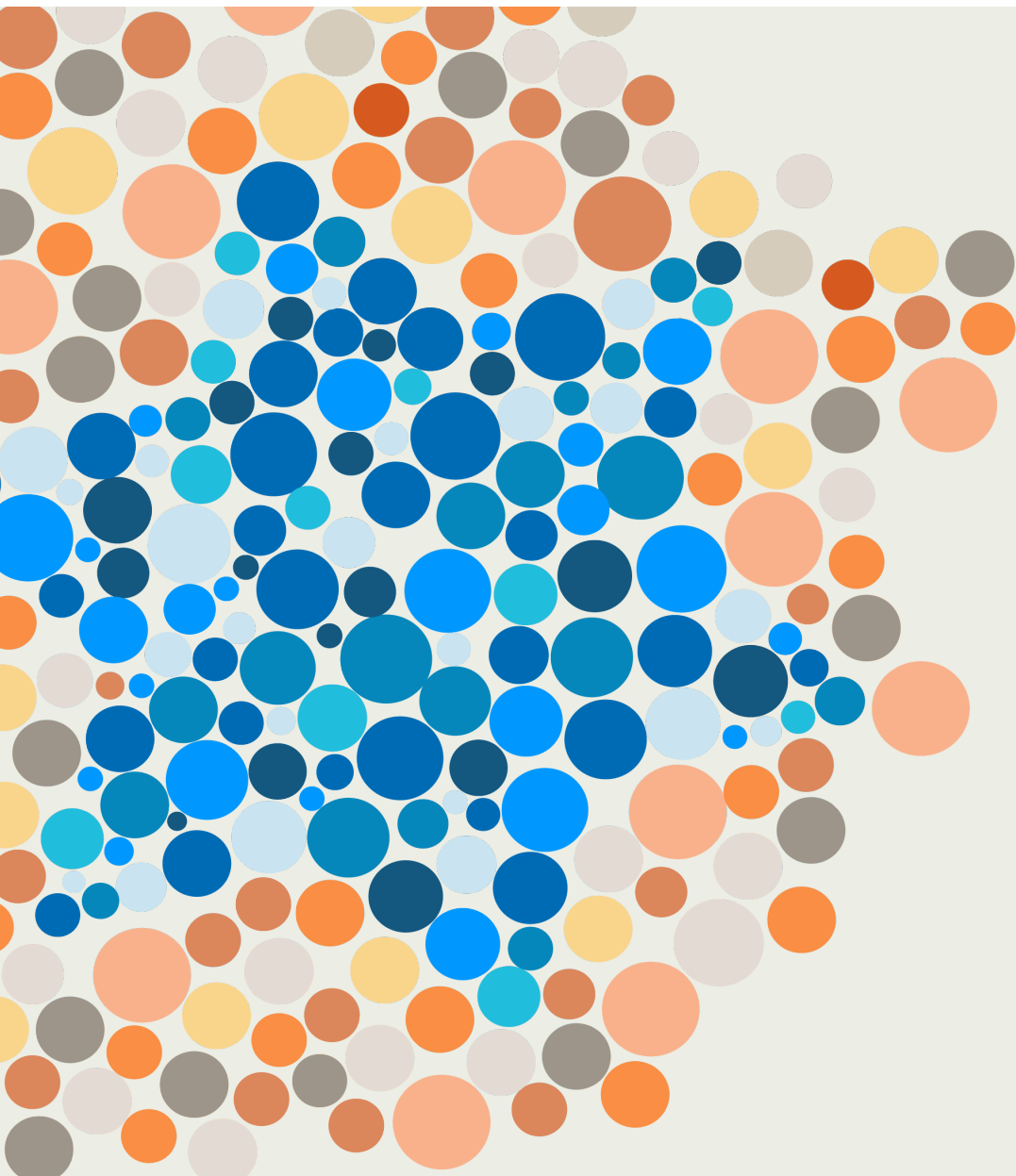


Brandeis University

Maurice and Marilyn Cohen Center for Modern Jewish Studies

Making the Most of Taglit: Combined Jewish Philanthropies IACT Initiative

A Program Evaluation



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Introduction

Since its inception, Taglit-Birthright Israel has structured trips to Israel in a variety of ways.¹ Campus-based trips, serving students on one or a small number of campuses, have been mostly organized by university Hillel organizations. Community-based trips, for 22 to 26-year-olds, have been principally organized by Jewish federations. And national trips, without an institutional or geographic basis, have been promoted and organized principally by educational tourism companies based in Israel. Within a few years of Taglit's launch, national trips became the first choice of a majority of North American applicants.

To some observers, the rising proportion of Birthright Israel participants going on national trips represented a lost opportunity for building Jewish life on university campuses. According to this view, the advantage of the campus-based trip is that it provides participants the opportunity to develop relationships with other Jewish students from their university, as well as with the Jewish professionals from their campus Hillel organization. Our prior research indicates that such relationships can play a vital role by bridging the Taglit experience in Israel and Jewish life on campus (see Sasson, Saxe, Rosen, Hecht, & Selinger-Abutbul, 2007).

In 2005-06, the Combined Jewish Philanthropies of Greater Boston (CJP) established IACT (Inspired, Active, Committed and Transformed), designed to “strengthen and transform Jewish life and Israel advocacy on campuses through the expansion of Birthright Israel and the active engagement of Birthright Israel participants in

new programs” (CJP Summary Proposal, Appendix A).

The IACT program established the following objectives:

1. Increase the number of Taglit-Birthright Israel participants from target schools and from the greater Boston area.
2. Place as many participants as possible on buses from their campuses.
3. Increase the quality and the quantity of posttrip Jewish involvement by the campus trip alumni population.

As an outcome of IACT, the program expects to transform Jewish life on target campuses by ensuring that critical masses of students participate in Birthright Israel and become involved in Jewish life after the trip.

The first programmatic objective, increased recruitment, is premised on the belief that there exists a “tipping point” beyond which the very presence of Birthright Israel alumni on campus will enrich Jewish life and create a vibrant environment for all Jewish students.

The second objective, recruitment of students specifically for campus trips, is thought to be a key factor in reaching the tipping point and engaging alumni once back on campus. In contrast to trips that draw students from multiple universities and regions, campus trips establish relationships—among individual participants and between participants and staff—that can endure after the trip and stimulate engagement in posttrip Jewish life.

¹ Taglit-Birthright Israel” is the organization’s full name. In this report, we occasionally shorten the name to either “Taglit” or “Birthright Israel.”

The third objective, a program of integrated activities for participants from recruitment and interviews through posttrip engagement, should serve to turn Birthright Israel alumni into “inspired, active, committed and transformed” Jewish young adults.

The program defines “Jewish” broadly. The target—for recruitment as well as posttrip activities—is not the already-engaged but Jewish students who have little Jewish education or who have drifted away from the religious institutions of their pre-bar or bat mitzvah years. In addition, the program emphasizes the recruitment of first and second-year students, who will return to campus for substantial periods following their trips, rather than on third and fourth-year students who will soon be graduating.

Program Implementation

The program was launched on three campuses in fall 2006: Brandeis, Tufts, and UMass Amherst. Boston University and Northeastern University were added in fall 2007. Harvard University joined the program in spring 2008. The basic features of the IACT program, as it has been implemented, include the following:

Partnerships. CJP established working relationships with several Birthright Israel trip providers to supply campus trips for the participating IACT schools. Initially, Tufts chose to work with Shorashim, Brandeis and Northeastern with Oranim, and Boston University with Hillel and Oranim. Harvard joined the program in 2008 and elected to

organize trips with Shorashim. Also in 2008, Boston University switched its summer bus from Oranim to Sachlav.²

Coordinators. CJP hired fulltime IACT coordinators for participating campuses. IACT coordinators work within the framework of university Hillel organizations, reporting to the Hillel director and CJP. Coordinators work with their partner trip providers to organize buses for campus trips in the winter and summer rounds. They also have responsibility for recruitment, orientation, staffing of trips, and posttrip activities.

Upstart Ideas. CJP hired the Jerusalem-based firm Upstart Ideas (originally Upstart Activist) to train and support IACT coordinators. Upstart Ideas’ training sessions explore ways to increase recruitment for Birthright Israel trips, build connections among alumni, and foster participation in Jewish cultural and Israel-oriented activities.

Research

In summer 2007, CJP contracted with the Cohen Center for Modern Jewish Studies (CMJS) at Brandeis University to conduct an evaluation of the program. An interim report evaluating the program’s first two years was filed with CJP in December 2008. The report documented IACT’s contribution to a modest increase (above what would have been expected in the absence of the program) in Birthright Israel participation, as well as a significant increase in the proportion of participants on campus-based

² Oranim, Shorashim, and Sachlav are Israel-based educational tourism companies. The decision to collaborate with the companies was a departure from having the national Hillel organization run all campus trips.

trips. The report also examined posttrip involvement in campus Jewish life among Birthright Israel alumni of the winter and summer 2007 rounds, from IACT schools as well as a matched sample of comparison schools. For the sample as a whole (including alumni from IACT and comparison schools), the report documented that staff-led campus trips (as opposed to national trips) had a greater impact on a number of measures of posttrip participation in campus Jewish life. On the basis of these findings, the report concluded that IACT had—by increasing participation in staff-led campus trips—contributed to a modest increase in posttrip engagement.

This report extends the analysis of registration trends to include the winter 2009 round. In addition, the report describes the results of a survey of Birthright Israel participants from the winter and summer 2008 rounds, from the IACT schools and a set of comparison schools. Particular attention is focused on the comparison of posttrip engagement between alumni of campus versus national trips, and between alumni of IACT campus trips versus comparison school campus trips. The report also addresses a number of policy challenges that emerged in the context of focus group and key-informant interviews.

Methodology

Assessing the impact of the IACT program entails asking, in effect, what trends in participation in Birthright Israel and campus Jewish life would have been like had the program not been established. Since it is impossible to replay history, an alternative is to compare Birthright Israel recruitment and alumni posttrip engagement on the IACT

campuses with recruitment and engagement on a set of campuses that did not have the benefit of a comparable federation-sponsored intervention. By comparing IACT and similar schools, we are able to assess the “value added” of the IACT initiative for the campuses it serves.

The IACT schools and their matches are displayed in Table 1. The matching campuses were carefully selected on the basis of similarities to the IACT schools. For example, UMass Amherst was matched with two large state schools with comparable percentages of Jewish students, and Boston University was matched to two urban, private research universities with large Jewish populations.

The research reported in the present study employed multiple methods and data. Table 2 summarizes the research activities and data sources. Key informant interviews with CJP staff, IACT coordinators, and Hillel directors provided information regarding recruitment strategies, posttrip activities, and overall strategic challenges. Analysis of the Taglit-Birthright Israel database provided an assessment of registration trends (both overall and for campus trips in particular). Focus group interviews with alumni of campus and national trips, conducted at most of the IACT schools, provided a student’s perspective on the program as a whole. The focus group discussions also provided qualitative data on the comparative experiences of campus and national trip alumni. (At UMass, individual telephone interviews with students substituted for the focus group discussion.)

In addition, a survey was administered to alumni of winter and summer 2008 trips from the IACT and comparison schools. Alumni of

campus and national trips were included. The survey was administered online in March 2009 to 3,159 alumni. The overall response rate (following email and telephone follow-up) was 39%. The survey gathered information on posttrip participation in Jewish life, as well as a number of related issues.

The next section of this report examines recruitment to Birthright Israel. Recruitment strategies and tactics at the IACT schools are assessed, as well as trends in overall recruitment and recruitment to campus trips.

Table 1: IACT and Comparison Campuses

IACT Schools		Comparison Schools	
Boston University	New York University	George Washington	
Brandeis University	University of Pennsylvania	SUNY Binghamton	
Northeastern University	American University	University of Miami	
Tufts University	Wesleyan University	Cornell University	
UMass Amherst	University of Delaware	University of Connecticut	
Harvard	*	*	

*Harvard entered the program in 2008; no comparison school was assigned.

Table 2: Research Tasks and Methods

	Recruitment strategies	Recruitment trends	Posttrip programs	Posttrip participation	Strategic challenges/issues
Key-informant interviews	X		X		X
Taglit registration data base		X			
Focus group discussions	X		X	X	X
IACT coordinator reports				X	
Alumni survey				X	X

Recruitment

Coordinators on IACT campuses are charged with increasing overall participation in Birthright Israel and the proportion that participate in campus trips. Each campus faces its own campus-specific challenges in achieving its recruitment goal. For example, Harvard offers a number of subsidized trips, which makes the Birthright Israel “free trip” less impressive to Harvard students. Northeastern University’s co-op system makes scheduling trips very difficult; half of the student body is employed during any given academic quarter and is therefore unavailable. Brandeis has many Jewish students who are ineligible because they have already participated in an educational Israel tour experience.

Students expressed diverse motivations with respect to participation in campus trips. Many chose the campus trip because they wanted to go with friends or because the campus IACT coordinator facilitated the registration process.

I chose this trip because I wanted to go with my school; I have two older sisters that also went on it with their schools. I liked the idea that I’d get to meet people on the trip and come back and they would still be here. (UMass Focus Group)

Pretty much [my choice of trip] was because of Dan [the IACT coordinator] and having a group of people to go with from Brandeis. (Brandeis Focus Group)

Some participants, however, explicitly chose to go on a national trip. Students who chose national trips did so in order to join friends from other campuses or because the national trips better fit their schedules. A few alumni participated in specialized programs that matched their particular needs or interests.

“I picked the outdoor program because I didn’t want to spend all day on the bus—I wanted to hike,” commented one UMass student.

A few students commented that they sought trips with peers from the cities where they intended to settle after college. One went on a Hillel trip, but not through her school (UMass). She and her friend from another school wanted to go on Birthright Israel together, and they wanted to join a more religious trip, “to have Shabbat and pray three times a day.” She said they wanted a trip that would feel more like USY (the Conservative youth movement). Finally, according to two IACT coordinators, some registrants chose national trips in order to avoid contact with the campus Hillel. Such motivations were not expressed in any of the focus group interviews.

The IACT coordinators worked hard to meet their recruitment goals. All coordinators reported “tabling” to facilitate recruitment. One coordinator worked in the student cafeteria for half or more of each day—transforming the public location into a temporary office—in order to facilitate maximum contact with students. Coordinators organized recruitment events and mobilized alumni to spread the word about the trip. On one campus, alumni were encouraged to wear T-shirts featuring the slogan, “Interested in a Free Trip to Israel? Ask Me!” Hillel directors uniformly believe that the IACT coordinator at their school contributes significantly to recruitment and helps increase the overall number of participants above what it would be in the absence of the program.

Recruitment Results

During 2007 and 2008 (rounds 15-18), participation in Birthright Israel increased steadily at the six universities that would ultimately comprise the program. The increase in participation is evident both in campus trips and national trips (Figure 1). Part of the increase is due to the addition of campus trips in the summer rounds. During winter 2009, participation declined, due to a reduction in the number of spots available, especially in national trips, and cancellations related to the Gaza War.

To what extent is the IACT program responsible for increased Birthright Israel participation beyond what would have been expected in the absence of the program? To answer this question, we need to compare recruitment trends for the IACT and matching schools. Figure 2 shows the

percentage of Jewish undergraduates who participated in Birthright Israel from each set of schools during each program round. The estimates for undergraduate Jewish populations are drawn from data compiled by the national office of Hillel.

Between the summer rounds of 2006 and 2008, the proportion of Jewish students participating in Taglit-Birthright Israel from the IACT and comparison schools increased, but the proportion from IACT schools increased by more (4% versus 2.6%). Similarly, between winter 2006 and winter 2008, the increase in the proportion going from IACT schools was larger than from the comparison schools (1.6% point increase versus 1.1% point increase). Both IACT and comparison schools lost ground in winter 2009, but the retrenchment at the IACT schools was slightly smaller (1.3% point) than at the comparison schools (1.6% point).

Figure 1: Number of Participants in Campus and National trips by Round, IACT Universities Only

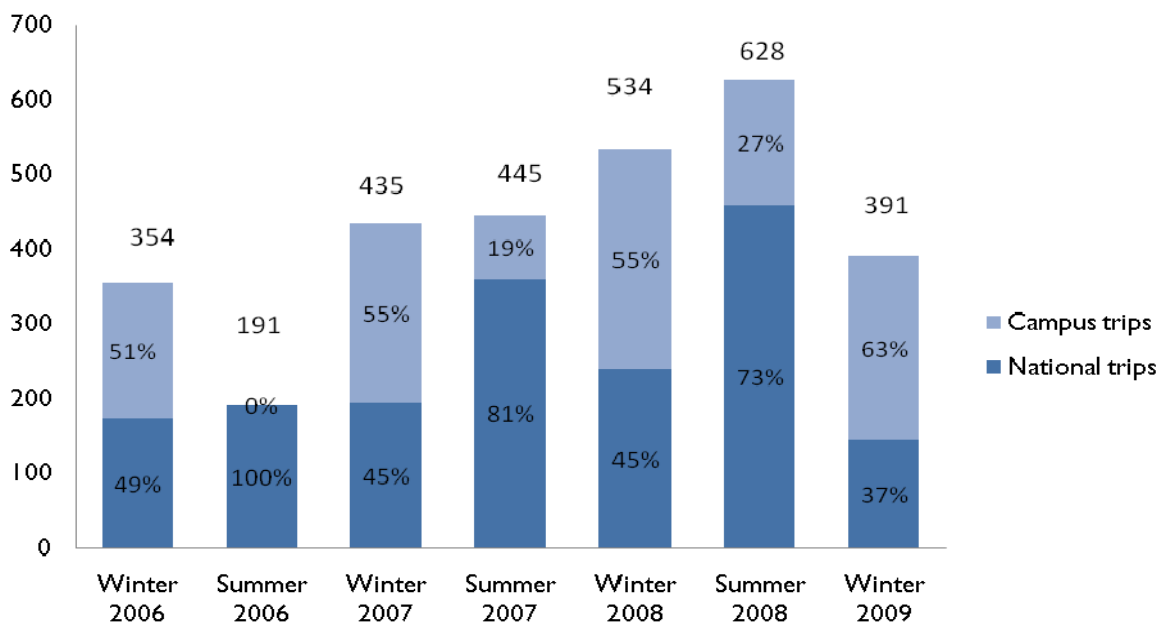
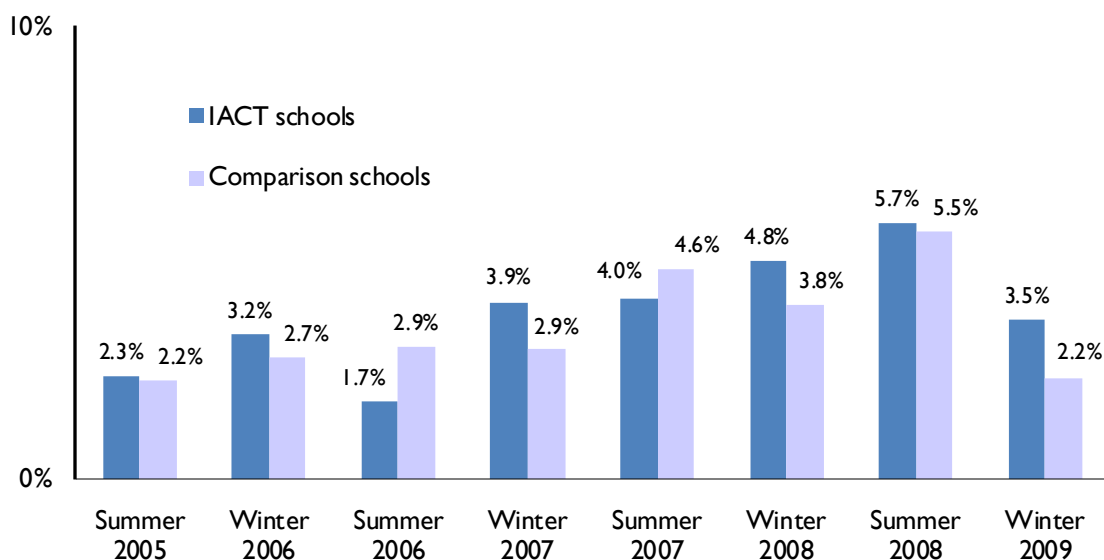


Figure 2: Percentage of Jewish Undergraduates on Taglit-Birthright Trips



Thus, overall, IACT increased Birthright Israel's penetration of the Jewish student bodies at its participating universities beyond what would have been expected in the absence of the program.

Notably, were IACT able to maintain the level of penetration it achieved for the 2008 rounds (about 5% in each round), the program would send roughly 40% of Jewish undergraduates to Israel at some point during their college careers.

Recruitment for Campus Trips

To what extent has IACT helped shift enrollment in favor of campus-based trips? Figure 3 shows the proportion of participants enrolled in campus trips at the IACT and

comparison schools for each round. During the summer rounds, the proportion of participants going on campus trips from the IACT schools increased each year, from 0% (summer 2006) to 23% (summer 2008). During the summer rounds, the proportion going on campus trips from the comparison schools decreased from 35% to 23%. By adding the IACT school increase (23 points) to the comparison school decrease (12 points), we arrive at an estimate of IACT's impact: On the basis of these trends, IACT contributed to a 35% increase in the proportion of participants on summer session campus trips beyond what would have been expected in the absence of the program.

During the winter rounds, the proportion going on campus trips from IACT schools

increased from 52% (winter 2006) to 63% (winter 2009). At the comparison schools, the proportion going on campus trips decreased from 44% (winter 2006) to 40% (winter 2009). Thus, during the winter rounds, IACT contributed to a 15% increase in the proportion of participants on campus trips beyond what would be expected in the absence of the program.

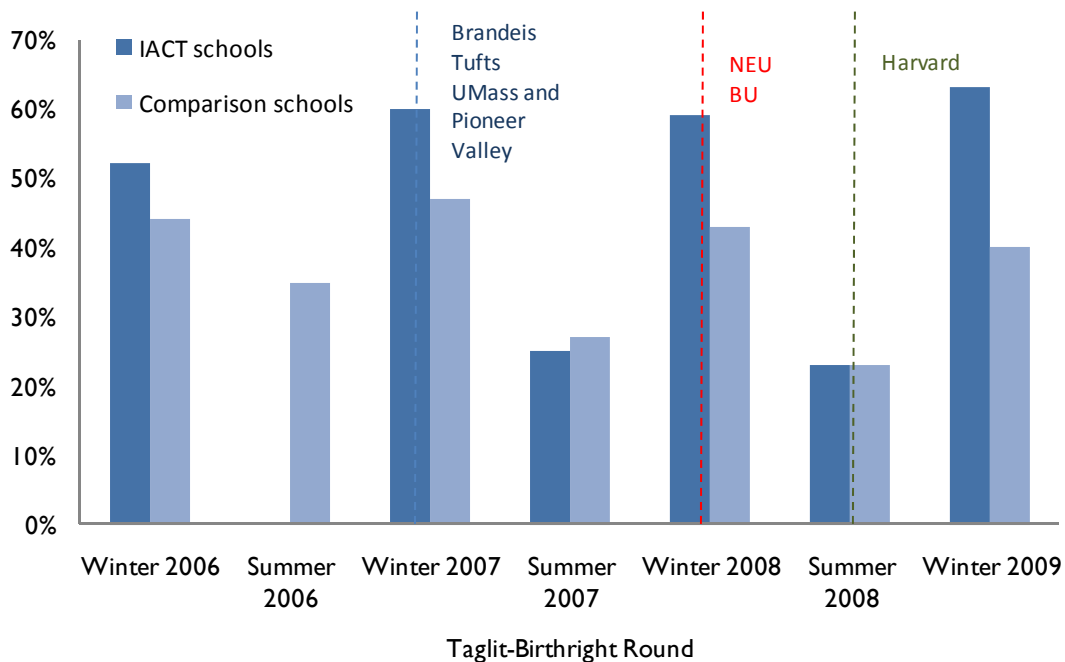
In sum, the IACT program has contributed to a substantial increase in the proportion of Birthright Israel participants going on campus trips.

Reaching the Unaffiliated

One of IACT's goals is to reach Jewish students who are not otherwise engaged in

campus Jewish life—the “unaffiliated.” Figures 4 and 5 compare the Jewish backgrounds and denominational affiliation of participants on campus and national trips at the IACT schools with all trip participants from U.S. universities. The figures show that both campus and national trips attract a diverse cross-section of the Jewish population, including many individuals with weak Jewish educational backgrounds and who identify as “Just Jewish.” In this respect, the profile of participants from the IACT schools differs from other Birthright Israel participants only in having a larger percentage of “Just Jewish” and smaller percentage of Reform. Second, the profile of participants from IACT schools on campus and national trips is similar; the campus trips attract the less affiliated at the same rate as the national trips. In respect to

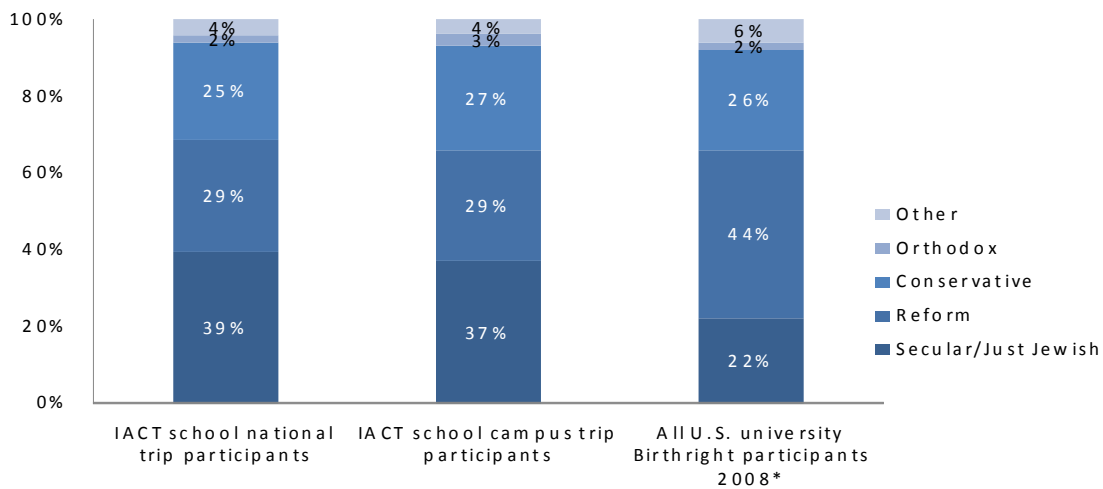
Figure 3: Proportion of Participants on Campus Trips by Round.



their Jewish educational background, IACT school participants in campus and national trips look very similar to each other and to U.S. university participants as a whole. In short, IACT's success in recruitment has not

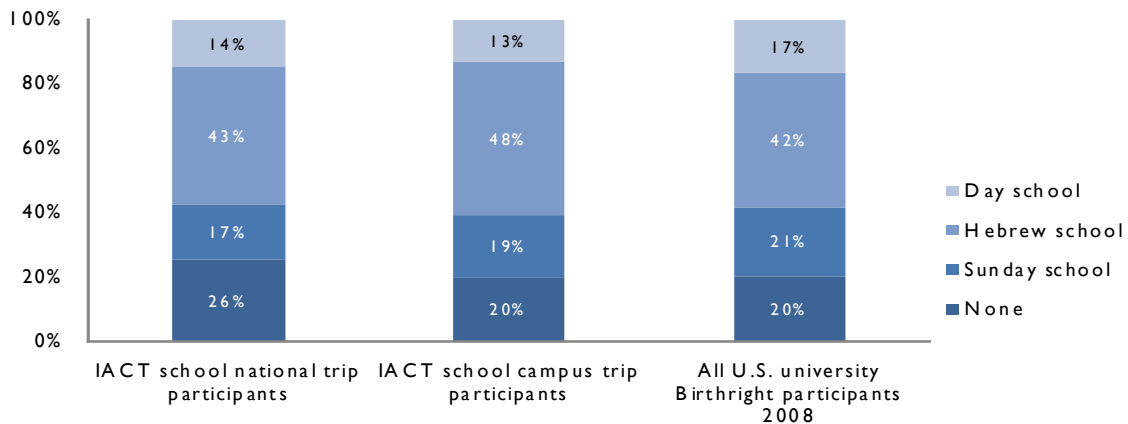
come at the expense of the diversity of its participants. The program has been just as effective in recruiting unaffiliated Jews and those with weaker Jewish educational backgrounds as the national trip providers.

Figure 4: Denomination



*Note: data on all U.S. university participants from Taglit-Brithright Israel registration database. "Sephardic" and denomination unknown are coded as "other" (Saxe et al., 2008).

Figure 5: Most Intense Type of Jewish Education



*Note: data on all U.S. university participants are estimates from a 2007-2008 survey of Birthright applicants (Saxe et al., 2008).

Posttrip Engagement

IACT's core goal is to translate the Israel experience into Jewish engagement back at home. Toward this end, coordinators cultivate personal relationships with alumni, consult with alumni about opportunities to return to Israel, arrange for internships through Hillel, and design diverse programs to meet alumni needs. The specific content of alumni programming, however, varies by university.

Tufts University

Tufts's programming emphasizes regular contact with alumni, a high degree of student leadership, and an emphasis on learning. Posttrip programming, for example, is designed and implemented by a "B-Right Board" comprised of trip alumni. The IACT coordinator, Gordon, is personally interested in engaging alumni with spiritual and intellectual issues pertaining to Judaism. During 2008-09, Gordon and the B-Right Board organized the following activities:

- Concert by Y-Love, an African-American, Orthodox, Jewish hip-hop artist from Brooklyn who raps in English, Arabic, Yiddish, and Hebrew, organized by the B-Right board.
- Talmud study group, organized by a trip alumnus. Of its 9-10 regular attendees, most are Hillel regulars, but at least two are campus-trip alumni.
- Jewish studies course for campus-trip alumni, taught by Gordon and guest lecturers. The course provided an opportunity for trip alumni "to get to know more about Judaism and the culture of Jews and Israel." Each one of the 18 students who completed the class received \$500 from CJP for a return trip to Israel. The class was open to all Birthright Israel

alumni but in practice was comprised of alumni from the 2008 summer trip and 2008-09 winter trip.

Northeastern University

In response to the interests of his Birthright Israel alumni, Northeastern University's IACT coordinator has focused most programming on Israel and Israel advocacy. Under Nathan's guidance, Birthright Israel alumni have resuscitated the university's Israel advocacy group, Students for a Safe Israel. In addition to stepped-up participation in Israel programming and advocacy, alumni attend Shabbat dinners and High Holiday services. During 2008-09, Nathan also worked with his alumni to organize the following activities:

- Extension to the summer 2008 campus trip. Thirteen students remained in Israel for several days with Nathan following the summer trip.
- Advocacy workshop with the David Project, attended by 15 alumni.
- Gaza War demonstration, attended by a delegation of alumni.
- Israel Festival and intercollegiate conference (IFest), organized by Northeastern alumni and attended by more than 100 students from Boston-area universities.

Brandeis University

Brandeis has a flourishing Hillel and an Israel advocacy group (Brandeis Zionist Alliance) which runs many Israel-oriented programs on campus. Brandeis's IACT coordinator, Dan, supports those programs but focuses most of his attention on holding one-on-one meetings with Birthright Israel alumni; creating student

internships; and bringing students into more intimate settings to discuss music, program ideas, or post-college opportunities to return to Israel. He thinks of posttrip planning thematically. During 2008-09, the theme was music, but together with interns and interested students a variety of programs were planned, including:

- “Middle East Through My Eyes” Photo Gallery
- Mizrahi meal reunion
- “21 plus” wine and snacks presentation of postcollege Jewish and Israel opportunities
- Yom Ha'atzmaut fair and barbeque
- Rami Feinstein/Dan Levine Concert

Boston University

Boston University has a large student body in an open urban campus. As well, at any given moment, many alumni are either studying abroad or living off campus. To keep trip alumni connected, Lauren, the IACT coordinator, encourages them to get to know Hillel “regulars” and become involved in Hillel activities. To that end, she creates programs that integrate alumni with BU’s strong Hillel organization. The 2008-09 programs included the following:

- Bus reunions planned by a Birthright Trip Committee
- “Challah bake”
- Photo gallery event displaying pictures taken during the trip
- Birthright Israel panel discussion as part of a Hillel “ice cream social”
- Celebration with Hillel of Israel’s 60th Independence Day

University of Massachusetts

The position of IACT coordinator for UMass has two distinctive features. Historically, the position has been filled by visiting Israeli *shlichim*. In addition, the UMass IACT coordinator is responsible for all five Pioneer Valley schools (Besides UMass, the list includes Amherst, Hampshire, Smith, and Mount Holyoke). The current coordinator, Dana, organized large- and small-scale programs and encouraged alumni to participate in Hillel activities on their campuses. The 2008-09 programs included the following:

- *Habitat for Humanity* alternative spring break trip in New Orleans. Alumni, who knew each other from Birthright Israel, were able to deepen their relationships with one another during the *Habitat* volunteer program
- Alumni enrollment in a Hebrew course taught by Dana

Harvard University

Harvard’s IACT coordinator, Jason, joined the program in August 2008. During his first year the emphasis was on establishing meaningful relationships with individual alumni. The Harvard Hillel provides diverse opportunities for Jewish participation, enabling the coordinator to focus on the personal dimension. The programs established by and for alumni were the following:

- Social get-togethers
- Jewish outdoors group, started by alumni
- Shabbaton, featuring the group’s very successful and popular Israeli tour guide
- Participation by a number of alumni in a softball league

Alumni Engagement

To what extent do alumni participate in posttrip activities, and how do they feel about them? How does the level of participation by campus-trip alumni compare to the level of national-trip alumni? We begin our analysis with the data compiled by the IACT coordinators.

Attendance Records

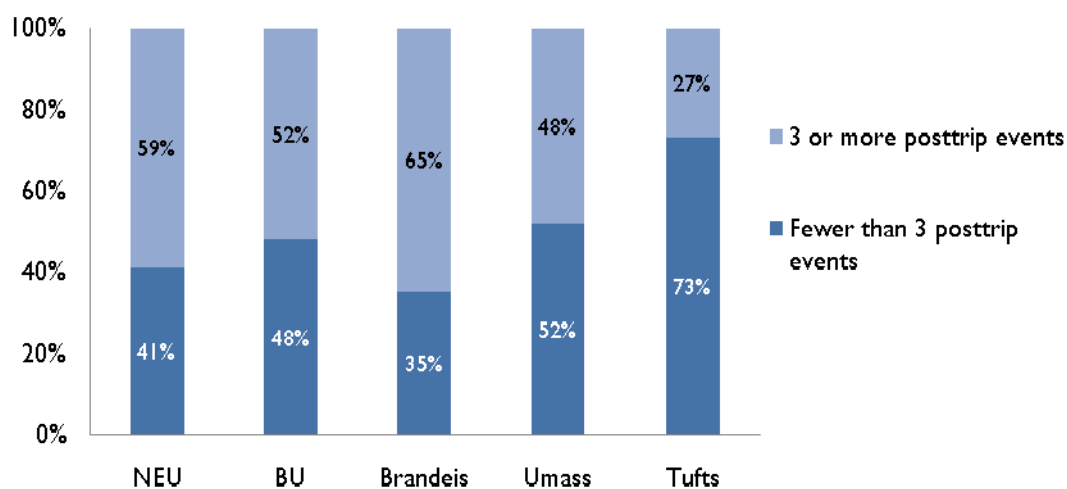
Internal IACT-compiled data track alumni attendance at events during the year following their return from Israel. These data show that most alumni attend Israel and Jewish-related events, and that the level of posttrip

engagement varies from campus to campus. Overall, 49% of alumni from winter 2008 attended three or more activities during the six months immediately following their trips (Figure 6).

Survey Findings

The alumni survey assesses participation in activities for winter 2007-08 and summer 2008 participants during the three months prior to survey administration in March 2009. Put differently, whereas the IACT-compiled data (Figure 6) describe posttrip engagement during the short and medium term, the survey examines posttrip engagement during the medium term only.

Figure 6: Alumni Attendance at Posttrip Events.*



* Coordinator tracking forms occasionally lacked dates for programs. Some schools (UMass, Tufts, and BU) included data only for the semester immediately following the trip; other schools (Brandeis and NEU) included data for two semesters following the trip. As well, the different coordinators collected the information in different forms and defined program events differently. For example, the Northeastern coordinator included attendance at Rosh Hashanah and Yom Kippur services. None of the other coordinators did so.

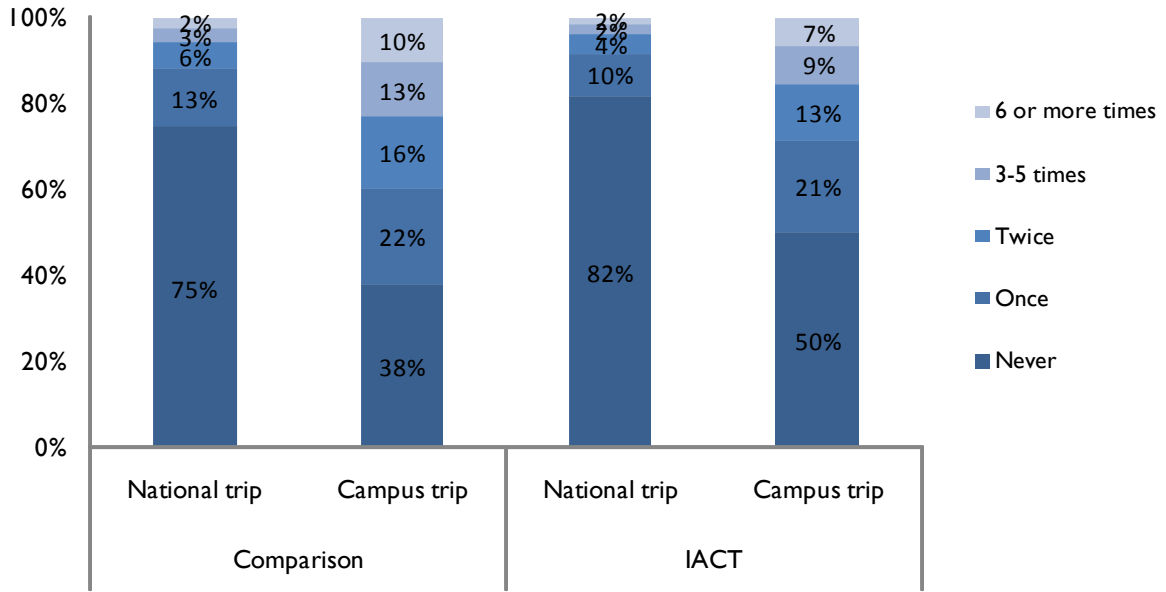
The IACT program is predicated on a strategic assumption that campus trips are superior vehicles for encouraging posttrip engagement in Jewish life. Previous evaluation research comparing Birthright Israel participants with applicant nonparticipants has documented the program's positive impact on participation in campus Jewish life (Saxe et al., 2004; Saxe et al., 2008; Saxe, Sasson, & Hecht, 2006; Saxe et al., 2007).

The IACT evaluation is the first, however, to systematically test the hypothesis that campus trips provide greater impact than national trips. In this section, various measures of posttrip engagement among alumni of campus and national trips are compared to test the claim that the campus trips more effectively translate the Birthright Israel experience into participation in campus-based Jewish life post trip. In the analyses that follow, insofar as possible, pretrip differences between participants in campus and national trips are statistically controlled. The aim is to focus attention on the “value-added” by the campus trip.

As shown in figures 7-10, campus-trip participants were more likely to be in touch with trip leaders and bus mates, meet individually with a Hillel staff person, and attend Hillel activities, than counterparts who went on national trips. These differences are evident notwithstanding statistical controls for the number of friends on the bus before the trip, pretrip levels of participation in Hillel, as well as a number of additional variables (see the Appendix B for complete regression models).

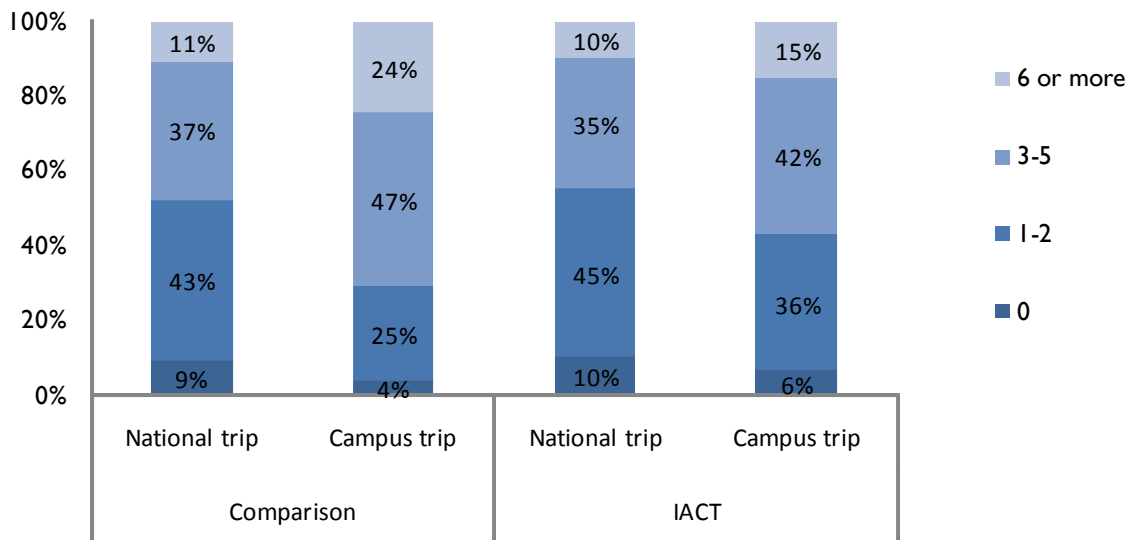
There were also differences—generally smaller—between the comparison schools and the IACT schools. Campus-trip participants at the comparison schools were more likely than campus-trip participants at the IACT schools to keep in contact with trip leaders and bus mates. Campus-trip participants at the IACT schools were more likely to meet individually with Hillel staff. (National trip participants were similarly engaged at both IACT and comparison schools.)

Figure 7: Frequency of Contact with Trip Leaders



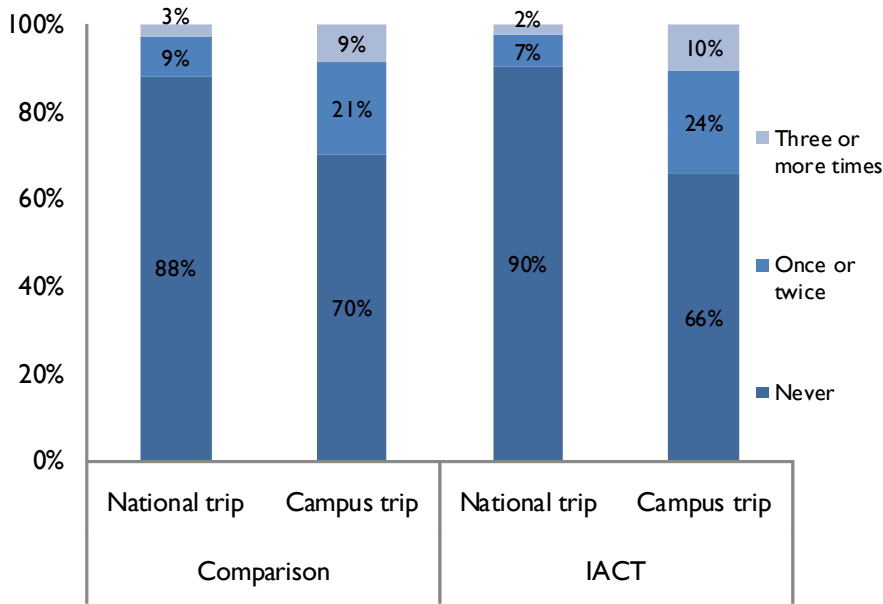
Note: Estimates from regression model.

Figure 8: Number of Participants from Bus with whom Kept in Touch



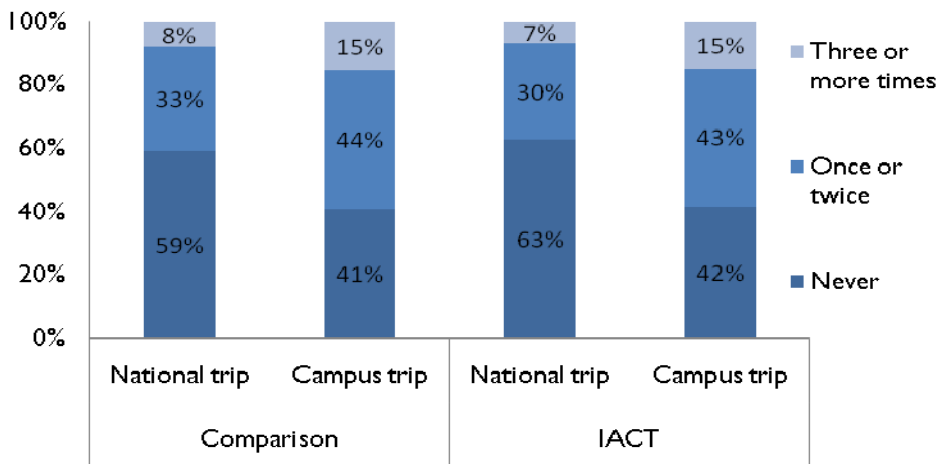
Note: Estimates from regression model.

Figure 9: Frequency of Meeting Individually with Hillel Staff Person



Note: Estimates from regression model.

Figure 10: Frequency of Attending Hillel Events

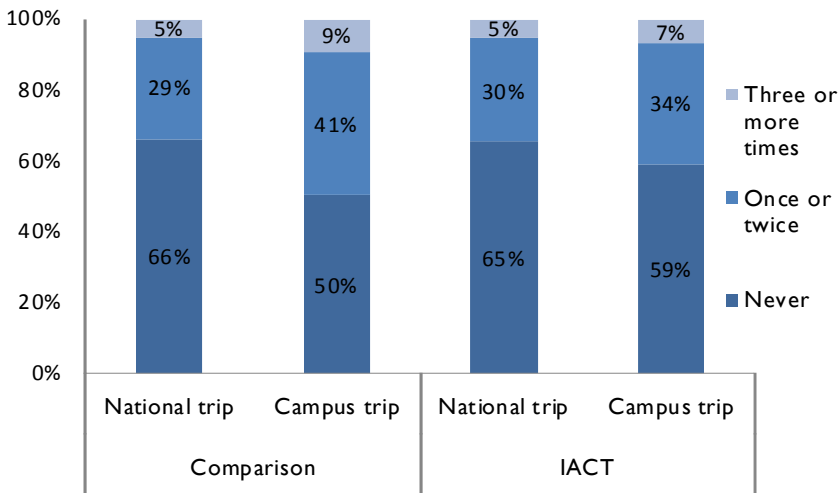


Note: Estimates from regression model.

Campus-trip participants were also more likely to have attended an Israel or Jewish-related party or celebration or run for or held a leadership position in a Jewish organization. Campus-trip alumni from the IACT schools were more likely to have designed or implemented an Israel-related program.

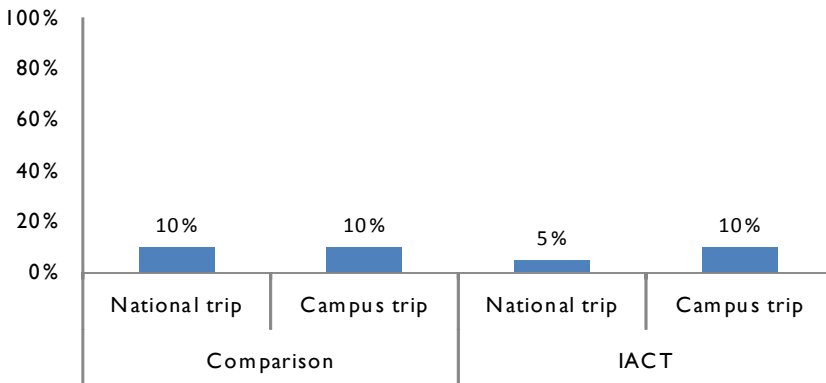
Alumni of the comparison school campus trips were somewhat more likely than alumni of the IACT school campus trips to have attended a party or run for or served in a leadership position. Figures 11-14 include controls for pretrip levels of Jewish engagement.

Figure 11: Frequency of Attending Party or Celebration



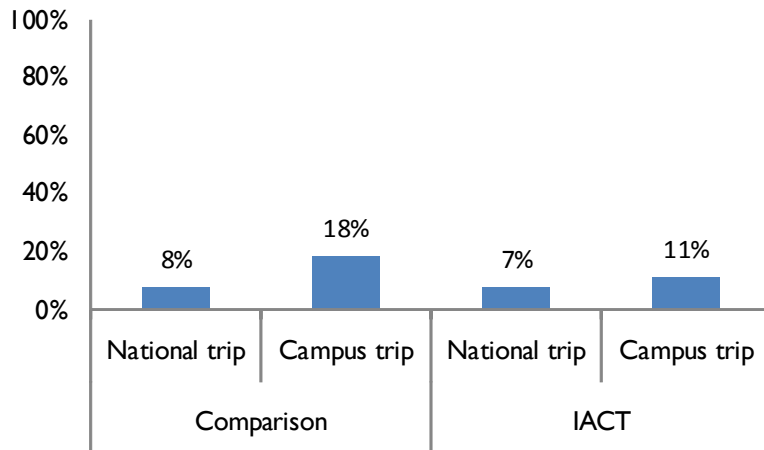
Note: Estimates from regression model

Figure 12: Likelihood of Helping Design or Implement Israel Program



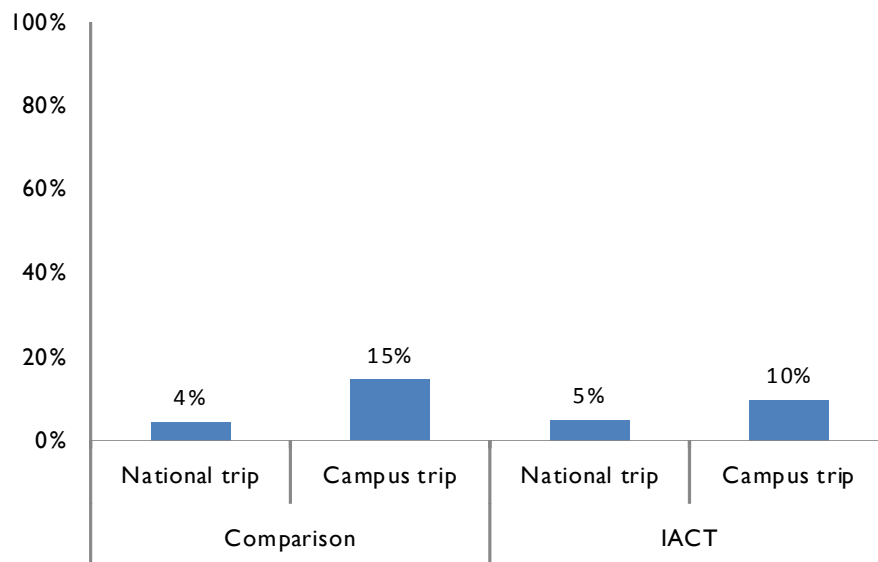
Note: Estimates from regression model

Figure 13: Likelihood of Running for Student Leadership



Note: Estimates from regression model.

Figure 14: Likelihood of Serving as Officer or Board Member of Jewish Organization



Note: Estimates from regression model.

Campus-trip participants were no more likely than national-trip participants to have attended a lecture or exhibit, and they were less likely to organize their own get-together or to recruit for a return trip (figures not shown). The greater propensity of national-trip participants to organize their own get-togethers is likely due to the fact that such events are not generally organized for them. Their greater propensity to recruit for return trips likely reflects greater efforts to secure their help by trip providers without other access to means of campus recruitment.

In sum, campus trips, whether sponsored by IACT or comparison schools, resulted in higher levels of posttrip engagement across most measures. The IACT campus trips, however, were generally similar in effectiveness to the campus trips of the comparison schools.

Qualitative Assessments

The key-informant and focus group interviews provided additional evidence of IACT's impact on participation in campus Jewish life. Hillel directors and other campus-based Jewish professionals stressed the capacity-building contribution of IACT. The program enabled more intensive recruitment and follow-up, including sponsorship of campus-based trips in the summer season. It also enabled in-person meetings with all returning alumni and more extensive post-trip programming.

The IACT program has allowed us to hire effective staff that have not only done thoughtful pre-trip programming with students but have achieved a remarkable level of post trip engagement with students—in Jewish learning, social activism, Israel

advocacy and regular Jewish involvement—at a level that was never approached before this program. Having an additional staff person has been absolutely key to the success of Birthright Israel on our campus. Hillel now has 120 more students it can attract to events—students who would not have stepped over the threshold before the program.

In focus group interviews, alumni explained that the campus trips helped them develop friendships with other Jews and feel more comfortable attending Jewish programs where they could expect to see people they knew.

I don't go about my life differently. If someone asks me about the trip, I talk about it, like, 'you should really go'...but other than that, all I have is 32 Jewish friends that I didn't have [before]. (NEU Focus Group)

I did notice that I became more involved with the Hillel after Birthright. I think it was because I knew more people who are going to be there. Before the trip, I didn't want to go because I didn't know anyone. (UMass student)

I definitely think I picked the right trip because of the friends I made and the relationship with the Jewish community on campus which is much stronger. Without the trip, I probably [would have felt] a little lost. (UMass student)

Alumni of campus trips also mentioned that getting to know the IACT coordinators and other campus-based Jewish professionals helped attract them to posttrip activities. One Boston University alumna explained why she now attends regular events at the university Hillel: "It's close, the food's good, and Kip [the Hillel director] is one of my professors. And I know a lot of people."

In contrast, alumni of national trips commented that they attended few Birthright and Israel-related activities because the friends they made in Israel attend other universities. A number of national-trip alumni said they try to stay in touch with bus mates on Facebook or by attending trip organizer reunions, but they have no more interest in Hillel than they had before they went on their Birthright trips:

I went to a Taglit reunion party this summer in New York. I have stayed in touch with some of the kids I became friendly with and we usually message through Facebook. (Tufts Student Interview, 2008)

Additional Measures of Trip Impact

The survey findings regarding posttrip engagement are consistent with the model upon which the IACT program is predicated: Sending students on campus trips increases the likelihood that they will become involved in campus Jewish life post trip. Confidence in the model is strengthened not only by the

presence of campus-trip effects where we would expect them—on measures of posttrip engagement in Jewish life—but also by the absence of effects where we would not expect them. For example, the survey also asked respondents to rate their feelings of connection to Israel and the Jewish people and the importance they attach to being Jewish and raising Jewish children. A great deal of research has documented Birthright Israel's impact on these attitudinal variables (Saxe et al., 2008; Saxe et al., 2007). However, there is no reason to believe that campus trips would have stronger effects on these measures of Jewish identity and connection to Israel. Indeed, the evidence suggests that they do not: Campus-trip participants were no more (or less) likely than national-trip participants to express strong feelings of connection to Israel or the Jewish people or to rate highly the importance of being Jewish or raising Jewish children.

Discussion

IACT has achieved several of its goals in its first three years and may achieve others as the program develops. The data presented in the preceding sections suggest the following conclusions:

- Recruitment increased at the IACT schools. Relative to the comparison schools, IACT achieved better penetration of the Jewish populations at the schools where the program operates.
- IACT introduced summer-round campus trips and increased the overall proportion of Birthright Israel participants going on campus trips. Relative to the comparison schools, the increase in campus-trip participation was substantial.
- IACT attracted participants from diverse Jewish backgrounds to its campus trips. The program was just as successful as national trip providers at incorporating unaffiliated participants and those with weaker Jewish educational backgrounds.
- Campus trips from both the IACT and comparison schools did a better job promoting engagement posttrip than national trips. By increasing the proportion who participated in campus trips, IACT increased the number of students enrolled in the more effective program.
- IACT campus trips were similar in effectiveness to comparison school campus trips. Since university Hillels at the comparison schools also follow up with alumni of their campus trips using many of the same programs and strategies, we do not conclude from this finding that posttrip programming does not matter. Rather, this finding suggests that the “value-added” by the IACT program consists in organizing campus trips and not in its particular approach to posttrip engagement.
- National trip participants from the IACT schools were no more likely to engage in posttrip activities than national trip participants from the comparison schools. This finding suggests that IACT’s influence has not yet reached beyond the program’s immediate clientele to the broader community of Birthright Israel alumni.

In sum, the overall findings suggest that IACT has achieved many if not all of its ambitious goals. The program has contributed to an increase in the overall number of students going on a Birthright Israel trip, as well as the proportion of all participants going on a campus trip. Moreover, IACT campus trips, like those of the comparison schools, have proven to be more effective vehicles for translating the Birthright Israel experience into future involvement with the campus Jewish community. By recruiting more students, and placing a larger percentage on the more effective campus trips, IACT has contributed to increased participation in Jewish life on the campuses it serves. Finally, the program has been extremely well received by Hillel directors and professional staff, and by the students it serves.

Policy Issues

The key informant interviews surfaced a number of policy issues that IACT may wish to address in the future.

Target Age Range. What should be the target age range for recruitment to campus trips? IACT's founding documents indicate that the goal is to recruit first- and second-year students. The logic for this approach is that younger students will remain on campus for longer after the trip and therefore be better able to take advantage of posttrip programming and contribute to campus Jewish life. In practice, however, it seems that IACT coordinators and their Hillel colleagues have adopted diverse approaches to the question of recruitment targets. Boston University tries to include a number of older students on the trip. Having the older students improves the quality of the trip, the IACT coordinator explained. Older students develop relationships with the tour guides, engage critically with their Israeli peers, and "open the door" for the younger students. Tufts and Brandeis, in contrast, target all eligible students regardless of their class and age. "The experience itself is about them...it's not an either-or choice," explained the Brandeis Hillel director. The focal age group certainly entails tradeoffs, and IACT might consider how it wishes to advise its coordinators.

Target Population for Posttrip Engagement. Most campus leaders and all coordinators report that posttrip organizing focuses almost exclusively on alumni of campus trips, with Brandeis proving the only exception. One Hillel professional urges that recruitment focus on all Birthright Israel alumni, including

those who did not attend the campus trip. According to the survey evidence, alumni of national trips were slightly more likely to be involved in many aspects of posttrip campus life at the comparison schools. To the extent IACT aspires to achieving a tipping point in Jewish life, reaching out to alumni of national trips would seem to be an important priority. Clearly, receiving the lists of alumni of national trips more than a month after the end of the program round makes outreach more difficult. Improving the system to generate useful information about students going with national providers will facilitate outreach should IACT and the participating Hillels choose to pursue it.

Trip Providers. Allowing the campuses flexibility to experiment with different providers, as IACT has done since the beginning of the program, seems to be a wise strategy. Boston University stopped using Oranim and is happier with its current tour provider, Sachlav, which has developed a program more responsive to BU's needs. Brandeis and Northeastern University reported mixed feelings about their provider, Oranim, which they continued to use because of its superior capacity to schedule convenient trips and guarantee much needed spaces. Oranim also had an effective alumni operation that facilitated recruitment. However, these schools joined Boston University in expressing concerns about aspects of the Oranim program. UMass was happy to have Oranim's recruitment muscle but was disappointed with its unwillingness to respond to programming suggestions. Given Oranim's recent decision to suspend its participation in Birthright Israel, IACT and IACT-school Hillels will have to decide which trip providers to use in the future. Harvard and Tufts are

pleased with Shorashim; Tufts is committed to the 10-day *mifgash*, and Harvard likes its regular tour guide “very much.” Boston University reported a good experience with Sachlav.

Wait Lists and Funding Mechanisms. During the initial years of the program, wait lists appeared to be of declining significance. As a result of the general economic recession and its impact on Birthright Israel, the number of applicants has once again begun to far outstrip the number of available spots. The problem is somewhat exacerbated by Birthright Israel’s requirement that schools register more participants than there are actual spaces to accommodate. Addressing the problem of waitlists may require striking a new relationship with Birthright Israel that ensures more spots. The basic conclusion of this research is that emphasis should be placed on mounting the maximum feasible number of campus-based trips.

Campus and Community-Based Trips. The most important policy implication of the present study concerns not only IACT but Birthright Israel as a whole. The IACT evaluation (including both the present study and the interim report) demonstrates that campus-based trips are more effective in translating the Birthright Israel experience into participation in Jewish life back home. The greater impact of the campus trips, it must be emphasized, are “net” of any greater tendency of the already Jewishly affiliated to choose such trips. Put differently, for applicants of similar Jewish profiles, the campus trips do a better job fostering ongoing contacts among alumni and between alumni and campus-based Jewish professionals, and are more

likely to encourage participation in Jewish and Israel-related activities on campus. Whether the same pattern holds true for older alumni choosing between community-based and national trips has yet to be documented, but the theory and related evidence (from campus trips) suggest a possibility that this is so.

Although the results of the present evaluation indicate that campus trips—with or without the intense effort provided by IACT—are more effective, they may not serve all needs. Students who choose national trips often have good reasons for doing so. For graduating seniors, in particular, it might make more sense to choose a Birthright Israel trip leaving from the community of future residence. For other students, going with friends from other universities or broadening their network, may be important goals. As important as the potential for follow-up may be, maintaining Taglit-Birthright Israel’s broad appeal to young adults may be even more important. There is no question that IACT has been successful in developing a cadre of dedicated staffers on Boston-area campuses. They have worked effectively in recruiting students for Taglit trips and in helping them to re-connect to the community. But it is also clear that the “Taglit” effect is very strong, no matter what the structure of an individual trip. The key policy decision is how to support both the expansion of trips and the provision of staff who can help to ensure that the most is made of each trip.

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Appendix A: CJP IACT Summary Proposal

CJP Taglit-birthright israel Initiative: A proposal to Transform Boston Area College Campuses

"I have never before during the past eighteen years of my life . . . felt more connected to Israel, average American teenagers, and Judaism altogether."

R. Margolis, Winter 2003

Over the past 6 years, *Taglit-birthright israel* (T-bri) has created a unique opportunity in Jewish history - an opportunity to engage a generation previously unconnected to Jewish life and the Jewish community. Through a national effort, T-bri has established a new model for Jewish and Israel engagement. This is clearly seen as T-bri surpasses 100,000 participants and as the demand continues to escalate and expand. Built on hopes and dreams to connect Jewish young adults to Israel, the results have surpassed expectations. Moreover, research has shown that the T-bri experience is not a passing phenomenon but rather one of those rare transformative events in a person's life capable of reconnecting those previously separated from the community. There is no doubt that T-bri is one of the most significant innovations on the national Jewish scene for many years.

At the same time, Jewish students on college campuses are being confronted with a unique set of challenges. Coming out of Israel's war with Hezbollah, students on college campuses will be challenged to understand new issues and advocate for Israel on a daily basis in the face of an ongoing and expanding attack on Israel's legitimacy as a state. Over the past ten years, universities have become increasingly hostile to supporters of Israel who have faced an organized effort to delegitimize Israel's right to exist. Nevertheless, even in the midst of these attacks, we have an opportunity to strengthen and transform FLV: BRI summary proposal Jewish life and Israel advocacy on campuses through the expansion of T-bri and the active engagement of birthright participants in new programs.

As T-bri reaches astounding milestones, as demand skyrockets and as Israel faces new threats, we are faced with tremendous challenges and opportunities. The future, however, depends on our ability to seize the opportunities. First, we must make sure that every person desiring to participate on T-bri can do so. Based on early application trends this year, it was projected that T-bri may be able to accept only 1 out of every 4 applicants in the recent round of trips. Moreover, initial analyses suggest that the majority of people who do not get into T-bri their first time, never reapply. By not meeting this clear demand, the Jewish community is failing in its responsibility to Jewish young adults and to its own future. Second, we must make sure that T-bri achieves the greatest impact possible on the participants and the Jewish community. We must develop integrated post-trip programming that continues to deepen the participants' engagement in Jewish life and Israel advocacy. With the broad interest that exists in T-bri and the observed impact of the trip on the participants, T-bri, together with campus Hillels, can serve as a catalyst for engaging those previously unconnected thus transforming Jewish life at universities.

The proposal outlined below stems from our desire to tap into and fully exploit the tremendous energy T-bri has introduced into campus Jewish life to the benefit of the Jewish community. We believe that if a majority of Jewish students on any given campus were T-bri returnees the level of Jewish student involvement would improve qualitatively and undoubtedly transform an entire community of students. Through these efforts we can expand T-bri participation, more effectively engage participants in continued Jewish life on campus, and build a strong group to support Israel even in the midst of continued anti-Israel propaganda. As such, this proposal is to expand T-bri while leading a transformation of Jewish life on university campuses. Reaching that tipping point on university campuses is a key goal of CJP's proposed strategy, a plan that will be implemented along with key partner agencies.

Reaching the Tipping Point

To reach this tipping point, CJP will work campus by campus to recruit students for participation in T-bri and engage them in extensive post-trip programming to develop and maintain a critical mass of students connected to Israel and Jewish life and actively involved in Israel advocacy. Towards this end, we envision dramatically increased participation in T-bri with a particular focus on underclassmen (freshmen and sophomore) who are often bypassed for trip slots since preference is frequently given to juniors and graduating seniors. Upon the students' return, these students can then be fully integrated into Jewish campus life - as well as into key leadership positions - during their remaining years on campus. These new campus leaders can then further support overall programming on campus including Israel advocacy and broader engagement within Jewish life. Moreover, by increasing participation among underclassmen, we increase the likelihood of their participation on long-term programs sponsored by the MASA initiative during the course of their academic career. To achieve this strategy, grouping area campus participants by bus will strengthen our ability to transform a critical mass of participants in a campus community and overall campus life.

Campus Post-Programming

We also envision a comprehensive plan for post-trip programming for returning participants that would be fully supported and encouraged by a full time professional on each targeted campus. Their role would be to integrate returnees into Jewish life activities and enable and assist in the creation and implementation of those activities over the course of the academic year. The activities would be loosely divided into three main categories:

- **Inspire:** Events and activities that inspire, challenge and intrigue students.
- **Educate:** Events that capitalize on interest generated and that provide more substantive and comprehensive information about Israel, Zionism, Jewish life and Judaism.
- **Motivate:** Inspired and educated students should be challenged to take an active role in the areas of Jewish life that are personally meaningful.

To meet these challenges for young adults in Boston (i.e., those with primary or secondary addresses in or around Boston) CJP would commit to raise and invest a total of \$2.5 million over two years in a strategy that will significantly strengthen the Jewish identity of a critical mass of

young adults in our community. This is to cover the additional expenses for T-bri participation as well as to develop and implement a comprehensive strategy for continued campus engagement and Israel advocacy.

In support of this effort, CJP has already received approval for the following strategy from Taglit-birthright Israel to achieve a tipping point in engagement of Jewish young adults on college campuses through a focused targeted effort. Overall, the strategy includes the following elements:

1. CJP, in conjunction with T-bri trip providers, will offer specific buses for all Boston area college students. This includes students going to college in Boston as well as those from Boston.
2. The Boston area would send an additional 250 students in the first year increasing to 1,000 students in year three.
3. These trips would be funded through additional fundraising above and beyond CJP's and the community's existing commitment to T-bri.
4. CJP will work together with existing providers to place all Boston area T-bri participants on specific busses. This would support the development of strong connections among participants enabling continued engagement upon their return to their college campuses.
5. CJP would develop, implement, and fund extensive programming on local campuses for both pre and post-trip programming so as to strengthen the overall Jewish life on campus.
6. A central component of all this programming is the engagement of students in understanding Israel, the challenges it must confront in the current global environment, and specific methods to combat these challenges on college campuses.

Appendix B: Regression Models for Posttrip Comparisons

Regression models shown below are exported in the native display format of Stata, the statistical analysis package used to analyze these data. The results include tests of statistical significance and confidence intervals calculated on sampling distributions. These calculations are based on the assumption that the data are collected from a random sample of individuals drawn from a larger population. This is not the case here, as all eligible individuals were included in the survey, although only some responded. Statistical tests were nevertheless used as a rough guide to whether the strength of a putative relationship between variables exceeded the variance to a great enough extent to be considered meaningful.

Logistic regression of going on a campus trip on selected variables, IACT schools only

Survey: Logistic regression

```
Number of strata =      1      Number of obs      =      491
Number of PSUs   =     491      Population size    =    503.777
                                   Subpop. no. of obs =      150
                                   Subpop. size       =    104.58
                                   Design df           =      490
                                   F( 4, 487)           =      4.30
                                   Prob > F            =    0.0020
```

campustrip	Linearized		t	P> t	[95% Conf. Interval]	
	Odds Ratio	Std. Err.				
age	.6199662	.099259	-2.99	0.003	.4526369	.8491533
practhill	1.117814	.1956958	0.64	0.525	.7924656	1.576734
prrelserv	1.536498	.2770415	2.38	0.018	1.078138	2.189725
prmitzvot	.431177	.1618609	-2.24	0.025	.2062192	.9015338

Logistic regression of going on a campus trip on selected variables, comparison schools only

Survey: Logistic regression

```
Number of strata =      1      Number of obs      =      482
Number of PSUs   =     482      Population size    =    404.847
                                   Subpop. no. of obs =      159
                                   Subpop. size       =    161.77
                                   Design df           =      481
                                   F( 4, 478)           =      6.22
                                   Prob > F            =    0.0001
```

campustrip	Linearized		t	P> t	[95% Conf. Interval]	
	Odds Ratio	Std. Err.				
age	.5378061	.1000654	-3.33	0.001	.3731211	.7751784
practhill	1.478331	.2986872	1.93	0.054	.9939352	2.198798
prrelserv	1.006207	.1961837	0.03	0.975	.6859726	1.475936
prmitzvot	1.470919	.5680066	1.00	0.318	.6887498	3.141347

Ordinal logistic regression of number of people on bus kept in touch with in last six months on selected variables

Survey: Ordered logistic regression

Number of strata	=	1	Number of obs	=	662
Number of PSUs	=	662	Population size	=	638.683
			Design df	=	661
			F(4, 658)	=	30.81
			Prob > F	=	0.0000

ltnctctpl~s	Linearized		t	P> t	[95% Conf. Interval]	
	Odds Ratio	Std. Err.				
iact	.8889918	.2105798	-0.50	0.620	.5583412	1.415454
campustrip	2.683431	.6404665	4.14	0.000	1.679413	4.287688
iactcamp	.6135304	.190858	-1.57	0.117	.3330866	1.130095
ltbusfriends	2.840282	.3117786	9.51	0.000	2.289567	3.523461
/cut1	-.1207491	.3064755	-0.39	0.694	-.722532	.4810338
/cut2	2.269306	.3058355	7.42	0.000	1.668779	2.869832
/cut3	4.295286	.3655644	11.75	0.000	3.577479	5.013094

The variable “iactcamp” is an interaction of the variables “iact” and “campustrip.” The joint significance of the coefficients for IACT and the interaction effect for participating on an IACT campus trip was tested and was significant at the $p \leq .001$ level. Year in school was tested and was not statistically significant.

Ordinal logistic regression of number of people on bus kept in touch with in last six months on selected variables (subjective measure of campus trip; see note 2).

Survey: Ordered logistic regression

Number of strata	=	1	Number of obs	=	662
Number of PSUs	=	662	Population size	=	638.683
			Design df	=	661
			F(4, 658)	=	32.26
			Prob > F	=	0.0000

ltnctctpl~s	Linearized		t	P> t	[95% Conf. Interval]	
	Odds Ratio	Std. Err.				
iact	.9361315	.3026767	-0.20	0.838	.4961529	1.766275
ltcampusbus	1.270883	.0764965	3.98	0.000	1.129215	1.430325
ltbusfriends	2.764923	.3035482	9.26	0.000	2.228754	3.430078
iactbus	.9153044	.0724923	-1.12	0.264	.7834776	1.069312
/cut1	.1224456	.349799	0.35	0.726	-.5644055	.8092967
/cut2	2.510933	.3457362	7.26	0.000	1.83206	3.189807
/cut3	4.531732	.4010294	11.30	0.000	3.744287	5.319177

The variable “iactbus” is an interaction of the variables “iact” and “ltcampusbus.” While not statistically appropriate, the joint significance of the coefficients for number of people from campus on bus and the interaction effect was tested and was significant at the $p \leq .001$ level. The presence of a trip leader from campus (and its interaction with IACT) was tested and was not statistically significant ($p > .1$).

Ordinal logistic regression of frequency of contact with trip leader on selected variables

Survey: Ordered logistic regression

Number of strata =	1	Number of obs =	659
Number of PSUs =	659	Population size =	637.218
		Design df =	658
		F(6, 653) =	14.78
		Prob > F =	0.0000

ltnctcttri~s	Linearized		t	P> t	[95% Conf. Interval]	
	Odds Ratio	Std. Err.				
jnr	.6472745	.1526373	-1.84	0.066	.407373	1.028454
snr	.5491201	.1300707	-2.53	0.012	.3448821	.8743069
gradoth	.6001327	.1987722	-1.54	0.124	.313183	1.149996
iact	.6661188	.2024817	-1.34	0.182	.3667188	1.209958
campustrip	4.859822	1.270545	6.05	0.000	2.908529	8.120212
iactcamp	.9152028	.3329779	-0.24	0.808	.4479756	1.869736
/cut1	.7329766	.2738268	2.68	0.008	.1952968	1.270656
/cut2	1.648317	.2720491	6.06	0.000	1.114128	2.182506
/cut3	2.430483	.2890636	8.41	0.000	1.862884	2.998081
/cut4	3.387387	.2810969	12.05	0.000	2.835432	3.939342

The joint significance of the coefficients for IACT and the interaction effect was tested and was significant at the $p \leq .05$ level.

Ordinal logistic regression of frequency of one-on-one meetings with Hillel staff on selected variables

Survey: Ordered logistic regression

Number of strata =	1	Number of obs =	629
Number of PSUs =	629	Population size =	604.72
		Design df =	628
		F(4, 625) =	32.59
		Prob > F =	0.0000

ltoneonehil	Linearized		t	P> t	[95% Conf. Interval]	
	Odds Ratio	Std. Err.				
practhill	1.992859	.164732	8.34	0.000	1.694258	2.344087
campustrip	3.129773	1.114817	3.20	0.001	1.555004	6.299325
iact	.8001783	.3439593	-0.52	0.604	.3440237	1.861166
iactcamp	1.547372	.7596693	0.89	0.374	.5900619	4.057812
/cut1	3.849262	.3800639	10.13	0.000	3.102912	4.595612
/cut2	5.356116	.4122013	12.99	0.000	4.546656	6.165576

The joint significance of the coefficients for IACT and the interaction effect for number of people on bus (“iactbus”) was tested and was not significant ($p > .1$).

Ordinal logistic regression of frequency of one-on-one meetings with Jewish student leader on selected variables

Survey: Ordered logistic regression

Number of strata =	1	Number of obs =	630
Number of PSUs =	630	Population size =	605.618
		Design df =	629
		F(4, 626) =	19.91
		Prob > F =	0.0000

ltoneonejs~d	Linearized				[95% Conf. Interval]	
	Odds Ratio	Std. Err.	t	P> t		
practhill	1.840783	.1473083	7.63	0.000	1.573092	2.154027
campustrip	1.873999	.5505783	2.14	0.033	1.05246	3.336824
iact	.7604122	.268845	-0.77	0.439	.3797739	1.522555
iactcamp	.89249	.3788241	-0.27	0.789	.3878	2.053992
/cut1	2.779933	.3396977	8.18	0.000	2.112854	3.447012
/cut2	4.139836	.354923	11.66	0.000	3.442859	4.836813

The joint significance of the coefficients for IACT and the interaction effect for number of people on bus (“iactbus”) was tested and was not significant ($p > .1$).

Ordinal logistic regression of frequency of contact with trip leader on selected variables (subjective measures of trip leader from campus and number of participants from campus on bus)

Survey: Ordered logistic regression

Number of strata = 1 Number of obs = 658
 Number of PSUs = 658 Population size = 635.583
 Design df = 657
 F(7, 651) = 15.77
 Prob > F = 0.0000

lctntcttri~s	Linearized					
	Odds Ratio	Std. Err.	t	P> t	[95% Conf. Interval]	
jnr	.6291979	.1500656	-1.94	0.052	.3939113	1.005023
snr	.5225975	.1248002	-2.72	0.007	.3269783	.8352486
gradoth	.6457521	.2183358	-1.29	0.196	.332456	1.254288
iact	.7252437	.2019037	-1.15	0.249	.4198334	1.252827
ltcampusbus	1.276956	.0935977	3.34	0.001	1.105783	1.474627
lttripleader	2.486005	.8860355	2.56	0.011	1.234712	5.005392
iactldr	.8486651	.3042693	-0.46	0.647	.4197536	1.715846
/cut1	1.146799	.2977208	3.85	0.000	.5621997	1.731398
/cut2	2.091361	.2985578	7.00	0.000	1.505118	2.677603
/cut3	2.895231	.3102862	9.33	0.000	2.285959	3.504503
/cut4	3.871242	.3059579	12.65	0.000	3.270469	4.472015

The joint significance of the coefficients for IACT and the interaction effect for number of people on bus (“iactbus”) was tested and was not significant ($p > .1$) (not shown here). The joint significance of IACT and the coefficient for the interaction of IACT and the subjective measure of trip leader from campus (“iactldr”) was jointly significant at the $p \leq .1$ level.

Ordinal logistic regression of frequency of attending Hillel events on selected variables

Survey: Ordered logistic regression

Number of strata = 1 Number of obs = 629
 Number of PSUs = 629 Population size = 606.935
 Design df = 628
 F(5, 624) = 29.97
 Prob > F = 0.0000

ltacthil	Linearized					
	Odds Ratio	Std. Err.	t	P> t	[95% Conf. Interval]	
practhill	2.137305	.1511811	10.74	0.000	1.86012	2.455795
ltinvithill	6.792353	3.130989	4.16	0.000	2.747227	16.79369
campustrip	2.099439	.5530204	2.82	0.005	1.251562	3.521715
iact	.8493581	.23756	-0.58	0.560	.4904056	1.471046
iactcamp	1.130615	.4044239	0.34	0.732	.5600797	2.282337
/cut1	3.997389	.5423958	7.37	0.000	2.93226	5.062518
/cut2	6.08496	.5804904	10.48	0.000	4.945023	7.224897

The variables “iact” and “iactcamp” were not jointly significant ($p > .1$).

Ordinal logistic regression of frequency of attending events organized by trip organizer on selected variables

Survey: Ordered logistic regression

Number of strata =	1	Number of obs =	619
Number of PSUs =	619	Population size =	597.05
		Design df =	618
		F(5, 614) =	13.17
		Prob > F =	0.0000

ltactto	Linearized		t	P> t	[95% Conf. Interval]	
	Odds Ratio	Std. Err.				
ltinvitto	9.336798	3.029658	6.88	0.000	4.936886	17.65805
practhill	1.44495	.1526695	3.48	0.001	1.174196	1.778136
campustrip	5.436478	3.90949	2.35	0.019	1.324338	22.31703
iact	.5011511	.4845993	-0.71	0.475	.0750352	3.347127
iactcamp	1.32373	1.319122	0.28	0.778	.1870235	9.369197
/cut1	5.111974	.7681966	6.65	0.000	3.603382	6.620566
/cut2	7.1102	.7812264	9.10	0.000	5.57602	8.644381

The variables “iact” and “iactcamp” were not jointly significant ($p > .1$).

Ordinal logistic regression of frequency of attending rallies and/or demonstrations on selected variables

Survey: Ordered logistic regression

Number of strata =	1	Number of obs =	628
Number of PSUs =	628	Population size =	605.647
		Design df =	627
		F(5, 623) =	3.74
		Prob > F =	0.0024

ltrallyact	Linearized		t	P> t	[95% Conf. Interval]	
	Odds Ratio	Std. Err.				
practhill	1.451857	.1401009	3.86	0.000	1.201229	1.754776
ltinvithill	1.686741	.7975052	1.11	0.269	.6665227	4.268566
campustrip	.7944482	.3070691	-0.60	0.552	.3718981	1.697099
iact	.8513175	.3554948	-0.39	0.700	.3749365	1.932971
iactcamp	1.161787	.6165099	0.28	0.778	.4097861	3.293789
/cut1	3.323796	.5223313	6.36	0.000	2.298065	4.349526
/cut2	6.1225	.6060327	10.10	0.000	4.9324	7.312599

The variables “iact” and “iactcamp” were not jointly significant ($p > .1$).

Ordinal logistic regression of frequency of attending concerts on selected variables

Survey: Ordered logistic regression

Number of strata =	1	Number of obs =	626
Number of PSUs =	626	Population size =	604.177
		Design df =	625
		F(5, 621) =	7.85
		Prob > F =	0.0000

ltconcertact	Linearized		t	P> t	[95% Conf. Interval]	
	Odds Ratio	Std. Err.				
practhill	1.606455	.1462971	5.21	0.000	1.343386	1.92104
ltinvithill	1.263365	.5757954	0.51	0.608	.5162141	3.091918
campustrip	1.40496	.552953	0.86	0.388	.648642	3.043149
iact	.952756	.4164578	-0.11	0.912	.4038242	2.247869
iactcamp	1.251071	.6470188	0.43	0.665	.4531166	3.454249
/cut1	3.491968	.5832343	5.99	0.000	2.346632	4.637304
/cut2	6.392557	.6530158	9.79	0.000	5.110186	7.674927

The variables “iact” and “iactcamp” were not jointly significant ($p > .1$).

Ordinal logistic regression of frequency of attending exhibitions

Survey: Ordered logistic regression

Number of strata =	1	Number of obs =	625
Number of PSUs =	625	Population size =	602.675
		Design df =	624
		F(5, 620) =	2.16
		Prob > F =	0.0568

ltexhibitact	Linearized		t	P> t	[95% Conf. Interval]	
	Odds Ratio	Std. Err.				
practhill	1.213906	.122735	1.92	0.056	.9953024	1.480523
ltinvithill	1.552794	.6846508	1.00	0.319	.653246	3.69106
campustrip	.9160243	.3401973	-0.24	0.813	.4417428	1.899523
iact	.6497188	.2575506	-1.09	0.277	.2982983	1.415142
iactcamp	.9911703	.5036861	-0.02	0.986	.3653843	2.688726
/cut1	2.44672	.4388672	5.58	0.000	1.584884	3.308555
/cut2	5.607037	.6227442	9.00	0.000	4.384109	6.829965

The variables “iact” and “iactcamp” were not jointly significant ($p > .1$).

Ordinal logistic regression of frequency of attending lectures on selected variables

Survey: Ordered logistic regression

Number of strata =	1	Number of obs =	626
Number of PSUs =	626	Population size =	605.722
		Design df =	625
		F(5, 621) =	2.78
		Prob > F =	0.0172

ltlectureact	Linearized		t	P> t	[95% Conf. Interval]	
	Odds Ratio	Std. Err.				
practhill	1.199237	.0918491	2.37	0.018	1.031776	1.393878
ltinvithill	1.42505	.4799411	1.05	0.293	.7355269	2.760969
campustrip	1.500119	.4366002	1.39	0.164	.8470482	2.656704
iact	1.125635	.3623492	0.37	0.713	.5982172	2.118052
iactcamp	.6002554	.2457497	-1.25	0.213	.26864	1.341224
/cut1	2.027187	.3868411	5.24	0.000	1.267521	2.786852
/cut2	4.191455	.424807	9.87	0.000	3.357234	5.025677

The variables “iact” and “iactcamp” were not jointly significant ($p > .1$).

Ordinal logistic regression of frequency of attending parties on selected variables

Survey: Ordered logistic regression

Number of strata =	1	Number of obs =	624
Number of PSUs =	624	Population size =	601.528
		Design df =	623
		F(5, 619) =	8.94
		Prob > F =	0.0000

ltpartyact	Linearized		t	P> t	[95% Conf. Interval]	
	Odds Ratio	Std. Err.				
practhill	1.268235	.0906403	3.32	0.001	1.102164	1.459329
ltinvithill	2.022412	.5825774	2.44	0.015	1.148668	3.560775
campustrip	1.939753	.5175269	2.48	0.013	1.148692	3.275589
iact	1.039161	.3000517	0.13	0.894	.5894197	1.832064
iactcamp	.6798004	.242317	-1.08	0.279	.3375804	1.368943
/cut1	1.889903	.3061844	6.17	0.000	1.288625	2.491182
/cut2	4.166006	.358248	11.63	0.000	3.462486	4.869526

The variables “iact” and “iactcamp” were not jointly significant ($p > .1$).

Ordinal logistic regression of frequency of attending leadership training on selected variables

Survey: Ordered logistic regression

```
Number of strata = 1          Number of obs = 623
Number of PSUs = 623        Population size = 602.343
                             Design df = 622
                             F( 5, 618) = 6.21
                             Prob > F = 0.0000
```

ltrainact	Linearized		t	P> t	[95% Conf. Interval]	
	Odds Ratio	Std. Err.				
practhill	1.869556	.2392864	4.89	0.000	1.454052	2.403793
ltinvithill	.7050116	.4595908	-0.54	0.592	.1959854	2.536114
campustrip	2.797868	1.582986	1.82	0.069	.9210707	8.498877
iact	1.796807	1.226289	0.86	0.391	.470369	6.863792
iactcamp	.3047862	.2419119	-1.50	0.135	.0641314	1.448504
/cut1	4.804019	.9839606	4.88	0.000	2.871732	6.736306
/cut2	6.483684	1.156449	5.61	0.000	4.212665	8.754702

The variables “iact” and “iactcamp” were not jointly significant ($p > .1$).

Logistic regression of run for or been interested in serving in a Jewish student leadership position on selected variables

Survey: Logistic regression

```
Number of strata = 1          Number of obs = 636
Number of PSUs = 636        Population size = 613.624
                             Design df = 635
                             F( 4, 632) = 10.57
                             Prob > F = 0.0000
```

lleadrun	Linearized		t	P> t	[95% Conf. Interval]	
	Odds Ratio	Std. Err.				
practhill	1.636629	.1642443	4.91	0.000	1.343892	1.993131
campustrip	2.645596	1.075691	2.39	0.017	1.190603	5.878687
iact	.9437108	.4530094	-0.12	0.904	.3676685	2.422263
iactcamp	.5813139	.3290552	-0.96	0.338	.1912777	1.766677

The variables “iact” and “iactcamp” were not jointly significant ($p > .1$).

Logistic regression of serving as officer or board member of a Jewish organization on selected variables

Survey: Logistic regression

Number of strata =	1	Number of obs =	576
Number of PSUs =	576	Population size =	556.561
		Design df =	575
		F(5, 571) =	8.43
		Prob > F =	0.0000

ltleadoffi~r	Linearized		t	P> t	[95% Conf. Interval]	
	Odds Ratio	Std. Err.				
practhill	1.79677	.2299268	4.58	0.000	1.397453	2.31019
practchab	1.347561	.1668019	2.41	0.016	1.05673	1.718435
campustrip	3.857738	2.079691	2.50	0.013	1.33809	11.12192
iact	1.179304	.7589124	0.26	0.798	.3331966	4.173988
iactcamp	.5396643	.38577	-0.86	0.389	.132548	2.197224

The variables “iact” and “iactcamp” were not jointly significant ($p > .1$).

Logistic regression of helping design or implement Israel activity on selected variables

Survey: Logistic regression

Number of strata =	1	Number of obs =	576
Number of PSUs =	576	Population size =	556.561
		Design df =	575
		F(5, 571) =	3.44
		Prob > F =	0.0046

ltleadisrl~n	Linearized		t	P> t	[95% Conf. Interval]	
	Odds Ratio	Std. Err.				
practhill	1.415718	.1535134	3.21	0.001	1.144147	1.751747
practchab	1.353397	.1769196	2.31	0.021	1.046934	1.74957
campustrip	1.008923	.4224324	0.02	0.983	.4433136	2.296174
iact	.4821889	.2606907	-1.35	0.178	.166745	1.394382
iactcamp	2.107779	1.378641	1.14	0.255	.5833146	7.616357

The variables “iact” and “iactcamp” were not jointly significant ($p > .1$).

Logistic regression of helping design or implement Jewish activity on selected variables

Survey: Logistic regression

Number of strata =	1	Number of obs =	636
Number of PSUs =	636	Population size =	613.624
		Design df =	635
		F(4, 632) =	9.54
		Prob > F =	0.0000

ltheadjewd~n	Linearized		t	P> t	[95% Conf. Interval]	
	Odds Ratio	Std. Err.				
practhill	1.710328	.173313	5.30	0.000	1.401715	2.086888
campustrip	2.046933	.9104015	1.61	0.108	.8546675	4.902416
iact	1.414855	.697341	0.70	0.482	.5374995	3.724308
iactcamp	.6102064	.3466615	-0.87	0.385	.1999775	1.861969

The variables “iact” and “iactcamp” were not jointly significant ($p > .1$).

Logistic regression of organizing a get-together on selected variables

Survey: Logistic regression

Number of strata =	1	Number of obs =	636
Number of PSUs =	636	Population size =	613.624
		Design df =	635
		F(5, 631) =	1.78
		Prob > F =	0.1145

ltheadorga~e	Linearized		t	P> t	[95% Conf. Interval]	
	Odds Ratio	Std. Err.				
female	1.795119	.5007529	2.10	0.036	1.037995	3.104499
practhill	1.093805	.1041724	0.94	0.347	.9072308	1.318748
campustrip	1.770512	.7050887	1.43	0.152	.80997	3.870158
iact	2.221309	.9260962	1.91	0.056	.9796094	5.03692
iactcamp	.4100363	.2110524	-1.73	0.084	.1492307	1.126643

The variables “iact” and “iactcamp” were not jointly significant ($p > .1$).

Logistic regression of recruiting for Birthright Israel on selected variables

Survey: Logistic regression

Number of strata =	1	Number of obs =	636
Number of PSUs =	636	Population size =	613.624
		Design df =	635
		F(4, 632) =	3.30
		Prob > F =	0.0109

ltheadrecr~t	Linearized		t	P> t	[95% Conf. Interval]	
	Odds Ratio	Std. Err.				
practhill	1.245835	.109069	2.51	0.012	1.049055	1.479527
campustrip	1.062243	.3498647	0.18	0.855	.5563312	2.028217
iact	.6971443	.2597853	-0.97	0.333	.3353694	1.449179
iactcamp	.7509078	.3568813	-0.60	0.547	.2953021	1.909443

Logistic regression of recruiting for Birthright Israel on selected variables (see notes following model)

Survey: Logistic regression

Number of strata =	1	Number of obs =	636
Number of PSUs =	636	Population size =	613.624
		Design df =	635
		F(4, 632) =	3.30
		Prob > F =	0.0109

ltheadrecr~t	Linearized		t	P> t	[95% Conf. Interval]	
	Odds Ratio	Std. Err.				
practhill	1.245835	.109069	2.51	0.012	1.049055	1.479527
compcamp	1.062243	.3498647	0.18	0.855	.5563312	2.028217
iactncamp	.6971443	.2597853	-0.97	0.333	.3353694	1.449179
iactcamp	.5560748	.2021895	-1.61	0.107	.2722978	1.135592

Model reformulated (though mathematically identical) for more comprehensible tests of cross-group differences. Wald test for equivalence of coefficients between participation on IACT campus trip (“iactcamp”) and participation on comparison school campus trip (“compcamp”), $p \leq .05$. Wald test for equivalence of coefficients between participation on IACT noncampus trip (“iactncamp”) and participation on comparison school campus trip, $p > .1$. Wald test for equivalence of coefficients between participation on IACT campus trip and IACT noncampus trip, $p > .1$.

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