

Session D: Monday, 10:00 AM- 10:45 AM

<p>Technology & Communications D1: Feed the Beast: Online Advertising & Advocacy</p> <p><i>Ashley Budd, Director of Digital Marketing for Alumni Affairs and Development, Cornell University</i></p> <p>When consuming media online you aren't searching for content, you're being spoon fed. Platforms like Facebook, Twitter, and Instagram are selecting news feed content for you. Google is selecting your search results. Sophisticated algorithms rank content based on user behaviors, post-performance, media types, and recency. Now more than ever before, brands are relying on clever marketing, advertising dollars, and online influencers to reach a broad base. Learn how to cut through the noise and meet your audiences where they are online.</p>	<p>Enrollment; Strategy, Planning, & Change, Day Camp D2: Building Community Partnerships</p> <p><i>Mark Shapiro, President & Chief Executive Officer Harry & Rose Samson Family Jewish Community Center, Gil Rubanenko, Vice President of Operations, Mandel Jewish Community Center of Cleveland</i></p> <p>Why do it alone? In this joint workshop from the JCC's of Cleveland and Milwaukee, we'll discuss not only how to build community partnerships that increase enrollment and enhance programs, but also how to use Lay Leadership and hidden gems you might not have considered that bring campers and excitement into your Day Camp. Participants will learn how to create a culture that expands opportunities and connections for campers by seeking help beyond their own organizations.</p>	<p>Governance D3: Board Relationships & Responsibilities: Tips for Board Chairs to Build Culture, Courage, and Increase Positive Results</p> <p><i>Jordana Levenick, President of the B'nai B'rith Camp Board</i></p> <p>Are you a current (or potential) board chair or vice chair? This workshop will provide tips and real-life examples of building board culture and courage through relationships and Radical Candor that will help you excel as a board leader. Jordana Levenick, Board President of B'nai B'rith Camp and a member of the JCamp 180 LEAP program will share her experience building trust on the board to help them be successful. The interactive workshop will include sharing best practices and working together to find ways to become a better leader and help our camps grow!</p>	<p>Alumni Engagement D4: Last Day of Camp: An Example of Successful Young Alumni Engagement</p> <p><i>Bette Amir-Brownstein, Associate Camp Director, B'nai B'rith Camp</i></p> <p>Engaging campers, staff-aged adults and parents is what we do best, but what about those in between years? In this workshop we will talk about ways you can utilize what you do best to reach your Young Alumni and Young Adult Community. We will go over some of the challenges people might face when trying to cater to their Young Alumni community and how we can use those to our advantage to continue camp involvement past staff age.</p>
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Governance **D5: J.E.D.I – JCamp180's Executive Dashboard Initiative**

*Herschel Singer, Project Lead,
Harold Grinspoon Foundation*

Being a Jedi means having incredible powers and abilities – the Force – at your fingertips, while simultaneously knowing how to sacrifice emotions to remain impartial. It means wielding great responsibility and coupling it with the duty to use that power for the greatest possible benefit of others. It's basically the same thing as being a camp professional or board-member. JCamp180's newest offering – J.E.D.I – will enable you to use these Jedi-like abilities for your camp, to bring it soaring to new heights. Come learn about dashboards to that help to visually analyze data and set goals surrounding revenues, expenses, fundraising, governance and much more!

Technology & Communications; Strategy, Planning, & Change **D6: Turning Camp Fans into Ambassadors- Key Steps to an Effective Social Media Ambassador Program**

*Melissa Russom,
Communications Strategist,
Melissa Russom Consulting*

While 92% of people report trusting their friends' recommendations, only 50% trust messages on a company website or in company-generated emails. Ouch. But have no fear - this is more of an opportunity than a challenge. You have many fans (parents, staff, and alumni) who are happy to share your camp's messages. In this session, you'll learn 7 steps to creating an effective social media ambassador program that enables you to better engage with people through your supporters.

Strategy, Planning, & Change **D7: The Efficiency and Effectiveness of a One-Page Strategic Plan**

*Liz Barnett, Board Chair, URJ
Eisner and Crane Lake Camps,
Julia Riseman, Mentor, JCamp 180*

A one-page strategic plan ensures that everyone is on the same page about the camp board's highest priorities, upcoming action steps, and expected impact. This workshop shares URJ Eisner and Crane Lake Camps Advisory Board's journey to create a one-page plan and shares its impact, one year into the process. In this session you will learn how a board can build consensus and collectively develop a one-page plan, how it can be used to guide and measure board work, and why it makes a difference. We will also review how a process to create a one-page plan is both different from, and similar to, a traditional strategic planning process, highlighting the potential pros and cons of each approach. In addition, we will discuss how you might modify a comprehensive strategic plan down to a one-page tool to help a camp board or committee maintain focus during the implementation of a multi-year strategic plan.

Fundraising; Governance **D8: Seven Habits of Highly Effective [Fundraising] Boards**

*Daniel Mansoor, President,
GoodWorks Group*

Only Being Offered Once- Not
Repeated

Great boards start with deciding the talents you need and extend through how you treat retiring board members. Based on 30 years of study, this workshop reveals the ways you can engage boards to help accomplish your goals and mission.

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Enrollment

D9: Myths vs. Reality: What A Deeper Dive into CSI Data Reveals About Jewish Overnight Camps

Marci Soifer, Director of Operations, Foundation for Jewish Camp, Mark Sass, Founder and President, Summation Research Group, Board Member, URJ Goldman Union Camp Institute

Camper Satisfaction Insights (CSI) is the premiere tool for the evaluation of parent's satisfaction with their child's overnight camp experience. Foundation for Jewish Camp and Summation Research have partnered on this study for almost 19 years, and they are excited to present some particularly noteworthy sector trends revealed by recent camp data. They will also present some best practices regarding the use of the CSI tool, and show how CSI helps overnight camps make important course-corrections and boost enrollment.

Strategy, Planning, & Change, Legacy

D10: Re-Discover Legacy - Deep Dive

Note- This session continues through Session E

Julia Riseman, JCamp 180 Mentor, Dan Kirsch, JCamp 180 Mentor

If you were offered a growing group of loyal, life-long donors who represent a valuable source of annual giving, energetic volunteers, goodwill ambassadors and, ultimately, generous additions to your camp's endowment, could you possibly refuse? Come re-discover the many reasons why a commitment to a thriving Legacy program is critical to your camp's future. Take a refresher on nuts-and-bolts tactics you can use to sustain (and grow!) your Legacy membership in a smart, planful way. And get a reality check on the value you can deliver for your organization in return for just a handful of well-focused hours of Legacy work each month. This deep dive will help you re-capture the original vision and energy for what your Legacy program can achieve – and give you the tools and inspiration you need to do it!

Camp Directors

D11: Directors-Only Peer Coaching - Deep Dive

Note- This session continues through Session E, finishing at 1 PM Limited to Camp Directors only

Deborah Grayson Riegel, Coaches Training Institute, Professional Certified Coach

The job of Camp Director has had a seismic shift over the past decade. In addition to the full-time job of managing camp, Directors are now faced with new responsibilities: managing an increase in camper and staff mental health issues; supporting fundraising efforts; managing board relationships; and more. Who better to understand your challenges than the other Camp Directors in the field? This session was developed to help Camp Directors connect, engage, and support each other in taking on these important responsibilities. Led by experienced coach and facilitator Deborah Grayson Riegel, participants will practice peer coaching and receive coaching from your peer Camp Directors. Do not miss out on this rare opportunity to come together with peer leaders from all kinds of camps and devote substantial time and deep attention to Jewish camping's most pressing challenges and promising opportunities.