INTRODUCTION

As part of Israel on Campus Coalition's (ICC) mission to provide partner organizations and stakeholders with an updated and realistic picture of the Israel environment on campus, ICC tracks thousands of Israel-related events at colleges and universities each semester. We collect reports from our national partner organizations, from local campuses, and from open-source material. Our analysts use this data to identify trends and assess changing needs at individual campuses and across the campus community.

The fall 2014 semester was a critical time for Israel on campus. Following Israel's defensive war with Gaza and the terror attacks in Israel in the fall of 2014, increased attention was focused on Israel on campus in both positive and negative ways.

In the wake of Operation Protective Edge, the number of U.S. campuses with anti-Israel activity jumped by 51.4 percent last semester. Yet ICC data reveals an even larger surge in pro-Israel activism on campuses. Pro-Israel students and organizations are mobilizing to prevent Israel's detractors from taking campuses hostage.

In recent years, one of the preferred tactics of Israel's detractors has been to push BDS resolutions through student governments. But ICC and its national partner organizations quickly recognized the threat, devised strategies to defeat it, and committed resources to shutting down any hope of a sweeping anti-Israel trend.

Last school year, the pro-Israel movement succeeded in defeating 14 out of 18 divestment resolutions, including at trend setting schools such as Cornell University; Loyola University, Chicago; University of Michigan; and the Universities of California Los Angeles, Santa Cruz, Santa Barbara, and Davis. In the fall 2014 semester, an anti-Israel resolution passed only at UCLA*. Even in instances where anti-Israel resolutions have passed, campus communities have demonstrated broad support for the State of Israel.

We attribute this success to the deliberate expansion of the national coalition of pro-Israel students, faculty, and organizations, which is outpacing Israel's detractors. Our data shows that the pro-Israel community operates on more campuses than our opposition.

During the fall 2014 semester, ICC tracked 759 anti-Israel events at colleges and universities nationwide and 1,531 pro-Israel events. The number of pro-Israel student groups also rose from 362 in 2012 to 484 in 2014. These students are disciplined, coordinated, and act strategically thanks to the leadership of a wide coalition of impressive national organizations. These groups have risen to the occasion and are enlarging the pro-Israel movement's campus footprint.

For the purposes of ICC activity tracking, a *"Detractor Event"* is an event on campus related to Israel that has as one of its primary organizers a group that A) clearly denies the right of Israel to exist as a Jewish and democratic state with secure and recognized borders and/or B) actively promotes an agenda of boycott, divestment, and sanctions against the State of Israel. Examples of detractor events include BDS resolutions in student government, anti-Israel speaker events, mock apartheid walls, and Students for Justice in Palestine fundraisers.

A *"Supporter Event"* is an event on campus related to Israel that has as one of its primary organizers a group that A) supports the right of Israel to exist as a Jewish and democratic state and B) respects the right of the Israeli people to make their own decisions within their democratic process. Examples of supporter events include pro-Israel leadership gatherings for campus influentials, Israel tech fairs, pro-Israel speaker events, and Israel-themed Shabbat dinners at local Hillels or Chabad Houses.

*In addition to the student government vote at UCLA, UAW2865, a union representing Academic Student Employees (ASEs), passed a BDS measure in December 2014.

FINDINGS

Israel on Campus Coalition (ICC) tracked a total of 5,420 events on 218 U.S. college campuses over three fall semesters: Aug. 1 – Dec. 31 in 2012, Aug. 1 – Dec. 31 in 2013, and Aug. 1 – Dec. 31 in 2014.

SCOPE OF ACTIVITY:

Of the 5,420 tracked events:

- 67.5% (3,659) were classified as supporter events
- 32.5% (1,761) were classified as detractor events

Over the course of the past three fall semesters, the number of campuses in which detractors operated initially did not change (105 campuses in 2012 and 2013), however in 2014 it dramatically increased by 51.4% (from 105 campuses in 2013 to 159 campuses in 2014).

The number of campuses in which supporters operated first increased by 20% (from 108 campuses in 2012 to 130 campuses in 2013) and then again by 25.4% (from 130 campuses in 2013 to 163 campuses in 2014).

INCREASE IN OVERALL ISRAEL-RELATED ACTIVITY:

From fall semester 2012 to fall semester 2013, the number of detractor events increased by 7.8% (from 482 to 520). That number then increased by a staggering **46%** from fall semester 2013 to fall semester 2014 (from 520 to 759).

Similarly, the number of supporter events initially increased by 12.5% (from 1,001 in 2012 to 1,127 in 2013) and then increased again by 36% (from 1,127 in 2013 to 1,531 in 2014).

Table #1: 2012, 2013, 2014 Fall Semester Events and Campuses Impacted

		Detractor					Supporter				
	t= Aug1-Dec31	2012	2013	2014	Diff 14-13	RoC%*	2012	2013	2014	Diff 14-13	RoC%*
Activity	Record Count	482	520	759	**+239**	**46%**	1,001	1,127	1,531	**+404**	**36%**
Schools Impacted	Record Count	105	105	159	**+54**	**51.4%**	108	130	163	**+33**	**25.4%**

*ROC = Rate of Change

KEY FINDINGS

- During the fall 2014 semester, for the first time since 2012, ICC recorded a significant increase in both supporter and detractor events and in the number of campuses impacted by Israel-related activity.
- There has been an unprecedented spike in anti-Israel activity, and we are seeing increased aggression on the part of Israel's detractors.
- The supporter activity is a result of the collaborative efforts of coalition partners who responded to the community-wide demand for visible demonstrations of campus support for Israel.

ISRAEL-RELATED CAMPUS ACTIVITY BY REGION

During the 2014 fall semester, 463 Israel-related campus events occurred in the Central region (165 detractor, 298 supporter), 343 in the Mid-Atlantic region (118 detractor, 225 supporter), 230 in the New England region (72 detractor, 158 supporter), 50 in the Pacific Northwest region (18 detractor, 32 supporter), 255 in the Southeast region (77 detractor, 178 supporter), 392 in the Tri-State region (124 detractor, 268 supporter), 458 in the West Coast region (153 detractor, 305 supporter), and 99 in the Gulf Coast region (32 detractor, 67 Supporter).

During the 2013 fall semester, 281 Israel-related campus events occurred in the Central region (107 detractor, 174 supporter), 304 in the Mid-Atlantic region (130 detractor, 174 supporter), 195 in the New England region (54 detractor, 141 supporter), 31 in the Pacific Northwest region (15 detractor, 16 supporter), 131 in the Southeast region (47 detractor, 84 supporter), 306 in the Tri-State region (67 detractor, 239 supporter), 327 in the West Coast region (84 detractor, 243 supporter), and 72 in the Gulf Coast region (16 detractor, 56 supporter).

During the 2012 fall semester, 290 Israel-related campus events occurred in the Central region (114 detractor, 176 supporter), 250 in the Mid-Atlantic region (65 detractor, 185 supporter), 113 in the New England region (66 detractor, 47 supporter), 10 in the Pacific Northwest region (7 detractor, 3 supporter), 144 in the Southeast region (47 detractor, 97 supporter), 227 in the Tri-State region (58 detractor, 169 supporter), 370 in the West Coast region (115 detractor, 255 supporter), and 79 in the Gulf Coast region (10 detractor, 69 supporter).

Table #2: Fall 2012, 2013, 2014 Regional Distribution of Israel-Related Campus Activity

		# of Detractor Events					# of Supporter Events				
t= Aug1-Dec31	Region	2012	2013	2014	Diff 13-14	RoC%	2012	2013	2014	Diff 13-14	RoC%
	Central	114	107	165	+58	54%	176	174	298	+124	71%
	Mid-Atlantic	65	130	118	-12	-9%	185	174	225	+51	29%
	New England	66	54	72	+18	33%	47	141	158	+17	12%
	Pacific Northwest	7	15	18	+3	20%	3	16	32	+16	100%
	Southeast	47	47	77	+30	64%	97	84	178	+94	112%
	Tri-State	58	67	124	+57	85%	169	239	268	+29	12%
	West Coast	115	84	153	+69	82%	255	243	305	+62	25%
	Gulf Coast	10	16	32	+16	100%	69	56	67	+11	20%
	Grand Total	482	520	759	+239	46%	1,001	1,127	1,531	+404	36%

Regions: **Central**: IL, ND, SD, NE, IA, MN, WI, IN, MI, OH, KY,KS, MO // **Mid-Atlantic-** DC, MD, VA, DE, WV, PA // **New England:** ME, NH, VT, MA, RI // **Pacific Northwest** -- WA, OR, ID, MT, WY// **Southeast:** NC, SC, GA, FL, AL, TN, MS // **Tri-State:** NY, NJ, CT // **West Coast:** CA, AZ, NM, CO, NV, UT // **Gulf Coast-** TX, OK, AR, LA

KEY FINDINGS:

- In the fall 2014 semester there was a notable increase in detractor activity in the Tri-State, West Coast, and Central regions. The West Coast region continues to be disproportionately targeted by Israel's detractors on campus.
- There has been a significant increase in supporter activity in the Southeast and Central regions as well as in Chicago and the New York area. The West Coast and Tri-State regions experienced a more modest increase in supporter activity.
- Both the New England and the Tri-State regions saw sharp increases in pro-Israel activity between 2012-2013. This high level of pro-Israel programming was maintained in 2014.

- ICC found a concurrent increase in supporter and detractor activity in the Central region.

ACTIVITY TYPE:

ICC tracked both detractor and supporter campus events in 17 categories.

Table #3: Fall 2012, 2013, 2014 Supporter and Detractor Activity Types

Event Type	t= Aug1-Dec31	Detractor 2012	Detractor 2013	Detractor 2014	Diff 13-14	RoC%	Supporter 2012	Supporter 2013	Supporter 2014	Diff 13-14	RoC%
BDS Activity*	Record Count	3	1	9	**+8**	800%	NA	NA	NA	**NA**	NA
Cultural Event	Record Count	34	46	77	**+31**	67%	221	282	251	**-31**	-11%
Conference	Record Count	6	7	5	**-2**	-28%	2	7	6	**-1**	-14%
Discussion Group	Record Count	5	1	5	**+4**	400%	25	39	65	**+26**	66%
Film	Record Count	51	46	49	**+3**	6.5%	69	26	37	**+11**	42%
Fundraiser	Record Count	14	14	31	**+17**	121%	7	13	21	**+8**	61.5%
Leadership Gathering+	Record Count	1	0	0	**0**	0	16	38	30	**-8**	-21%
Lecture/ Speaker	Record Count	91	143	223	**+80**	56%	138	245	359	**+114**	46.5%
Mock Wall	Record Count	6	6	9	**+3**	50%	NA	NA	NA	**NA**	NA
Organizing Meeting+	Record Count	144	163	180	**+17**	10%	372	374	565	**191**	51%
Other Legislative Motions*	Record Count	2	0	1	**+1**	100%	0	2	2	**0**	0
Petition	Record Count	5	7	3	**-4**	-57%	3	0	3	**+3**	300%
Rally/ Demonstration	Record Count	80	13	54	**+41**	315%	25	2	34	**+32**	1600%
Tabling	Record Count	22	33	41	**+8**	24%	65	36	109	**+73**	203%
Theme Week	Record Count	5	14	14	**0**	0	2	5	7	**+2**	40%
Training Session	Record Count	12	22	50	**+28**	127%	56	58	42	**-16**	-27.5%
Walkout	Record Count	1	4	8	**+4**	100%	NA	NA	NA	**NA**	NA
Grand Total	Record Count	482	520	759	**+239**	46%	1,001	1,127	1,531	**+404**	36%

*BDS activity is defined as an action in direct support of a boycott, divestment, or sanction attempt, such as a divestment resolution in a student government. Other legislative motions include resolutions about Israel that do not directly call for BDS activity.

+A leadership gathering is a meeting of student leaders from a variety of student clubs and groups. An organizing meeting is a regular meeting in which only the members of pro-Israel or anti-Israel student groups plan, train, and prepare for campus activity.

TREND ANALYSIS

Detractors increased the sophistication and scope of their activity during the past semester. ICC has observed a tactical shift toward the use of campuswide referenda in support of the boycott, divestment, and sanctions (BDS) movement. In addition, the number of on-campus fundraisers for anti-Israel organizations has doubled in the past semester, suggesting a focused effort to finance this growing movement.

The most evident change in strategy is a shift toward the introduction of BDS resolutions earlier in the academic year. In 2012 and 2013, nearly all BDS activity took place during the spring semester. ICC recorded three BDS campaigns in the fall 2012 semester and one campaign in the fall 2013 semester. The fall 2014 semester saw nine BDS campaigns introduced on campuses nationwide.

The significant increase in pro-Israel campus activity has been accompanied by a minor shift in tactics by pro-Israel students. In 2014, ICC noted an increase in pro-Israel rallies and demonstrations along with speakers and lectures. At the same time, ICC saw a modest relative decrease in leadership gatherings and training sessions. This suggests a slight shift to higher visibility events that attract wide audiences and away from more intimate and exclusive pro-Israel events.

KEY FINDINGS

- While BDS resolutions have typically been introduced during the spring semester, there was a significant increase in such activity during the fall 2014 semester.
- There was a surge in detractor rallies and demonstrations in the fall 2014 semester following Operation Protective Edge.
- Supporter activity shifted slightly toward high visibility events and away from intimate gatherings and training seminars.

SPEAKERS

TOP DETRACTOR SPEAKERS BY CAMPUS SPEAKING ENGAGEMENTS

During the fall 2014 semester, the following speakers appeared on U.S. campuses to promote BDS and other anti-Israel themes:

- **Steven Salaita,** speaking engagements on 25 campuses
- **Josh Ruebner,** speaking engagements on 14 campuses
- **Remi Kanazi,** speaking engagements on 8 campuses
- **David Sheen,** speaking engagements on 5 campuses
- **Ali Abunimah,** speaking engagements on 3 campuses

SPONSORSHIP

ICC views student group sponsorship of campus events as the product of prolonged coalition-building. As such, ICC comprehensively tracks the sponsorship of Israel-related campus events.

NUMBER OF SPONSORS

The number of sponsors is directly correlated to the impact of an Israel-related event on campus. Generally speaking, the more sponsors, the broader the reach and the impact. ICC differentiates between sponsoring organizations as follows: university departments, student organizations, and community organizations.

Table #4: Fall 2012, 2013, 2014 Event Sponsorship

	2012	2013	2014	Diff 13-14	RoC	2012	2013	2014	Diff 13-14	RoC
Sponsoring Organization	**Sponsoring Detractor Organizations**					**Sponsoring Supporter Organizations**				
University Department	17	31	75	+44	142%	36	37	27	-10	-27%
Student Organization	133	149	190	+41	27.5%	170	198	266	+68	34%
Community Organization	37	38	55	+17	45%	156	171	191	+20	12%
Total	**187**	**218**	**320**	+102	47%	**362**	**406**	**484**	+78	19%

SPONSORSHIP ANALYSIS

Detractor events attracted an increased number and variety of sponsors in the fall 2014 semester as compared to the fall semesters of the previous two years. The most evident change is the growing number of university departments sponsoring detractor activity and the decrease in departmental sponsorship of supporter events. The increase in detractor event sponsorship by university departments might be caused by detractor student organizations using hot topic current events to push their agenda (i.e. Steven Salaita). In addition, ICC has also noticed an increase in detractor event sponsorship by community organizations.

University departments on the West Coast continue to increase their sponsorship of detractor events. ICC is also seeing increased university department sponsorship of detractor activity on the East Coast.

There continues to be a steady increase in the number of student organizations sponsoring supporter events, pointing to the fact that pro-Israel students are more successfully building inter-organizational coalitions. This significant increase in the unity of the student supporter community occurred alongside the decrease in university department sponsorship of supporter events.

KEY FINDINGS

- Significant overall increase of sponsorship of both supporter and detractor events from the fall 2013 semester to the fall 2014 semester.
- Sponsorship of detractor activity increased across all sponsor types.
- Sponsorship of supporter events by student organizations and community groups increased, but sponsorship of supporter events by university departments decreased.
- University department sponsorship of detractor events grew significantly over the last three fall semesters.
- Supporter events continue to receive more overall sponsorship than detractor events.

CONCLUSIONS

There was a very significant increase in anti-Israel campus activity during the fall 2014 semester. However, ICC tracking reveals a fuller picture that shows an even larger surge in pro-Israel activism on campuses so far this academic year. Pro-Israel students are upholding the integrity of their school communities, and they are not letting hateful groups like Students for Justice in Palestine take their campuses hostage. They are defeating anti-Israel resolutions in their student governments, holding pro-Israel rallies on campus, tabling, raising funds for pro-Israel initiatives, and mobilizing their peers through petitions, speakers, leadership gatherings, and training sessions. Pro-Israel students cannot do this without the active involvement, guidance, and support of local professionals and national organizations. The anti-Israel forces are growing in sophistication and scope, and the pro-Israel movement must be well-prepared, well-trained, and well-resourced to meet this challenge.

Hillel International, Jewish National Fund, and Masa Israel Journey have placed highly trained fellows on more than 100 campuses to expand support for Israel. AEPi, AIPAC, CAMERA, Chabad on Campus, CUFI, The David Project, Hasbara Fellowships, JerusalemU, and StandWithUs sponsor critical pro-Israel campaigns and advocacy initiatives that offer students the tools they need to stand up for Israel.

The thriving pro-Israel campus movement is built upon the strength of ICC's coalition partners, individually and collectively. Pro-Israel organizations are working together, and we are succeeding.

Serious challenges persist. Detractor activity continues to expand at an alarming rate. ICC and its partners are taking action and making an impact. But the hurdles ahead will require the pro-Israel community to invest additional resources, improve collaboration, and field an aggressive campaign to strengthen the pro-Israel movement and place Israel's detractors on the defensive.