

Session J: Tuesday, 11:15 AM- 12:00 PM

Strategy, Planning, & Change
J1: How to Embrace Failure

Gil Rubanenko, Vice President of Operations, Mandel Jewish Community Center of Cleveland

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.

Technology & Communications
J2: Social Media Engagement Examples from the 2019 Season at Camp Ramah in Wisconsin

Jacob Cytryn, Executive Director, Camp Ramah Wisconsin, Annie Glasser, Engagement and Marketing Coordinator, Camp Ramah Wisconsin

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.

Strategy, Planning, & Change
J3: Financial Visibility: A Template to Track Finances and Keep the Board Informed

Mark Gold, Mentor, JCamp 180

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.

Strategy, Planning, & Change
J4: 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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Governance

J5: 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

J6: 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

J7: Radical Education, Jewish Social Justice, and the Camp Experience

Rabbi Justin David, Congregation B'nai Israel, Northampton, MA

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.

