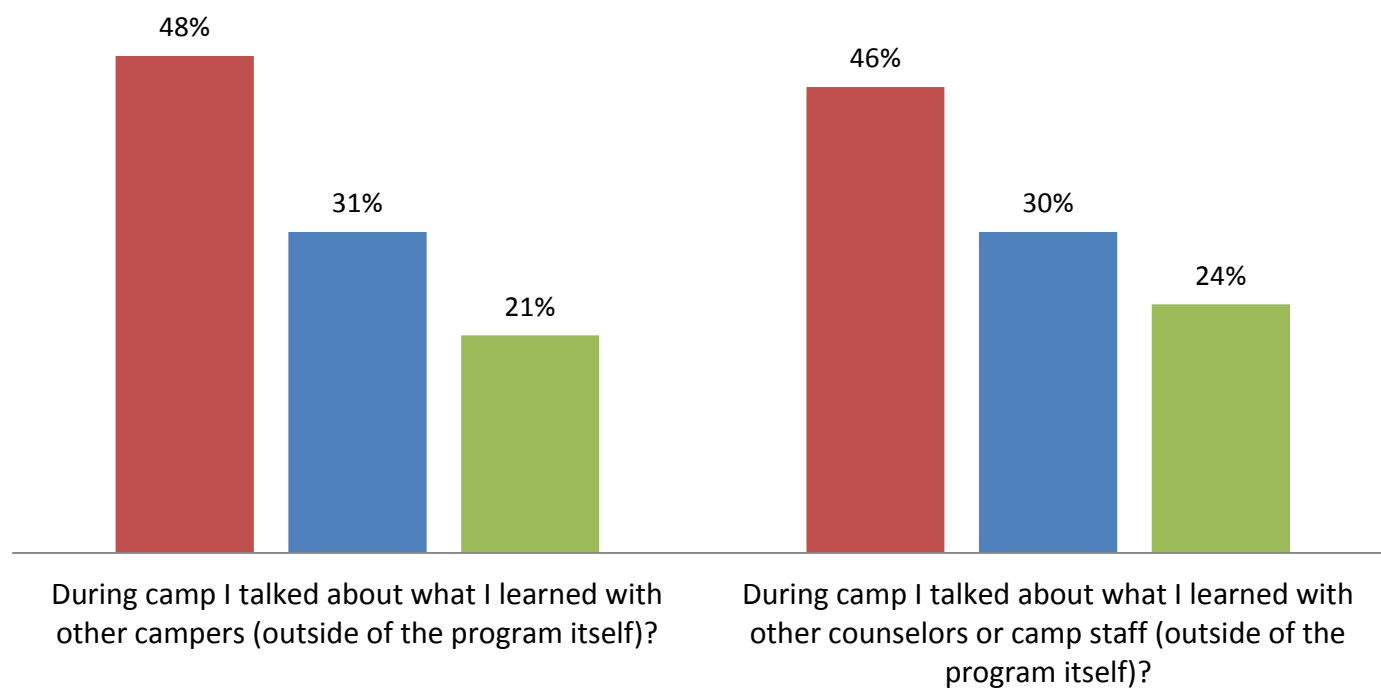
In thinking about modern Israeli history would you agree that in comparison to the start of camp: "I am better able to speak to my friends outside of camp about modern Israeli history." n=982

I already was strong in this area at the start of the summer 11%



### Talking about what I learned with others (n=961)

■ Agree ■ Neither agree, nor disagree ■ Disagree



## Goodman Impact Index

In order to understand the factors that influence the impact of participation in modern Israeli history programs at camp, we compiled a "Goodman impact index." The index compiles the answers to the following three questions, the frequencies of which appear in the previous section.

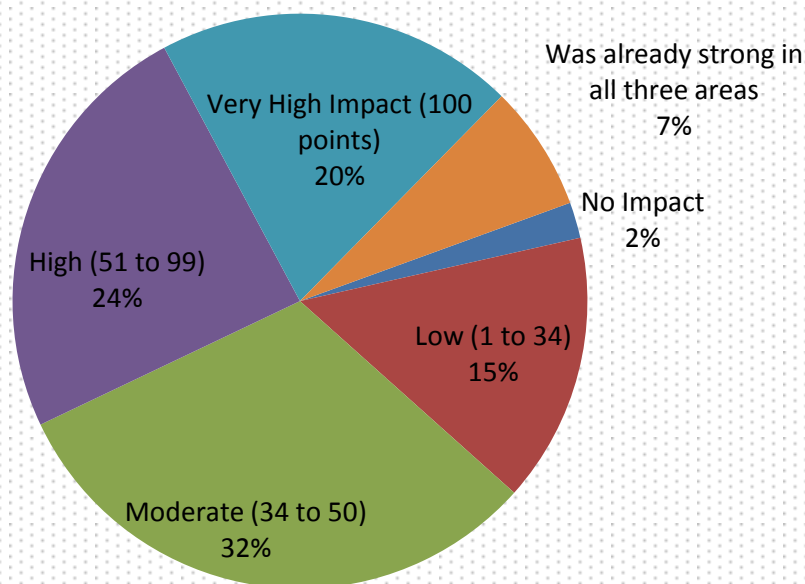
In thinking about modern Israeli history would you agree that in comparison to the start of camp:

1. I am now more interested in modern Israeli history
2. I now have a better understanding of modern Israeli history
3. I am better able to speak to my friends outside of camp about modern Israeli history

Each respondent receives a score, which is sum of their answers to the three questions. That score is then placed on an index of between 1 and 100 points.

The resulting Goodman Impact Index shows: 44% of the respondents reporting "high" or "very high" impact, with a score of between 51 and 100 points on the index. Thirty-two percent show moderate impact, and 17% low to no impact. Seven percent of the respondents answered on all three questions that they were already strong, and as such are shown as a separate group.

Goodman Impact Index (n=872)



# Factors that Influence Impact

There are many factors that potentially influence the impact that participation in Goodman Initiative programs may have on campers. The following pages show those factors that show a clear influence, moving from those with the strongest influence to those whose influence is significant but less influential.

## Israel Attachment

The emotional attachment of a camper to Israel to Israel strongly interacts with the Goodman Initiative's impact. In the table below we learn that 59% of the "very attached to Israel" report "very high" or "high" impact, in comparison to 46% of the "somewhat attached," and 30% of the "not very attached"

Impact Index by answer to question: How emotionally attached are you to Israel? (n=918)

	Goodman Impact Index					
	Very High Impact (100 points)	High (51 to 99)	Moderate (34 to 50)	Low Impact (1 to 34 points)	No Impact	Already Strong
Very attached	34%	25%	18%	3%	1%	19%
Somewhat attached	20%	26%	36%	12%	1%	5%
Not very attached	8%	22%	35%	29%	5%	1%
Don't know	7%	24%	29%	33%	5%	2%
Not at all attached	0%	4%	32%	55%	9%	0%

Does attachment to Israel influence the impact of the Goodman program, or does the Goodman program influence that attachment? The chart and table on the following page explore this question.

In the survey, respondents were asked to select the feelings about Israel that best describe them, as of the end of summer at camp. They were then asked if those feelings, in comparison to the start of the summer are now more, less or the same.

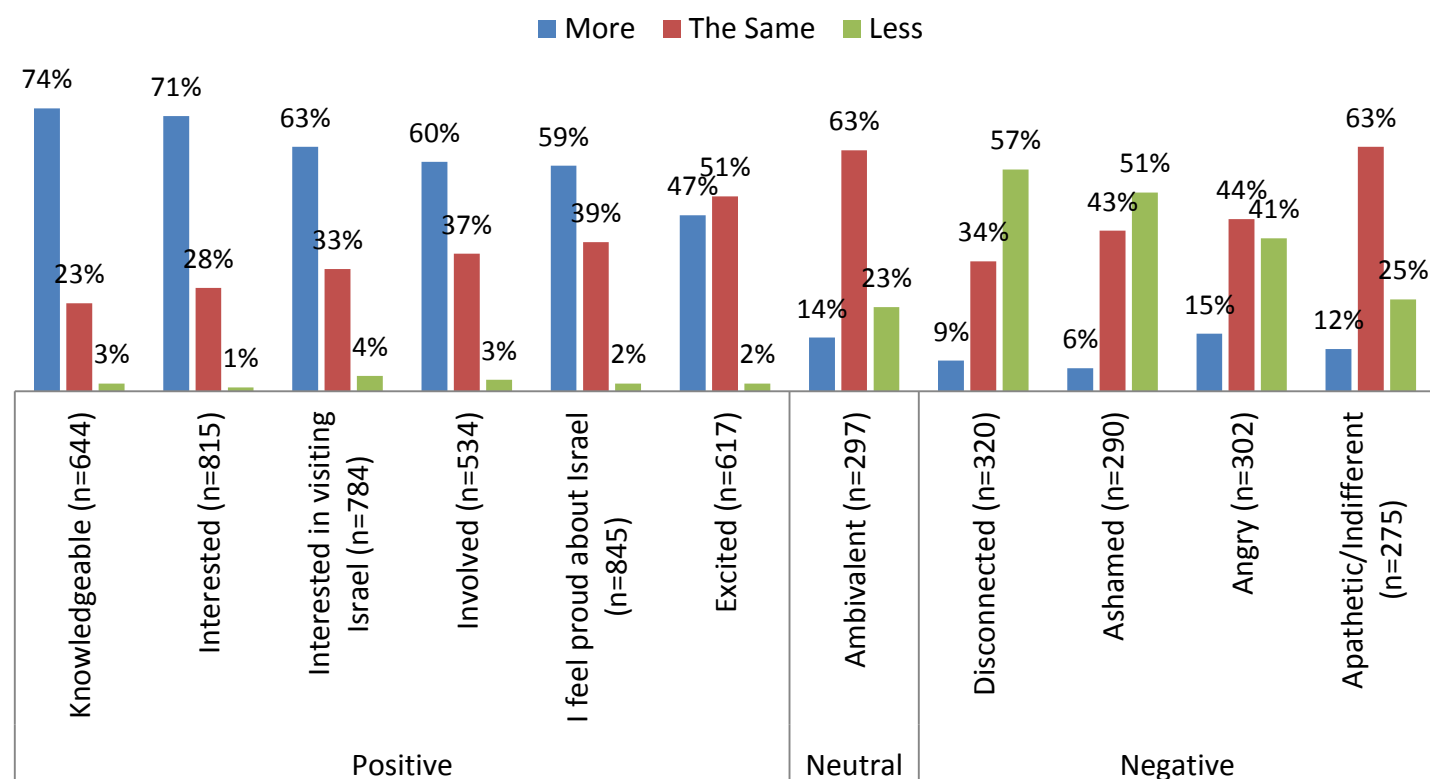
- **Positive feelings:** We learn in the chart (top of following page) that for five of the six "positive feelings" about Israel, campers report that in comparison to the start of summer they are now more likely to feel positive. For example, of those who stated that they now feel knowledgeable about Israel, 73% report feeling more knowledgeable than at the start of the summer; 71% are more interested, and 63% more interested in visiting Israel.
- **Negative feelings:** On two of four "negative feelings" about Israeli, a majority report feeling less negative in comparison to the start of the summer. Fifty-seven percent of those who feel disconnected, report feeling less disconnected than at the start of the summer. Of those who report feeling ashamed at the start of the summer, 51% felt less ashamed at the end of summer.

To what extent can we attribute the increase in positive feelings and decrease in negative feelings to the Goodman initiative?

The table at the bottom of the following page shows that the campers make a clear connection between changes they



Below are different ways people may feel about Israel. [After selecting the feelings that best describe them now, respondents were asked:] “Only for those that you selected: In comparison to the start of the summer, do you feel more, the same, or less?”



report feeling about Israel over the course of the summer and the impact that they report from their participation in programs about modern Israeli history. The relationship is especially strong for those who report currently feeling ashamed, angry, indifferent (negative feelings), and involved (positive feeling). For example of the small group who felt ashamed at the end of the summer, 59% report “very high” or “high” impact from their participation in the Goodman Initiative. From the chart above, we know for almost all, that impact was positive, that is they now feel less ashamed as a result of their participation. For all of the feelings a large majority of 90% or more show at least some impact on their general feelings towards Israel as a result of their participation in the Goodman Initiative programming.

**Impact Index by answer to question: Which of the following best describe the way you feel about Israel now? (n=918)**

	Very High Impact (100 points)	High (51 to 99)	Moderate (34 to 50)	Low Impact (1 to 34 points)	No Impact	Already strong
Ashamed (n=27)	37%	22%	22%	8%	0%	11%
Angry (n=41)	29%	29%	27%	8%	0%	7%
Involved (n=329)	29%	28%	24%	7%	2%	10%
Apathetic/Indifferent (n=38)	26%	21%	27%	13%	5%	8%
I feel proud about Israel (n=678)	24%	24%	30%	13%	2%	7%
Excited (n=418)	24%	25%	29%	12%	2%	8%
Knowledgeable (n=460)	24%	27%	28%	11%	1%	9%
Ambivalent (n=63)	21%	29%	33%	11%	1%	5%
Interested (n=695)	21%	26%	31%	14%	2%	6%
Disconnected (n=75)	17%	19%	29%	31%	4%	0%

## Interaction of Modern Israeli History with General Israel Education Program

### Intensity of Israel Education Experience

The overall environment for Israel education at camp plays a role. The more campers participate in Israel education programming at camp, the more they are likely to derive benefit from the Goodman initiative.

The table on the right shows the percentage of campers participating in different types of Israel education activities at camp, the most common being "I learned Israeli songs" ((84%) and the least common being, "I learned about Israeli geography" (44%). Note that these activities are not necessarily connected to the Goodman programs.

In order to explore the interaction between the participation in Israel education programming at camp and the impact of the Goodman initiative on campers, we compiled the answers seen in the table on the right hand side of this page into an "Israel Education Participation Index," which appears below.

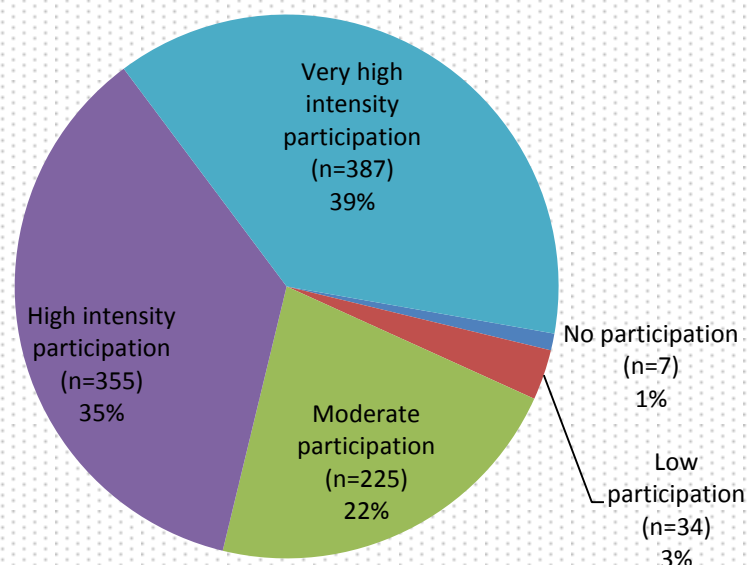
The Israel Education participation index shows 39% reporting participating in almost all of the programming activities, with an additional 35% participating in many activities.

To what extent does is the impact of the Goodman Initiative programming influenced by the overall intensity of Israel education programming at camp? This question is explored on the next page.

In which of the following ways did you experience Israel at camp this summer? Select all that apply (n=1008)

	%
I learned Israeli songs	84%
I learned about modern Israeli history	75%
I talked about Israel with staff	74%
I had an Israeli counselor(s)	67%
I talked about Israel with other campers	67%
I learned some Hebrew	60%
I learned about Israeli geography	44%

Israel Education Participation Index

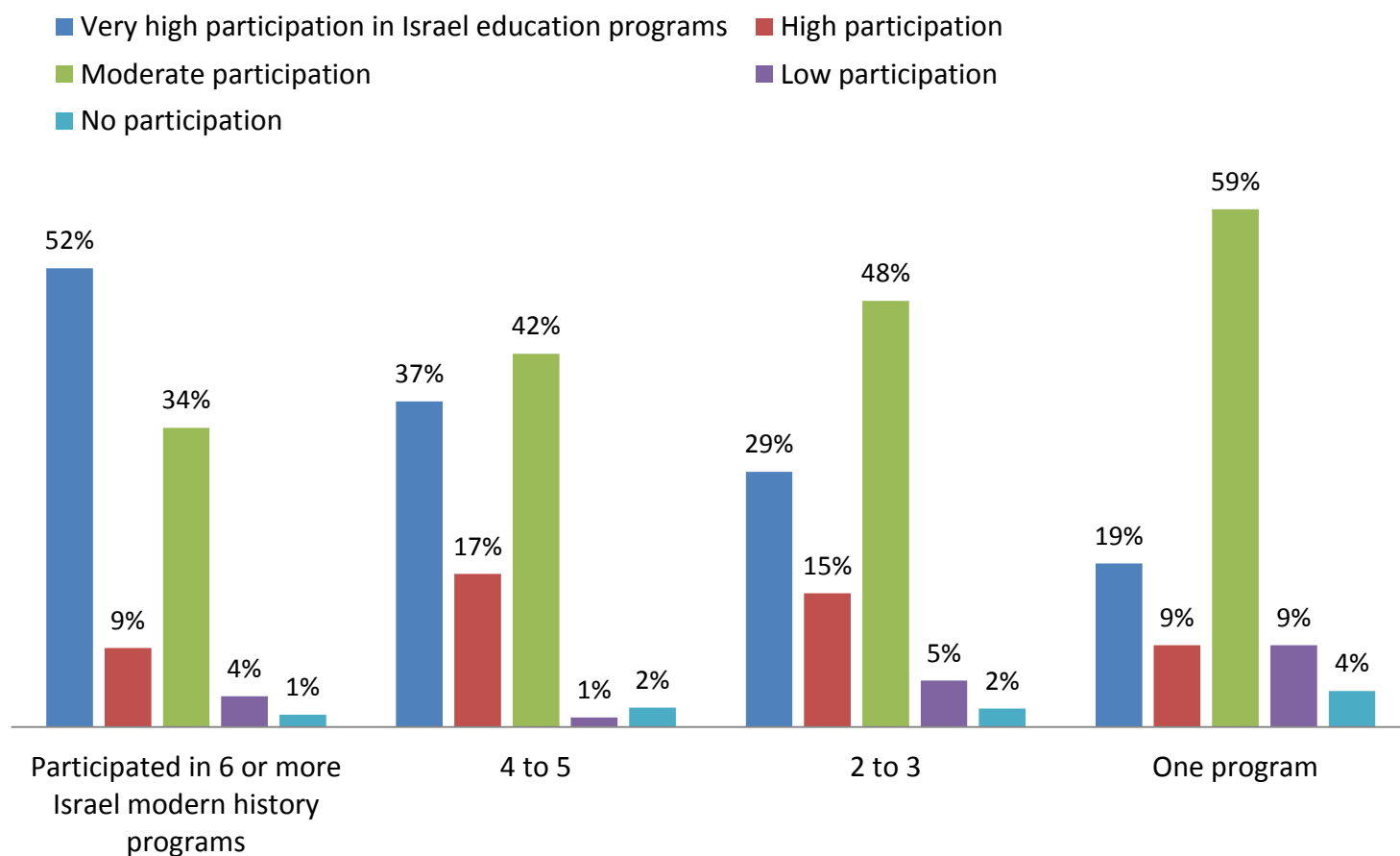


The following table shows a strong relationship between the intensity of participation in Israel educational programming at camp in general and the impact of the Goodman initiative in particular. Campers who report greater participation in Israel education at camp are also more likely to report high impact from their participation in Goodman initiative programming. Of those who report a very high intensity of participation in Israel programming, 58% report high impact from Goodman programming. In comparison, just 22% of those with moderate levels of participation report high impact from Goodman programming.

#### Goodman Impact Index by Intensity of Israel Education Participation Index

	Very High Impact (100 points)	High (51 to 99)	Moderate (34 to 50)	Low Impact (1 to 34 points)	No Impact	Already strong
Very high intensity participation	32%	26%	28%	8%	0%	6%
High intensity participation	17%	29%	32%	15%	2%	5%
Moderate participation	6%	16%	35%	28%	4%	11%
Low participation	15%	7%	30%	30%	11%	7%

We see in the chart below that when campers report more participation in modern Israeli history programs they are also more likely to report higher levels of participation in Israel education programs. Thus, of the campers who participated in 6 or more modern Israeli history programs at camp, 52% report “a very high level of participation,” in Israel education programs in general. In comparison just 19% of the campers who participated in one program on modern Israeli history report a very high level participation in Israel education programming.



## Quality of Israel Education Experience

### A campers Israel education experience interacts with the Goodman Initiative.

In the table on the right hand side of the page, we learn that the large majority of campers report their experience of Israel at camp in terms such as "interesting," "inspiring," "I learned a lot," and "fun." Just a small minority describe their experience as "not relevant to my life," "irritating," or "boring."

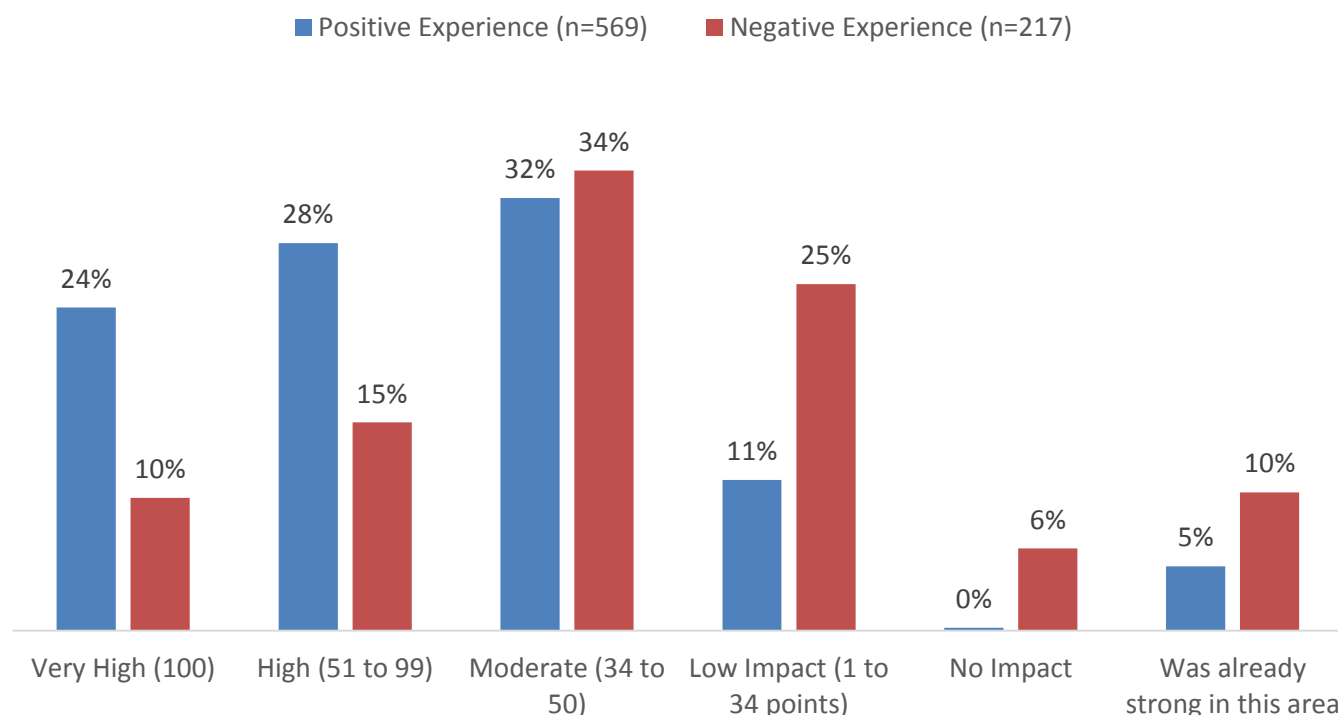
In general, to what extent do each of the following describe your experience of Israel at camp this summer? (n=937)

	To a great extent	An extent	A small extent	Not at all
Interesting	47%	43%	9%	1%
Inspiring	41%	36%	19%	4%
I learned a lot	40%	38%	18%	4%
Fun	33%	54%	12%	1%
Not relevant to my life	3%	8%	20%	70%
Irritating	3%	8%	23%	66%
Boring	4%	13%	43%	41%

We learn in the chart below, that to the extent that campers report their experience of Israel at camp as interesting, inspiring, fun, or as a learning experience they are lot are far more likely to report impact from Goodman programming.

The chart organizes campers by their answers shown in the table on above. Campers are grouped into two groups, a large group reporting an overall positive experience and a much smaller group who reported an overall negative experience. We learn that 52% of the campers who have a positive experience of Israel at camp report high impact from Goodman programs, compared to just 25% of those who report a negative experience. In contrast, 31% of the campers who report a negative experience report low to no impact from their participation in Goodman Initiative programs, just 11% of the positive experience group report the same.

### Goodman Impact Index by Positive vs. Negative Experience at Camp Clusters





## Quality of Modern Jewish History Learning

As with the general Israel experience at camp, so the quality of the Goodman program influences impact.

Approximately three-quarters report finding the topics in the Goodman programs interesting and that the teachers did a good job. Two-thirds agreed that "I had enough of a chance to voice my opinion during the program." Fifty-nine percent reported thinking about the topics outside of the program itself.

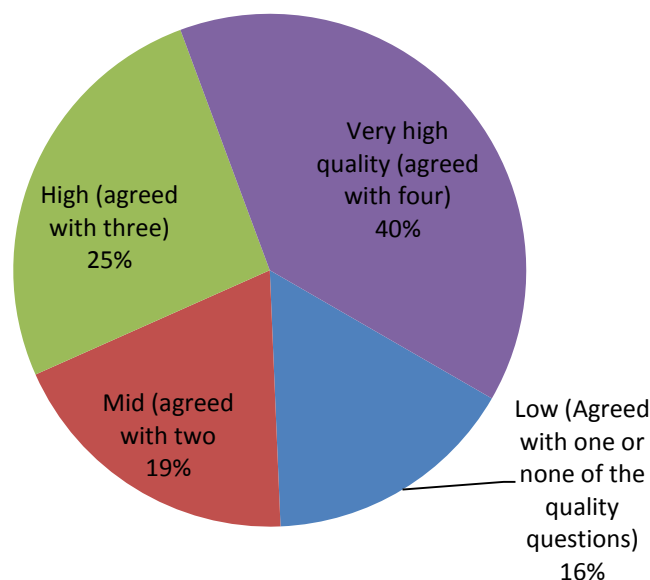
Please answer each of the following about the modern Israeli history program (n=970)

	Agree	Disagree	Neither agree, nor disagree
The topics were interesting	79%	2%	19%
The teacher did a good job	77%	2%	21%
I had enough of chance to voice my opinion during the program	69%	5%	26%
I thought about the topics we learned (outside of the program itself)	59%	10%	31%

The chart on the right hand side of the page provides an index showing respondents overall ranking of the quality of the Goodman program.

In the table below we see a clear correlation between respondents' scores on the impact index and their perception of the quality of the learning experience. To the extent that they report the quality of learning as high so campers are likely to receive high impact scores. Among those who rank the Goodman programs as "very high quality," 63% receive high impact scores, dropping to 42% of those who report the quality of learning as "high" and 27% and 18% who respectively gave the program quality a "mid" to "low" score.

Quality of Modern Israeli History Learning Index (n=958)



Goodman Impact Index by Quality of Modern Israeli History Learning Index (n=832)

	Very High Impact (100 points)	High (51 to 99)	Moderate (34 to 50)	Low Impact (1 to 34 points)	No Impact	Already strong
Very high quality (agreed with four)	34%	29%	26%	7%	0%	4%
High (agreed with three)	16%	26%	40%	11%	0%	7%
Mid (agreed with two)	7%	20%	37%	26%	2%	6%
Low (Agreed with one or none of the quality questions)	5%	13%	26%	32%	8%	16%

## Individual Camps

The above described variables come together in different ways at different camps, which influence the quality of both the overall Israel education experience and camp and the quality of the modern Israeli history programs. Three camps stand out in terms of exceptionally strong impact scores with a majority reporting either “very high” or “high” impact from the Goodman program. Eight have a majority reporting “high” to “moderate” impact. Eight have a majority reporting moderate to low impact.

### Goodman Impact Index by Camp (n=926)

	Very High Impact (100 points)	High (51 to 99)	Moderate (34 to 50)	Low Impact (1 to 34 points)	No Impact	Was already strong in this area
CLTC	44%	27%	19%	4%	2%	4%
Bayachad	38%	33%	19%	5%	0%	5%
Perelman	33%	23%	37%	0%	3%	3%
Solomon Schechter	27%	20%	28%	18%	1%	7%
BB camp	23%	19%	37%	16%	2%	3%
Judea	21%	21%	30%	19%	1%	8%
Alonim	18%	23%	22%	26%	2%	9%
Tavor	16%	29%	29%	21%	0%	5%
Stein	15%	33%	18%	25%	5%	5%
Biluim	15%	19%	38%	21%	1%	6%
Shwayder	14%	11%	32%	32%	0%	11%
Tel Noar	13%	10%	32%	29%	10%	7%
B'nai Brith of Ottawa	10%	36%	33%	10%	0%	10%
Seneca Lake	10%	20%	29%	36%	6%	0%
Avoda	9%	27%	36%	18%	0%	9%
Golden Slipper	9%	18%	18%	36%	9%	9%
Kadimah	8%	22%	36%	31%	0%	3%
Tevya	8%	14%	31%	37%	5%	5%
CJY Texas	4%	33%	33%	13%	0%	17%



## Previous Exposure to Israel

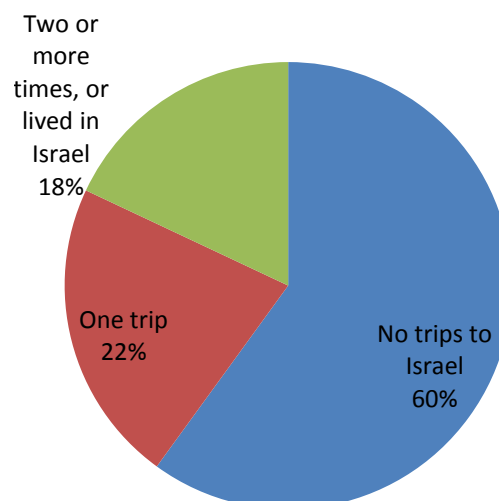
### Israel travel

Sixty-one percent of the campers had not been to Israel, 21% had been on one trip and 18% two or more times.

We learn in the table below that:

- To the extent that campers have traveled to Israel so they are less likely to report low impact scores from participation in Goodman programs.
- There is less of a difference between campers in terms of high impact. At this level the Goodman programs impact and near equal levels those with more and less Israel travel experience.
- Campers who report that they were already strong on matters having to do with modern Israeli history are much more likely to have traveled to Israel or to have lived in the county.

Number of trips to Israel (N=1006)



Goodman Impact Index by Number of Trips to Israel (n=870)

	Very High Impact (100 points)	High (51 to 99)	Moderate (34 to 50)	Low Impact (1 to 34 points)	No Impact	Already strong
No trips to Israel	20%	24%	33%	18%	2%	3%
One trip	19%	24%	32%	14%	3%	8%
2 to 3 times	21%	27%	27%	11%	1%	13%
4 or more times	27%	27%	25%	6%	2%	13%
I have lived in Israel for an extended period of time	28%	11%	19%	0%	0%	42%

### Participation in Israel learning program outside of camp

**Almost all the campers are exposed to Israel outside of camp.** Eighty-one percent have learned about Israel in some manner outside of camp, 45% have previously meet with or communicated with Israeli Jews their own age (table to the right). We learn from the table below, that **to the extent that campers are exposed to Israel in other frameworks, so they report higher impact from Goodman Initiative programs.**

Outside of camp, did you ever participate in a program ...: (n=1000)

	Yes
Where you learned about Israel	81%
Got to know or communicated with Israeli Jews your age	45%

Goodman Impact Index by exposure to Israel and Israelis outside of camp

	Very High Impact (100 points)	High (51 to 99)	Moderate (34 to 50)	Low Impact (1 to 34 points)	No Impact	Already strong
Learned about Israel outside of camp and participated in a program with Israelis outside of camp (n=350)	26%	25%	28%	10%	1%	10%
Learned about Israel outside of camp or participated in a program with Israelis outside of camp (n=331)	18%	26%	32%	17%	2%	5%
None (n=31)	6%	23%	42%	19%	7%	3%



## Grade Level

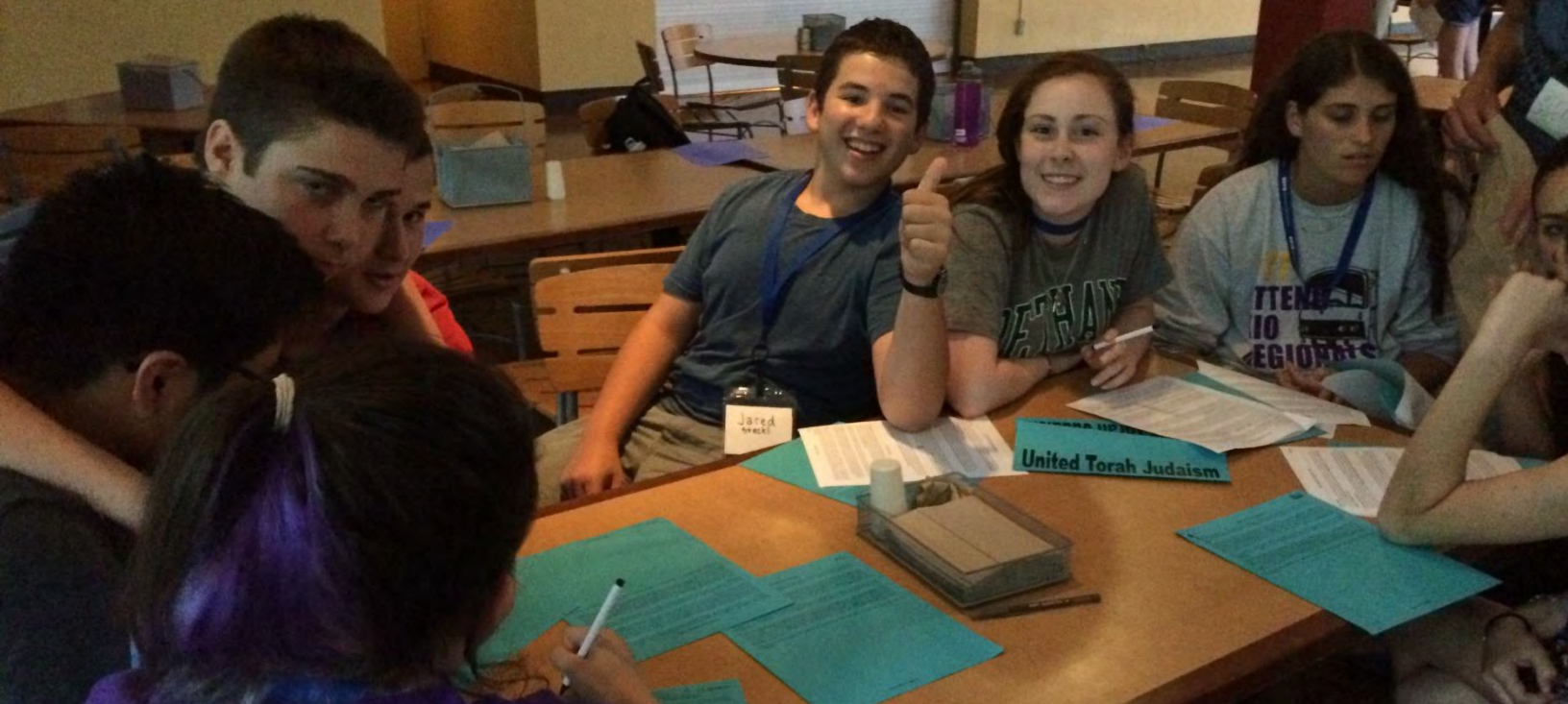
**Older grades get more from the Goodman Initiative programs.** At least half of the 8<sup>th</sup> through 11<sup>th</sup> graders reporting moderate to high impact. In contrast, the majority of those entering 7<sup>th</sup> grade report low to moderate impact.

### Goodman Impact Index by Grade Level (n=872)

	Very High Impact (100 points)	High (51 to 99)	Moderate (34 to 50)	Low Impact (1 to 34 points)	No Impact	Already strong
Going into 7th grade	17%	18%	33%	23%	2%	7%
8th grade	20%	26%	30%	17%	1%	6%
9th grade	18%	31%	29%	12%	3%	7%
10th grade	23%	21%	31%	13%	4%	8%
11th grade	24%	24%	35%	10%	0%	7%







## Jewish Upbringing

**Campers report impact from Goodman Initiative programs without a significant difference between those who have stronger and weaker Jewish backgrounds.**

As shown in the table to the right, campers come to camp with diverse levels of Jewish schooling.

**What is the main source of Jewish schooling you received between age 6 and 13, if any? In the past year? (n=980)**

	Age 6 to 13	In the past year
None	9%	29%
Hebrew school or religious school that met once a week	21%	23%
Hebrew school or religious school that met more than once a week	37%	22%
Day school or yeshiva	29%	17%
Other	4%	9%

In the table below we learn that their level of formal Jewish schooling is not as strong an influence as the other factors reviewed above, although those with higher Jewish educations report a comparable impact from participation in Goodman programs than those with weaker Jewish educations. This runs against findings reported above, where those with stronger Jewish scores (i.e., travel to Israel and Israeli education in other contexts) reported higher impact.

When we looked at religious practices at home and participation in youth movement, we again noted little substantial difference between those with stronger and weaker Jewish upbringings, although in these cases those from more religious homes and who participated in youth movement did report slight higher impact from Goodman programs.

### **Goodman Impact Index by Level of Childhood Jewish education (n=824)**

	Very High Impact (100 points)	High (51 to 99)	Moderate (34 to 50)	Low Impact (1 to 34 points)	No Impact	Already strong
High Jewish education*	21%	23%	31%	14%	1%	10%
Moderate	19%	24%	34%	16%	2%	5%
Low	23%	29%	25%	17%	2%	4%

\*The Jewish education scores are compiled from two questions asking about formal Jewish schooling in elementary and high school years.

# Conclusions

This report presents the perspective of campers participating in the Goodman Initiative programs about modern Israeli history at camp. **From the campers' perspective the program has strong positive impact.** More than 80% of the campers report high levels of impact in terms of their interest in, and understanding of modern Israeli history. Seventy-one percent agree that they are now better able to speak to friends about modern Israeli history outside of camp. Close to half the campers reported talking about what they learned with other campers and their counselors outside of the formal programming. When placed on the Goodman Impact Index we learned that 44% of the campers show high to very high impact (placing in the top half of the index), with an additional 7% stating that they were already interested, had an understanding of, and were able to talk to others about modern Israeli history prior to camp. Just 17% report low to no impact from the Goodman Initiative programs.

In exploring the factors that influence impact we learn:

## 1. Participation in Goodman Initiative programs produces stronger Israel attachment

The small group who report that they were already strong in terms of their interest, understanding and ability to talk about modern Israeli history also report high levels of Israel attachment. These 7% of campers have also traveled to Israel more and have more personal connections, friends and family, who live in Israel. Beyond this select group, participation in programs about modern Israeli history at camp has clear positive impact on the campers attachment to Israel.

Campers who report increasing their interest in and understanding of modern Israeli history also report feeling more positive about Israel along the range of feelings. For example, of those who stated that they now feel knowledgeable about Israel, 73% report feeling more knowledgeable than at the start of the summer; 71% are more interested in Israel, and 63% report greater interest in visiting Israel. Fifty-seven percent of those who feel disconnected, report feeling less disconnected than at the start of the summer. Of those who report feeling ashamed at the start of the summer, 51% felt less ashamed at the end of summer. **The growth of positive feelings about Israel clearly correlates with the campers reports of impact from their participation in the Goodman Initiative programs.**

## 2. The Goodman Initiative is part of a larger camp environment

**Camps offer an environment for Israel education at camp that complements the Goodman Initiative's programs.**

- **A quality camping experience supports the learning of modern Israeli history**
  - The more campers participate in Israel education programming at camp (not only that associated with the Goodman Initiative), the more they are likely to derive benefit from the Goodman initiative.
  - The large majority of campers report their experience of Israel at camp in terms such as "interesting," "inspiring," "I learned a lot," and "fun." Just a small minority describe their experience as "not relevant to my life," "irritating," or "boring." To the extent that campers report their experience of Israel at camp as interesting, inspiring, fun, or as a learning experience they are far more likely to report impact from Goodman programming.
- **The Goodman programs contribute to the larger summer camping experience**
  - When campers report more participation in modern Israeli history programs they are also more likely to report higher levels of participation in Israel education programs.

- To the extent that campers report a quality learning experience in the Goodman programs so they think about modern Israeli history outside of the formal programs and talk about the topics they learned with other campers and their counselors.

### 3. Camps differ in term of the impact of the Goodman Initiative on campers

The manner in which a camp implement the Goodman programs likely interacts with the various factors described in this report to produce higher and lower impact on campers. Of the 19 participating camps, three camps stand out in terms of exceptionally strong impact scores with a majority reporting either “very high” or “high” impact from the Goodman program. Eight camps have a majority reporting “high” to “moderate” impact. Eight have a majority reporting “moderate” to “low” impact. **A refined understanding of the factors which lead an camp to excel, or not, is critical to guiding the Goodman Initiative works vis-à-vis the weaker camps in future years.**

### 4. Campers report impact regardless of level of Jewish upbringing and prior exposure to Israel

In evaluating the impact of the Goodman Initiative on campers, the campers’ world outside of potentially has a great influence. Many programs are not able to cater simultaneously to individuals from diverse backgrounds. In considering the campers Jewish upbringing and prior exposure to Israel we learned the following:

- **Campers report impact from Goodman Initiative programs without a significant difference between those who have stronger and weaker Jewish schooling, youth movement participation and level of religious practice at home.**

A decision by a family to send their child to a Jewish camp indicates that their children have relatively stronger Jewish upbringings than the average American Jew their age, who does not attend Jewish camp. Nevertheless the campers responding to the survey come from diverse Jewish backgrounds as measured by formal schooling, youth group participation and religious practice at home. Significantly none of these factors made a significant difference to the impact of the Goodman Initiative programs on the campers. Campers coming from stronger and weaker Jewish backgrounds were as likely to report impact from participation.

- **All report impact regardless of prior exposure to Israel; although prior exposure does make a positive contribution to the Goodman’s program’s impact.**
  - **Almost all the campers are exposed to Israel outside of camp.** Eight-one percent have learned about Israel in some manner outside of camp, 45% have previously meet with or communicated with Israeli Jews their own age. **To the extent that campers are exposed to Israel in other frameworks, so they report higher impact from Goodman Initiative programs.**
  - **The 61% of campers who have not traveled to Israel are as likely as those who have traveled to Israel to report a high level of impact from Goodman programs;** although, the 18% who have traveled most intensively to Israel (four or more times) are twice are two times less likely to report low impact from their participation.

### 5. Older grades report higher levels of impact

The one external factor that does have a clear influence on the Goodman Initiative’s impact on campers is the grade level of the camper. Eighth through 11<sup>th</sup> graders were more likely to report impact than the 7<sup>th</sup> graders, which might indicate a need to further refine the programs offered for the lower grades. Alternatively, the finding might point to a need to better refine the survey questions for the experience of younger children learning about Israel at camp.

In conclusion, the Goodman Initiative clearly brings benefits to the Jewish campers who answered our survey. At the camps where the greatest impact is seen, the Goodman initiative appears to integrate into the broader Israel education experience at camp, the result being growth of knowledge and interest in Israeli modern history, and an overall strengthening of positive feelings towards Israel.