Courses

Elevate Your Career With a Course at ProCon!

Choose from among six distinct courses and step into a unique 4.5 hour learning experience that will deepen your expertise, expand your leadership, and enhance your work.

As part of a cohort that fosters collaboration in a nurturing and inclusive way, you'll gain practical, skill-building tools you can use on the spot—and the confidence to teach and lead training back home. You'll also earn a coveted certificate or credential, demonstrating your outstanding commitment to studying like the pro you are.

All courses will take place on Tuesday from 8 a.m. to 12:30 p.m. Within that timeframe, two consecutive Workshops (75 minutes each) also will take place. And don't worry, if you take a Course and want to attend a Workshop, you can do so on Wednesday morning.

Interested in taking a Course? When you register for the conference, please rank up to three Courses to indicate your interest. This will reserve a priority slot for you when Course registration opens in late August. At that time, you can register for any Course, pending availability. We will make every effort to accommodate your request, and in the meantime, we will add facilitators to this page as the Course options are finalized.

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 course will give you the skills and confidence to 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.

- 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.

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 JCC work, and why we're all responsible for making it happen. This course will make you a champion when it comes to building a culture of inclusion— where everyone feels they truly belong—in your JCC.

- Understand how responsibility for inclusion must be shared by all departments and staff.
- Identify ways to embed inclusive practices into every aspect of JCC 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.

AI 201: Turning AI Into Real Results

If you've got a basic understanding of AI under your belt, this course 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.

- 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.

Fundraising: It's Everyone's Business!

Think fundraising is just for development pros? Think again! Whether you're a

seasoned JCC leader or a total newbie, this lively session will show you how everyone—from staff to board members—can confidently support fundraising efforts. You'll get hands-on with practical tools, try out donor-friendly language, and pick up people-first strategies to spark meaningful relationships. Walk away ready to champion your JCC's mission and make a real difference—no fundraising résumé required!

- Discover how every staff member and lay leader can support fundraising efforts.
- Learn language and techniques to confidently engage with donors.
- Recognize the value of building relationships as a keystone of success.
- Collect tools and strategies to help integrate mission-driven messages into everyday work.
- Confidently and effectively take an active role in advancing your JCC's financial sustainability.

Understanding Antisemitism Since October 7: What JCCs Need to Know

Why is antisemitism on the rise—and what can we do about it? In this timely and thought-provoking course, we'll unpack the complex issues facing JCCs 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 stay inclusive, welcoming, and rooted in Jewish values—even in challenging times.

- Understand what Jew-hatred is, why it has grown since 10/7, its connection to Israel, and what we can do about it as JCC professionals.
- Learn what Zionism is and how to manage the debate in JCCs around Israel today.
- Gain confidence and tools to build an antisemitism and Israel gameplan for your JCC.
- Join a network of JCC professionals and partners working to strengthen global Jewish peoplehood, pride, and connection to Israel.

What's Jewish About Your JCC? Bringing Jewish Values to Life

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 the JCC—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 can be a place where Jewish values truly come to life.

- 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 constituents they 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 their conversations and programs
- Become a more reflective, confident, and engaged JCC professional

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