Services for your Professional Development, Consultation & Engagement, Signature Events, Partners, Jewish Chaplains Council, live up, JCC Association of North America.
The JCC Association of North America is all about helping you do what you do best.

As the convener for JCCs and JCC camps, we engage JCCs with the JCC Movement and with one another. Shared vision, shared learning and shared goals give this movement its vibrancy and coherence. Truly, we are stronger together.

We serve as a thought leader, bringing out ideas and best practices from the best and the brightest of our movement, as well as from outside experts. We percolate ideas that address the challenges and changing nature of Jewish life in the 21st century.

We are your advocate, addressing day-to-day concerns and broader issues that affect JCCs, camps and their communities.

Our focus is on the people who make your JCC shine: your staff. Whether face to face in learning cohorts or in online communities, we meet the needs of your staff through intensive professional development opportunities.
JCC professionals shape Jewish lives. JCC Association builds strong Jewish communal professionals.
Gary E. Jacobs, JCC Association board chair.
We reach an estimated 1.5 million people annually through our JCCs, including more families with young Jewish children than any other group of organizations in North America. JCCs are, quite literally, where the Jews are. We are the largest network of Jewish engagement outside of the State of Israel.

We are also your partner, collaborating with other organizations and with individuals to meet your needs. By creating bold initiatives on continental and international platforms, we help you achieve at the highest level and meet the needs of your community.

JCC Association is in the unique position to reach more than 25,000 professionals, along with the thousands of lay leaders in the JCC Movement, who have the ability to connect with their Jewish communities. We help them build relationships, find wisdom and take hold of the tools they need to build communities of belonging and purpose.

Our proprietary programs and services:
• Professional Development
• Consultation and Engagement
• Signature Events and Convenings
• Preferred Vendors and Partners
• JWB Jewish Chaplains Council

JCCs make a difference for millions, because we have made a difference for those who build and sustain them.
In this spirit, we declare this

JCC Movement
Vision and
Statement of Principles
for the 21st Century

The vision of the JCC Movement is to create a vibrant and welcoming Jewish environment that encourages people to lead engaged lives of meaning and purpose.

We believe the JCC is a primary destination for Jewish engagement, a locus of learning and celebration and a connector to Jewish life. It is a place where individuals and families can encounter Jewish ideas, principles, practices and values; a place where they encounter Israel and explore the ideal of Jewish peoplehood in their lives; and a public square for convening important conversations within both the Jewish community and the broader community.

JCC programs, services and connections will support a diverse and thriving Jewish people—and as appropriate, the broader community—in making fulfilling and healthy life choices. Through this work, we will model a world in which, more than ever, Jewish wisdom is valued, differences are respected, communities are built, creativity is encouraged and aspirations are realized in exciting and powerful new ways.
The JCC’s primary purpose is to strengthen Jewish life, and is built upon these principles:

- Creating a Jewish identity is a unique and individual life-long process.
- Respecting and supporting diverse Jewish opinions, beliefs and practices are essential for strong and enduring Jewish communities.
- Interaction among diverse groups of Jews is critical for the well-being and future of the Jewish people.
- Jewish living and learning sit at the heart of the JCC.
- Israel is an eternal birthright of the Jewish people, linking us to our past and to Jews around the world today.
- Strong Jewish communities benefit, and benefit from, their larger communities.

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We asked JCC professionals, lay leaders and participants: “Why does the JCC matter?” And you answered. We built the brand visuals and language around your answers, creating four pillars that provide the foundations of our JCC brand.

**Jewish**

JCCs are open to all, respecting and supporting diverse Jewish opinions, beliefs and practices. We are guided by Jewish values, wisdom, principles and ideas.

**Heart**

It’s that feeling: part tikkun olam (repairing the world), and part warm welcome at the door. For members, it means a safe and familiar place to gather. For our JCC professionals, it is facilitating discovery and creating meaningful relationships.

**Standards**

We are aspiring people. We pursue wellness of mind, body and spirit, and are always moving toward better. That’s the positive effect of a JCC. Our JCC professionals are always inspired to reach higher standards for themselves and the communities they serve.

**Flexibility**

We are transformed by the community—we listen to our people, we engage them and we act for their needs. We are transforming for the community: anyone’s life can be affected by a JCC. Our reach is beyond age, race or gender, beyond a specific focus, beyond even the confines of a building.
Services for your J

Jwb
Jewish Chaplains Council

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Partners

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PROFESSIONAL DEVELOPMENT

Our staff is the movement’s most important asset, and we want them to reach their maximum professional potential. Investing in their future is an investment in your JCC’s future and the future of the Jewish people.

Our professional development opportunities, including cohort learning, regional and virtual hubs, graduate scholarships, trainings and webinars, will pay off for the JCC, yielding a highly trained, committed and focused staff, current on trends and thoroughly versed in their field. JCC professionals benefit from the JCCs of North America Biennial Convention, which inspires bold thinking, offers outstanding professional development and provides new directions for your JCC. The Executive Leadership Seminar offers JCC executives networking with peers, learning opportunities and a chance to discuss the needs of the movement, as well as ongoing support and outreach from our community consultants. We continuously search for and develop the best means to attract, retain, assess and grow our professional workforce and sustain them at every level in their careers.

For more information or contact details, go to JCCA.org
COHORT LEARNING

By connecting JCC staff in cohort groups by geographical region or learning focus, we ensure an intensive, contiguous network of colleagues. Cohort learning is our most effective tool for training and developing staff.

Regional hubs offer everything from in-person gatherings to remote, virtual group meetings. These convenings can be centered around a wide variety of JCC concerns and areas, including arts and culture, governance, day and overnight camps, early childhood and health and wellness. We can focus on any JCC lay leader or professional level or need.

We create opportunities and support environments for these points of connection, and strengthen the network of relationships within the JCC field.
COHORT LEARNING GROUPS

- JCC Leadership Training Institute (JLTI)
- The Jack, Joseph and Morton Mandel Center for Jewish Education
- Merrin Center for Teen Engagement
- Sheva Center: Innovation in Early Childhood Jewish Education and Engagement
- Talent Management
COHORT LEARNING

• The Professional Development Scholarship Program

JCC Association of North America's Professional Development Scholarship Program intends to advance JCC professionals’ careers by investing money in those with aspirations to gain more knowledge. This will, in turn, keep the best and brightest in the JCC Movement. JCC Association will invest these funds in expanding educational opportunities for our current professionals. Full-time students receive up to $20,000 per year for a one- or two-year period to pursue graduate studies that lead to a professional career in the JCC Movement. Scholars must have worked in their current JCC for at least one year, and must continue to work full-time while pursuing their degree or certificate.

• JCC Leadership Training Institute (JLTI)

The newest cohort program is the JCC Leadership Training Institute, which selects JCC professionals who seek to advance to a senior level role in the next two to five years. Launched in partnership with the Jewish Theological Seminary, this 16-month institute teaches key concepts and skills critical to exemplary leadership and management of Jewish Community Centers and engages participants in Jewish learning to elevate their work, allowing them to examine it through a Jewish lens.

• The Executive Development Program

The Executive Development Program is a partnership program with the Mandel Institute for Nonprofit Leadership and one of JCC Association’s newest offerings. It was established to provide rising leaders of JCCs and Jewish federations with an opportunity to frame community challenges, envision communal futures and strategize for their organizations. The 16-month program includes state-of-the-art approaches to nonprofit management.

The program includes three seminars in Boston, one in Israel and learning opportunities in between. Additionally, participants will work individually with a mentor. Generously funded by the Jack, Joseph and Morton Mandel Foundation, this leadership initiative allows high potential mid-career JCC and Jewish federation professionals to emerge as leaders in the field and in their communities, strengthening both.
THE JACK, JOSEPH AND MORTON MANDEL CENTER FOR JEWISH EDUCATION

The mission of the Mandel Center for Jewish Education is to increase the power of JCCs as environments for Jewish living and learning, thereby strengthening the Jewish community. The Mandel Center accomplishes this through Jewish educational leadership training programs, original educational materials and professional development opportunities for the field.

• Chizuk

Chizuk (Hebrew for strengthening or supporting) recruits, trains and places Jewish program directors (Chizuk Fellows) in JCC Lekhu Lakhem overnight camps. Chizuk Fellows serve as resources, assisting JCC overnight camps in fulfilling their Jewish missions. Chizuk Fellows allow JCC overnight camps to develop long-term plans for Jewish living and learning.

• Kivunim

Kivunim (Hebrew for directions) is designed to increase first-time JCC executive directors’ understanding of Jewish life and learning, helping their JCCs to better achieve their Jewish mission. It also provides new executive directors with the opportunity to share their professional challenges, build a collegial network and benefit from the resources offered by JCC Association.

• Lekhu Lakhem

Lekhu Lakhem is a two-year fellowship targeting overnight JCC camp directors, funded by a grant from the AVI CHAI Foundation. Lekhu Lakhem has two foci: Jewish content knowledge and educational processes. The fellowship is designed to take JCC camp directors on a personal journey of discovery, equipping them to more effectively structure an environment dedicated to Jewish living and learning. Lekhu Lakhem is currently working with its fourth cohort of overnight camp directors.

• Netivim

Netivim (Hebrew for pathways) is a year-long follow-up program to Lekhu Lakhem, allowing participating camp directors to continue learning with their colleagues and apply the lessons to achieving their camps’ Jewish mission. Netivim learning groups are currently exploring Jewish mysticism, gender and sexual identity, and ethics and tikkun olam. Netivim is supported by a generous grant from the AVI CHAI Foundation.
• TAG: Issues of Daily Living Through a Jewish Lens
TAG’s purposes are to explore “issues of daily living through a Jewish lens” and to trigger conversations about what being Jewish can mean. TAG comprises a library of approximately 55 activity units. Units include 10 to 15 activities, each on a chosen theme.

TAG units are designed for JCC camps (day and overnight) as well as JCCs (afterschool programs, etc.). Each TAG unit is designed to allow a typical staff member, who may have no Jewish knowledge, to facilitate. All TAG units are available on JCCA.me.

• Weekly D’var Torah
Each Thursday afternoon, the Mandel Center for Jewish Education releases a perspective on the weekly Torah portion. These reflections may be distributed to JCC staff and members.

MERRIN CENTER FOR TEEN ENGAGEMENT
• Merrin Fellowship
The Merrin Fellowship, of the Merrin Center for Teen Engagement, is based on the belief that connecting teens to meaningful Jewish experiences is the key to creating a vibrant Jewish future. The fellowship provides an intensive, transformative professional development program to early-career JCC professionals who work directly with teens. It supports their growth within the JCC Movement as Jewish communal professionals through four core areas of focus: Jewish literacy, understanding adolescence, networking and leadership. The program includes five seminars, including a seminar in Israel.

SHEVA CENTER: INNOVATION IN EARLY CHILDHOOD JEWISH EDUCATION & ENGAGEMENT
The Sheva Center partners with affiliated JCCs by supporting their early childhood education professionals in promoting and sustaining the best in Jewish education and engaging families on their Jewish journeys. It strengthens JCCs by providing a framework for high-quality early-childhood Jewish education and supports the directors who make it possible. Sheva learning communities engage in ongoing learning and professional development. We offer 10 specialists in the field of early childhood Jewish education, family engagement and Jewish life and living, each of whom brings a wide breadth of experience and provides varied perspectives to participating JCCs.
• **Sheva Center Leadership Institute for Early Childhood Professionals**

Raising the level of excellence in JCC early childhood care and education programs (ECE) throughout North America is a strategic priority for the JCC community. The goal of the Sheva Center Leadership Institute for Early Childhood Professionals is to act as a pipeline for management and executive staff by increasing the number and quality of early childhood educators who are ready to assume increased responsibilities and leadership in early care and education at JCCs. A total of 30 fellows will be accepted into this cohort.

The initiative will not only work with each fellow, but will also nurture the entire JCC on its journey to excellence using our new platform, “Growing Jewish ECE.” The institute will require work with the executive leadership of the JCC, lay leaders, staff and families.

The institute is made possible by generous support from the Jim Joseph Foundation.

• **Sheva Learning Communities**

Sheva: JCC Association’s Early Learning Framework outlines a dynamic vision of excellence in Jewish early childhood education and family engagement, allowing JCCs to capitalize on their leadership in the field. It serves as a guidepost to position JCC early childhood centers as the centers of excellence in their communities, binding them together across the continent. A total of 11 learning communities, made up of 125 ECE professionals from over 90 JCCs, have monthly virtual study and learning sessions.

• **Sheva New Directors’ Learning Community**

Sheva New Directors’ Learning Community began in 2016. Each year, we provide a two-day seminar for new early childhood directors and assistant directors who have been part of the JCC for approximately two years or less. As a follow-up to the seminar, we offer monthly virtual learning sessions for this cohort. This community will come together to help its members through their early years working in the leadership world of early childhood.

• **Sheva Educators Forum**

The Sheva Educators Forum is an opportunity for classroom educators from across the continent to meet with their colleagues in a virtual setting for study and open discussion. Each month, a member the Sheva faculty will offer an hour-long seminar on a topic of interest pertinent to his or her work in JCC early childhood classrooms. Each seminar will be offered twice monthly, to 25 schools per session. Participation is available on a first-come, first-served basis. Registration goes live a month in advance for each seminar.
TALENT MANAGEMENT

The Talent Management program teaches JCC staff a system to help them transform the culture of staff development. The program will assist JCCs in building a larger pool of skilled staff who can best steer their centers in the future. Currently, there are 20 JCCs participating in this program, which is aimed at identifying and supporting their professionals. The goal is to help JCCs develop a conscious, deliberate approach to attracting, developing and retaining people who have both the aptitude and ability to meet current and future organizational needs.

• L.E.A.P. (Leadership Enrichment and Advancement Program)
JCCs participating in our Talent Management program identify professionals who excel in their jobs and have the potential to advance either at their JCC or within the JCC field. L.E.A.P. (Leadership Enrichment Advancement Program) engages “LEAPsters” who take part in a 12-month learning group involving specific educational activities, webinars, readings, small working group sessions and in-person summits.

TRAININGS & WEBINARS

In addition to cohort learning, we provide an ongoing calendar of training events and webinars for all of our service areas. These opportunities focus on learning and engagement throughout the year, and reflect the diversity of needs in the JCC professional field. As part of ongoing professional development, we offer regional staff training events and online (remote) opportunities. A variety of JCCs across North America host one-day workshops, focusing on rotating topics related to skills needed for leadership and management of JCC programs and facilities. JCCs need strong staff to run and operate excellent JCCs. By investing in your staff’s development, your JCC will maximize its potential in reaching participants and leaving a lasting impression.
Consultation & Engagement
CONSULTATION & ENGAGEMENT

We’ve been working with JCCs for 100 years to build success.

Our consultants have decades of experience as JCC executives and/or extensive expertise in their specialty areas, and they travel thousands of miles each year to JCCs across the U.S. and Canada. We support JCCs through resources and strategies to help measure their performance, develop signature programs, leverage the brand, create greater reach through marketing, network with each other and share information and resources. We understand the unique challenges that face the JCC professional field and provide the custom tools needed for it to thrive.

For more information or contact details, go to JCCA.org
ARTS & CULTURE

Cultural arts help to explain our world. They are multidisciplinary, interdisciplinary and cross-genre, and are essential for a healthy and vibrant Jewish community. JCCs are practitioners in a wide array of disciplines, including visual arts, literature, music, theater, film, dance and more. We believe that JCCs and their communities grow stronger when we integrate arts and culture into everything we do, inviting our communities to encounter a wide range of expressive artistic experiences that are engaging to Jewish audiences, as well as compelling and competitive in the broader markets beyond. By providing expert guidance and support to both executive directors and their senior programming staff, by working with your JCCs in person and virtually to strengthen your lay committees and effective partnerships and by creating re-granting opportunities that encourage JCCs to deepen the ways in which they engage through the cultural arts, we strengthen JCCs, your expanded JCC community families and the JCC Movement as a whole.

BOARD LEADERSHIP & GOVERNANCE

We provide ongoing training and best practices to JCC presidents (board chairs), JCC executives and boards of directors in all aspects of board governance. This includes information on and examples of board policies and practices, bylaws compliance and revisions, leadership
development and cultivating an engaged, high-functioning board. In conjunction with BoardSource, we provide full and extensive board assessments, examining every aspect of your board governance.

DAY & OVERNIGHT CAMPS

We work with the 130 day camps and 25 overnight camps (15 of which are overnight camps independent of a JCC) that are part of the JCC Movement. Our camping services department provides JCC camp professionals with year-round tools and training, consultation, hiring and onboarding of new directors and opportunities for camps to learn together and connect to one another through conferences, trainings and regional hubs. We understand the uniqueness of creating the highest-quality camp experience within a pluralistic Jewish camp environment, and we assist camps in creating rich, meaningful, inclusive and caring Jewish communities. The JCC Movement is the largest provider of Jewish day camps in North America, and the JCC Association camp department serves as the leader for this field.

• Day Camp Initiative

The Day Camp Initiative works to bring attention to the field of Jewish day camping within the JCC Movement and the larger Jewish communal landscape. We created “The Complete Guide to JCC Day Camps,” a roadmap for JCCs to work toward excellence.
• Shlichim (Israeli emissaries)
We partner with The Jewish Agency (JAFI) for Israel to bring shlichim (emissaries from Israel) to work as staff members in your JCC day and overnight camps. The summer shlichim program is a cultural bridge that allows dynamic young Israelis to bring the “spirit of Israel” to Jewish youth during a summer camp experience. Through interviewing and training, we enable hundreds of shlichim to work in more than 90 day and overnight camps.

• Israel Up Close
Each year, we select 10 JCC day camp directors who will be hosting shlichim at their camps to attend The Jewish Agency for Israel’s shlichim training program. Israel Up Close helps connect individual shlichim to their directors early in the process, making for a seamless transition in program development, expectations and personal adjustment to the camp setting. To date, 51 camp directors have attended.

• JCC Rocks at Songleader Bootcamp
JCC Camps Rock! helps camps build strong, vibrant and enduring music programs to transform their camp culture. We select from applicants who will receive grants to attend. Most recently, six JCC camps participated in the grant initiative.

• J-1 Visa Program
In addition to the shlichim program, the department provides priority service and preferred pricing for J-1 visas for international camp counselors and specialists. We provide approximately 1,000 J-1 visas each summer.

We also partner with Jewish Camps USA (JCUSA) to bring British staff to work at overnight camps. Through the JCUSA program, more than 100 British staff are able to work at 25 overnight camps.

DIGITAL/SOCIAL MEDIA
Is your JCC taking advantage of all the opportunities the era of digital marketing and social media holds? Facebook, Instagram, YouTube, Google Analytics—these and other tools are changing the way we market our JCCs. More importantly, they are changing the way we connect with our communities. We support and lead JCCs on the journey through the digital frontier through webinars, resource sharing and unique partnerships.

COMMUNITY CONSULTATION
Every one of our JCCs and independent overnight camps is assigned a JCC Association community consultant, a
former executive director at a JCC or overnight camp or a specialist in her or his field. We cultivate relationships with JCC executives, presidents/board chairs, lay leaders and professionals, and provide guidance and support in all aspects of JCC and camp operations. We work with JCC executives to strengthen their work and share best practices. Community consultants also provide expertise during executive searches, present JCC benchmarking results and leverage the excellence and expertise of JCCs and independent overnight camps.

EXECUTIVE/CEO SEARCH

Our consulting team works hand in hand with JCC leadership to assist you in selecting the right candidate for your JCC. JCC Association can help you pinpoint the qualities and skills required, and bring you candidates from inside and outside the JCC field so you can make the right choice for your JCC’s leadership. Selecting the right candidate to serve as a JCC executive is one of the most important decisions you will ever make. Our proven search process facilitates the transition of a new executive.

First-time JCC executives benefit from individualized consultation throughout their first year. New executives are also encouraged to participate in Kivunim, which includes two cohort learning seminars for first-time JCC and independent overnight camp executives.

EARLY CHILDHOOD

By partnering with affiliated JCCs through the Sheva Center, we can best support their early education professionals in promoting and sustaining the best in early childhood Jewish education and engaging families on their Jewish journeys.

A team of 16 Sheva faculty—experts in early childhood Jewish education, family engagement, Jewish life and living and other related specializations—assists our two full-time professionals in guiding JCCs. They all provide on-site and virtual consultations tailored to the needs of each school.

FITNESS, WELLNESS, SPORTS & AQUATICS

• Consultation & Engagement

The sports, fitness and aquatics industries are changing at a rapid pace. We have a team of consultants, who understand JCCs from the inside, available to help guide you in this very competitive market. They provide on-site and virtual consultations in aquatics, personal training, sports and recreation, operations and more.
We want to help your JCC develop a comprehensive approach to health that goes well beyond the gym. These renowned programs can help build your niche in today’s highly competitive market: United States Olympic Committee Starter Programs, Medical Fitness Association, NIRSA™, Jr. NBA, Cycle for Good, Ride for the Living, Hadassah™ (Every Beat Counts, Every Step Counts and Every Bite Counts), 100 Days of Fitness, Move More with Go4Life and others.

• Membership
Attracting new participants, converting them to membership and retaining them once they’re engaged by ensuring they have a best-in-class experience is at the core of your JCC’s mission and business model. We’ll put you in touch with the best training for your membership team, evaluate the latest trends, assist in developing effective marketing plans and provide solid advice backed by real metrics. We provide necessary membership system research and recommendations and effective training for staff, and suggest new programs backed by successful implementation.

• Discover CATCH
We bring a world-class childhood wellness program to the largest early childhood education platform in North America. Our signature program, Discover CATCH creates early awareness for healthy nutritional habits and a love of physical fitness. This collaboration with the University of Texas School of Public Health and its CATCH (Coordinated Approach to Child Health) program reaches hundreds of children through your JCC.

• Lenny Krayzelburg JCC Swim Academy
The Lenny Krayzelburg JCC Swim Academy couples an innovative learn-to-swim method with a cutting-edge business model that will transform your aquatics program. First and foremost, it teaches kids to be water-safe and enjoy swimming, giving them a gift for life. JCCs with Lenny Krayzelburg JCC Swim Academies find them to be membership drivers, bringing new people through the door.

• Engaging the 50-Plus Population
There is a large, aging generation of baby boomers whose needs and desires are changing. They have transitioned from being parents who brought their children to JCCs for recreation, education and friendship, into active adults looking for their own entertainment, well-being and community. They may be in need of other services as they retire and age. Many in the boomer generation just want to keep going, and are looking for a community in which to
do so. We have a consultant available to help you engage this population, and are working with partners such as the National Council on Aging. We share programs like Jewish Aging Mastery Program, Go4Life, Hadassah’s heart health program (Every Beat Counts) and more to help JCCs captivate this audience.

• **100 Days of Fitness**
Our newest signature program was introduced during the centennial year and was a tremendous success at engaging members in a summer-long fitness activity stretching from Memorial Day through Labor Day. Participants challenged themselves in activities they enjoyed doing, logged their exercises online and competed against one another nationwide. It is a sure-fire way to get people excited about their daily workout at the J. JCC Association manages the online portal and leaderboard and presents awards to both individuals and JCCs that place.

• **Building a Culture of Safety**
With the goal of making JCCs even safer than they already are and creating top-of-mind awareness for all JCC stakeholders by creating a “Culture of Safety,” JCC Association has begun an initiative with our partner The Redwoods Group to collect data from all JCCs to identify proven practices and share the takeaways. We regularly share resources and training vehicles in the areas of aquatics safety; child abuse prevention; slips, trips and falls and other daily risk management areas.

**INFORMATION RESOURCES**

Our information resources are knowledge-sharing platforms that combine digital access points and in-person convenings.

• **Centers of Excellence**
Part of JCC Association’s knowledge sharing platform, centers of excellence are programs at JCCs that provide a working laboratory from which to observe, learn and replicate best practices. These centers, supported by JCC Association and local and continental partners, are the testing ground and R&D for new ideas that can be distributed throughout our network.

• **JCCA.me**
JCCA.me is the knowledge-sharing platform for your JCC professionals. Packed with thousands of reports, templates, archived webinars and articles, JCCA.me has the latest resources and curated knowledge to help you tackle whatever project your JCC is working on.
• Listservs
We offer specialty topic and professional group-focused Listservs for JCC staff, connecting you with JCC professionals across the continent through networking and sharing concerns, questions and solutions. We designed our listservs as forums where you can discuss anything that pertains to your work in JCCs and benefit from the experiences of your peers. Our listservs host more than 5,000 unique conversations annually, representing all program areas and all levels of JCC professionals. The most active and important of those conversations are summarized and available later on JCCA.me with supporting documentation, if available.

JBRAND
Our proprietary branding is a modular toolkit to help tell our story for a new era and unite JCCs and JCC camps throughout North America—because we all believe that when Jewish living transcends differences, anything is possible. The brand initiative was crowdsourced by JCC professionals, lay leaders and JCC participants through a two-year collaborative process. Currently there are more than 80 JCCs using the branding and its visual elements for their marketing needs.

JCC ISRAEL CENTER
Our office in the heart of Jerusalem is the JCC Movement’s home base in the Jewish homeland, engaging people through the trips, professional seminars (including Taglit Birthright Israel), shlichim and Israeli partners cultivated by our JCC Israel Center. We have a dedicated staff of Israeli professionals building the programs and educational itineraries that bring professional staff, lay leaders and participants from JCCs and JCC camps to Israel, and bring Israel to your JCCs. The JCC Israel Center supports North American JCCs that wish to collaborate with Israeli matnasim (community centers) and with the Partnership-2Gether program of The Jewish Agency for Israel. JCC Israel Center is dedicated to working with you to bring Israel to your J and to your members. Throughout the year, the Israel Center provides programming guides and guidance that allow you to build the presence of Israel in your JCC.

• Boarding Pass
JCC Boarding Pass designs tailor-made trips for your JCC participants based on their interests. Boarding Pass trips can add a European component, such as Spain or Poland, to an Israel trip. JCC Boarding Pass trips are your way to bring your members to Israel, and in doing so, build community.
JCC Maccabi Israel® provides multi-week trips for Jewish teens from JCCs and JCC camps to experience the culture, history and people of Israel with other Jews from across North America, opening eyes, minds and hearts through diverse programs. We offer a pluralistic and non-denominational approach, within the framework of an organized educational program, for the purpose of strengthening, developing and enriching Jewish identity and identification with the Jewish homeland. JCC Maccabi Israel® has been creating trips and guiding Jewish teens through Israel since 1996.

JCC Professional and Lay Leader Seminars
Our JCC Israel Center staff plans each seminar to focus on the specific needs and goals of your community. Bringing your staff, leadership team or board on an Israel seminar enhances group dynamics, collaboration and Jewish engagement in the people who can bring these benefits back to your J and the community.

Community Schlichim Program
Our continental shaliach (Israeli emissary) is available to help bring Israel to your JCC. Heighten awareness of Israel at your JCC and build meaningful, deeper connections to our homeland’s people, culture, history and traditions through this community program.

Speakers Bureau
As part of our work to help bring Israel to your JCC, the JCC Israel Center, together with the JCC Association’s arts and culture consultant, has put together a speakers’ bureau of artists, speakers and musicians who are available to visit your community.

JOB REFERRAL AND COUNSELING
When you work at a JCC, you’re a part of a professional family and a community. From top-quality early childhood education programs to state-of-the-art fitness centers, from innovative theaters and art galleries to supervised senior adult day care, JCCs do it all.

JCCWorks.com
JCCWorks.com provides your JCC with a free, heavily trafficked website to post jobs and receive applications for positions. It also has a job resource center, which gives tips on interviewing, resume-writing and post-interview etiquette. The direct benefit to your JCC is that open positions at your JCC will be filled faster by a more diverse talent pool.
THE JACK, JOSEPH AND MORTON MANDEL CENTER FOR EXCELLENCE IN LEADERSHIP & MANAGEMENT

The Mandel Center for Excellence in Leadership & Management helps tie the mission of the JCC to the business of the JCC. Through coordinated training, JCC Benchmarking tools and in-person consultation, we help JCCs address issues before they become problems, and offer policy guidance and operational support so that JCCs can set key goals based on data—and reach them.

• JCC Benchmarking
Benchmarking proactively helps JCCs improve their services and operations by identifying and tracking measurable indicators of JCC organizational health. We help JCCs capitalize on their strengths, and serve as an “early warning system” to detect problems before they become crises. By creating a series of quantitative dashboards around customer and staff satisfaction and engagement, financial sustainability, Jewish impact and board governance, Benchmarking shows each participating JCC how it compares to its peers on key drivers of organizational success, provides longitudinal comparisons for each JCC to measure its own progress year by year and determines key continental findings applicable to all JCCs.

• Marketing
We help leverage your JCC’s power to improve your marketing influence for all constituencies—staff, volunteers and participants. Our goal is to create more effective internal processes and greater external marketing impact at your JCC.

• Strategic Thinking
Working with your JCC board of directors and senior management, we help guide an intense conversation around your JCC’s core foundations—the values, competencies, people, strategies and program portfolio—ultimately leading to meaningful and robust statements of mission and vision. Strategic thinking is a necessary first step in developing a strategic plan, and can be its own guide to successful future action.

• Security
Security is a growing concern for JCCs. JCC Association has resources to help JCCs navigate the security challenge, and is developing more. Through our partnership with the Secure Communities Network (SCN) and Jewish Community Relations Council (JCRC) of New York, we help direct JCCs to the best resources currently available for security for Jewish institutions. Alerts are distributed field-wide as needed, and JCC Association has a password-protected knowledge base on security on JCCA.me.
Signature Events
SIGNATURE EVENTS

We created these proprietary events for the JCC Movement—for our JCC professional leaders, lay leaders and members.

Whether focused on a professional development opportunity for our diverse workforce, connecting our lay and professional leaders to each other or bringing the largest group of Jewish teens together in North America, these events help us build, strengthen and celebrate the JCC Movement.

For more information or contact details, go to JCCA.org
JCC Maccabi®

JCC Maccabi® is a partnership of JCC Association of North America, Maccabi World Union, Maccabi Canada and Maccabi USA. JCC Maccabi® inspires Jewish identity in thousands of teens each year, reaching them through the things they love to do: sports, arts and travel. Together, JCC Maccabi Games®, JCC Maccabi ArtsFest® and JCC Maccabi Israel® form a unique and vibrant trio of teen engagement programs that provide a springboard for JCCs to create year-round engagement. Hosting JCC Maccabi® becomes a conduit for cultivating community lay leadership, supporting fundraising, building awareness of local JCC programs and services, expanding membership and positioning your JCC as a leading agency in your community. Our traveling JCC Maccabi® delegations bring teens together from across North America and around the world to celebrate community in an environment tailored to their interests. Together with our JCCs, we have created a JCC Maccabi® culture that invites and engages teens and their families to be their best selves, develop life-long relationships and explore Jewish community.

• JCC Maccabi ArtsFest®

JCC Maccabi ArtsFest® is a week-long summer arts experience for creative Jewish teens 12 to 17 years old that takes place alongside the JCC Maccabi Games®. Like the Games,
ArtsFest incorporates community service through our JCC Cares program, social activities and community and Israel engagement. Featuring workshops in a variety of creative specialties with some of the leading artists in each field, JCC Maccabi ArtsFest® inspires Jewish teens through a dynamic combination of workshops, performances, exhibitions and fun. ArtsFest teens spend their days learning from some of the most highly regarded artists in their fields and working alongside other teens who share their artistic spirit. They spend their nights socializing at the largest Jewish teen block party with thousands of other Jewish teens from all over the world from both JCC Maccabi ArtsFest® and the JCC Maccabi Games®.

• **JCC Maccabi Games®**

The five-day-long JCC Maccabi Games® have been changing the lives of Jewish teens ages 13 to 16 for more than 30 years. During the JCC Maccabi Games®, teens from communities around the globe are immersed in a sports and recreation program imbued with Jewish values and experiences. The goals of the JCC Maccabi Games® are to contribute to the maintenance and enrichment of Jewish identity in youth and to the development of democratic values and leadership through healthy competition and sportsmanship. The JCC
Maccabi Games®, in partnership with its sister program JCC Maccabi ArtsFest®, is the largest annual gathering of Jewish teens in the world and has now influenced over 130,000 Jewish youth in North America and around the world.

• JCC Cares
JCC Cares is a community service program that is a highlight of the JCC Maccabi Games® and JCC Maccabi ArtsFest®. The program allows teens to act out the concept of tikkun olam—the responsibility we all share to make a positive contribution to our world.

JCCs OF NORTH AMERICA BIENNIAL
Taking on the responsibility of being a nonprofit and community leader can be intimidating as well as exciting. The JCCs of North America Biennial is the place for lay leaders and senior professionals to build the knowledge and connections needed to make a difference. This is the place to improve your leadership skills, learn from vanguards in the field, hear what’s cutting-edge at JCCs and in the Jewish communal world and develop stronger ties to others committed to their JCC and the movement.

JCCs OF NORTH AMERICA EXECUTIVE LEADERSHIP SEMINAR (ELS)
Convening the strengths of our JCC executive leadership network allows chief executives at our JCCs and independent overnight camps to engage in discovery and learning targeted to your specific challenges. This annual seminar offers the opportunity to connect on different levels, including by size of JCC and region, and through general interest topics. Outside facilitators provide workshops and presentations that offer insights, tools and strategies to benefit JCC and independent overnight camp executives. Structured meetings and impromptu networking over a few days allows attendees to see colleagues as resources, and to experience their greater connection to the JCC Movement.

JCCs OF NORTH AMERICA PROFESSIONAL CONFERENCE
JCC professionals are the key element and driving force behind your JCC. Investing in them ensures that they have the tools to succeed. Four days of intensive workshops and targeted sessions offer your staff the opportunity to learn and connect in ways that ensure the personal and professional growth that will enable them to make your JCC a success.
Partners
Partners

Our partners are organizations and experts within their own fields. We cultivate relationships and collaborative agreements for the benefit of our JCCs and the programs they offer.

When important groups want to connect with Jews who may not have other affiliations, they know to come to us. As your voice at the table, we represent your interests in a variety of arenas throughout North America and Israel.
JCC GLOBAL

JCC Global connects more than 1,000 Jewish Community Centers worldwide. Building on the uniqueness of each JCC, JCC Global creates meaningful and inspiring relationships among Jews and Jewish communities, enriching them with access to combined resources, networking and learning. Visit jccglobal.org for more information.

PREFERRED VENDORS

Our Preferred Vendor program provides value to JCCs by engaging companies that are looking to reach JCCs. We build relationships with suppliers and companies and select appropriate vendors that offer JCCs preferred rates, superior service, training and education programs and competitive payment solutions.

PROGRAM PARTNERS

JCC Program Partners allow you to tap into programming opportunities with continental brand-name organizations in the fields of education, recreation and fitness. We ensure that each partnering organization is reputable and responsible, and we negotiate favorable fees for participating JCCs.

Supporting the Jewish men and women who serve our country in uniform is at the heart of all we do at the JWB Jewish Chaplains Council.

Our role since 1917 has been to safeguard the rights, fulfill the spiritual needs, combat the loneliness and isolation, and honor the service of Jews in the United States armed forces. We endorse Jewish chaplains to the Department of Defense and the Department of Veterans Affairs, augmenting their resources and advocating on matters of policy.
Whether lobbying Congress so that a Marine can wear a *kipphah* (Jewish head covering) in service, providing a *seder* (traditional Passover meal) for soldiers stationed at a remote base in Afghanistan or raising awareness of Jews in the military, JWB Jewish Chaplains Council is there.

Founded as the Jewish Welfare Board, the first national organization to represent a loose coalition of Young Men’s Hebrew Associations, our initial role was to support young men heading into service during World War I. JWB Jewish Chaplains Council provides full support services to Jewish chaplains, and administers ecclesiastical approval for chaplain candidates and Jewish lay leaders in the military. It is the only organization that endorses chaplains from all streams of Judaism.

Our roles strengthening and leading JCCs and supporting our Jewish men and women in service to our country come together when JWB empowers JCCs to be community leaders on outreach to and engagement of service members and veterans. Through Project Welcome Home, JWB provides educational resource material and programming ideas, spreading awareness about Jewish military personnel and veterans and creating connections between the military and civilian Jewish communities. JWB helps JCCs live the ideals of creating and supporting diverse Jewish communities and building Jewish identity.
JWB SERVICES

• Connect to other Jews in the U.S. military
• Become a chaplain/recruitment
• Project Welcome Home
• Holiday resources
• Memoriam
  (Jewish members of the U.S. armed forces killed in action since Sept. 11, 2001)
JCC Association of North America

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