



# 2021: 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 2021

- **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, scholars, allied groups and legislators. AMCHA's website garners thousands of page views a month, and its numerous [databases](#) are accessed worldwide. To date, over 4,500 antisemitic incidents have been documented, as well as hundreds of Jewish students' quotes, BDS activity and more. In 2021, AMCHA's report on antisemitic activity on US campuses in 2020 was included in the Kantor Center's [report](#) on Antisemitism Worldwide, and AMCHA's data was used in reports published by the [ADL](#), [Academic Engagement Network](#) and [Jewish on Campus](#).
- **EDUCATING:** AMCHA successfully brings the problem of campus antisemitism to national awareness with effective media campaigns. In 2021, over 220 [articles](#), radio and tv shows and podcasts covering AMCHA's efforts have appeared in media outlets including the *Los Angeles Times*, *The Wall Street Journal*, *Reuters*, *Washington Times*, *CBS8*, *ABC7*, *The Sacramento Observer*, *Inside Higher Ed*, *Orange County Register*, *Santa Monica Observer*, *San Bernardino Sun*, *San Gabriel Valley Tribune*, *Michael Savage*, *Jerusalem Post*, *Arutz Sheva*, *Times of Israel* and many more. AMCHA Initiative Director Tammi Rossman-Benjamin testified before the California Assembly and Senate education committees and published 10 [op-eds](#) about the antisemitic harms of "critical" ethnic studies.
- **COMBATING:** AMCHA coordinates a coalition of more than 120 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 2021, AMCHA focused its advocacy efforts in two areas:
  - **"Critical" Ethnic Studies** – Through extensive grassroots, coalition, and media efforts, AMCHA successfully exposed the antisemitic nature of "critical" ethnic studies curricula and the dangers of legislation that would facilitate their adoption in California schools. AMCHA's efforts involved the mobilization of over 150 academics, 3,000 California residents, 70 Rabbis, and 250 Holocaust survivors and their descendants, and garnered coverage in hundreds of articles in Jewish and mainstream outlets. With the passage of AB 101 mandating an ethnic studies graduation requirement in California high schools, AMCHA's efforts have laid crucial groundwork for challenging the adoption and implementation of antisemitic curricula in local school districts throughout California, as well as across the country. AMCHA also [drew](#) widespread attention to the dangers of similar "critical" ethnic studies legislation being considered in the Massachusetts state legislature.
  - **#NoAcademicBDS** – AMCHA launched a campaign at Virginia Tech following the adoption of an anti-Israel academic boycott resolution by the school's graduate student senate with the sending of a letter signed by nearly 80 groups to President Sands [urging](#) him to inform graduate student instructors that they are prohibited from using their classrooms for political advocacy, including the promotion of BDS, and to issue public assurances that no student will be impeded from studying about or in Israel or be subject to unfair discrimination or harassment because of the implementation of academic BDS. AMCHA's Virginia Tech efforts are part of the organization's larger Anti-Academic Boycott Campaign to educate university leaders, campus communities, government officials and the public about the very real harms the academic boycott of Israel will cause students and faculty on American campuses. This national campaign, targeting hundreds of U.S. universities, will be one of AMCHA's major priorities in 2022.