



## Student Action Lab

### *Preparing High School Students for Campus*

The Israel Action Network (IAN), a strategic initiative of The Jewish Federations of North America (JFNA), in partnership with the Jewish Council for Public Affairs (JCPA), was created to counter the assault on Israel's legitimacy and positively change the discourse on Israel. A cornerstone of IAN's strategy is to educate, train and strategically mobilize the Jewish professionals and lay leaders in our vast community-based infrastructure in order to reach out to non-Jewish audiences who may be vulnerable to messages and campaigns designed to undermine the democratic Jewish State of Israel. IAN provides information, resources, best practices, capacity-building programs and crisis management tools for this purpose.

College campuses are increasingly becoming the primary area where anti-Israel activists build campaigns designed to delegitimize Israel and erode support for the Jewish state among tomorrow's leadership. In order to ensure that Jewish teens and college-aged students have the capacity to counter assaults on Israel's legitimacy on campus, IAN created the Student Action Lab. Over a three-hour period, participants will receive in-depth training on countering delegitimization effectively using the most effective messaging, collaborative programming, role-playing and rapid response techniques. The program, administered by IAN staff, consists of four engaging and activity-based trainings.

#### **The Campus Beat:**

During this session, students will gain an understanding of the term "delegitimization," the methods in which campus activists seek to assault Israel's legitimacy, and the constituencies on campus most vulnerable to anti-Israel messaging. Participants will also gain a comprehensive understanding of the most effective messages that can be used to counter BDS activity on campus.

#### **Community Connections:**

Building successful partnerships between student groups on campus is essential to building a pro-Israel coalition. This module provides participants with an opportunity to create and pitch their own outreach programming aimed at effectively engaging influential campus organizations on issues pertaining to Israel in ways that will resonate with the unique character of that particular group.

#### **Rapid Response:**

Over the course of their studies, students may face several anti-Israel campaigns. During this session, participants will learn the organizing skills necessary to mount effective responses to several anti-Israel events and activities on campus, including anti-Israel speakers, pro-BDS articles in the campus newspaper, mock-apartheid walls, mock eviction notices and anti-Israel protests.

#### **The Great Debate:**

As the most popular action to delegitimize Israel, student divestment resolutions against Israel demand prepared responses. Drawing upon the most effective messaging techniques, students will create their own anti-BDS testimony aimed at thwarting anti-Israel resolutions. Their responses will be evaluated by a panel of their peers and IAN staff.

**To bring this program to your community, please contact Noam Gilboord, IAN's Director of Community Strategy at [noam.gilboord@jewishfederations.org](mailto:noam.gilboord@jewishfederations.org).**