

## Session H: Tuesday, 9:15 AM- 10:00 AM

<p>Governance  <b>H1: Non-Fiduciary Board Service: Making an Impact</b></p> <p><i>Elliot Paul, Head of Governance Committee, URJ Camp Kalsman</i></p> <p>As a member of a non-fiduciary board, what is your role? Without the responsibilities of staffing and/or finances, how can your board effectively serve the camp and successfully attract new board members? Learn what makes a non-fiduciary board work and why a successful board matters to your camp, board members, and other stakeholders. This session is targeted to lay leaders and staff of camps with non-fiduciary boards</p>	<p>Governance  <b>H2: Don't Leave Succession Planning to Chance, Capitalize on It as an Opportunity</b></p> <p><i>David Harris, Partner at Interim Executive Solutions</i></p> <p>Succession planning, whether in an emergency or when it's been a long-term, well-known plan, is a critical time in the lifecycle of an organization. In this workshop, participants will learn about succession planning management strategies, why everyone is talking about them, and items to consider for their organization. Participants will leave this session with not only increased knowledge about what strategy might make sense for their organization, but also with a tool to immediately deploy that will allow succession planning to be an opportunity to expand capacity and develop staff throughout their organization.</p>	<p>Day Camp; Strategy, Planning, &amp; Change  <b>H3: Extending the Impact of Day Camp: Strategic Investments both Internally and Externally to Develop a Comprehensive Jewish Day Camp Platform in Baltimore</b></p> <p><i>Paul Lurie, Chief Operations Officer of JCC of Greater Baltimore, Emily Peisach Stern, Senior Director of Camping and Children's Services &amp; J Day Camp Director at the Greater Baltimore JCC</i></p> <p>Leveraging the professional talent and physical assets of the JCC of Greater Baltimore, JCamps has developed an agency-wide strategic approach to grow both enrollment and net revenues. The result? More campers and staff experiencing an immersive Jewish day camping experience. Through strategic changes in marketing, programming, inclusion, and relationships with both internal and external partners, we have maximized our opportunities to inspire Jewish culture and connections to Israel. Come learn our takeaways and lessons learned about transitioning our traditional day camp program into a consumer-centric and innovative Jewish day camp platform.</p>	<p>Strategy, Planning, &amp; Change  <b>H4: How to Embrace Failure</b></p> <p><i>Gil Rubanenko, Vice President of Operations, Mandel Jewish Community Center of Cleveland</i></p> <p>This workshop will discuss the importance of embracing failure, taking risks, learning from mistakes, and improving decision making. We'll look at how to decide which programs to drop; how to shrink so you can grow; how to look at the business you are in and focus on what gives you the best advantage delivering on your value proposition; and how to use lay leadership to focus your strengths and get out of what does not produce the results you want.</p>
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<p>Technology &amp; Communications  <b>H5: Social Media Engagement Examples from the 2019 Season at Camp Ramah in Wisconsin</b></p>	<p>Strategy, Planning, &amp; Change  <b>H6: Financial Visibility: A Template to Track Finances and Keep the Board Informed</b></p>	<p>Jewish Content  <b>H7: Teen Leadership Village – A Journey Through Israel to Camp</b></p>	<p>Jewish Content  <b>H8: Radical Education, Jewish Social Justice, and the Camp Experience</b></p>
<p><i>Jacob Cytryn, Executive Director, Camp Ramah Wisconsin, Annie Glasser, Engagement and Marketing Coordinator, Camp Ramah Wisconsin</i></p>	<p><i>Mark Gold, Mentor, JCamp 180</i></p>	<p><i>Lee Trepeck, Director, Camp Maas, Tamarack Camps</i></p>	<p><i>Rabbi Justin David, Congregation B'nai Israel, Northampton, MA</i></p>
<p>Looking for new ways to share the magic of camp and engage your followers? We'll share summer highlights across social media platforms using a variety of programs and apps.</p>	<p>Having reviewed dozens of systems for tracking camps' financial performance, the JCamp 180 team has developed a budget format that combines best practices, ease of preparation, and clear communication with the board. In this workshop we will identify the key financial data board members should have available to them to confidently make decisions and meet their oversight responsibilities. We will share a budget template designed to highlight and track that information. You'll want to take home many of our budget template's components to enhance the work of your finance committee and your board's financial responsibilities.</p>	<p>Our board challenged us: create a new program to engage teens entering 12th grade. We answered with a trip to Israel, which would involve our rabbi, partnership with other clergy, and a work experience at camp. Many stakeholders resisted the plan, but we proceeded with the direction...and sold out the trip! Now, through the lens of summer camp, this journey represents an immersive leadership experience – highlighted by travel, ongoing training, and immeasurable growth. If you are motivated to reimagine teen initiatives, join us for this interaction conversation.</p>	<p>In this workshop, we will think out loud about how so-called "radical" ideas about education and social justice can become a central part of the camp experience. We will read some passages, share thoughts and ideas, and consider our visions for creating just and compassionate communities.</p>

