



MILWAUKEE
JEWISH FEDERATION

Re: COVID-19 REOPENING UPDATE
Date: Thursday, August 6, 2020 4:30 pm CT

This memo is a daily synthesis of critical information and trends about the pandemic that are relevant to the Milwaukee Jewish Federation's work of caring for the needs of the Jewish people. While the information is intended for use by MJF leadership, we are also sharing it with other community leaders. If you have questions, please contact Anna Goldstein at AnnaG@MilwaukeeJewish.org or 414-390-5733.

Funding Resources

- **[The Institute of Museum and Library Sciences \(IMLS\)](#) is accepting applications for the [National Leadership Grants program](#). National Leadership Grants for Libraries (NLG) support projects that address significant challenges and opportunities facing the library and archive fields that have the potential to advance theory and practice. Successful proposals will generate results such as new tools, research findings, models, services, practices, or alliances that will be widely used, adapted, scaled, or replicated to extend the benefits of federal investment. Indicators of successful proposals include National Impact, Current Significance, Strategic Collaborations, and Demonstrated Expertise. **Each award under this program will support one of the following three goals and an associated objective from the IMLS strategic plan: Promote Lifelong Learning** (IMLS supports learning and literacy for people of all ages through museums and libraries), **Build Capacity** (IMLS strengthens the capacity of museums and libraries to improve the wellbeing of their communities), or **Increase Public Access** (IMLS makes strategic investments that increase access to information, ideas, and networks through libraries and museums). These agency goals and objectives focus on achieving positive public outcomes for communities and individuals; supporting the unique role of museums and libraries in preserving and providing access to collections and content; and promoting library, museum, and information service policies that ensure access to information for all Americans. Eligible applicants are units of State or local government or a private nonprofit organization that has tax-exempt status under the Internal Revenue Code. **Planning Grants will be funded up to \$100,000. National Forum Grants will be funded up to \$150,000. Project Grants will be funded up to \$1,000,000. Research Grants will be funded up to \$750,000. Project grants requesting \$250,000 or more in IMLS funds require a 1:1 match, no other requests require matching funds. [Review grant details](#). Preliminary Proposals are due through [Grants.gov](#) by 11:59 pm CT on Friday, October 2.** Invited Full Proposals must be submitted through [Grants.gov](#) by 11:59 pm ET on March 26, 2021. **IMLS anticipates notifying grant recipients in July 2021. Projects must begin on August 1 or September 1, 2021. If you have general questions, please contact imls-librarygrants@imls.gov. [View the pre-application webinar](#) recorded on July 21, 2020 to learn more about the program.****

- **[The Herb Block Foundation](#) is accepting letters of inquiry for its [Defending Basic Freedoms program](#).** This program helps safeguard the basic freedoms guaranteed in our Bill of Rights, to help eliminate all forms of prejudice and discrimination, and to assist government agencies to be more accountable to the public. The Herb Block Foundation will also consider contemporary societal issues that may arise. **Interested applicants must first submit a Letter of Inquiry by Tuesday, October 6, briefly describing, in two to three pages, the proposed project's purpose, operation, target audience, timeline, costs, and anticipated impacts.** Be sure to review the guidelines carefully to ensure that all required information and attachments are included. Applicants must be nonprofit organizations classified as 501(c)3 organizations by the IRS. **This program is open nationwide.** Full applications are due by Tuesday, December 15, 2020. **Grants in the range of \$5,000 to \$25,000 will be considered.** Grants will be considered for one year's funding. No more than 10% of a grant may go to indirect costs (outside of those for general operating support).

Local Resources

- In case you missed MMAC President Tim Sheehy and Medical College of Wisconsin President and CEO Dr. John Raymond on WTMJ 620 AM yesterday for their weekly Milwaukee Health & Economy Briefing, [here's a replay](#).
- **[Governor Tony Evers announced](#) more than \$32 million in financial assistance to the University of Wisconsin (UW) System and UW-Madison as they prepare to welcome students back to campus this fall.** The \$32 million announced today comes in addition to the \$18.9 million the governor allocated from Wisconsin's portion of the CARES Act to the UW System campuses and the \$95.6 million UW System institutions received directly through the Higher Education Emergency Relief Fund under the CARES Act. The COVID-19 pandemic brings great uncertainty and having robust testing efforts is one of the most important tools we have to help box in this virus and make sure students stay healthy and safe. The effort is funded by CARES Act dollars provided directly to Wisconsin. UW System will receive \$24 million toward its COVID-19 plan, helping campuses to test symptomatic students, those who have had close contact with symptomatic students, and students living in residence halls. Under UW System's plan, state funding will help purchase 276,000 tests, 246,000 of which will be allocated to campuses and 30,000 of which will be held in reserve by UW System for peaks or shortfalls. The funding will also help cover PPE and staff for administering tests. Similarly, UW-Madison, which previously announced its COVID-19 testing plan, will receive \$8.3 million from Wisconsin's CARES Act allocation for testing, equipment, staff, and PPE to support their efforts to test symptomatic individuals, those who have had close contact with symptomatic individuals, and students living in residence halls. State support will help UW-Madison purchase 134,000 tests.
- **The Wisconsin Department of Health Services released [COVID-19 Health Alert #14: Considerations for use of assays currently available for SARS-CoV-2 \(COVID-19\) testing](#).** Clinicians and public health officials should be aware of the availability of new

platforms for COVID-19 testing, the appropriate use and potential limitations of each. At this time, three main categories of tests are available for use, molecular (PCR), antigen, and [serologic \(antibody\) tests](#). Of these, only molecular and antigen tests are approved for diagnosis of acute COVID-19. At-home tests are now available and may be used in accordance with the specifications described in the FDA Emergency Use Authorization, which are explained in the package insert of these products.

- **[WeAreAllInWI.com](#) includes business resources, including printable signage designed to protect customers and employees by encouraging safe COVID-19 practices.** Businesses interested in developing a cooperative marketing partnership with the Wisconsin Economic Development Corporation (WEDC) to more fully adapt and apply We're All In messaging within their facilities or through other marketing channels should contact WEDC Vice President of Marketing and Brand Strategy, Kelly Lietz at Kelly.lietz@wedc.org.
- **The U.S. Department of Labor has approved the Wisconsin Department of Workforce Development's (DWD) request to allow those receiving Social Security Disability Insurance (SSDI) to receive the federal unemployment benefits that were made available as part of the CARES Act. Such individuals are encouraged to [apply for Pandemic Unemployment Assistance \(PUA\)](#) through DWD.** However, this determination does not affect Wisconsin's standing state statute that disqualifies SSDI recipients from receiving regular unemployment once the pandemic is over. SSDI recipients are encouraged by the Social Security Administration to seek work if they are able and may earn enough to qualify for unemployment based on the work they are able to accept.

Agency Resources

Jewish Family Services

- **JFS has immediate availability for counseling services for older adults that are struggling with their emotional and mental well-being**, including seniors suffering from depression, anxiety, and complications due to past trauma. Now more than ever, older adults may need therapeutic support to combat depression and anxiety that is being exacerbated by the stress and isolation of this pandemic. JFS' licensed mental health professionals can help with personalized in-home treatment, including individual counseling; family counseling; psychiatric referral; family intervention; guidance; support; anxiety and depression; personal loss and grief; and trauma. **This program is intended for adults age 60 and older living in Milwaukee county who have physical or emotional difficulties which limit their ability to access outpatient counseling services. To schedule an appointment contact Adrienne O'Neil, Clinic Services Coordinator, at aoneil@jfsmilw.org or call 414-225-1374.**

Schools

- City Forward, which is part of the COVID-19 School Support Fund, [helped to finance the National Summer School Initiative \(NSSI\) here in Milwaukee.](#) The NSSI seeks to connect teachers with resources and mentorship while providing curriculum and professional development.** Joining the NSSI this summer, Carmen Schools of Science and Technology, a Milwaukee charter school, became part of the collection of 800 students and educators across the Milwaukee area to benefit from the program. Administrators saw the program as a way to remove stress from their teachers and students without asking too much from them or parents during a time that requires leadership, creativity and consistency, while also giving teachers the opportunity to improve their online teaching skills. The program follows a set schedule with lesson plans created by experienced educators across the nation creating a sense of normalcy for the students. They have time in the morning to build community, a math class and an English language arts lesson where the students engage in a novel. Not only are teachers becoming more effective educators remotely, but students are gaining that added benefit of having an established routine daily. The students are at the center of the program which lets them adjust to online learning before the fall while receiving support from teachers and peers. Having a pre-made curriculum allows teachers to spend more time focusing on the students. There were also few worries about the quality of the curriculum among the teachers at Carmen. They trusted the experience and skills of the mentor teachers in the program who helped the participating teachers with skills while also creating a curriculum that works for students at the end of each school day. Nobody is teaching a lesson without getting coaching and support the day before. Teachers have had positive results educating low-income students and students of color through NSSI. The program connects teachers from across the country while offering them resources and support. This program has helped to bring all of the teachers in Carmen's network together with a common focus. The format of the classes focuses on spending class time discussing work that the students have done independently allowing for one on one, small group and full class communication. Carmen teachers see students' resilience and willingness to learn going forward into the fall. Their focus is on logistics and giving teachers the skills they need to succeed through professional development. There is also a need to help parents be good resources for their students while providing necessary support. NSSI provided support to teachers, freeing them up to be there for their students this summer while also expanding their resources and abilities regarding online education for the fall.

Reopening Recommendations and Best Practices

- Jewish Federations of North America has created exceptional COVID-19 scenario planning tools to help Federations across North America plan for the future during a time of great uncertainty. These tools are useful to organizations of all types. **[Access the Jewish Together Scenario Planning Report](#) and [Scenario Planning Toolkit.](#)**

Examples of Reopening

Event Spaces

- [Milwaukee development firm New Land Enterprises LLP is adjusting plans for a location on N. Farwell Ave.](#) after it intended to use the space as an extension of its east side food hall. New Land has asked Milwaukee's Board of Zoning Appeals for permission to use the property, 1818 N. Farwell Ave., as an event and gathering space. The firm had used the space as an office while it was building the Urbanite apartment building at 1840 N. Farwell Ave. The area is about 4,000 square feet and has more space available in the back of the building. The space has exposed metal trusses and exposed brick. More updates are to come for the property's exterior. An application to the city said the business was anticipated to be an amenity to apartment buildings in the neighborhood that don't have a common area, community room or event space, but those plans were formed before the start of the COVID-19 outbreak, which has reduced demand for event spaces. The firm still plans to seek permission to use the space for events, in case that is someday its purpose, but New Land does not know what ultimately the use will be.

Outdoor Concerts

- [The East Town Association announced the Thursday night Jazz in the Park concert series will be going virtual during August.](#) Milwaukee's Cathedral Square Park has welcomed the music series every summer since 1991. Normally, Jazz in the Park draws around 4,500 people every Thursday night. The East Town Association made the decision in late April to not hold any in-person events in June and July, which included Jazz in the Park, Cathedral Square Markets and Bastille Days. The possibility to have an in-person event was eliminated when Milwaukee County Parks announced it would not issue any special permits through September. Jazz in the Park will have two virtual events in August. These will be in partnership with ACA Music and Entertainment and ZandR Entertainment. **Concerts taking place on Thursday, August 20 and Thursday, August 27 will be streamed on Facebook Live from 6:30 – 8:30 pm CT.** The East Town Association will offer a virtual tip jar to raise money for the nonprofit organization. In order to engage viewers, East Town Association is also encouraging people to share their own Jazz in the Park socially distanced pictures from their backyards, driveways or wherever else they may stream the concert. Attendees can use the hashtag #JazzintheParkMKE to be shared on East Town Association's Facebook, Twitter and Instagram accounts.

Fairs

- **The International Institute of Wisconsin's board of directors has [opted to change its annual Holiday Folk Fair International, originally scheduled for November 20 – 22, into a virtual event.](#)** The International Institute of Wisconsin, which organizes the Holiday Folk Fair, sent a series of surveys to the event's volunteers and a variety of

ethnic groups that participate in the festival including dance ensembles, music groups and vendors over the last three weeks. The surveys asked about what measures would be needed in order to successfully hold a 2020 festival. Along with feedback from event participants and volunteers, the International Institute of Wisconsin had to consult with Wisconsin State Fair Park. Holiday Folk Fair is held at Wisconsin State Fair Park's Exposition Hall in West Allis, which is currently being used as the Milwaukee area's alternative care site during the COVID-19 pandemic. The International Institute of Wisconsin looked into other venues but faced uncertainty with infection rates continuing to rise. This year's Holiday Folk Fair International will incorporate all the various components that already exist in the festival including dance, music, food, shopping, exhibits and demonstrations. In some ways the virtual event will offer an experience that visitors couldn't normally get with Holiday Folk Fair International, which will hopefully make for an even more personal experience for the virtual visitor.

Webinars

Please see the [Milwaukee Jewish Community Calendar](#) for the most current information on upcoming events.

- **Thursday, August 13**
 - **Unboxing Israel Summit 2020** is a dynamic, interactive opportunity to learn how to share Israel's story with the next generation – virtually. Vibe Israel will share their expertise in country branding and working with social media and online influencers. You will learn from the most current research on what the next gen thinks of Israel – and how to use that information to further your organization's Israel goals. This conference is designed for professionals engaging young adults with Israel – Jewish community leaders, educators, marketers, and Israel travel pros. You will be provided with practical tools and guidance interspersed with unexpected and fun experiences. **The 3-hour virtual conference from 11 am – 2 pm CT will contain the main program within the first two hours, with an optional third hour “dep dive” into one of three topics. [Learn more](#) and [register](#) – tickets are \$18. Contact Becca Hurowitz at rebeccah@vibeisrael.com with questions.**

Trends

- [Governor Mike DeWine of Ohio tested positive for coronavirus](#) as he was screened to greet President Donald Trump in Cleveland. He did not end up meeting with the president. The governor was not experiencing symptoms. He is the second governor in the nation known to have tested positive.
- [The State Department lifted its blanket international travel advisory](#), almost five months after first urging Americans against international travel. Instead, the department will revert to issuing recommendations on a country-specific basis.

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- **For the 20th straight week, more than 1 million Americans filed new unemployment claims.** The rate has been falling since its peak of more than 6 million new claims a week in March, but remains far worse than any period on record before the pandemic.
- **Milwaukee Mayor Tom Barrett said he doesn't yet know the extent of Democratic National Convention activities that might still transpire in the city** and suggested protestors might want to drop any plans to visit because "there's nothing here to protest." Barrett said he told the city's purchasing department and budget office to halt executing new contracts under a \$40 million federal grant expenses related to DNC security. He said he wants to make sure the federal government will reimburse the city now that the DNC was downsized for a second time. An unknown number of protestors from the political right and political left were likely to visit Milwaukee during the DNC, Barrett said. He said it's likely there will be fewer demonstrations without Biden and the vice president nominee speaking in Milwaukee but acknowledged there still might be local protests.
- **America is about to embark on Round 2 of its unplanned experiment in online education – and, for millions of students, virtual learning won't be any better than it was in the spring.** As the start of school inches ever closer – and is already underway in some places – many teachers have yet to be trained how to be more adept with online learning. School district leaders spent so much time over the summer trying to create reopening plans that would meet safety guidelines for classes inside school buildings that they had little time to focus on improving online academic offerings. And millions of students nationwide still lack devices and Internet access. That includes 700,000 students in California alone. Come fall, these children won't log on for school because they don't have computers. Education leaders have warned politicians that they would need billions of federal dollars in aid to reopen safely, but that money has yet to be approved by Congress. Pressure from teachers' unions has built as well, with some unions demanding an all-virtual program and threatening to strike if forced to step back inside the classroom. Nonetheless, many school officials say they are still planning to grade students as they did before the pandemic, ditching the pass-fail system many adopted during school closures. Despite the device and Internet gaps, they plan to require attendance in classes. Federally mandated standardized testing is also still slated to take place near the end of the school year – unlike this past spring, when Education Secretary Betsy DeVos gave permission for all states to skip it. Required by state officials to provide learning options for parents, superintendents and their planning teams have devised complicated, in-depth scenarios for three different modes of learning – all-virtual, 100% in-person and a hybrid method that combines both. By late July, as spiking coronavirus rates led district after district to abandon plans to reopen schools for the start of the 2020-21 academic year, school leaders said they had not found time to give much if any thought to the mechanics of online learning – even though they were giving parents the option of keeping their children at home.
- **American parents overwhelmingly oppose sending their children back to classrooms full time, despite their serious concerns with online learning. Nearly half favor a mix of digital and in-classroom instruction, according to a Washington Post-Schar School survey conducted by Ipsos, and 16% support that nearly all children should go back to class.**

- [Noah's Ark Waterpark in the Wisconsin Dells will remain closed for the remainder of the year.](#) All 2020 single-day tickets can be used next summer, and 2020 season passes will be extended to include the 2021 season. Additionally, all 2020 season pass holders will receive a free 2021 buddy ticket.
- [A college football players group released a letter to the NCAA](#) expressing safety concerns over the Big Ten Conference's new schedules – the latest sign of dissent among players as schools try to resume their season.
- [The NFL Players Association announced that there have been 56 positive tests](#) among players for coronavirus since the opening of teams' training camps last week, which amounts to about 2% of the approximately 2,6000 players in the 32 camps.
- [NOAA's revised hurricane forecast predicts another 10 to 15 named storms](#) in a season that has already set records. If the number of storms exceeds 21, it would force forecasters to resort to using the Greek alphabet, which has only happened once before.
- [Nintendo reported a staggering 576% increase in profits](#), as gamers stuck inside ventured into fictional worlds. Sony, the maker of PlayStation, the parent company of the Grand Theft Auto franchise and mobile game maker Zynga also posted big profits.

Online Resources

- [From the Jewish News Syndicate](#), read what David Bryfman, CEO of the Jewish Education Project foresees as being “the new normal” of Jewish education and engagement. He anticipates organizations emerging with solid foundations, and strong lay and professional leadership capable of creating new and innovative ways to engage the community and have viable business models that allow their innovations to scale and spread at an effective rate. Even amid the uncertainty, some key observations are emerging that can greatly inform what Jewish education and engagement will look like in the future.
 - **Observation #1:** COVID-19 has shined an even brighter light on the lack of diversity, equity and inclusion within the Jewish community. Jewish education has often failed to be inclusive of marginalized segments of the entire community, and it is even more obvious that many Jews do not feel at home or comfortable in many existing settings.
 - **Observation #2:** What the Jewish community is not lacking right now is an absence of programs and initiatives. The Jewish community in North America has become increasingly good and comfortable in offering opportunities to those who are already brought in, affiliated and adhere to the conventional understandings of Jewish thought and practice. We need to continue to move beyond the inner circles of engagement and develop more opportunities to connect with those who indicate a desire to be involved with their heritage but have not found a place that truly meets them where they're at.
 - **Observation #3:** The Jewish communal infrastructure will need to downsize in the aftermath of COVID-19, if for no other reason than because the philanthropic community cannot afford to sustain the multitude of smaller organizations that

emerged in the early part of the 20th century. This does not mean that the many niche value propositions are no longer needed; most likely, these specific areas of focus will be absorbed by other organizations because it makes economic sense.

- Parents of special-education students are especially worried about a school year of solitude and screens. *The Washington Post* interviewed families across the country who fear remote classes will leave children with disabilities behind and deprive them of crucial skills they need for an independent life – [read more](#).