



2020: AMCHA's Mission at Work

MISSION

AMCHA Initiative is a non-partisan, non-profit organization founded by two University of California faculty members that is dedicated to investigating, documenting, educating about, and combating antisemitism at institutions of higher education in America.

ACCOMPLISHMENTS IN 2020

- **COMBATING:** AMCHA coordinates a coalition of more than **100** religious, civil rights, education and advocacy organizations and thousands of grassroots activists to engage in strategic and effective campaigns advocating for long-lasting solutions to campus antisemitism. In 2020, AMCHA focused its advocacy efforts in two areas:
 - **'Critical' Ethnic Studies** - AMCHA aggressively brought attention to the dangers posed by the antisemitic discipline of 'Critical' Ethnic Studies and coordinated wide-spread efforts, including coalition, grassroots and media campaigns, to thwart repeated attempts by 'Critical' Ethnic Studies proponents to inject antisemitic political ideology into a state-mandated ethnic studies model curriculum, as well as led challenges concerning two California bills making 'Critical' Ethnic Studies classes a graduation requirement at CSU (AB 1460) and in all CA high schools (AB 331), **the latter successfully resulting in Governor Newsom's vetoing the bill;**
 - **Anti-Zionist Faculty** - Following the announcement of an "open classroom" event at San Francisco State University featuring convicted PFLP terrorist Leila Khaled that was organized by a faculty member and sponsored by two academic departments, AMCHA launched a campaign to challenge SFSU President Lynn Mahoney to publicly acknowledge that academic freedom does not protect faculty, like the organizer of the Khaled event, when they use their academic positions and the name and resources of the university to promote hateful political agendas that incite antisemitism and other bigotry.
- **INVESTIGATING:** AMCHA's groundbreaking studies provide crucial data utilized by policy makers, advocacy organizations, journalists and the public. In 2020, AMCHA released two major studies:
 - **Bringing BDS into the Classroom** - a first-of-its kind [study](#) that analyzed dozens of course syllabi and provided empirical evidence suggesting that faculty who support the academic BDS movement are actively promoting that political agenda directly to students in their classrooms;
 - **Understanding Campus Anti-Semitism in 2019 And Its Lessons for Pandemic and Post-Pandemic U.S. Campuses** - a comprehensive annual [report](#) that documented a more than 300% increase in campus activity intended to discredit the global acceptance of anti-Zionism as a form of anti-Semitism. This report also unveiled AMCHA's alternative approach to protecting Jewish students using First Amendment principles.
- **EDUCATING:** AMCHA successfully brings the problem of campus antisemitism to national awareness with effective media campaigns. In 2020, over 230 [articles](#) covering AMCHA's reports and efforts to combat antisemitism have appeared in media outlets including the *Los Angeles Times*, *Newsweek*, *Wall Street Journal*, *Inside Higher Ed*, *Orange County Register*, *Santa Monica Observer*, *Jerusalem Post*, *Times of Israel*, *Jewish Journal*, *JNS*, *The Jewish Press*, *Forward* and many more.
- **DOCUMENTING:** AMCHA's website continues to be the only publicly-accessible database of antisemitic activity on over **400** campuses nationwide, and remains a critical resource for university stakeholders, journalists, researchers, allied groups, legislators, and scholars. AMCHA's numerous [databases](#) are accessed worldwide, with the website garnering thousands of page views a month. Over 3,500 incidents of antisemitic activity to date have been documented, as well as hundreds of Jewish students' quotes, BDS activity and more.