



American  
Jewish  
University



**RVW WEALTH**  
Delivering Peace of Mind

**American Jewish University**  
**15600 Mulholland Drive**  
**Bel Air, California 90077**  
**(310) 476-9777**  
[www.aju.edu](http://www.aju.edu)

**FOR IMMEDIATE RELEASE**

January 9, 2019

Contact: **Joanna Gerber, EdD**

Vice President, Communications & Marketing

[jgerber@aju.edu](mailto:jgerber@aju.edu)

(310) 440-1529

**American Jewish University and RVW Legacy Resource Center  
Announce the Sponsorship of Forums and Discussions Entitled  
“The Future of Jewish Public Engagement”**

**Los Angeles, CA – January 9, 2019** – American Jewish University (AJU) and the RVW Legacy Resource Center announced today the sponsorship of a series of forums and discussions entitled “The Future of Jewish Public Engagement.” The meetings, to be held throughout Los Angeles during 2019, aim to bring together members of diverse Jewish communities defined by denomination, geography and national origin, as well as those not affiliated with any group. The goal will be to create a new form of dialogue that addresses many of the critical questions facing the Jewish community today and to provide a unique forum that engages the entire breadth of LA’s remarkable and complex Jewish population.

AJU’s Whizin Center for Continuing Education has a long history of large-scale public outreach and is the division tapped to form this new model of public engagement designed to have national appeal. Dr. Jeffrey Herbst, President of AJU indicated, “American Jewish University seeks to be a national resource for pedagogy, scholarship and public outreach based on Jewish values and principles. It is particularly important for AJU to use its role as convener to engage the Jewish community in light of the profound trends affecting our society: a desire for guidance and spirituality in order to lead a good life; a growing skepticism about the ability of traditional Jewish institutions to provide meaning; and deep fractures around affiliation, geography and age.”

Jeffrey Abrams, Managing Director of the new RVW Legacy Resource Center, which provides advice, counsel and resources to philanthropists, private foundations and non-profit organizations in helping to strategically identify, nurture and sustain each client’s long-term legacy goals, commented, “Los Angeles is one of the most dynamic and diverse Jewish communities in the world, with talented, thoughtful and creative leadership. However, these diverse communities all too frequently lack either the relationships or the forum to grapple

with the defining issues of Jewish life in the 21<sup>st</sup> Century. The RVW Legacy Resource Center is proud to collaborate with AJU as we convene the Los Angeles Jewish community in 2019.”

The meetings will focus on important issues including “The future of synagogues and other Jewish institutional models,” “The nature of Jewish identity in American society,” “How to reach out to the increasing ‘Jewish adjacent’ population,” and “Spreading Jewish values and principles to an America that is also increasingly unaffiliated.”

The progress of these forums and discussions will be detailed on AJU’s website: [www.aju.edu/forums](http://www.aju.edu/forums).

###

**American Jewish University** (founded in 1947) is a thriving center of Jewish life, built upon the mission of Jewish learning, culture, ethics, leadership and peoplehood. In 2007, the University of Judaism merged with the Brandeis-Bardin Institute, creating a landmark entity - American Jewish University (AJU). With two campuses (in Bel-Air, California and Brandeis, California) AJU is now one of the largest Jewish institutions in the world. Offering abundant community programming, degree programs and learning experiences, American Jewish University continues to create a distinctive learning environment in which we nurture innovation, incubate new ideas and integrate socially-just values into community life. Learn more at [www.aju.edu](http://www.aju.edu).

The **RVW Legacy Resource Center** provides highly personalized and professional advice, counsel and resources to successful and philanthropic individuals, couples and families, private foundations and non-profit organizations in helping to strategically identify, nurture and sustain each client’s long-term legacy goals. These services are provided at no cost to RVW Wealth clients and form a critical part of the three pillars of RVW’s stewardship role: Wealth planning, Tax planning and Legacy planning. Learn more at [www.rvwwealth.com](http://www.rvwwealth.com).