# WCJCS 12th Quadrennial

"Energizing the Present, Envisioning the Future: Strengthening Jewish Community"

June 24-26, 2012

**Program & Schedule**

(Subject to Change)

**SUNDAY, JUNE 24, 2012 –**

**JEWS PEOPLEHOOD & THE FUTURE OF THE JEWISH PEOPLE AND ISRAEL**

<table>
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<tr>
<th>Time</th>
<th>Event</th>
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<tr>
<td>08:00-09:00</td>
<td>REGISTRATION</td>
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<tr>
<td>9:45-11:30</td>
<td>INBAL HOTEL</td>
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<tr>
<td>PLENARY I</td>
<td>JOINT OPENING PLENARY WITH JEWISH AGENCY FOR ISRAEL GENERAL ASSEMBLY</td>
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Shuttle busses from Jerusalem Ramada Hotel to the Inbal Hotel will depart at 9:00

**Speakers:**

- **Hon. Shimon Peres** – President of Israel
- **Natan Sharansky** – Chairman, Jewish Agency for Israel
- **Naomi Stuchiner** – Founding President, Beit Issie Shapiro
- **Rabbi Donniel Hartman** – President, Shalom Hartman Institute (invited)

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<th>Time</th>
<th>Event</th>
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<tr>
<td>11:30-12:15</td>
<td>TRAVEL BACK TO JERUSALEM RAMADA HOTEL via Shuttle Busses</td>
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<tr>
<td>12:30-13:45</td>
<td>LUNCH &amp; REGISTRATION</td>
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<tr>
<td>13:45-16:15</td>
<td>PLENARY II - Your People Shall be My People – Notions of Jewish Peoplehood</td>
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"If much of the data is to be believed, the ties that bind Jews together are becoming increasingly unraveled and frayed. Links between Jews in Israel and the Diaspora, between different denominations, between those with different Jewish outlooks, are all breaking down. Has the powerful idea of 'one people with one heart' become consigned to the dustbin of history? Can it be rebuilt and renewed? If so, what needs to be done?

*Presentations, Round-table Discussions, Responses*

**Moderator:**

- **Alisa Rubin-Kurshan** - Senior Vice President for Strategic Planning and Organizational Resources, UJA Federation of New York, USA

**Presenters:**

- **Yonatan Ariel** – Executive Director, MAKOM, Jewish Agency for Israel, Israel
- **Barbara Lerner Spectre** - Founding Director, Paideia: The European Institute of Jewish Studies in Sweden, Sweden

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<th>Time</th>
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<tr>
<td>16:15-16:45</td>
<td>COFFEE BREAK</td>
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16:45-18:15  **CASE STUDY SESSIONS (8 CONCURRENT SESSIONS)***

*“Different organizational attempts to grapple with the mega-shifts in the Jewish People”*

- How are organizations dealing the new reality of the place of Israel and change that brings to Israel-Diaspora relations as well as challenges to Jewish identity.
- Exploring models of how to move from theory to practice.

16:45-18:15

1. **Limmud**

Overview of Limmuds around the world and the impact of Limmud globally

**Presenters:** Raymond Simonson - Executive Director, Limmud UK
Shlomit Naor - Deputy Director of Melitz, Israel

16:45-18:15

2. **Leadership Development**

Examples of how communities are addressing the issue of creating new generations of leadership; moderator to introduce the concept; examine dichotomy between professional and lay leadership.

**Presenters:** Justin Korda – Executive Director, ROI Community, Israel
Esti Moskovitz-Kalman - Minyanim Program, MAKOM, JAFI, Israel

16:45-18:15

3. **Service Learning & the Social Services**

Exploration of collaborative programs focusing on civic engagement for young Jewish adults within their communities

**Presenters:** Lee Sherman - CEO, Association of Jewish Family & Children’s Agencies, USA Dana Talmi -Founder, Yahel, Israel

16:45-18:15

4. **Innovative Grassroots Community Building**

**Presenters:** TBA - Moishe House
Yamit Azulay – “Choosing Tomorrow”, Jewish Agency for Israel, Israel

16:45-18:15

5. **“Working on the Seam”**

What is the relationship between Haredim and non-Haredim in the Jewish communal world?
Haredim & Jewish collective: where do they meet and what are the professional challenges resulting from the rapid growth of the Haredi communities?

**Presenters:** Sonia Douek - Head of Community Development, Jewish Care, UK
Naomi Pearl - MAKOM, Jewish Agency for Israel, Israel (invited)

16:45-18:15

6. **Strengthening Jewish Identity through Connection with Israel**

Strengthening Jewish identity through connection with Israel through entrepreneurial ways and engagement.

**Presenters:** Robbie Gringras - MAKOM, Jewish Agency for Israel, Israel (invited)

World Confederation of Jewish Community Centers Project - TBA
16:45-18:15
7. Community Mobilization

Examining the social justice movement in Israel; the role of communal service organizations in community mobilization; the role of social media in mobilization; role of community relations organizations and political activism.

Presenters:  
Itzik Shmuli - Chair, Israel Student Union, Israel (invited)
Talia Gorodess - Regional Development Team Leader: Galilee Team, The Reut Institute, Israel (invited)

16:45-18:15
8. Tikkun Olam

Presenters:  
David Brown - Coordinator of the Jewish Social Action Forum, UK
TBA

18:15-19:30  FACILITATED SPEED NETWORKING

18:15-19:30  AUTHORS’ FORUM: BEST PRACTICES FROM THE FIELD

19:30-20:00  TRAVEL TO EVENING PROGRAM & RECEPTION

20:00-22:00  EVENING PROGRAM & LIGHT DINNER RECEPTION VIA Shuttle Busses

Hosted by: The World Council of Jewish Communal Service and the Jewish Agency for Israel General Assembly

Location: The Jerusalem Biblical Zoo, Jerusalem
MONDAY, JUNE 25, 2012 –
FOCUS ON PROFESSIONAL DEVELOPMENT: WORKSHOPS & FIELD VISITS

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<th>Time</th>
<th>Event</th>
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<tr>
<td>07:30 - 08:30</td>
<td>WCJCS BOARD MEETING</td>
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<td>08:30-09:45</td>
<td>PLENARY III – From Vision to Reality</td>
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<td>We will open the day that will focus on Professional Development</td>
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<td></td>
<td>with a keynote presentation on how one strategically thinks to</td>
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<td></td>
<td>take a vision and turn it into a stable reality.</td>
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<td>Chair:</td>
<td>Nicky Goldman – Director, LEAD: Jewish Leadership Excellence &amp;</td>
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<td>Development, UK</td>
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<td>Keynote Speaker:</td>
<td>Prof. Shosh Arad – President, Ruppin Academic Center, Israel (invited)</td>
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<td>Respondent:</td>
<td>Rabbi Robert Kaplan – Director, CAUSE-NY, JCRC-NY, USA</td>
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<tr>
<td>10:00-12:00</td>
<td>PROFESSIONAL DEVELOPMENT WORKSHOPS (CONCURRENT SESSIONS)</td>
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<td>10:00-12:00</td>
<td>1. The Art of Donor Cultivation for Major Gift Giving</td>
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<td>Explore topics such as: the Integrated Ask: Planned giving, ongoing</td>
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<td>annual support, special capital campaign; Fund Raising: Whose</td>
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<td>responsibility is it? ; and fund raising for sustainability.</td>
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<td>Facilitators:</td>
<td>Paul Kane - Senior Advisor to the President/CEO, Jewish Federations of North America, USA</td>
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<td>Marc Terrill - President, THE ASSOCIATED: Jewish Community Federation of Baltimore, USA</td>
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<td>10:00-12:00</td>
<td>2. Dealing with Declining Resources: Innovative Strategies to Deal</td>
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<td></td>
<td>with Economic Regression</td>
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<td>What are some skills on how to cope with economic distress or change</td>
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<td>during these challenging times.</td>
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<td>Facilitator:</td>
<td>Allan Finkelstein – President &amp; CEO, Jewish Community Centers</td>
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<td>Association of North America. (invited)</td>
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<td>10:00-12:00</td>
<td>3. Measuring Impact and Return on Investment for Funded Projects</td>
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<td>What is the funder’s perspective on how to measure and evaluate the</td>
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<td>impact produced by the projects they help support.</td>
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<td>Facilitator:</td>
<td>Laurie Heller - President, Laurie Heller &amp; Associates, Israel</td>
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<td>10:00-12:00</td>
<td>4. Leadership Development for Lay Leaders</td>
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<td>Facilitated panel sharing examples of “best practices” in preparing</td>
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<td>the next generation of lay leaders followed by a “brain storming”</td>
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<td>session from the participants. Presentation of Baltimore leadership</td>
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<td>development model. Discuss what are the skills lay leaders need,</td>
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<td>how to recruit them, and how to engage them in change.</td>
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Facilitators:  
Nicky Goldman – Director, LEAD: Jewish Leadership Excellence & Development, UK  
Debra Weinberg - Executive Director, ACHARAI: The Shoshana S. Cardin Leadership Development Institute, Baltimore, USA

10:00-12:00  
5. Recruitment, Training and Retention of Communal Professionals  
How do we retain professionals? What are some “best practices” in training? This will be a facilitated panel followed by “brainstorm” showcasing techniques and methodologies, particularly Israeli models/technology.

Presenters:  
Elissa Maier - Managing Director, Mandel Center for Leadership Excellence, Jewish Federations of North America, USA  
Saul Andron, Ph.D. - Associate Professor, Hausman Chair in Communal Social Work, Wurzweiler School of Social Work, Yeshiva University

10:00-12:00  
6. Community Based Mediation  
Workshop will provide training on how different factions of society can coexist and work within the context of community building; secular vs. religious; Arab/Jewish relations; feature work by organizations such as Mosaica, Jerusalem Inter-Cultural Center, and mediation centers under the Ministry of Social Affairs & Social Services.

Facilitator:  
Baruch Sugarman - Director, Community Work Service, Ministry of Social Affairs & Social Services, Israel

10:00-12:00  
7. Muslim-Jewish Relations  
How can we develop, strengthen and foster relations between Muslims & Jews through coexistence educational programs and other cooperative initiatives.

Facilitator:  
Inter-Agency Task Force on Arab-Israeli Relations

12:15-19:00  
PROFESSIONAL DEVELOPMENT – FIELD VISITS  
- Pre-registration is required during online registration.  
- Light Lunch will be served during the Field Visits.

12:15-19:00  
1. Removing Barriers to Employment of People with Disabilities: Best Practices and Emerging Policies  
(Field Visit)  
In Israel and in other countries legislative and administrative reforms have been undertaken to remove disincentives as well as regulatory and other barriers to the employment of people with disabilities. This session will present a number of successful programs which have enabled person with disabilities to enter the workforce and achieve economic-self-sufficiency. The session will take place in the Knesset (Israeli Parliament) and include a tour of the building and meetings with Knesset employees with disabilities.

Greetings:  
Hon. Reuven Rivlin – Speaker of the Knesset, Israel

Chairs:  
Genie Cohen - CEO, IAJVS, USA  
David Marcu - Executive Director, Israel Elwyn  
Prof. Yossi Tamir - Director, TEVET Employment Initiative, JDC-Israel
2. We as Caregivers / Caring for the Caregivers (Field Visit)

Research shows that the primary care for the aged is the responsibility of his/her family or neighbors (in Israel less than 10% (60,000) of senior citizens are in institutional care while 700,000 remain in the community.) Primary caregivers share in the burden in order to leave the senior citizen within his natural environment. That said, these caregivers usually don’t have the knowledge or expertise to properly care for their loved ones, certainly not in the long term. Thus, it is the responsibility of the public sector to develop support and training programs to assist the family members with their care responsibilities. JDC-ESHEL together with other organizations such as Yad Sarah, Ezer Mi’Tzion, Tel Ha’shomer Hospital, Matav, have developed various programs to supply the caregivers with information about the right of the senior citizen, creating support groups, and increasing the awareness regarding the needs of the caregiver. During this field visit we wish to share with you some of this knowledge. The visit will be held at Yad Sarah’s Jerusalem headquarters with representatives of the above mentioned organizations as an opportunity to share from their experience and conduct discussions regarding issues pertaining to caregivers, senior citizens, and others. We invite the guests from abroad to contribute to the discussion and sharing of information from their own experience. Time permitting will also include a visit to a supportive community and highlight the neighborhood NORC model from the USA.

Coordinators: Yaacov Kabilou and Achinoam Ben Akiva - JDC-Eshel, Israel

3. Best Practices in Resilience and Preparedness (Field Visit)

A visit to Sderot to meet with professionals who are preparing resilience and preparedness plans. We will visit a resilience center and focus on how Jewish communities respond to a crisis of any kind and how they collaborate in responding to crisis or the effects of crisis. A special focus will be placed on the recent tragedy in Toulouse, France and how the Jewish community has responded and is coping with the after-math.

Coordinators: Talia Levanon and Omer Egozi - Israel Trauma Coalition, Israel

4. Cultural Competency (Field Visit)

Cultural Competency is the systemic approach to an agency or institution interfacing and effectively meeting the needs of the diverse populations they serve. Originally developed and perfected within the world of health care, Cultural Competency allows an organization to respond in a focused, integrated and strategic manner to the diversity of its clients while simultaneously reflecting its organizational mission. This program conducted by staff of the Jerusalem Inter Cultural Center, CAUSE-NY/JCRC-NY, Alyn Children’s Hospital and others is designed to allow for participants to better understand how to:

a- Utilize this methodology in order to develop a Culturally Competent organization, staff and lay leadership.

b- How to utilize this tool of cultural competency in enabling an agency to have the capacity to:
(1) Value diversity, (2) conduct self-assessment, (3) manage the dynamics of difference, (4) acquire and institutionalize cultural knowledge, and (5) adapt to diversity and the cultural contexts of communities they serve. This professional enhancement opportunity will also examine how organizations and staff can effectively incorporate these new capacities in the process of community building.

**Coordinators:**

Rabbi Robert Kaplan – Director, CAUSE-NY, Jewish Community Relations Council of New York, USA  
Dr. Hagai Agmon-Snir – Director, Jerusalem Inter-Cultural Center, Israel

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### 5. Jewish Identity as an Expression of Community Development  
**_Field Visit_**

Modi'in was one of the very first cities in Israel that was developed around a particular vision and plan in community development. One aspect of this community development planning is the close attention to Jewish identity building and expression in the city. Modi'in, for many has become a community development laboratory for expressing Jewish Identity with a myriad of organizations, institutions and individuals, creating and developing programs, projects and activities towards building Jewish Identity for its citizens. Elements of the visit will include:

- The voice of the Mayor's office _Community Development to Jewish Identity_ – speaking about community development in Modi'in, what was planned, some of the challenges, questions that were addressed and their solutions and so on. The deputy mayor is very active in the strengthening of Jewish identity and expression in the city and he would be ideal to take the participants from the Community development narrative and bridge it to the Jewish Identity as part of the community development.

- The voice of the organizations and institutions _What does Jewish Identity development look like_ – here we would visit various organizations/institutions that are addressing the Jewish Identity question. Examples are both in the formal and informal realm of community development such as schools, Matnas, Bet Midrash etc.

- The voice of the grassroots activists _Addressing Jewish Identity challenges_ – time to speak with various activists who are pushing the agenda of Jewish identity in the city, such as those who organized Limmud in Modi'in...

**Coordinators:** Sara Bogen – Consultant, Israel  
Emily Levy-Shochat - Community Development Consultant, Israel  
Ryan Hass - Global Human Resources Development, JDC, Israel  
Dorit Rom – Director, Resource Development & International Affairs Division, Israel Association of Community Centers, Israel
TUESDAY, JUNE 26, 2012 –
JEWISH IDENTITY AND SOCIAL ENTREPRENEURSHIP
This day will be devoted to an exploration of the ways in which the life-relevant, Do-It-Yourself nature of emerging Jewish identity is being catalyzed and supported by social entrepreneurship and social movements in Israel and Jewish communities around the world.

08:30 - 09:20  Plenary IV - TED Style Talks
- TED style talks – are 15 minute, very interactive, engaging, dynamic presentations
- They will focus on the Do-It Yourself nature of emerging Jewish identity; explore this phenomenon through a Jewish lens; how this trend parallels other trends in Jewish history

Presenters:  Micah Goodman – Fellow, Shalom Hartman Institute
            Arna Poupko Fisher – Professor of Jewish Studies, University of Cincinnati; Faculty, Wexner Heritage Program (invited)

09:20 - 09:30  BREAK

09:30 – 12:00  OPEN SPACE TECHNOLOGY MARKETPLACE
- Open Space methodology allows the participants to propose topics of discussion that they would like to engage in. The topics get recorded on poster paper, the posters get hung up on a wall, and each topic is assigned a time and space, and the wall turns into the conference schedule for whatever time is allotted.
- Session schedule:
  o Introduction and posting of topics on posters (20 minutes)
  o Open Space Round 1 (50 minutes)
  o Break and switch to next round (10 minutes)
  o Open Space Round 2 (50 minutes)

Facilitator:  Justin Korda – Executive Director, ROI Community, Israel

12:00 – 13:30  LUNCH & REGIONAL MEETINGS

13:45 – 16:15  TOOLS TRAINING SESSIONS (8 concurrent sessions)
While Day 1 focuses on organizational responses Day 3 will focus on tools that individuals could use within their organizations to encourage people in their Jewish identity and social entrepreneurship. These small-group sessions are focused on building organizational skills with entrepreneurial practitioners and on ways to adapt and/or cooperate and collaborate with entrepreneurial models.

1. Social Media – Esther Kustanowitz – journalist & social media consultant, USA
2. Mira Marcus – Director of Public Affairs, Headline Media, Israel – how to effectively present
3. Volunteer Management: Guidance, Motivation, Recruitment – Leonie Lewis - Director, Jewish Volunteering Network, UK
4. Jewish Communal Service 2.0: How to Engage the Next Generation of Active Jewish Lay Leaders - Ben Weiner – Founder, Tenpartners, Israel
5. **Social enterprise & impact investing - Shawn Landres** - Co-Founder, JumpStart, USA


7. **Social Network Analysis - TBA** – tools you use for measuring the behavior of networks.

8. **PresenTense – TBA** - steps on putting together a new social entrepreneurship project.

16:15 – 16:45  **BREAK**

16:45 – 18:30  **CLOSING PLENARY**

**Keynote Speakers**

- **MK Dr. Einat Wilf** – Chair of the ‘Independence’ faction; Chair of the Knesset Sub-Committee for Israel and the Jewish People, Israel (invited)
- **Marc Terrill** – President, THE ASSOCIATED: Jewish Community Federation of Baltimore, USA

18:45-20:30  **WCJCS BOARD MEETING**