

Session I: Tuesday, 10:15 AM- 11:00 AM

Governance

I1: Non-Fiduciary Board Service: Making an Impact

Elliot Paul, Head of Governance Committee, URJ Camp Kalsman

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.

Governance

I2: Don't Leave Succession Planning to Chance, Capitalize on It as an Opportunity

David Harris, Partner at Interim Executive Solutions

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.

Day Camp; Strategy, Planning, & Change

I3: Extending the Impact of Day Camp: Strategic Investments both Internally and Externally to Develop a Comprehensive Jewish Day Camp Platform in Baltimore

Paul Lurie, Chief Operations Officer of JCC of Greater Baltimore; Emily Peisach Stern, Senior Director of Camping and Children's Services & J Day Camp Director at the Greater Baltimore JCC

Leveraging the professional talent and physical assets of the JCC of Greater Baltimore, JCamp 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.

Strategy, Planning, & Change

I4: Making a Change to Camp Culture: An Inclusion Case Study

Susie Berg, Chair of URJ Camp George Council

In 2015, the lay and professional leaders of URJ Camp George started on the road to a new initiative, You Belong, aimed at celebrating the identities of all members of its community and of ensuring that camp was visibly and palpably a safe space. The team involved stakeholders, lay leaders, professionals, and the vision of the URJ to set and meet short, medium, and long-term goals. How they measured those goals, and the work they put into place, has made an impact on campers, staff, and faculty at camp. The process of You Belong, which is still ongoing, has laid the groundwork for other types of culture change at camp and brought new voices and ideas to the surface. Come learn about the experience at URJ Camp George and discuss what it might mean for your camp.



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I5: Doing Whatever It Takes as a Director: Turning Up the Dial on Your Chutzpah

Jodi Sperling, Jerusalem-Based Consultant, Educator and Communal Strategist

At some point - be it scheduling a breakfast with a donor or seeking a recruitment invitation to a synagogue - to get to a yes, a camp director is required to pull out their inner chutzpah. Look at any camp that's successfully transformed itself, and at its helm you'll find a director possessing some serious chutzpah. Are you making the most of yours? If it's not your strength, are you losing out on opportunities to connect with donors, families, or partners? Where there is room for growth in your camp, could you be tapping into your personal chutzpah reserve?

Governance; Strategy, Planning, & Change

I6: Lessons Learned in Implementing Values-Based Decision Making

Rabbi Isaac Saposnik, Executive Director, Camp Havaya

Jewish camps are fond of saying they're values-driven but it's not always easy to live by those values in the day-to-day operations of the organization. Developing, owning, and communicating a set of core values can be transformative, informing everything from program design to board development to strategic planning. Using examples from an established camp and a start-up, explore how you can make your values come to life and guide your decision-making in meaningful ways during the summer and beyond.

Jewish Content

I7: Teen Leadership Village – A Journey Through Israel to Camp

Lee Trepeck, Director, Camp Maas, Tamarack Camps

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.



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Oct. 27-29, 2019

JCamp 180 Annual Conference

