March 16, 2015

**Lili Rodriguez**, Associate Dean for Diversity, Inclusion & Community Development

&

**Sharmaine Bradham Lamar**, Assistant VP for Risk Management & Legal Affairs

**Swarthmore College**

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**Dear Dean Rodriguez and Attorney Lamar:**

Thank you for taking time to meet with my colleagues and me last week. It was a pleasure to meet you and see your beautiful campus.

As we discussed, Hillel International is the sole and exclusive licensee with the right to use the famous Hillel name and mark in connection with college campus activities, including but not limited to, any confusingly similar goods and services. The Hillel name and mark is registered with the U.S. Patent & Trademark Office, is incontestable, and has been in use for more than 90 years. Swarthmore College Hillel is an affiliated campus Hillel through its affiliation with Hillel of Greater Philadelphia. Along with its exclusive license, Hillel International is charged with protecting the mark from unauthorized use by others.

Hillel International’s mission is to work with Jewish students everywhere to build an enduring commitment to Jewish life, learning and Israel. We go out of our way to work with Jewish students, including those on 550 campuses in North America and more around the world. In this instance, we recently became aware that the Swarthmore Jewish student organization has decided to use the programming model of Open Hillel, a campaign with the known purpose of promoting an anti-Israel and BDS (Boycott, Divestment and Sanctions against Israel) agenda. This effort includes the promotion and presentation of specific speakers known as the “Freedom Summer Veterans Tour”.

I am told that the program is being advertised as an American Civil Rights program. If that is indeed the case, it would not violate the policies, guidelines and foundational values of Hillel International. A similar such program was recently presented at Harvard with great success. Further, Hillel International has its own civil rights program and panel of esteemed speakers available to present on this topic and we would be happy to assist with aiding the presentation of a true civil rights program at Swarthmore College.

However, if the students or speakers intend for this program to be a discussion in which the speakers present or proselytize their known anti-Israel and Pro BDS agenda, this would cross the clear line for programs that violate Hillel International’s Standards of Partnership and could be reason for Hillel International to seek to protect its guidelines, name and reputation. Please know that Hillel International and Hillel of Greater Philadelphia respect the right of students to promote diverse views on campus, including the right to criticize Hillel International, its policies, and/or its personnel. But Hillel International, like any organization was developed to promote its own foundational values.

I understand from our conversation, that the students will be meeting this afternoon to discuss this matter. As such, **I ask that we speak by 5pm on Wednesday March 18, 2015** to come to an understanding about the College’s intention regarding how this matter will proceed. We wish the best for Swarthmore students and hope that Jewish life on campus thrives. As such, we hope that we can come to a suitable arrangement with Swarthmore College this week, and that there is no attempt to damage Hillel’s famous name and reputation with a program that could violate Hillel’s Standards of Partnership.

Please call me if you have any questions. Thank you.

Sincerely,

Tracy Turoff

**Tracy A. Turoff**

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