

# מיפוי שדה העמיות בישראל

# Peoplehood Mapping Project

## Mapping the professional field of Peoplehood in Israel

### First Quarterly Report Jan'-Mar' Q1-2022



המנהלת הלאומית לקשרי  
ישראלים והתפוצות  
The National Alliance  
Strengthening Israelis'  
Connection to World Jewry

עמ"י  
AM"י  
חיבורים לחיים



ההסתדרות הציונית העולמית  
WORLD ZIONIST ORGANIZATION

# Intro

We are proud to present the first quarterly report for 2022 of the mapping system for the professional field of peoplehood in Israel. The bulk of data presented in the report is from January–March 2022, alongside the current status as of the publication of the report (April 2022). The mapping system, whose development commenced in the summer of 2021, is intended to serve leaders of organizations and activists in the field of Israeli–Diaspora relations.

Although the system is merely in its infancy, we have already experienced significant progress in the sharing of information between organizations and in the ability to produce a common understanding of the development processes in the professional field of peoplehood in Israel. It is our hope that the current report and subsequent reports will assist the leaders with guiding important processes for the advancement of peoplehood in Israel, through a deeper acquaintance with the professional field.

# Acknowledgement

The system is the product of joint mapping activity involving members of the Jewish Peoplehood Coalition and led by the following organizations: Reut Group, Enter, AMI – the National Alliance strengthening Israelis' connection to World Jewry, the World Zionist Organization, and Our Common Destiny.

All the data collected as part of the mapping process appear in the full mapping report written by Dr. Ezra Koplowitz and Dr. Shlomi Ravid. The mapping report in conjunction with the dashboard developed by 'Know Your Data' concludes a first-of-its-kind process of mapping civic activity in a social field, presenting the myriad of data collected and enabling a broad and in-depth view of various and diverse aspects at the level of programs, leadership and organizations.

Report written by: Reut Institute (Avital Inbar, Barak Sella)

Assisted in data collection: Ofer Chizik

# Background

The data appearing in the system was collected and mapped using the Bio-blitz method. In its original format, said method is used to create a database of biodiversity in a geographical area, over a set period and in collaboration with a community of volunteers and professionals. With the necessary modifications, the Bio-blitz method is also suitable for creating a database on a human ecosystem. The database created serves the various parties interested in promoting the change – or in this case, the new paradigm of Jewish peoplehood in Israeli society. In this database, the data collection and mapping were performed by volunteers from various peoplehood organizations. The initial mapping process included a leader's survey among 344 participants, a survey of organizations with 163 participants and 60 organizations, and 12 meetings (physical and virtual) with 98 participants.

# Goals

The purpose of the system is to provide an in-depth look at the professional field, to obtain an up-to-date status, and to enable advanced analyses in order to decipher trends and processes in the field of peoplehood in Israel. Furthermore, we hope that the system will help encourage collaborations and pool resources, encourage the expansion of peoplehood content into new fields, reduce knowledge and information gaps and prevent operational "blind spots", as well as support informed and empirical resolutions based on data and not just intuition.

The purpose of the quarterly report is to provide the professional public with a status report of the mapping system, in terms of important data and the progress of data collection in the system.

**The goal of the report is to create a tool that can demonstrate the changes and trends in the Peoplehood field**, in order to present an up-to-date picture to all stakeholders and decision-makers. While this is an initial product, reflecting the capabilities of the system in its current version, it can still point out many processes in the field. **The system is still in development and will offer more extensive capabilities over the coming year.**

We are committed to implementing the system in the field of peoplehood, in order to be able to track and highlight profound processes of change in various areas such as: education, non-formal education, leadership and training programs, delegations and educational tourism, civil society, philanthropy, public perception, academia, culture and more.

**Q1 report focuses on two parts - data developments as seen in the system; and analysis of selected data from the report.**

# Q1 Quarterly Report Data

## Introduction

Within the mapping system, we developed an interface that monitors data changes in each quarter: additions and updates by organizations, departments/activities, and programs. The following data refer to the first quarter of 2022 (Q1) from January to March.

**Organizations:** Since January, 4 new organizations have been added for the quarter and an additional organization has been added since the start of April.

**Departments/Activities:** Since January, 43 new departments/activities have been added for the quarter and a further 6 have been added since the start of April.

**Programs:** Since January, 134 new programs have been added for the quarter and a further 27 have been added since the start of April.

# Q1 Quarterly Report Data

## Status Report General Data Update

The quarterly report's degree of success and its relevance to the entire field depends on organizations' commitment to updating their information in the system. We were pleased to find that since the start of 2022, 11 organizations updated their information:

- Hakhel
- Enter
- the Jewish Agency
- World Zionist Organization
- Dealer Associates
- WHY Israel
- JCC Global
- ROI Community
- Achkima – Esh HaTorah
- Dead Sea Renewal
- BINA – the Movement for Social Judaism

# Q1 Quarterly Report Data

**Organizations  
that have  
updated their  
info in the  
system**

Since the start of 2022, 49 departments/activities have been initiated. It should be noted that these are not necessarily new departments/activities in terms of implementation, but in terms of the date of their addition to the peoplehood mapping system.

- The new departments/activities belong to the organizations: Enter, Hakhel, the Jewish Agency, Dealer Associates, and WHY Israel.
- Most of the new departments belong to the Jewish Agency.
- The new departments include 106 programs that opened in the first quarter (and April), a total of 117 new programs in new departments opened since the start of 2022.

# Q1 Quarterly Report Data

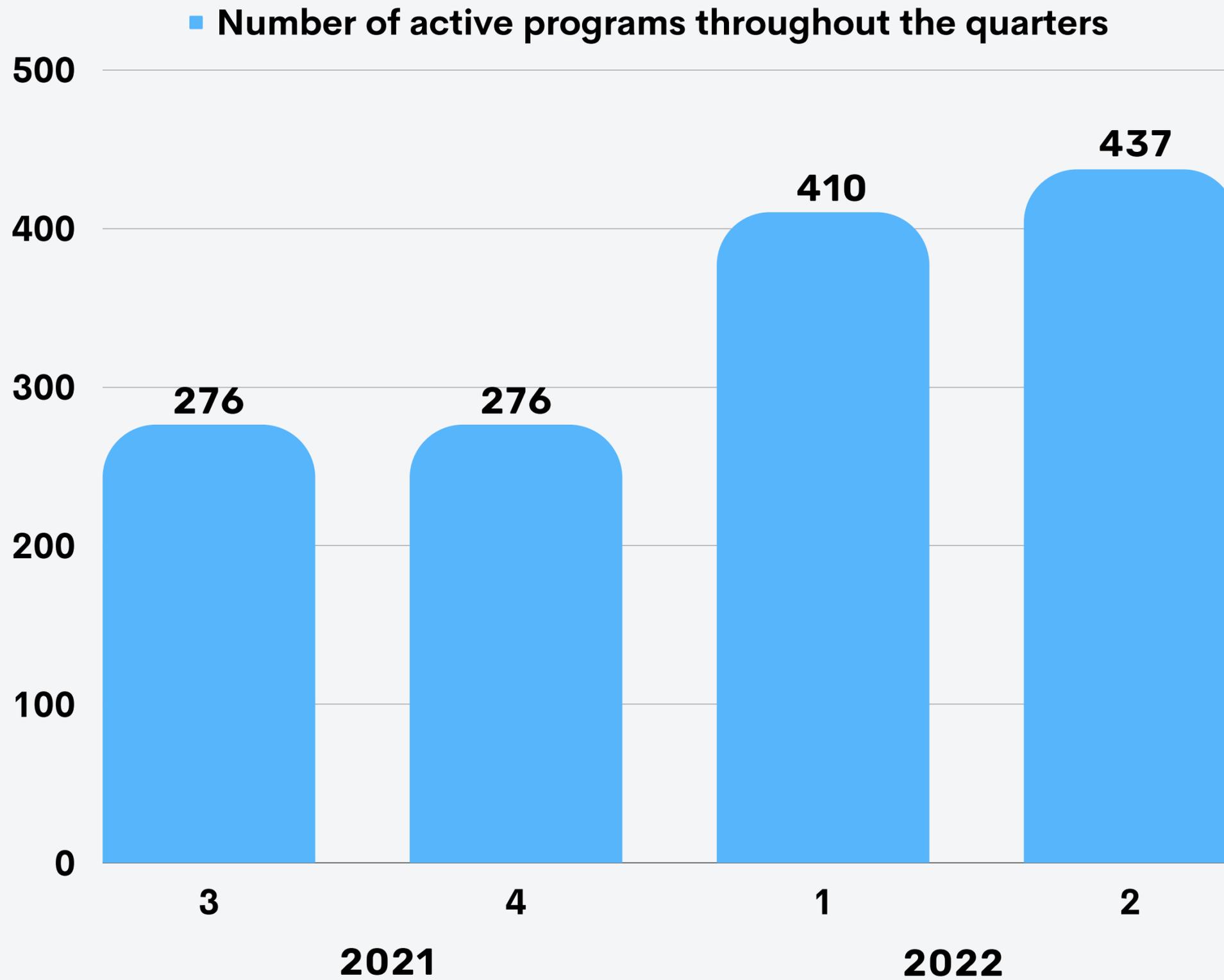
## Departments or Activities added to the system

Since the start of 2022, 39 departments/activities have been updated in the system. It should be noted that these are departments/activities that already existed in the mapping system, which were updated in accordance with the changes that occurred therein. 15 departments/activities were updated in the first quarter and a further 24 since the start of April.

- The updated departments/activities belong to the following organizations: ROI Community, JCC Global, Achkima - Esh HaTorah, the Jewish Agency, Dead Sea Renewal, BINA - the Movement for Social Judaism.
- The departments/activities updated since the start of 2022 include 53 new programs and 17 updated programs.

# Q1 Quarterly Report Data

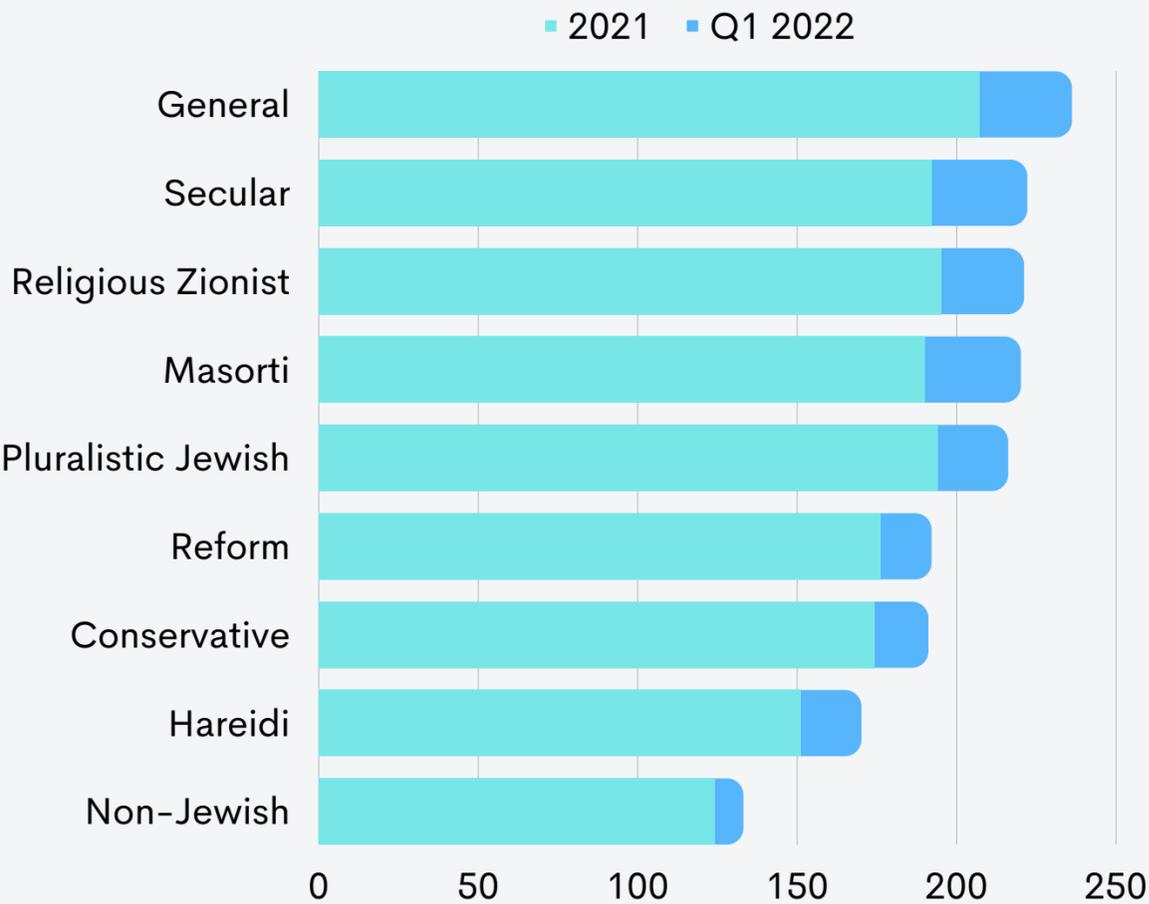
## Departments or Activities updated in the system



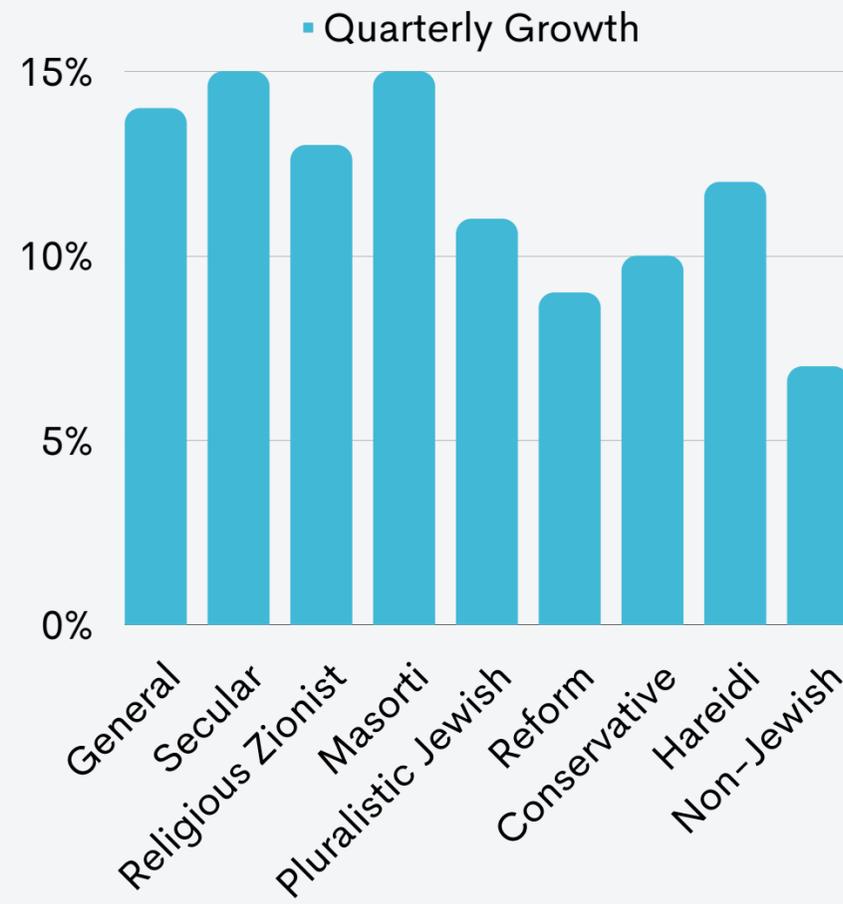
# Q1 Quarterly Report Data

Active Programs for each quarter

Number of programs added in the quarter by sector



Growth of programs in Q1 by sector



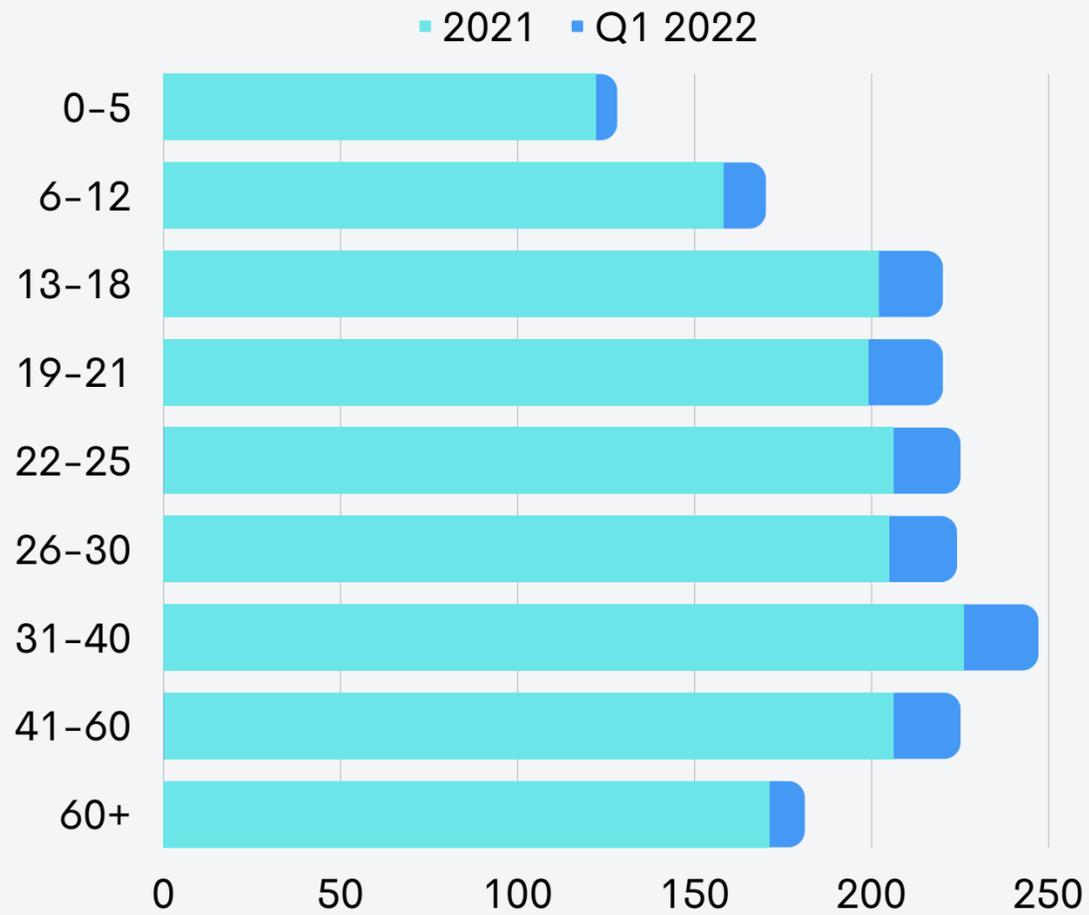
# Q1 Quarterly Report Data

## Distribution and Quarterly Growth in Programs

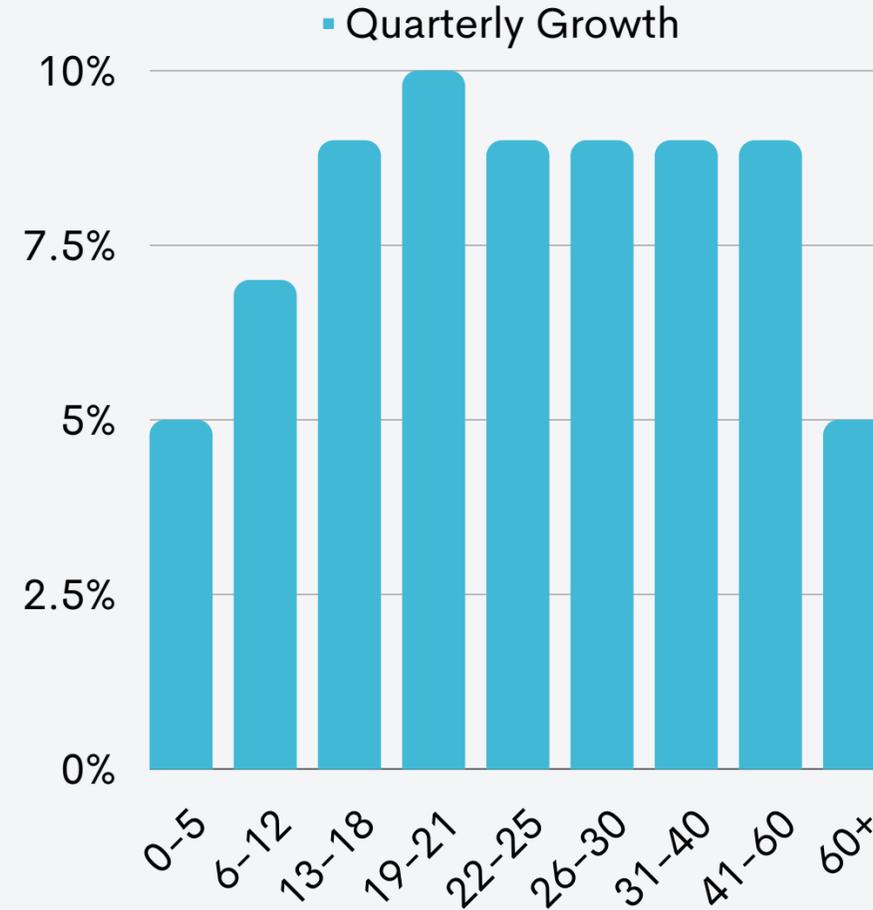
A relative correlation may be observed between the sectors with the bulk of programs and the fastest-growing programs, such as the general, secular, and national religious sectors.

It is worth noting that the programs for the ultra-Orthodox sector have grown significantly in relation to their small number.

Number of programs added in the quarter by age



Growth in Q1 in programs by age



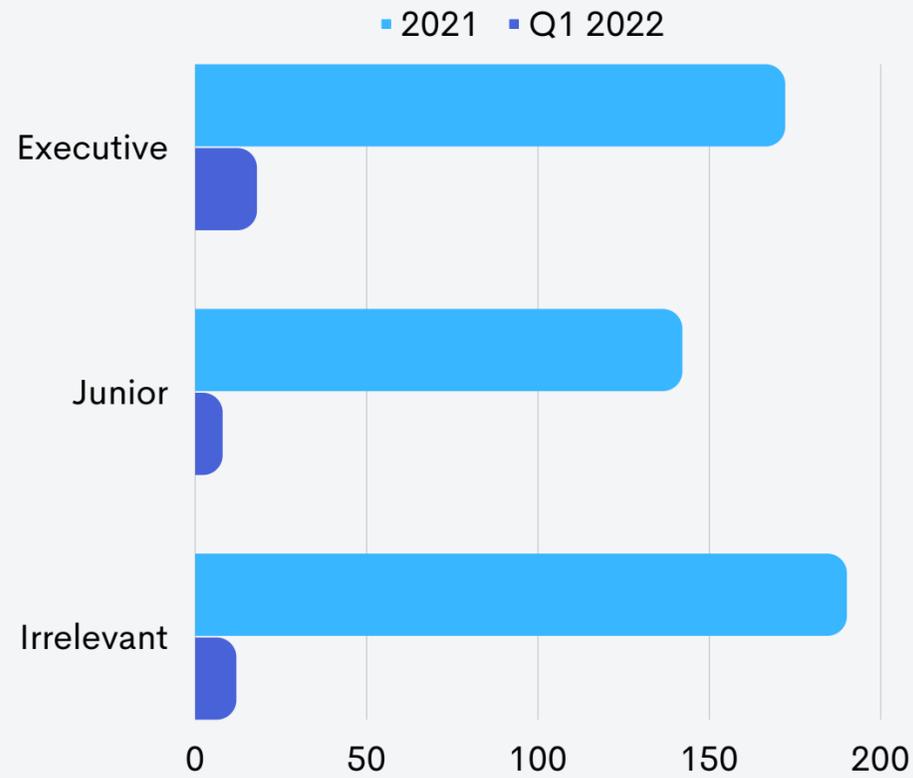
# Q1 Quarterly Report Data

## Distribution and Quarterly Growth in Programs

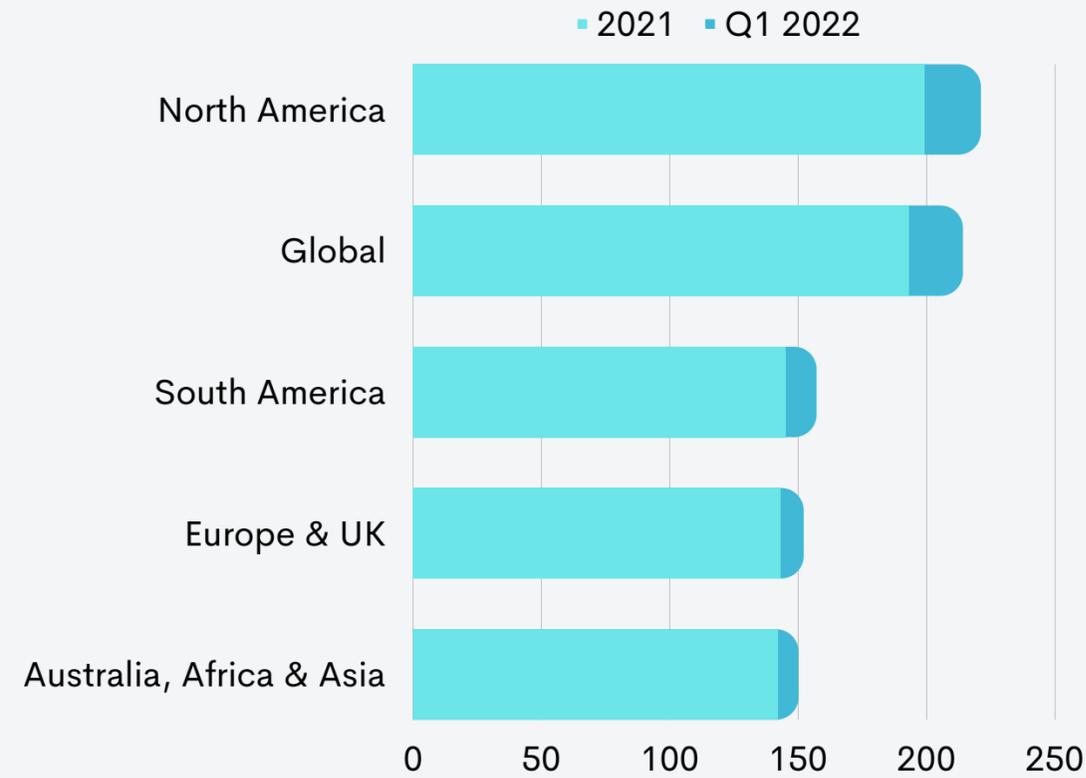
Most of the programs in the field of peoplehood are aimed at adults and young adults and thus the bulk of growth in the programs belongs to this age range.

There is little growth in the younger ages and among children, where there are fewer programs.

### Number of programs by organizational roles



### Number of programs in areas of activity outside Israel



# Q1 Quarterly Report Data

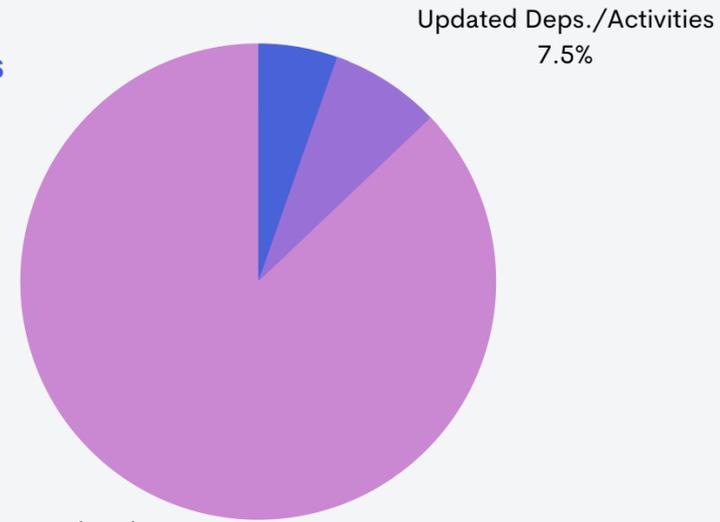
## Distribution and Quarterly Growth in Programs

There are more programs for senior executives and the growth in such programs is more significant. This suggests that additional investment in programs designed for junior positions is worthwhile. With regards to geographical distribution, there is a relative correspondence between the distribution of the Jewish people outside Israel and the number of programs in each region.

# Q1 Quarterly Report Data

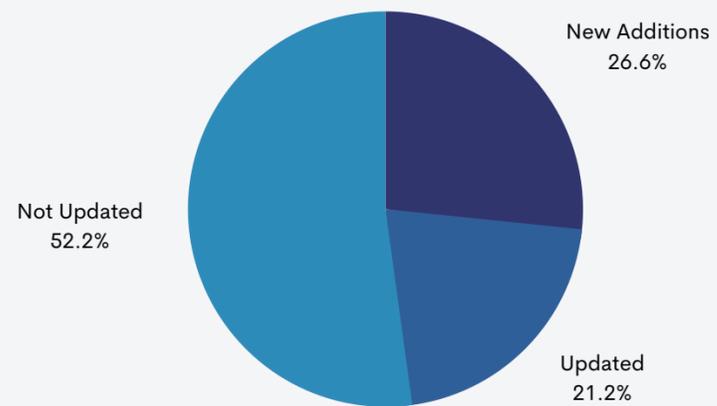
## Degree of system implementation

Organizations that have updated/added departments & activities

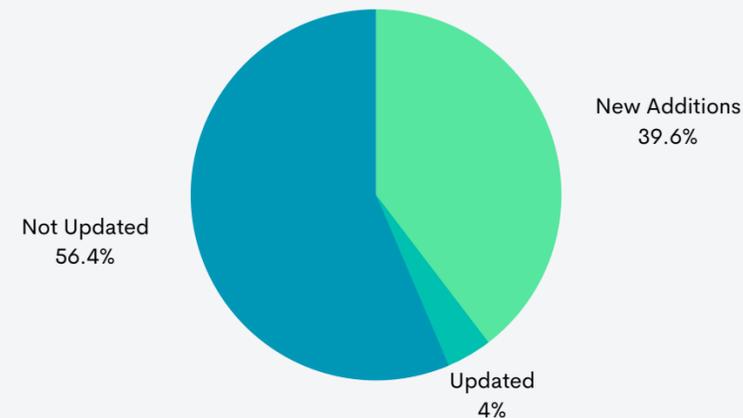


Not added & Not updated  
87.1%

Status on deps./activities



Status on programs



Extensive work has been carried out in implementing the use of the system among the various organizations in the field of peoplehood. Approx. half of the programs and departments/activities were added/updated in the 1st quarter, but a closer look reveals that 87.1% of the organizations in the system did not update or added new information.

# Field View

## General Outlook April 2022

In a report published in September 2021 we identified several trends from which we extracted a number of key recommendations:

- Development of a professional route into the professional field
- Expansion of professional training processes
- Creation of a peoplehood-orientated public space

According to the latest data, as shown in the report, one can see that the field of peoplehood is still in its infancy in terms of the change in the nature of leadership and expansion of the programs to other parts of Israeli society.

The following slide displays the main page of the mapping system.  
The system can be accessed here:

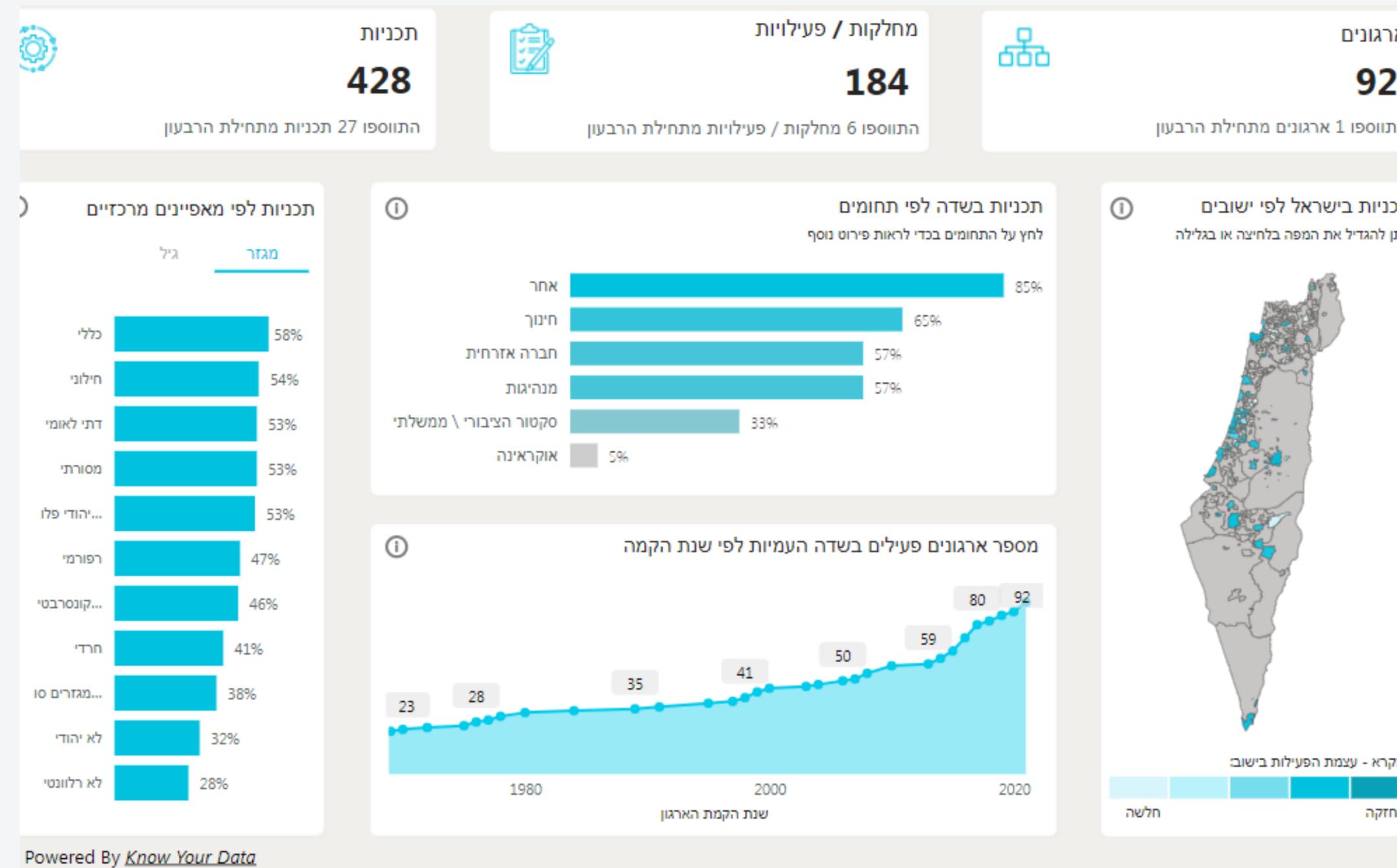
<https://www.heb.reutgroup.org/dashboard>

This page ("View of the field of peoplehood") provides an up-to-date daily status of the main data of the peoplehood field in Israel, organized in 3 levels: organizations, departments/activities, and programs. Moreover, one can view the national distribution of each program alongside the distribution of the programs according to different characteristics. Updated April 2022.

# Field View

## General Outlook April 2022

# Field View



92 ORGANIZATIONS

184 DEPS./ACTIVITIES

428 PROGRAMS

6 CONTENT FIELDS

The following data and graphs were extracted from the mapping system on the "Peoplehood Field Analysis" page. One of the functions of the mapping system is the ability to perform complex macro-data analyses. With this, we aim to simplify the complex process of obtaining information in the field whilst strengthening leadership, by making systemic information accessible to all active players in the field.

One may access the "Peoplehood Field Analysis" page from [here](#), or via the dashboard interface, in the menu on the right side of the screen, and access additional data.

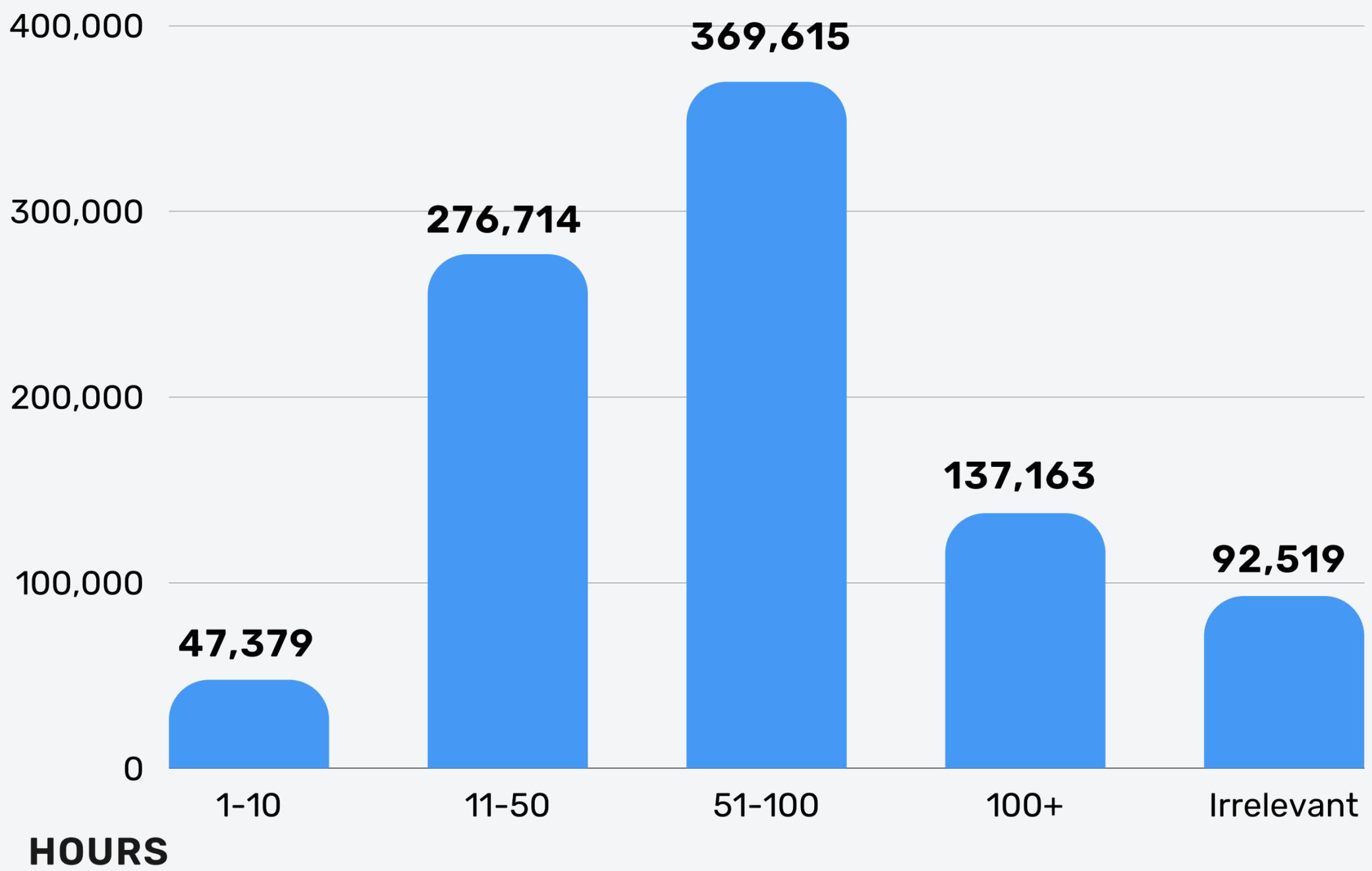
All data presented on the following pages is updated as of 12.4.22. It is important to note that this is only a very small part of the data that can be derived from the system and we encourage you to research it yourselves.

# Field View

**Selected data  
from the  
"Peoplehood  
Field Analysis"  
interface**

**GRADS.**

■ Number of Graduates divided by volume of undergone programs (hours)



Field View

Alumni and  
Program  
Graduates

According to the mapping data, nearly a million people graduated from some kind of Peoplehood activity, **and close to half a million have participated in an activity in the range of 51-100 hours.**

It is important to note that this is a data range because most organizations do not have accurate numerical data regarding program graduates. Moreover, the definition of "program graduate" is not uniform. Furthermore, it should be taken into account that there are numerous duplications, so the numbers in practice are likely to be lower.

# Field View

# Alumni and Program Graduates

However, the data suggests that **despite the lack of diverse educational routes for the professional field of Jewish Peoplehood, and despite said field being relatively limited, a significant number of graduates and the significant impact on Israeli society and the Jewish people throughout the world is inevitable.**

It is still important to remember that since the programs appeal to both Israeli citizens and the entire Jewish people, there is still great potential in terms of expanding the various programs.

In addition, the data reflects the great potential in maintaining contact and follow-up programs for graduates.

# Field View

# Alumni and Program Graduates

# Field View

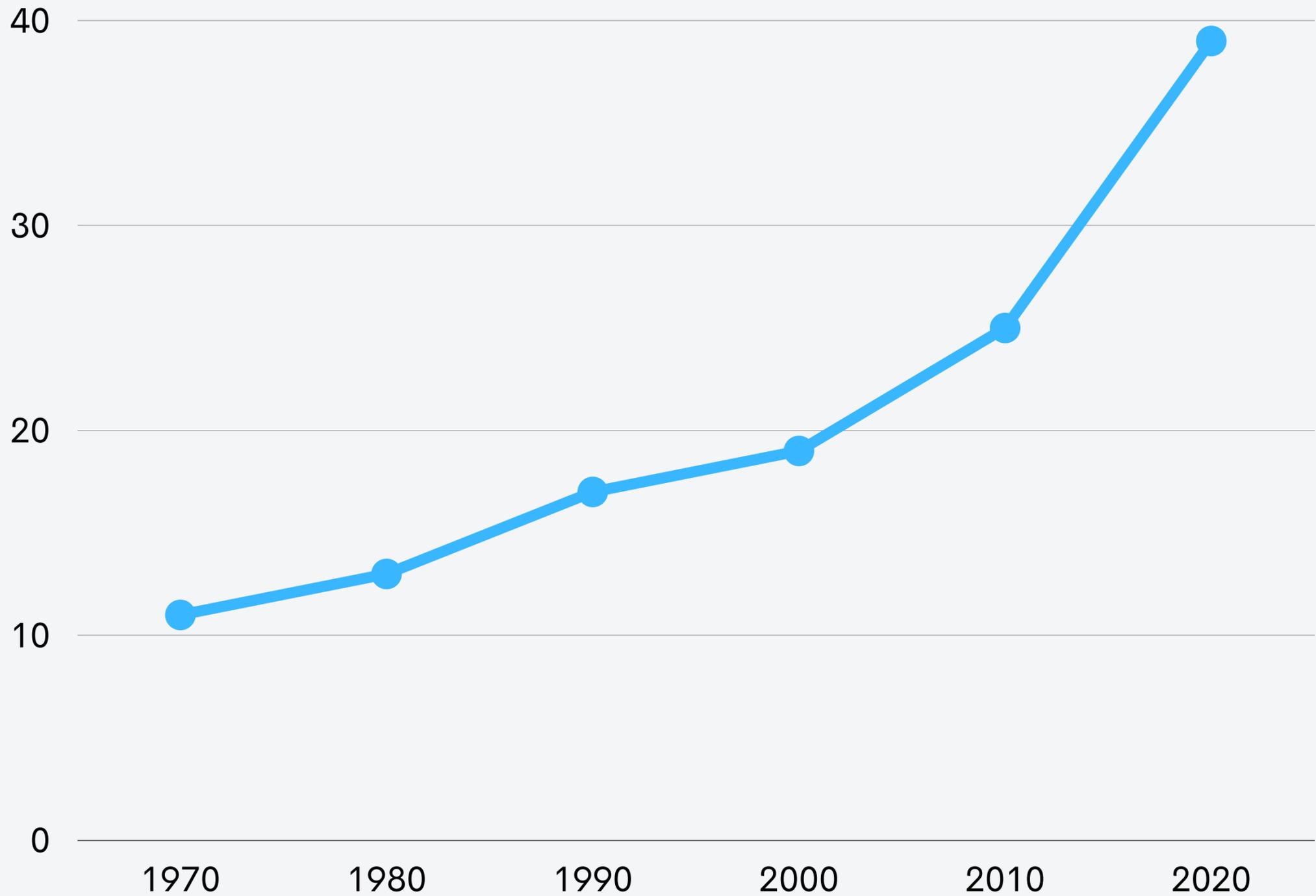
## Growth of Organizations in Public or Government sector

The graph in the following slide demonstrates that over the last decade there has been a sharp increase in the number of organizations engaged in peoplehood in the public and governmental sector.

This may indicate a perceptual shift among decision-makers regarding the understanding that the issue of peoplehood has become an important one on the public agenda.

There has been a particularly new increase over the past five years, from 26 organizations in 2015 to 39 organizations as of 2020.

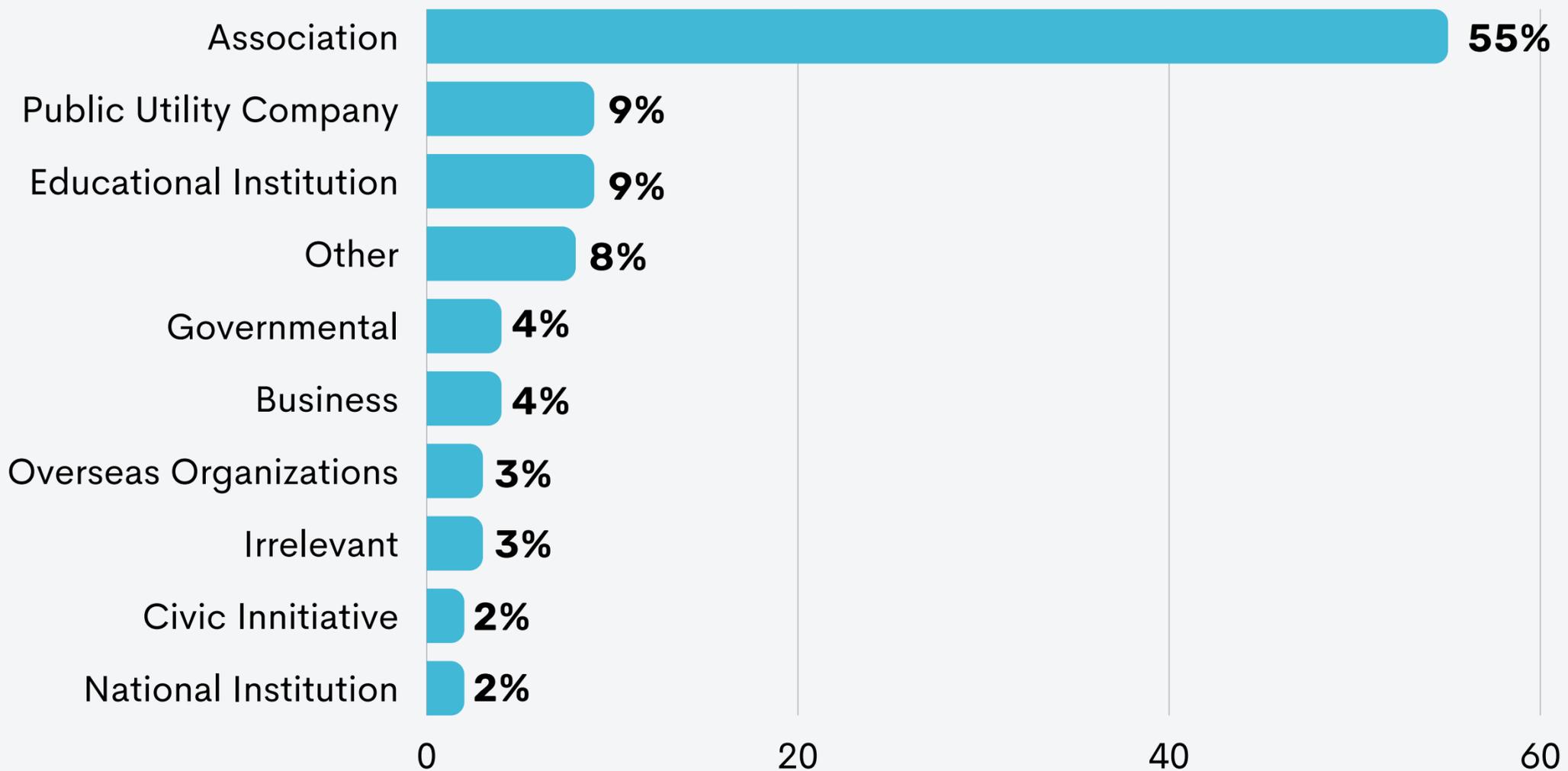
Number of Organizations in the Peoplehood field over the years



Field View

**Growth of  
Organizations  
in Public or  
Government  
sector**

■ Distribution of pplhd organizations, by organization type



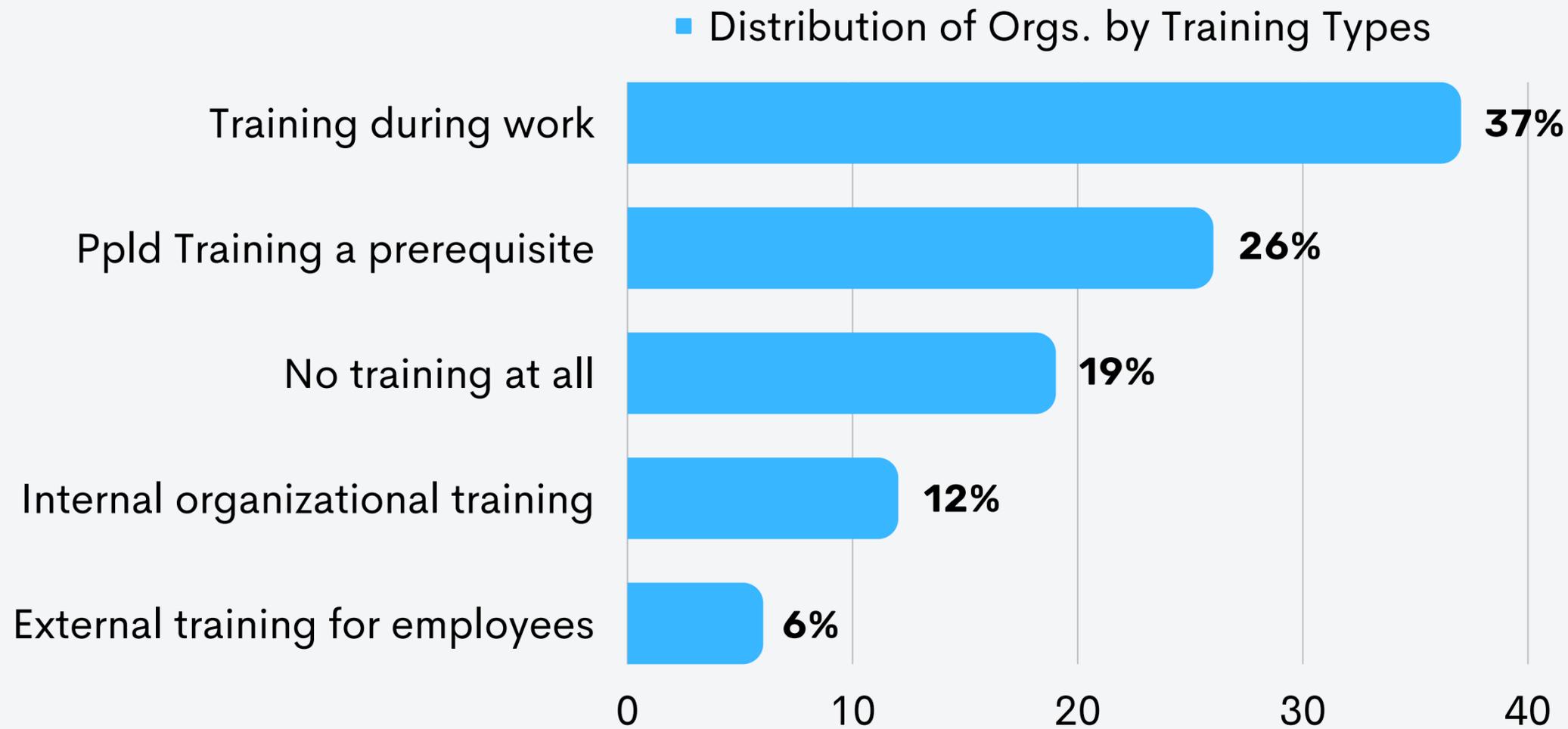
# Field View

## Types of Organizations

The vast majority of organizations are non-profit organizations, which is a respectable representation of civil society. As for the rest of the field, a large part of the potential involvement of various organizations has not been realized to date in the context of promoting Jewish peoplehood in Israel.

# Field View

## Types of Training



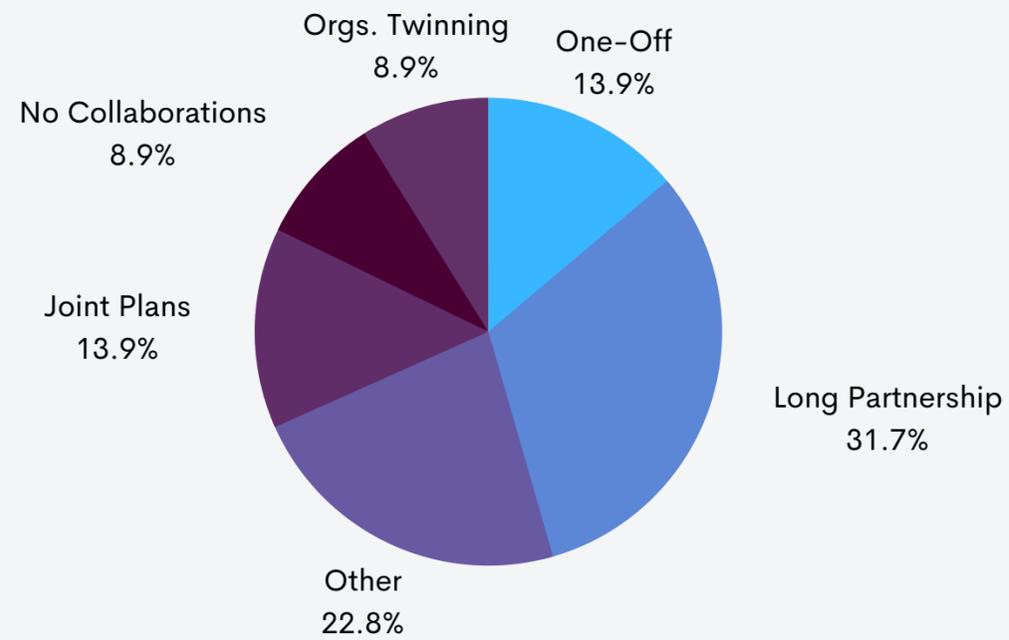
Half of the organizations train their employees during work, or no training is provided at all (56% combined) and there is still a shortage of routes for joining the field of peoplehood. Given the fact that half of the organizations do not have a distinct and clear training route, it is evident that there is a critical need to create additional professional training routes.

# Field View

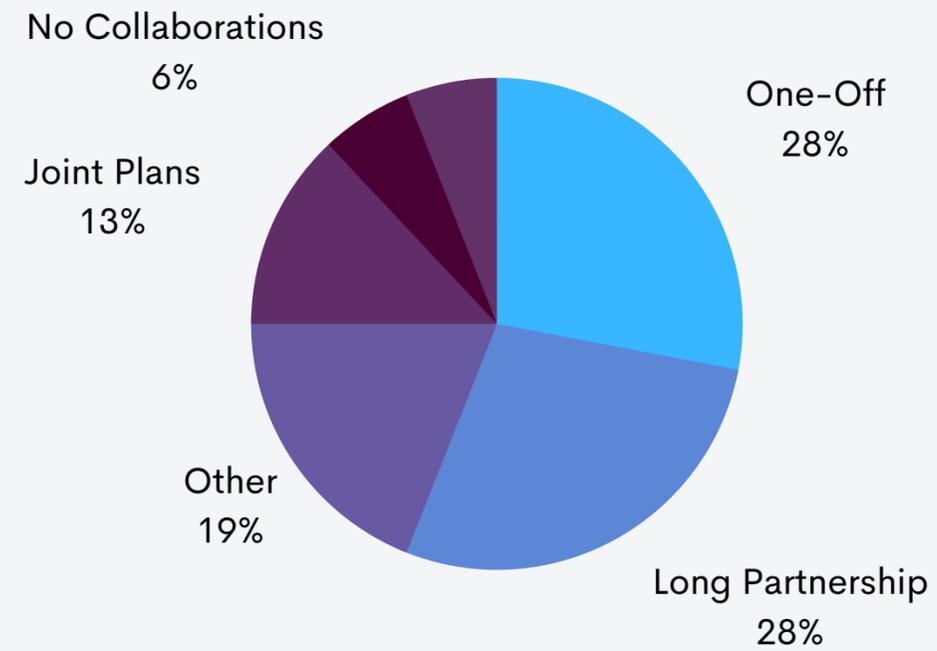
# Education

## organizations by types of collaboration

### field of education



### general field



When comparing the types of collaboration in educational programs, relative to the distribution among all programs, the primary difference is that the percentage of one-off collaborations in educational activities makes up approx. half of the general collaboration.

It can be surmised that educational activities require more in-depth collaboration, and yet, it is possible that there are many opportunities for one-off collaborations in the field of education which are not being realized.

# Field View

# Education

# Moving Forward

The mapping process was exceptional and pioneering, both methodologically and in terms of the mapped content field. The field of peoplehood has grown impressively in recent years and currently possesses numerous tools for creating profound change in Israeli society – both in terms of the scope of organizations, conceptual development, and practical tools for promoting the idea of peoplehood in Israeli society.

The main thought behind the necessity of the quarterly report is the possibility of providing the entire field with up-to-date information necessary for streamlining and improving decision-making processes. For this purpose, it is necessary to strive for a standard of commitment for updating data as a matter of routine.

# Moving Forward

The ability of the system to provide powerful tools for analyzing trends in the field of peoplehood depends on the cooperation of the community of leaders and organizations and the adoption of a culture of information sharing and ongoing updating of the data. This report provides an up-to-date "bird's eye" snapshot of the activities in the field of peoplehood and presents major trends and changes.

The system, as well as the quarterly report, are preliminary attempts at developing a shared organizational and professional culture for the professional field. We welcome your feedback via email: [peoplehood@reutgroup.org](mailto:peoplehood@reutgroup.org)