



About the StandWithUs Canada Emerson Fellowship

The StandWithUs Canada Emerson Fellowship is a prestigious one-year program that recruits, trains, educates, and inspires pro-Israel student leaders at universities throughout the United States, Canada, the United Kingdom, and Brazil. Chosen from over 150 universities, they form a network of trained pro-Israel student leaders who inspire their peers and collaborate with other student groups to run effective educational events about Israel.

Through the program, StandWithUs Canada Emerson Fellows receive extensive training and mentorship from the StandWithUs Canada Campus Director, participate in professional development workshops, and become members of a deep network of both current and former fellows. StandWithUs Canada Emerson Fellows also get priority access to all StandWithUs resources, a direct line of communication to its various departments, and other awesome perks!

Upon successful completion of the fellowship, participants will receive a \$1,000 USD stipend and will be inducted into the StandWithUs Emerson Fellowship Alumni Network, through which they will stay connected to each other and to StandWithUs Canada while continuing their activism. Exemplary fellows will also be eligible for the following opportunities:

- A chance to win the StandWithUs **Roberta Seid Award for Courage and Leadership**, which includes a weeklong internship at the StandWithUs Israel office OR \$500 USD toward the fellow's next trip to Israel
- A chance to win the **StandWithUs Movement Builder Award for Creativity and Impact**, which includes a \$500 USD bonus stipend

Expectations Overview

- Fellows may only represent StandWithUs on campus as a StandWithUs Canada Emerson Fellow.
 - This is an exclusive fellowship, and **fellows are not allowed to represent other national pro-Israel organizations in tandem with the StandWithUs Canada Emerson Fellowship.**



- When writing articles or giving interviews, participants are required to identify themselves as StandWithUs Canada Emerson Fellows.
- **Fellows are also required to recruit a replacement at the end of the academic year.**
- Fellows are evaluated throughout the year based on the following criteria:
 - Impact and quality of the initiatives and programs run throughout the year
 - Creativity with programming
 - Leadership skills
 - Communication with the StandWithUs Canada Campus Director
 - Handling of anti-Israel/antisemitic situations
 - Media exposure
 - Fulfilling all event and reporting requirements

Continue reading for the rest of the program expectations. If you have any questions, feel free to reach out to the StandWithUs Canada Campus Director at RebeccaK@StandWithUs.com.

Conferences

Listed below are the three mandatory conferences for all StandWithUs Canada Emerson Fellows. Whether these conferences will be held in person or virtually is dependent on CDC guidelines and the overall status of the pandemic, but the dates will remain the same, so add them to your calendar!

- StandWithUs **Emerson Fellowship Training Conference** → August 8–12, 2021
- StandWithUs **International Conference: Israel In Focus** → January 21-23, 2022
 - Fellows are required to recruit at least one of their peers to apply to register and attend the conference. Recruiting more than one peer to apply is strongly encouraged but not required.

- StandWithUs **Emerson Fellowship 2021–2022 Virtual Graduation** → May 22, 2022



Communication

StandWithUs Canada Emerson Fellows are expected to participate in **bi-weekly calls** with their Campus Director to discuss program planning and campus challenges while receiving personalized mentorship and support. Fellows are also expected to participate in **monthly regional professional development sessions** to enhance their leadership and activism skills. All fellows will join a regional WhatsApp group to share ideas and quickly communicate with each other. Fellows will also join a national Facebook group to network with each other and learn about other StandWithUs opportunities.

Leadership Working Groups

For the first time, the StandWithUs Canada Emerson Fellowship will introduce a personalized leadership working group program that offers fellows an opportunity to identify and work on specific areas of leadership development. Fellows will choose one specific area they'd like to further develop: diplomacy, public speaking, social media, or research and strategy. Each working group will benefit from two different workshops with experts in these areas—first with StandWithUs experts and then with outside professionals. As fellows grow within their working groups, they'll dedicate at least one of their program requirements to creating an event that utilizes or incorporates what they've learned. The StandWithUs Canada Campus Director will help them develop this program, and they'll also be able to call upon StandWithUs experts for additional advice.

Campus Program Requirements

StandWithUs Canada Emerson Fellows are expected to organize **six programs** for the academic year. No more than one program should be a purely social event (with no educational content).



Examples of program ideas include (but aren't limited to):

- An Israel Fest that attracts a broad audience of student leaders
- Hosting a speaker relevant to a wide range of students
- A StandWithUs experiential Israel program such as Gratitude Days, Lemonade Stand, Our Voices for Peace, Israel <3 420, or Spilling the Tea
- A tabling activity that engages students during their daily routines
- A film screening that promotes dialogue and encourages students to learn more
- A strategic meeting with student leaders to educate them about Israel's history and society
- An op-ed explaining experiences on campus or within the StandWithUs Canada Emerson Fellowship

At least one program should be a StandWithUs workshop. The StandWithUs Canada Campus Director will provide a comprehensive list of workshops from which to choose. Recommended workshops include:

- "Israel 101"
- "Antisemitism vs. Legitimate Criticism of Israel"
- "Answering Tough Questions about Israel"

At least one program should be related to the chosen leadership working group. The StandWithUs Canada Campus Director can help brainstorm ideas. Fellows may also utilize StandWithUs experts for help in this area.

For the event to count toward meeting their fellowship requirements, StandWithUs Canada Emerson Fellows are expected to complete a [program report](#) after each event they organize. Reports are expected within one week of the event. This report also requires photos, so fellows should ensure that high-quality pictures are taken during the event.

Movement Builder + End-of-year Survey

StandWithUs Canada Emerson Fellows should not only organize individual programs but also develop a yearlong strategy and goals. All fellows are required to do this using StandWithUs' [Movement Builder](#) platform in order to strategize a step-by-step plan for the year, working with their board, club members, or any other students partnering on organizing an event. This



should take a total of one to two hours and can be done with the help of their Campus Director. It is expected that fellows maintain their Movement Builder strategies and update them with their progress. One of the first regional professional development sessions will discuss the platform in depth and how to utilize it.

The deadline to create the initial Movement Builder strategy is October 15, 2021.

At the end of the academic year, StandWithUs Canada Emerson Fellows are expected to complete the end-of-year survey, which will include information about the following:

- Most successful program and why
- Least successful program and why
- Personal growth through the fellowship
- How the campus benefited from the fellowship
- Feedback regarding StandWithUs staff assistance, ideas for next year, etc.