

# Our Approach

הגישה שלנו



Hebrew at the Center is committed to raising the bar in Hebrew teaching and learning and unleashing the potential of Hebrew as a connector to Israel, Jewish peoplehood, Jewish pride, and identity. Accomplishing this goal requires well-prepared, talented, and inspired teachers. Whether working with a day school, a summer camp, or other educational setting, Hebrew at the Center helps institutions clarify their vision for Hebrew, create an effective work plan to build internal capacity, introduces effective tools for assessment and evaluation, and provides coaching and mentoring at each level to advance educational outcomes and build support for continued growth.

# Our Work

העבודה שלנו

**Jewish day school educators** benefit from *Hebrew at the Center's* professional learning and coaching, in addition to assessment systems that generate data-driven instruction, and field-building efforts to elevate the status of Hebrew teachers. These approaches help to make learning Hebrew more dynamic and engaging for students.



At informal Jewish education settings, such as camps, Israel experience programs for teens and adults, part-time schools, and other frameworks, Hebrew at the Center's newly developed methodologies and materials increase connection to Hebrew language, Israeli culture, peoplehood, and Jewish identity.



As advocates to change the story about Hebrew, Hebrew at the Center staff regularly publish articles, speak at conferences, host events such as the Heseg award ceremony and Hitkadmut Hebrew language educators conference, engage with community and philanthropic leaders, and publish the annual State of the Field of Hebrew Language Education report.



## Our Impact

השפעתנו

Building on our expertise and our field-wide relationships, *Hebrew at the Center* has evolved into the go-to organization, leading the movement to elevate Hebrew language teaching and learning. *Hebrew at the Center* touches thousands of lives and serves a broad range of stakeholders who are committed to Hebrew and the role that it plays in Jewish life.

**2,785**Educators,
Year-Round
Teachers, &
Camp Staff



36,053 Students & Campers



68 Day Schools 38 Summer Camps 105 Heseg Student Achievement Award Recipients 255 Hebrew Global Seal of Biliteracy Recipients

\*All statistics are 2022-2023 year



**Mission** | Hebrew at the Center works to revolutionize Hebrew language education and engagement as we advocate for Hebrew as a more prominent and intentional feature of Jewish life.

**Vision** A world where Hebrew is vibrant, celebrated, and pivitol to a thriving Jewish identity and the global Jewish community.

As a result of acting on these

strategies what outcomes will occur?

### What contextual factors support and enhance the work of HATC?

- It is almost universally agreed that Hebrew has some relevance to Jewish life
- Divisiveness within the Jewish community, and a growing gap between Israel and the Diaspora, creates an opportunity for Hebrew to serve as a connective vehicle
- Digital platforms and programming increase access to educational services and reinforce global connectedness
- Increasing numbers of professional leaders are turning to Hebrew at the Center, seeking effective research-driven Hebrew solutions
- The distinction between online (virtual) and offline lives is increasingly blurred

#### What contextual factors impede the work of HATC?

- The current field of organizations and practitioners committed to advancing Hebrew is fractured, divisive, and leaderless
- The pipeline of talented, trained, and effective Hebrew teachers and leaders is insufficient to meet the task at hand
- The broader cultural context within the United States, and to a lesser extent, Canada, is monolingual
- Use of English in global Jewish settings and the widespread availability of English translation undermines the need to learn Hebrew
- Most communal leaders and funders feel they are competent without having developed any proficiency in Hebrew
- With insufficient research and data to demonstrate otherwise, the philanthropic community sets priorities that exclude Hebrew education
- Too many communal, organizational, and school leaders fail to prioritize the Hebrew programs that exist, depriving these opportunities of intellectual, time, and financial resources.

### The work of HATC is guided by what assumptions?



Languages are foundational building blocks of culture, identity, and meaning making



The Hebrew language is an under-utilized tool that can serve as a connector for the Jewish community



North American Jewry sees Hebrew primarily through the narrow lens of religious practice and sacred text



Cultural change requires a strong catalyst, and sustained, intentional and coordinated stakeholder efforts.



Strategic field building requires significant cross-organizational collaborations and partnerships

### What are HATC's strategies in light of these assumptions?



Increasing educators' and learners' Hebrew competencies in school settings

- Increasing professionalization of Hebrew language teachers
- Establishing ongoing relationships with schools through a broad menu of services



Supporting efforts to bring positive experiences of Hebrew to settings for informal Jewish education

- Expanding camping and pre-Israel trip programming around Hebrew engagement
- Developing a robust and customizable postlsrael trip digital Hebrew language learning platform



Mobilizing support and advocating among leaders and influencers for Hebrew

- Embedding Hebrew professionals as champions in central agencies
- Creating a framework to mobilize lay champions to support local, regional, and North American efforts
- Shaping conversations about Hebrew in public spaces



Field-wide, recognized professional Hebrew teaching credentials will be



The Hebrew proficiency of day school graduates will significantly increase

established and pursued



School professionals, students and teachers will prioritize Hebrew



Hebrew language learners beyond day schools will access a pathway towards Hebrew language learning on their own terms



Young North American Jews will talk about and use Hebrew as a part of their identity



Hebrew will be an elevated agenda item for Jewish communities in North America



Jewish media outlets and communal gatherings will devote significantly increased attention to Hebrew



A Theory of Change (ToC) is a document intended to make explicit, define, and explain the relationships between an organization's purpose, context, assumptions, strategies, and impact. It can help organizations articulate the presenting issues, challenges, or problems that need addressing or changing; the strategies employed to address them; and the proximal as well as more distant outcomes to which decision makers and actors intend to hold themselves accountable.