



Net@:
Sowing the Seeds of Success

PROGRAM PROPOSAL

JULY 2008





Net@: Sowing the Seeds of Success

EXECUTIVE SUMMARY

Net@ is a four-year program that targets young people from Israel's social and geographical periphery and propels them onto a track of personal, professional and academic success combined with a commitment to local community leadership. Through a comprehensive educational and experiential program, Net@ complements academic studies in computer and network technology via practical, hands-on training to ensure participants' academic and professional advancement. Courses culminate with international certification exams to become advanced PC technicians and Cisco Systems network technicians. Additional activities that involve students in their surrounding communities through volunteer work and tutoring create new opportunities for individual and community growth and empowerment.

A collaboration of the Jewish Agency with Cisco Systems, Inc., Tapuach and Keren Hayesod, Net@ has a proven success record, changing the lives of hundreds of high school students from 24 localities across Israel, since 2003.

This proposal is an invitation to join the Jewish Agency in implementing Net@ for 24 children in Israel.

Your investment of \$175,000 USD over four years will enable one class of 24 youth from disadvantaged neighborhoods to escape the cycle of despair that threatens their advancement.

PROGRAM RATIONALE



Even within Israel's bustling city centers, there are children who find themselves falling through the cracks of Israel's educational system. Whether from personal struggles, family dysfunction or social isolation, these children face insurmountable obstacles that prevent their advancement. For some, their school demonstrates consistently low academic achievement and has limited staff to dedicate to reinforcing poor performers; for others, limited family income precludes their enrollment in afternoon enrichment activities.

Without a proper framework of support, youth from these communities face a lifetime of underachievement, underemployment or even unemployment. **Net@ confronts this challenge by empowering high school youth from socially marginalized localities with technological instruction and computer skills that not only provide an educational boost, but also provide a wide range of professional life skills for securing employment and success.**

TARGET POPULATION

Each Net@ class will be offered to 24 high-school students from disadvantaged neighborhoods throughout Israel.

PROGRAM GOALS AND OBJECTIVES

- To promote youth from Israel's geographical and social peripheries, integrate them into the Israeli high-tech industry and train them to become technological and social leaders
- To help disadvantaged youth realize their potential for success in continued educational and professional frameworks
- To provide educational and social values revolving around five major axes: personal excellence, multi-cultural pluralism, democracy, leadership and commitment to the community
- To construct local and national circles of community action to strengthen communities and close the “digital gap”

PROGRAM DESCRIPTION



Currently operating in 24 communities across Israel, Net@ aims to establish a young Israeli high-tech workforce that consists of youth who would not otherwise be exposed to the digital world. By participating in this course, participants receive training in a technological profession, enhance their English language skills, develop a sense of volunteerism and community leadership, and learn how to work as part of a team. Completion of the program is the beginning of a process of change: personally, socially and professionally. Upon completion of the educational program, Net@ continues to work with graduates by opening doors to prestigious technological units in the Israel Defense Force (IDF), higher education and high-tech professions.

The program's short-term goals fuel its long-term impact: helping raise students' self-esteem and confidence by helping them realize their potential for individual, professional and social achievement.

Recruitment

Net@ candidates are tested prior to their admission to the program to enable selection of appropriate candidates to complete the four-year program. Net@ integrates youth from a wide variety of different academic ability levels; only 20% of the students in the average Net@ class have shown above-average academic achievement, with the majority of students falling within the average to below average range. Although Net@ primarily targets youth with average academic skills, integrating a few gifted students into the program has proven worthwhile since the stronger students challenge their peers to achieve beyond their capabilities.

Following their recruitment, students attend a two-week overnight camp, during which they study English 40 hours a week, and participate in social activities in the afternoons and evenings to foster socialization and group bonding.

Implementation

Activities for each of the four years of Net@ vary slightly. During the first year, students divide 6 hours of technological instruction and 2 hours of social activities among two meetings per week. In their second and third years, students attend one



meeting a week that includes 3 hours of technological instruction and 1 hour of social activities.

Technological instruction over the course of the program is as follows:

Year	Course	Certification	Details
First year	Cisco IT Essentials	CompTIA A+	Introduction to computer components, disassembling and assembling a personal computer; OS installation, troubleshooting and maintenance, networks and communication skills
Second year	Cisco CCNA Discovery 1		Fundamental networking concepts and technologies. Hands-on introduction to networking and the Internet, Skills to plan and implement small networks
Third year	Cisco CCNA Discovery 2	Cisco Certified Entry Networking Technician	An introduction to routing and remote access, addressing and network services. Skills required for entry-level Help Desk Technician and entry-level Network Technician jobs.

During the second and third year, students study in a two-year certified computer networking associate course in the Cisco Networking Academy that culminates in their acquiring of a technological profession. Curriculum and exams are in English, a situation that most of the participants, if asked, would have felt was beyond their abilities. However, the program's highly supportive atmosphere helps the participants overcome this difficult language barrier. Through English studies of the material, students are able to improve their English language skills, which result in increased opportunities for them to earn higher level matriculation certificates. This instruction also significantly prepares them for the international certification exams.

Social activities for Net@ students are informal learning opportunities in which the following five subjects are explored: personal excellence, multi-cultural pluralism, democracy, leadership and commitment to the community.



All students must supplement their after-school program activities with volunteer projects. During the first and third years, students participate in group volunteer projects that vary according to community and events. For example, during Hanukkah, participants may distribute presents and light candles for sick children at a local hospital, or students may participate in a food drive for a local homeless shelter. During their second year, however, Net@ students commit to a more formal volunteer project in which they dedicate 60 hours as individuals to a community project. This requires a more personal commitment as it demands the individual's completion of the required hours, including working with related counselors or social workers in their selected projects. Students are encouraged to apply their acquired knowledge and volunteer in projects that utilize computers or technology; for example, maintaining computer centers for the elderly or tutoring others in computer usage.

The fourth year of Net@ was added to enhance the students' personal advancement and to fulfill a volunteer position at Net@. Plans to offer preparatory courses for the university psychometric exams (compatible to SAT exams) and/or internships in areas of participants' professional interests are currently in discussion. Students who need to complete international certifications can do this during the 4th year.

Students are involved in volunteer services at the local Net@ center that utilize the knowledge and achievements participants acquired throughout their participation in the program. Overall, the objective of the fourth year is to empower participants as young leaders and encourage their social involvement.

Tapuach is responsible for establishing the infrastructure, funding management and ongoing development of the program as well as maintenance of all Information Technology (IT) and CCENT labs; Cisco provides all pedagogic materials and serves as an ongoing pedagogic consultant, developing additional materials when needed.

PROGRAM EVALUATION AND REPORTING

Net@'s success is constantly measured by an external company, evaluating at every stage to ensure that the program is not only ambitious, but effective as well. In November 2006, Tovanot, an organizational planning and evaluation company, took



over the evaluation of Net@. Their work is comprised of three central and interconnected elements:

1. An evaluation of the impact of Net@'s products on individual students and systemic operators (staff, teachers, volunteer project workers, etc.)
2. A formal evaluation of pedagogical activity
3. A formal evaluation of social activity

The objectives of the evaluation are as follows:

1. To provide ongoing information to fine-tune the program when and where appropriate;
2. To garner analyzed information to determine the extent to which goals are met and work processes are effective (defined involving strategic partners)
3. To ensure accountability for the program's outcome.

NEW DEVELOPMENTS

Building upon Net@ participants' success as professional computer and networking technicians, the Net@ team is working to develop a new partnership with the teleprocessing division of the IDF that recognizes Net@ graduates as professionals whose abilities have the potential of positively impacting the division. As part of this partnership, a new pilot program for 2008-2009, currently under development, will train 60 Net@ graduates as teleprocessing technicians in one of the division's existing courses - either the TAKAM (operational teleprocessing technician) or TAMAM (advanced technician of communicative data systems) course. Following evaluation, it will be decided if a special course will be developed to train Net@ graduates. As part of the partnership, the teleprocessing division is also considering the possibility of becoming a full partner in Net@ throughout the four-year program.

Additional initiatives will connect graduates to academic studies before their recruitment in the IDF. Graduates who do not serve in the IDF are introduced to volunteering options for national or civil service. In this sense, Net@ strives to promote graduates into positions that offer prestige and experience, and in turn, ensure Net@ graduates' consistent advancement in society.



PROGRAM BUDGET

Expenses for Four-year Program Implementation (2008-2012) for one Net@ class

NET@ 4 year budget					
Estimated Budget for new cycle, for years 2008-2012. Two Classes					
Item	First Year (2008-2009)	Second Year (2008-2009)	Third Year (2009-2010)	Fourth Year (2011-2012)	Total
IT Labs	4500				4500
CCNA Labs		15500	5250		20750
Total Purchase of Equipment & Maintenance	4500	15500	5250		25250
Pupil selection	1600				1600
English camp	14400				14400
Total Recruitment and Selection Process	16000				16000
Teaching hours	16000	10650	10650		37300
Social Teaching Hours	1340	1340	1340		4020
Payments for severance pay fund for technological instructors	3000	3000	3000		9000
Printing of materials	1000	500	500		2000
Testing costs			2800		2800
Total Teaching Costs	21340	15490	18290		55120
Social Counselor	4800	4800	4800	5000	19400
Chanukah Activity	5280				5280
Special activities	670	670	670	5000	7010
Visit Cisco	2100				2100
Ongoing social activities	3000	3000	3000	10000	19000
Total Social Framework	15850	8470	8470	20000	52790
Manpower National Level	8486	6944	6910		22340
Development & Misc.	1130	990	1380		3500
Total expenses at the National Level	9616	7934	8290		25840
Grand Total	\$67,306	\$47,394	\$40,300	\$20,000	\$175,000

Income (already existing funding sources)



Cisco Systems, Inc:

- In-kind donation valued at \$1,284 per 1st year student and \$607 per 2nd and 3rd year students for use of an account at the Cisco Networking Academy

Tapuach:

- In-kind contribution of \$10,000 through management and administration services

FUNDING REQUEST

Your generous contribution of \$175,000 USD will provide one class of youth from Israel's marginalized sectors the opportunity to overcome geographical and social obstacles and achieve higher levels of personal, academic and professional success. Together with Net@, our partnership will open doors to success for disadvantaged youth throughout Israel.

DONOR RECOGNITION

In appreciation of your generosity, you will receive semi-annual progress reports, pictures and letters of thanks from the children you are supporting. We also extend to you an open invitation to be hosted as a Guest of Honor and participate in Net@ classes, special events and ceremonies in order to develop personal relationships with your students.

The Jewish Agency for Israel: Who We Are & What We Do.

We are a global partnership committed to securing the Jewish future that stands on a history-making track record. Together, our partnership has brought over 3 million people to Israel; we have built a nation. Together, we are meeting the challenges of today and our aspirations for the future.

Founded over 75 years ago, the Jewish Agency for Israel partners with communities around the world with the dual purpose of facilitating the return of as many Jews to the Jewish homeland and bringing Israel into the lives of the next generation of Jewish leaders throughout the world.

As Israel's largest and most effective nonprofit, we aspire to create an Israel of equal opportunity. A place where risk is transformed into possibility for every young person and every community. A place where every voice is heard.

Our work is all focused on achieving these goals through:

Aliyah The return of the Jewish people to the Land of Israel is an integral part of what Israel stands for, and the Jewish Agency's plays a dynamic and unique role in every aspect of shaping Israel's demographic and social future. We are committed to maintaining Israel as a prominent focus of Jews everywhere, and to stimulating interest in Israel as a viable living option.

Jewish-Zionist Education Connecting the next generation with Israel and Jewish peoplehood as a core part of Jewish identity is central to securing the Jewish future. This single action has the power to build Jewish identity even for young people not previously connected. We do this by cultivating dynamic leadership, promoting innovative training and identity programs, and tailoring educational needs to individual communities around the world.

Partnerships with Israel In order to create a strong Jewish future it is essential that we involve world Jewry with Israelis, making them all an active part of shaping the future character of Israeli society. Notwithstanding the miles and oceans and experiences that separate us, we are indeed one nation. And that is why we are intensifying opportunities that engage world Jewry with the people of Israel to effect transformative change, facilitating people-to-people and community-to-community opportunities, and creating new paradigms that bring philanthropists from around the world together around one common issue: building a strong future for the Jewish people.