

# Hot off the Press!

JCC Association Publications

May 2002

*Those who do not add to  
their learning, diminish it.*

*—Talmud*



J C C s O F N O R T H A M E R I C A

**T**he major service organization to Jewish Community Centers, YM-YWHAs, and Jewish resident and day camps throughout North America, and to Jewish men and women in the U.S. military through JWB Jewish Chaplains Council, JCC Association publishes a wide variety of resource materials of interest to Jewish communal professionals and lay leaders.

Jewish Community Centers affiliated with JCC Association receive these publications as they are published. To order additional copies of publications still in print, photocopy the order form on the inside back cover, and send your order to JCC Association publications department.

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## **ADMINISTRATION**

### **Budgetary Trends in JCCs and YM-YWHAs**

Published annually. Spiral-bound booklet. Free.

### **Innovative Membership Models**

Based on presentations at JCC Association Strategic Planning Institute's Membership Task Force. 1997. \$12.

### **JCC Association Annual Report**

Free.

### **JCC Association Emergency Action Planning Manual**

Specific suggestions and plans for dealing with various emergencies: medical, weather-related, criminal, and political. Advice is included on media relations, and communication with law enforcement and members. 2002. Available on CD. Free.

### **Twenty Fiscal Action Points**

Checklist for fiscal integrity. 1995. Free.

## **DIRECTORIES**

### **Directory of JCCs and YM-YWHAs**

Most current issue is available free on our website [www.jcca.org](http://www.jcca.org). Printed copies: first two copies free to affiliated JCCs; each additional copy \$10. Other organizations and/or corporations should contact JCC Association publications department.

### **Faces & Names**

Directory of JCC Association staff. 2002. First five copies free to affiliated JCCs. Additional copies \$3.

## **FUNDRAISING**

### **Fundraising for Youth Programs in JCCs**

A hands-on guide to the underlying principles and techniques for securing funds needed to conduct, enhance and/or enlarge youth programs of all sizes. 1994. \$12.

### **Making Money in Your JCC III**

A compendium of successful special projects, events, galas, entrepreneurial opportunities, solicitations, and other fundraising initiatives that have been implemented by North American JCCs. Mid 1990s. 217 pp. \$12.

### **The Role of Jewish Community Center Board Members in Fundraising**

A review of the relationship between the board and the staff in fundraising and the role of board members in different kinds of fundraising initiatives. 1994. Pamphlet. \$7.50.

## **PLANNING**

### **A Guide to Long-range Planning in a JCC**

A step-by-step manual on long-range planning designed to assist the JCC professional conduct departmental or JCC-wide planning. 1991. Binder. \$18.

### **Beyond 2000: A Plan for the Jewish Community Center Movement**

The report and recommendations of the JCC Association Strategic Planning Study Commission to determine what issues will be important to the continued viability and success of the JCC Movement. 1998. Available on CD only. \$5.

### **Complete Guide for Building Your New JCC**

A manual on how to build or refurbish a JCC. Provides experiences of other JCCs and outlines the planning and construction process. 1983. Photocopy (approx. 100 pp.). \$30.

### **The Health, Physical Education, & Recreation Facilities Guide to New and Recently Renovated JCCs**

This guide includes extensive information about and samples of recent renovations and new buildings from JCCs around North America. Also included are pertinent insights explaining what to watch out for, and tips to help avoid common mistakes. 2000. Binder. \$28.

### **Standards for Jewish Community Centers**

This workbook presents standards for 13 areas of JCC operations and programs that were developed by JCC professionals and board members from communities across North America. The standards are designed for professional and lay leaders to review together, to enable their JCCs to achieve and demonstrate excellence. 2000.

#### **Addenda to Standards for Jewish Community Centers**

Standards for four more program areas: special needs, children, adults, and residential camping. 2002.

#### **How to Use Standards for Jewish Community Centers**

A manual to guide JCCs on how successfully to implement standards in their agencies, with tips from pilot JCCs, reports from JCCs already using standards, and further resources. 2001.

All three standards publications are available on one CD. \$5.

### **Strategic Alliances**

A compendium of JCCs' initiatives in forming productive relationships with non-profit and for-profit organizations. 1998. \$10.

### **Ten Points of Action**

Published by JCC Association Marketing & Membership Services, this is a point-by-point guide to strengthening the marketing discipline in a JCC. It's a great discussion guide for staff and lay retreats. 1995. Pamphlet. \$5.

## **JCC MOVEMENT INTERPRETATION MATERIALS**

### **Building Partnerships: The Road to Meaningful 21st Century Jewish Community.**

Report of the proceedings at the JCC Association Leadership Retreat in Arizona in February 2001, and selected background readings on forging and maintaining relationships with other Jewish institutions, such as synagogues, federations, philanthropists, and schools. 2001. \$12.

### **The Changing Jewish Community and Its Implications for Jewish Communal Leadership**

This monograph by Professor Arnold Eisen of Stanford University focuses on a vision of where we as a community, should be going, and what this means for this organization and its leadership. 1998. Booklet. \$4.

### **Forging Links: The Jewish Community Center Builds Jewish Community**

A plenary address by Art Rotman at the 1982 Biennial. Pamphlet. Free.

### **“I Witness” by David Dubin**

Comments on Community by a Jewish Communal Professional. 1996. Book. Free.

### **JCC and Synagogue: Creating American Jewish Community**

This monograph by Professor Riv-Ellen Prell, University of Minnesota, focuses on how to reshape and create institutions that will draw Jews in the next century. 1998. Booklet. \$4.

### **JCC Movement—A Statement on Professional Practice in the Jewish Community Center**

An excellent orientation to the issues regarding the type of professional most suited for a position in the JCC field. 1990. Pamphlet. Free.

### **Jewish Community Centers and the Federation: A New Strategic Partnership**

Article by Allan Finkelstein. 1995. Free.

### **A Jewish Philosophy for the JCC Movement: An Invitation to a Discussion on Jewish Peoplehood, Pluralism, Living, and Learning**

This monograph by Professors Steven M. Cohen and Barry Chazan of Hebrew University focuses on the question of whether or not Jewish Community Centers should adopt an explicitly Jewish philosophy. 1998. Booklet. \$4.

### **Creating a New Vision for the Jewish Community Center**

Co-published with the JCC of Greater Baltimore, this book details how the JCC of Greater Baltimore developed its vision statement and what the meaning of such a statement is in the operations of a JCC. Useful in the development and application of vision statements. 2002. Free.

## **HEALTH**

### **HIV/AIDS Education and Outreach: A Guide for JCCs**

Guide includes discussion on the Jewish Connection, a plan for JCCs, program and fundraising ideas, policy development, resources. 1997. Spiral-bound book. Free.

### **Smoking Policies in Jewish Community Centers and YM-YWHAs**

A report from JCC Association health, physical education & recreation department. 1997. Free.

## **JEWISH EDUCATION**

### **Adult Jewish Learning at the JCC**

A compendium of replicable adult Jewish learning programs describes 100 programs run in JCCs throughout the Movement that can be replicated in your community. There is a cross-reference chart as well as program descriptions that include a contact person for more information. 2001. Spiral-bound book. \$30.

## **COMJEE II**

Report and recommendations from the Task Force on Reinforcing the Effectiveness of Jewish Education in JCCs. 1995. \$4.

## **Diversity of Voices**

An anthology prepared as part of the Wexner Israel Course for the advanced Jewish education of executive directors of North American JCCs. 1998. Spiral-bound book. \$18.

## **Enhancing the Jewish Ambience of Your JCC: A Resource Guide**

This notebook contains hundreds of ideas to enhance both the permanent and seasonal environment of the JCC. It contains a full section of resources. 1992. Binder. \$18.

## **Extending the Reach of the JCC**

A manual designed to assist JCCs in preparing to serve interfaith families. 1992. \$12.

## **Jewish Education and the Jewish Community Center**

An anthology of articles describing a variety of facets of Jewish education in the JCC, i.e. philosophy, adult Jewish education, staff, Israel, etc. 1994. \$5.

## **Jewish Educational Planning Guide**

This guide will enable groups of professionals and/or lay leaders to assess the Jewish educational program and mandate of the JCC. 1992. \$12.

## **Maximizing Jewish Educational Effectiveness of Jewish Community Centers**

The final report of the commission on maximizing Jewish educational effectiveness of JCCs, which led to major changes in the JCC Movement. 1984. Free.

## **Mekorot**

A guide to Jewish sources for JCC lay leaders by Dr. Barry Chazan and Rabbi Yehiel Poupko. 1997. Book. \$12.

## **Promoting Jewish Intramarriage through Increased Social Interaction**

Research findings, policy implications, and program recommendations to increase social interaction among single Jews. 1994. Binder. \$12.

## **The Sephardic Program Resource Guide**

Developed for the 500-year anniversary of the Jewish expulsion from Spain, this contains resources for the development of Sephardic-oriented events. 1991. \$7.50.

## **Shabbat & Holiday Opening**

This guide is a collection of source material, questions, and suggestions for communities grappling with the idea of opening on Shabbat and holidays. The booklet contains material to guide your community's thinking and decision-making process. 1998. Pamphlet. \$5.

## **Social Change and Response: Assessing Efforts to Maximize Jewish Educational Effectiveness in JCCs in North America**

Monograph by Professor Bernard Reisman of Brandeis University on the increased Jewish aspects of JCCs in the years between 1982 and 1988. 1988. \$12.

## **LEADERSHIP DEVELOPMENT**

### **The Art of Mentoring**

A monograph designed to help put a mentor program in place at your JCC. 1998. Pamphlet. \$5.

### **Guide for Presidents of JCCs & YM-YWHAs**

Each section of this document includes guidelines relating to a variety of topics for new presidents. 1988. Binder. \$18.

### **Guidelines for New Board Member Orientation**

Orientation to the board is a crucial experience that sets the tone for a new board member's future term of office. These guidelines help to maximize the new board member's experience. 1991. \$12.

### **Guidelines for a Review of Recruitment, Development of Leadership, and the Leadership Experience in JCCs**

A discussion guide for JCC presidents and executives. 1997. Free.

### **In the Beginning There Was the Nominating Committee**

This manual for JCC nominating committees guides the chair and committee members through the critical function of selecting quality people for the board. 1994. \$12.

### **Leadership Development Manual**

A descriptive guide to the role of the board and the responsibilities of a board member. 2002. \$30.

### **Manual for JCC Board Members**

Provides orientation and training material for JCC board members. 1991. \$10.

### **Manual for Jewish Community Center Committees**

A basic guide for committee chairs and professional staffs about committee work, staff, and lay roles and processes. 1989. \$12.

## **PROGRAMS**

### **American Lives, Jewish Stories**

A documentary film about three American Jewish experiences chronicles the stories of Camp Interlaken in Wisconsin, a young Jewish woman in Boston and her Catholic boyfriend, and a family in Baltimore who is becoming more observant. 2001. Discussion guide/video. \$30.

### **Adult Services Programs**

A variety of 65 outstanding program ideas for JCC adult departments, organized by life stages and interests, as well as age group. The replicable programs are presented in an easy-to-use format. 2001. Binder. \$20.

### **Award Winning Programs**

This publication contains material on the outstanding programs that received awards at the 1999 Florida State Professional Conference. 1999. \$5.

### **Best Practices/Demonstration Projects**

A compendium of dynamic programming, operations, and revenue enhancement strategies developed by JCCs. The book grew out of *Beyond 2000: A Plan for the JCC Movement*. Best Practices reflects current practices in the JCC Movement, and Demonstration Projects was drawn from nine JCCs, which tested some of the recommendations in *Beyond 2000*. 2000. \$5.

### **Children, Tweens & Teens Resource Guide**

A compilation of successful programming ideas. 1997. Binder. \$25.

### **The Greening of the JCC: A Guide to Environmental Programs and Resources**

This manual details specific program ideas, available resources, contacts, and Jewish sources to guide JCCs in establishing their own environmental programs. 1997. Booklet. \$5.

### **Health, Physical Education and Recreation Director's Manual**

This working manual, compiled by leading HPER directors across North America, includes 18 different chapters related to the daily work of the HPER director including administrative duties and program planning. 1998. Binder. \$25.

### **JCC Book Club Network Guide and Newsletters**

For those interested in learning more about organizing or enhancing a JCC book club, the Guide presents a variety of ideas and considerations that should be addressed. 2001. Free.

### **JCC Maccabi Guide for Delegations**

This guide for delegations is a comprehensive planning tool for communities participating in the JCC Maccabi Games. It covers expectations and rules for events leading up to the Games, participation at the Games, and post-Games activities. Each delegation receives one. 1999. Binder. Additional copies \$25 each.

### **JCC Maccabi Sports Resource Book**

The JCC Maccabi Games general rules, rules per sport, and rules and regulations regarding penalties are included. Each delegation receives one free. 1999. Binder. Additional copies \$20 each.

### **Jewish Youth Source Book: A Planning Guide for Youth Programs**

Hands-on resource for JCC professionals working with young people. Programming ideas in leadership development; Jewish education; Israel experiences; recreation, sports and social events; community service; education; family life; culture and arts; intergroup relations; and preparing for the future. 1996. \$15.

### **Program Manual for Health, Physical Education & Recreation Departments**

A guide filled with new ideas from JCCs across North America to add to your health, fitness, or sports program offerings. 1999. Binder. \$25.

### **Report of the Adult Services Committee**

Results of a two-year study providing lay leaders and professionals with crucial background information about adults, their attitudes, and trends, which can enhance the JCC's role as a center for adult activity. 2000. Free.

### **Teen Task Force Report**

A series of recommendations on how JCCs can provide appropriate programs and services to teenagers. The report suggests how a JCC can become an "in" place for teens. 1998. Free.

### **This New Month: Jewish Calendar Series for Early Childhood Educators**

Set of twelve 12"x16" laminated, full-color posters, one for each month, beautifully evoking themes of the Jewish calendar. The posters are designed to promote discussion and stimulate the imagination of children and teachers alike as they explore the Jewish year. The posters are integrated with a lunar calendar curriculum located on JCC Online's Early Childhood website. Available to JCCs/Ys only. 2000. \$30 per set (no discounts are applicable).

### **Values and Concerns of American Jewish Youth: JCC Maccabi Teen Survey**

The survey was designed to gather data on teen demographics, values, social action interests, concerns, connections to the Jewish community, and Jewish identity. Includes comparative data from 1993 and 1998 surveys. 1999. \$12.

## **TRAINING AND CONTINUING EDUCATION**

### **A Guide for the New JCC Executive**

Anthology of articles by experienced JCC executives on executive practice. 1994. Pamphlet. \$7.50.

### **Guide to Jewish Knowledge for the JCC Professional**

A guide to developing a continuing Jewish education program for JCC staff. 1992. \$5.

## **THE ISRAEL EXPERIENCE**

### **Before the Israel Experience: Ten Educational Sessions for JCC Maccabi Xperience Israel Programs**

A ten-session guide to the JCC Maccabi Xperience Israel programs, based on the five central themes of the trips. Aimed at preparing participants for their Israel experience, the sessions are suitable for evening program, retreats, and even to be sent via mail to out-of-town participants. Binder. \$25.

### **Educational Program during the Israel Experience**

A guide for the JCC Maccabi Xperience Israel programs counselor, focusing on sites visited by the group while it is in Israel. Programs are interactive and easy to use. Some examples: introduction to Israel, preparation for Yad Vashem, Israeli society, and more. Spiral-bound Book. \$12.

### **Israel Seminar Sourcebook**

This is a collection of source material, maps, and background articles to be used in preparation for, during, and as follow-up to a seminar in Israel. These materials are updated regularly to reflect changing events, and are provided by JCC Association's Israel Office to seminar participants only. Executives considering developing seminars should contact the Israel Office directly for the materials.

### **Teen Trips to Israel: Cost, Price & Marketing**

A research report from Brandeis University based on a telephone survey of 300 U.S. households, which focuses on the factors that encourage or discourage families from sending adolescents to Israel. 1995. \$8.

## **NEWSLETTERS AND MAGAZINES/JCC ASSOCIATION**

### **JCC Circle**

The magazine of the North American JCC Movement. An up-to-date review of JCC and JCC Association happenings. Published quarterly. \$20 (three-issue subscription). Free to affiliated JCCs and their Board members.

## **Chaplines**

An up-to-date review of chaplain activity worldwide, from the JWB Jewish Chaplains Council. Published quarterly. Free.

## **FLORENCE G. HELLER - JCC ASSOCIATION RESEARCH CENTER**

### **Centering on Professionals: The 2001 Study of JCC Personnel in North America**

Results of a survey of JCC professionals that asked them about their attachments to the field as well as their individual JCCs and supervisors, their levels of Jewish education, and their mobility. Goal was to learn strategies to retain committed, high-functioning staff. 2002. Booklet. \$12.

### **Adult Jewish Learning in America: Current Patterns and Prospects for Growth**

By Professors Steven M. Cohen and Aryeh Davidson

What is the current extent and nature of Jewish learning in America? What motivations, inhibitions, and social characteristics are associated with Jewish learning? How may JCCs, synagogues and other agencies best address the growing interest in Jewish learning among American Jewish adults? These are the principal questions addressed in this study, one that relies on the first-ever national survey on adult Jewish learning in the United States. 2001. \$12.

### **Enhancing Programs and Services to Jewish Single Adults**

An analysis of identity, attitudes, and activities in the Baltimore Jewish community. 1998. \$5.

### **Meaningful Jewish Community**

By Steven M. Cohen, Sherry Israel, and Leonard Fein

This initiative calls for JCCs measurably to increase their emphasis on building “meaningful Jewish community” by viewing JCC services as a means to generating the relationships and feelings of attachment that are at the heart of well-functioning, intimate communities of Jews. 2000. \$12.

### **Religious Stability and Ethnic Decline: Emerging Patterns of Jewish Identity in the United States**

By Professor Steven M. Cohen

How are the levels of key dimensions of Jewish identity changing? By building on the distinction between religiosity and ethnicity, this study explores emerging patterns of Jewish identity in the United States. It focuses on how younger adult Jews differ from their elders and assumes that as younger Jews differ from their elders today, so too will American Jews of the future differ from Jews of the present. 2000. \$12.

## **JWB JEWISH CHAPLAINS COUNCIL PUBLICATIONS**

### **General Literature Leaflets**

#### **JWB Calendar**

A pocket calendar/date book contains the cycle of Sabbath and holy day Scriptural readings for the current religious calendar. \$.75.

#### **Set of Four Prayer Cards and ‘Jews Believe’ Card**

A handy guide to basic Jewish beliefs. Meditations from Psalms 22, 23, 31, and 116 for devotion and inspiration. \$.25.

**Kashrut Observance in the Military Establishment**

A guide to help Jewish service personnel maintain observance of the dietary laws while in the Armed Forces. \$.40.

**Prayers and Meditations**

Prayers and meditations for daily individual worship and reflection, include prayer at bedtime and for the traveler. \$.20.

**Where Then Is God?**

Describes the relationship of God to humankind, with emphasis on human responsibility for stewardship of God's earth. \$.20.

**Haggadah**

The Passover Seder prayer book for use in the celebration of the festival, containing a complete service for the evening of Passover with songs and table directions. \$4.

**HOLIDAY LEAFLETS****Rosh Hashanah**

Describes the customs and significance of the Jewish New Year, along with its central spiritual themes. \$.20.

**Yom Kippur**

Describes the customs and observance of the Day of Atonement, its main themes and spiritual meaning. \$.20.

**Sukkot**

Describes the "Season of Gladness," including the Festival of Tabernacles, the Feast Conclusion, and the Rejoicing of the Law. \$.20.

**Hanukkah**

Describes the historical background of the Feast of Dedication, its message for modern times, and how it is celebrated in synagogue and home. \$.20.

**Purim**

Describes the popular celebration of the Festival of Lots, the Biblical story of Esther, and the merry-making that accompanies its celebration. \$.20.

**Passover**

Describes the Biblical basis of the Festival of Freedom, the Seder service, and its enduring significance for modern times. \$.20.

**Shavuot**

Describes the Feast of Weeks, its original agricultural setting, and its spiritual significance, commemorating the giving of the Torah on Mt. Sinai. \$.20.

**Shabbat**

Describes the chief Jewish holy day in terms of its central place in the life of the Jew, its historical significance and importance in preserving Jewish life throughout the ages, and how it is celebrated in synagogue and home. \$.20.

## **Elegies for Tishah b'Av**

Readings and meditations for the observance of the Fast of the Ninth of Av. \$.20.

## **LIFE CYCLE LEAFLETS**

### **Birth**

Describes the ceremonies of circumcision, baby naming, and redemption of the first-born son, along with pertinent customs. \$.20.

### **Bar/Bat Mitzvah; Confirmation**

Outlines the centrality of Torah study and delineates the essential elements of these ceremonies and the traditional values symbolized by them. \$.20.

### **Marriage**

Expresses the centrality of marriage as the foundation of Jewish life, and summarizes the elements of the Jewish wedding ceremony. \$.20.

### **Death and Mourning**

Describes the essential elements pertaining to death and burial in Jewish tradition and chief mourning customs. \$.20.

## **VIDEOS**

### **Beyond 2000 — A Plan for the Jewish Community Center Movement.**

Allan Finkelstein's presentation about bringing the JCC Movement into the next century. Presented at the 1998 JCC Association Biennial. \$4.

### **JCCs of North America Biennial 2000**

Includes D'verei Torah by Dr. Rueven Kimmelman, Prof. Jewish Studies, Brandeis University; Rabbi David Woznica, director, Bronfman Center for Jewish Life, 92nd Street Y; Captain Arold Resnicoff, Chaplain Corps, US Navy; Deborah Goldstein, director, Lisa F. Brill Institute for Jewish Learning, Atlanta, GA; and keynote presentations by Allan Finkelstein, president, JCC Association; Dr. Leonard Fein, founder of Moment Magazine, Mazon, and National Coalition for Jewish Literacy; Dr. Michael Hammer, president, Hammer & Co.; Dr. Jehuda Reinharz, president, Brandeis University; reflections on the Biennial by Prof. Barry Chazan, Hebrew University. \$4.

### **The Jewish Community Center: The Jewish Art of Being Normal**

Rabbi Irwin J. Kula, president CLAL, The National Jewish Center of Learning and Leadership. Presented at the JCC Association 1998 Biennial. \$4.

### **Security & Media Relations Program**

Security Institute at October 1999 JCC Association Board meeting (following the shooting at Los Angeles JCC day camp), featuring Los Angeles JCC staff and lay leadership and a security expert. Comprehensive overview of communicating with media after a crisis and establishing a security plan. \$4.

JCC Association is the central leadership and service organization for the North American Jewish Community Center/YM-YWHA Movement. Its 275 JCCs, YM-YWHAs, and summer camps in the United States and Canada have a constituency of more than one million members. JCC Association is also the United States government-accredited agency for serving the Jewish needs of U.S. Jewish military personnel, their families and hospitalized veterans through services of the JWB Jewish Chaplains Council.

For more information, contact:

JCC Association Publications Department  
15 E. 26th St., New York, NY 10010-1579  
Phone: (212) 532-4958, ext. 222  
Fax: (212) 481-4174  
E-mail: <info@jcca.org>



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Edward H. Kaplan  
*Chair 2002-*

Jerome B. Makowsky  
*Chair, 1998-2002*

Allan Finkelstein  
*President*

**Jewish Community Centers Association of North America**  
15 East 26th Street, New York, NY 10010-1579  
Telephone: (212)532-4949 • Fax: (212)481-4174  
E-mail: [info@jcca.org](mailto:info@jcca.org) • Website: [www.jcca.org](http://www.jcca.org)