



Campus Leaders Today, Community Leaders Tomorrow

The current students at Arizona State University are our future lawyers, doctors, teachers and engineers. They are also our future community leaders and board members. As we watch so many graduates of ASU stay in our local community, it is clear that an investment in ASU Hillel is truly an investment not only in the lives of our students, but also in the future of Jewish Phoenix. ASU Hillel alumni currently serve in countless professional and volunteer roles that strengthen the fabric of our Jewish community. People cut their teeth at Hillel and graduate ready to impact their society in new ways.

The opportunities below give students the tools and resources to lead their peers now and to become leaders right here in Phoenix upon graduation.

Student Executive Board. This newly established group develops and implements a vision for Jewish student life. Each student vice president—Jewish Life, Programming and Marketing—gains management experience by supervising

his or her peers. Board meetings feature weekly Jewish text study around relevant leadership topics.

Internship program. Interns have focused roles in their specific areas of interest that overlap with Hillel's needs. Many internships are eligible for academic credit.

Leadership training and retreats. All student board members and interns receive intensive training when their positions start, as well as ongoing mentoring through weekly supervision.

Montefiore Leadership Class. Launched in spring 2015, this annual 8-week class

is co-led by staff and one student leader and features many local leaders as guest speakers. The curriculum is designed to help each student find his or her own leadership style by exploring Jewish leadership figures past and present, the challenges of communal leadership, and more.

Networking and mentoring events. From a Suns game with Lon Babby to a women's speed networking event at Sheila Schwartz's home featuring six diverse professionals, ASU Hillel is here to help students envision their careers and figure out how to live out their dreams. *This programming is supported by the Jewish Community Foundation.*

*My experience at Hillel at ASU has truly made me the person I am today. I have built lifelong friendships with classmates and community members. Through the one-of-a-kind experiences Hillel provided me, I had the opportunity to travel to Israel, take on leadership roles at ASU and teach Hebrew School at a local synagogue—something I would have never have dreamed I would enjoy but continued doing for four years. Now, as Vice President of Hillel's Board of Directors, I have the opportunity to use everything I learned as a student leader to give back to the organization that has done so much for me. **CHELSEY KELLER '13***

Messages from Hillel Leadership



When I ask students, friends, or community members why they feel connected to Jewish life and Jewish community, the answer is almost always, "Someone invited me." I usually then

have the privilege of hearing all kinds of inspiring stories. For example, a student leader told me she got her start after meeting amazing people when a friend invited her to a Hillel women's event, and a major donor related that he started giving to an organization he didn't initially know about after a colleague simply invited him to learn more.

The magic of Hillel is so simple: We believe that a sincere and personalized invitation, followed by ongoing interactions, opens up enormous potential for Jewish engagement. Authentic one-on-one relationships allow us to make the

specific recommendations about Jewish opportunities that will truly further students' growth as Jewish adults. And so, at ASU Hillel, our goal is to know every student by name and by story. With an estimated 3,500 Jewish students on campus, this is no small task! So, how do we do it?

We stay focused on the fact that Hillel is not an end, but a platform for Jewish community, exploration, and celebration. In the first training of the year, student leaders are asked to consider people in their lives whose invitations to try something new worked because of the friendship or mentoring relationship that already existed. This reflection enables students to internalize the impact they can have on their peers when they resist the urge to 'sell' Hillel and instead allow each interaction to truly be about building and deepening personal connections.

We strive to balance the abstract albeit inspiring nature of relationship building with collecting hard data that allows for a nuanced understanding of our impact.

In fact, this past year, our participation in Hillel International's Measuring Excellence Pilot Program, a new initiative to define and measure success across our movement, won us a national award for strengthening the global Hillel movement.

Every day, we are getting closer to our vision of an ASU where every student is inspired to make an enduring commitment to Jewish life, learning and Israel. My deepest appreciation goes out to our community partners and supporters who make this holy work possible. I invite you to share this report with a friend who may not yet know how Hillel is growing – and see where the invitation takes you.

B'Shalom,

Debbie Yunker Kail
Executive Director



It has been an exciting year for Hillel at ASU. Our director, Debbie Yunker Kail, completed her second year with us, and she has continued to provide her enthusiastic, passionate,

and dedicated leadership. The accomplishments described in this report are a direct result of Debbie's tireless efforts, and it has been my pleasure to work with her.

This past year, we welcomed Jordan Rothenberg and Jacob Ladin to our staff, and we are looking forward to adding two new staff positions for the coming year. This explosive growth in Hillel's staff will

allow us to significantly expand our reach as we create and develop relationships with many more ASU Jewish students.

The Hillel Board also continues to grow and develop. We have added five new board members for the coming year, all of whom bring unique experience and skills that will help to move us forward. Thank you to Ira Joseph, who served as President during the past 2 years, as well as to our outgoing board members (see page four).

Our student programs are thriving. The new student executive board and team of student interns, led by Mat Sherman, provides leadership opportunities for many of our students, and they have been tremendous representatives of Hillel and the Jewish student population on campus. It is wonderful to see first-hand the impressive future Jewish leaders that we have at ASU.

Finally, I want to express my appreciation to everyone who has supported Hillel at ASU during this past year. The ASU administration has been committed supporters of Hillel, and we value our strong working relationship with ASU. We also are grateful for all of the financial support that the community has provided to us, as well as the expressions of interest about Jewish life at ASU that we constantly receive. We take very seriously our role in enriching the lives of Jewish students at ASU, and we are excited about a bright future for them.

Steve Goldstein
President

Hillel on Social Media Facebook: /hillelasu • Twitter: @hillelasu • Instagram: @asuhillel

Students' Stories

The journey of Jewish life in college has many twists and turns, all filled with opportunities for self-exploration and growth as students navigate leadership opportunities, the Jewish homeland, and our rich Jewish tradition.



Mat Sherman '16
Scottsdale, AZ
Hillel Student Exec. Board President

I came to Hillel looking for a community and Hillel was perfect for me then. As I hit my junior year, I wanted a more active leadership experience and Hillel transformed into a place where I could be an empowered leader. This was partly due to the hiring of Jordan, our new engagement director, as I had more one-on-one time to hash out my ideas and develop them into something incredible with him. Also, the fact that Hillel was willing to tear up their previous leadership structure and put in a new one that I developed with other students is empowering in itself. A big aspect of leadership is trust and Hillel trusted what I was doing and had faith that it was going to work. Once it was implemented, there was the support to help me grow as a leader and help Hillel grow as an organization. I think it boils down to the fact that we have each other's back at Hillel. It's a good feeling. When you are ready to shift gears, Hillel is there to offer the tools to help you do so. My shift was from becoming a student embedded in the community to a student leader trying to strengthen that community.



Maddy Levy '17
Tucson, AZ

Becoming a Hillel programming intern this fall will be a great opportunity. I went on the Birthright trip with ASU Hillel and from that trip it only made me more interested in Israel and Judaism. I also met ASU students I hadn't met before, and that only made me want to go to Hillel more often to connect with other ASU students. I am looking forward to helping with the social programming to get more students involved and to have a fun time at Hillel. Additionally, my career goal is to become an event planner, so I am excited to gain experience that could help me get other jobs or internships in the future.



Sarah Wolfus '18
Scottsdale, AZ

The transition from high school to college can be difficult, but having Hillel made it easier. Serving as a facilitator with other BBYO alumni as Hillel's 4-part leadership development series for BBYO was a new and meaningful way to stay connected to my past. We ran sessions for teens about leading your peers, finding your connection to Israel, translating your leadership to your resume, and strengthening your chapter. Working with BBYO gave me the opportunity to reconnect with my own Judaism while helping others find theirs.



Jessie Cassorla '17
Austin, TX

Being involved with Hillel, especially as a Jewish Life intern this past semester, has both strengthened my Jewish identity and my confidence as a student leader. Even though being a community leader can be stressful at times, the things I learned help me incorporate Judaism into my weekly routine which, in turn, makes me incredibly happy.



Jakob Khazanovich '15
Scottsdale, AZ

As an active member of the Jewish and pro-Israel communities at ASU, I could not be more grateful to have Hillel. When I took on the position of AIPAC campus liaison for ASU, Hillel was a great place for me to meet other students looking for ways to support Israel. The outgoing staff were integral in coordinating efforts on campus and keeping Israel and Jewish students' needs on the minds of campus leaders.

Two New Staff, New Board in 2015-16

ASU Hillel's Comprehensive Israel Engagement Initiative will expand our Israel education and engagement offerings on campus by creating two new full time positions and forging an innovative new partnership with Jewish Arizonans on Campus (JAC). This proactive approach to Israel education is designed to engage students from all different religious, political and academic backgrounds before anti-Israel sentiments become deep-seated on campus.



Andrew Gibbs will serve as the new **Israel Education Coordinator**. This position was created and will be implemented in partnership with Jewish Arizonans on Campus, with generous support from the Jewish Federation of Greater Phoenix and the Jewish Community Foundation of Greater Phoenix.

Previously a development associate at BBYO, Andrew will return to his alma mater and his roots, as one of his roles will be advising the pro-Israel group he founded at ASU in 2009. Leveraging his own deep knowledge of Israel as well as local and national resources, Andrew will train students to build authentic partnerships across religious and other cultural lines, including partnerships that take Israel education outside of the four walls of Hillel or JAC. He will also seed new initiatives designed to bring Israel education to the forefront of the ASU Jewish community. Once Andrew is up and running on campus, he will also begin working with local teen groups on high school-focused Israel education.



Jessielyn Kreitzer will serve as ASU Hillel's first **IACT Coordinator for Campus Engagement**. IACT stands for Inspired, Active, Committed and Transformed, a program started in Boston by the Combined Jewish Philanthropies (Boston's Jewish federation) and expanded nationally beginning last year. ASU Hillel is one of only 12 campuses to receive the program since it went national.

In her new role, Jessielyn will focus on all things Birthright. She will develop innovative trip recruitment strategies, staff ASU Hillel's Birthright trips, and continue connections with all Birthright alumni. This holistic approach to the trip and to Jewish community building has a proven track record of keeping Birthright alumni connected to Jewish life when they return to their home campus. More than 80% (and on some campuses 100%) of IACT alumni become involved in Jewish life in the year following their trip.

ASU Hillel Board of Directors 2015-16

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Chelsey Keller, **VICE PRESIDENT**
Mark Khazanovich, **SECRETARY**
Aaron Blau, **TREASURER**
Mat Sherman '16
Nancy Brooks
Zach Brooks
Jeffrey Jurkowitz
Aaron Krasnow*
Veronica Lange*
Marc Lerner*
Hannah Rosen*
Joel Schaller*

*NEW MEMBERS

We also thank our outgoing board members for their years of service:

Rabbi Micah Caplan
Amy Golden
Aaron Golub
Hannah Ossman
Michael Sarna
Livia Steingart



By the Numbers

Hillel at ASU had a record year in 2014-15, with more student leaders and Birthright Israel participants than ever before.

35 student leaders

343 students reached

45 Birthright Israel participants



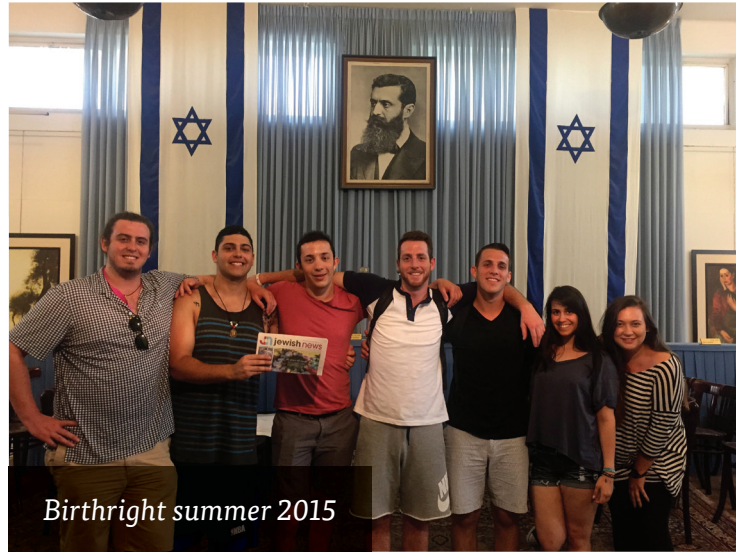
Suns game with Lon Babby and Board of Directors



Teens visit Hillel during LimmudAZ



Nashim women's networking event



Birthright summer 2015



Building the campus sukkah



Vigil after November Jerusalem synagogue attack



Team building at leadership retreat

Investing in the

Hillel is dependent on the generosity of parents, alumni, and community members. We sincerely appreciate every individual who supports Jewish life on campus. Due to space limitations, contributions of \$100+ made during the 2014-2015 year are listed below. We apologize for any errors or omissions; please contact Jacob Ladin at Hillel with any corrections.

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Deeann Griebel
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**Help ASU Hillel reach even
 more students!**

**Do you know an incoming or current ASU student?
 Call or email to share their contact information
 and we will reach out directly to them!**

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Designed by Raymie Humbert  raymie.xyz

Life & Legacy Campaign

*Hillel has changed my way of thinking, it has taught me about my heritage, and it has made me a better person. Being part of this Jewish community has changed my life. If you asked me over three years ago about who I'd be marrying and whether I would raise my family Jewish, I would have said "it doesn't matter." Now I know wholeheartedly that I want a Jewish husband, I want my children to be Jewish, and I want it to be something prominent and important in my everyday life. **HANNAH OSSMAN '15***

Hannah's story is one of hundreds of ASU Hillel stories. Hillel's impact on students results in stronger Jewish leaders, creative Jewish thinkers and more engaged Jewish young adults and families.

Joining the Legacy Society is a wonderful way to ensure that Hillel will always be the place at ASU to inspire and lead Jewish life, ultimately building the future leaders of our Jewish community, changing lives, and deeply impacting the course of the American Jewish future.

Please join us! To make ASU part of your estate plan, please contact Shelley Cohn (shelleycohn@cox.net), Steve Goldstein (goldstein@sackstierney.com) or Aaron Blau (aaron@blauco.com).

Hillel at ASU is a proud participant in LIFE & LEGACY, a multi-year partnership program between the Jewish Community Foundation and the Harold Grinspoon Foundation that promotes end-of-lifetime giving to Jewish day schools, synagogues, social service organizations, and other Jewish entities.



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