

Intensives



Choose from six immersive Intensives—exceptional 4.5-hour learning opportunities designed to deepen your expertise, expand your leadership, and enhance your impact.

These aren't run-of-the-mill conference sessions. Led by experts and innovators, each Intensive is built around applied skills, fresh ideas, and deep connection. It's time to sharpen the tools in your toolkit—and elevate your practice.

How it Works

Tuesday: Choose one Intensive or two back-to-back Labs.

Wednesday: Everyone attends one Lab. You pick the pace—deep and immersive or fast and wide-ranging, the choice is yours.

Return home with a toolkit of practical techniques to train and mentor others as well a certificate of completion.

Topics Include

- AI 201: Turning AI Into Real Results
- From One to Many: Making Inclusion a JCC-Wide Practice
- Fundraising: We're in the People Business!
- Lead Like a Pro: Supervision Skills for Real Life at the JCC
- Post-October 7: Navigating Antisemitism and Israel in Our JCCs and JCC Camps
- What's "Jewish" About Your JCC or JCC Camp? Jewish Values at the Center of Our Work

Intensives Descriptions

AI 201: Turning AI Into Real Results

If you've got a basic understanding of AI under your belt, this Intensive has your name all over it. Explore how AI tools can one-up your efficiency, creativity, and effect in all corners of your JCC. Moving beyond simple prompts, you'll learn to curate and analyze data, build meaningful metrics, and ID the best AI platforms for specific tasks from designing visuals to creating presentations and generating reports. Working with hands-on demos, real-life cases, and

guided exercises, you'll apply AI to streamline operations, personalize programs, and respond to everyday needs. By the end, you'll own a shiny new toolbox of skills to share with your team—along with strategies for thoughtful and ethical use.

Takeaways:

- Explore advanced applications of AI to improve operations, communications, and engagement.
- Learn to analyze data, create useful metrics, and select the right AI platform for the job.
- Practice using AI for real-world needs such as program personalization, report generation, and content creation.
- Consider ethics and strategies to implement AI responsibly in your JCC.
- Pack for home with a new toolkit of skills and templates to bring AI-powered innovation to your team.

From One to Many: Making Inclusion a JCC-Wide Practice

Inclusion is not the work of one—it's the work of everyone! We'll investigate how true inclusion must be woven into every aspect of our agencies—from programming and facilities to customer service, staffing, and community engagement, the impact of these practices on all areas of work in JCCs and JCC Camps, and why we're all responsible for making it happen. This Intensive will make you a champion when it comes to building a culture of inclusion—where everyone feels they truly belong—in your JCC or JCC Camp.

Takeaways:

- Understand how responsibility for inclusion must be shared by all departments and staff.
- Identify ways to embed inclusive practices into every aspect of agency operations.
- Assess your organization's current culture and map out how to move toward more systemic inclusion.
- Develop an action plan to champion inclusion across your team and community.
- Build confidence to lead inclusive initiatives, even if you're not the designated inclusion professional.

Fundraising: We're in the People Business!

Moving From Transactional to Relationship-Based Fundraising: Prospect Identification, Cultivation, Solicitation, and Stewardship

Want to raise more money with greater confidence? Ready to turn the people who love your JCC into champions who support its future? Join us for a dynamic, hands-on journey through the donor lifecycle—from identifying and engaging prospects to making the ask and building long-term loyalty. With expert guidance, practical tools, and real-time practice, you'll learn to build authentic relationships with donors beyond the film festival, golf outing, book fair, or gala. Come away ready to forge deeper relationships, boost donor retention, and raise more—by putting people at the heart of your fundraising.

Takeaways:

- Discover where to find strong donor prospects—and what motivates them to give.

- Analyze your current list of supporters and donors to identify high-potential champions and engage with the people who care most about what you do.
- Create tailored cultivation and stewardship plans for key donors and prospects.
- Gain tools and strategies to help integrate mission-driven messages into everyday work. Learn language and techniques to confidently engage with donors.
- With hands-on training on mechanics of the ask, you will leave confident and ready to jump into these conversations with strategy and style!

Lead Like a Pro: Supervision Skills for Real Life at the JCC

Ready to level up your leadership game? Whether you're a current supervisor or an aspiring one, this dynamic Intensive will give you the skills and confidence to be a rock star leader. We'll dive into the real stuff—giving feedback that actually helps, handling tough conversations like a champ, keeping your team motivated, and balancing it all without burning out. Through interactive activities, real-life scenarios, and a little bit of humor, you'll walk away with practical tools you can use right away. Come build a culture of accountability, growth, and collaboration—one great conversation at a time.

Takeaways:

- Learn essential leadership competencies, including effective communication, feedback delivery, and conflict resolution.
- Gain practical tools and strategies to supervise, motivate, and support team members.
- Participate in real-world case studies and interactive exercises to strengthen your leadership skills.
- Explore ways to create a culture of accountability, collaboration, and ongoing staff development.
- Return home with a toolkit of practical techniques to train and mentor others.

Post-October 7th: Navigating Antisemitism and Israel in Our JCCs and JCC Camps

Why is antisemitism on the rise—and what can we do about it? In this timely and thought-provoking Intensive, we'll unpack the complex issues facing JCCs and JCC Camps today, including the impact of Israel's war and the surge in anti-Jewish rhetoric across North America. Together, we'll explore how “the world's oldest hate” shows up in today's headlines, protests, and conversations—and how to tell the difference between legitimate criticism of Israel and antisemitism in disguise. By analyzing data (surprisingly, only 14% of Americans know what “Zionism” actually means!) and being open to an honest convo, you'll leave with new tools and perspectives to help your JCC or JCC Camp stay inclusive, welcoming, and rooted in Jewish values—even in challenging times.

Takeaways:

- Understand what Jew-hatred is, why it has grown since October 7, its connection to Israel, and what we can do about it as JCC and JCC Camp professionals.
- Learn what Zionism is and how to manage the debate in JCCs and JCC Camps around Israel today.
- Gain confidence and tools to build an antisemitism and Israel gameplan for your JCC or JCC Camp.

- Join a network of JCC and JCC Camp professionals and partners working to strengthen global Jewish peoplehood, pride, and connection to Israel.

What's “Jewish” About Your JCC or JCC Camp? Jewish Values at the Center of Our Work

It's not just about challah on Fridays. It's the values that shape everything we do. From *tikkun olam* (repairing the world) to *kavod* (respect) to *kehillah* (community), Jewish values are the heart and soul of JCCs and JCC Camps—and they show up in more places than you think. We'll explore how these timeless ideas can turn an ordinary swim class, film fest, or front-desk interaction into a meaningful Jewish experience. Whether you light Shabbat candles or are just learning how to pronounce *hachnasat orchim* (welcoming guests), you'll discover how to connect personal purpose with communal mission—and how your JCC or JCC Camp can be a place where Jewish values truly come to life.

Takeaways:

- Identify Jewish values of interest and their definition (for example, what does ‘respect’ look like in your life and in your community)
- Better understand the needs/interests of the JCC or JCC Camp constituents you serve
- Learn how to unpack some of the big headlines and challenges of the day through Jewish values
- Develop practical skills to better incorporate Jewish values into your conversations and programs
- Become a more reflective, confident, and engaged JCC or JCC Camp professional

QUESTIONS?

Check out the [FAQ](#). Still have questions?
Email procon@jcca.org and we'll get back to you soon.

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