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U Count! How similar is your educational background to your colleagues? Do you have a unique job? JCSA, in conjunction with the Berman Jewish Policy Archive at NYU (BJPA), is surveying Jewish communal professionals to better understand the impact of the economic downturn on our field, as well as to gather vital information which will help us plan and program in response to the needs and interests of colleagues. The short survey is available by clicking http://researchsuccess.qualtrics.com/SE/?SID=SV_6DO4b4hxRdOHEI6&SVID=Prod. After completing the survey, you can choose to enter your email address to win a trip to Israel or other prizes. Please forward this to colleagues, as well. What we learn from the survey is of importance to many in our field. The survey is being underwritten by the Andrea and Charles Bronfman Philanthropies and the Charles and Lynn Schusterman Family Foundation. Take the survey now!

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Will We Maintain the “Gold Standard”?

Can research spark discussion? Can asking the right questions help us develop the right answers?

JCSA's current Survey of Jewish Communal Professionals --*icount*-- ignited the conversation that follows between a long term career professional and Dr. Misha Galperin, Chair of the Survey Advisory Committee and CEO of the Jewish Federation of Greater Washington

Dear Dr. Galperin:

I have spent my adult life as a Jewish communal professional, starting as a counselor and working my way to the executive suite. I am going to fill out your survey, but I wanted you to know my overall concern about Jewish communal service agencies and programs.

It is my belief that the decision by Jewish Federations to reduce funding to their affiliated social service agencies is resulting in a reduction of service capacity and quality overall. The increased and forced dependency on state and federal funding drives mindless bureaucracy and endless reporting. It reduces the freedom of professional staff to attend to individual needs of their clients. While state and federal funding opens opportunity to all in need it then turns around and makes demands for “program eligibility” thereby denying service to many who are in need but not eligible.

Increasingly, attention is paid to government metrics rather than client problems. There is good reason that Jewish services have always been the “gold standard” in social work and other related services-- freedom for competent professionals to do the work as they see fit. This is being rapidly replaced by government standards and contract demands.

As Federation funding is further reduced, the new government contracts will force agencies to increasingly tack on responsibilities to those remaining staff members who are supported by Federation dollars. The reason is that Federation dollars are not audited as closely as government funding and government funding is always insufficient to meet the contract requirements. Therefore, staff from other departments where “Jewish money pays” will be quietly co-opted to work on the government grants. Someone needs to carry this message to the Federations. That is, if there is any desire left to have quality services for the Jewish community.

Thank you for your attention.

(Name held on request)

Response on page 3

JCSA Presents

~~SO YOU THINK YOU CAN
DANCE~~

Email?

Best Practices from the Jewish World

Conference Call

October 21st 2PM EDT, 11AM PDT

Email communications and fundraising are all the rage these days. As we all know, emails are cheap, easy, and offer a tangible way to measure their impact and effectiveness. But with the email deluge flooding our inboxes, how can Jewish organizations distinguish *their* communications from all the rest? We all think we can email – but can we really?

Adam Smolyar, SVP of Strategic Marketing & Communications for UJC

Hadassah Max, Associate Director of Communications for AJWS

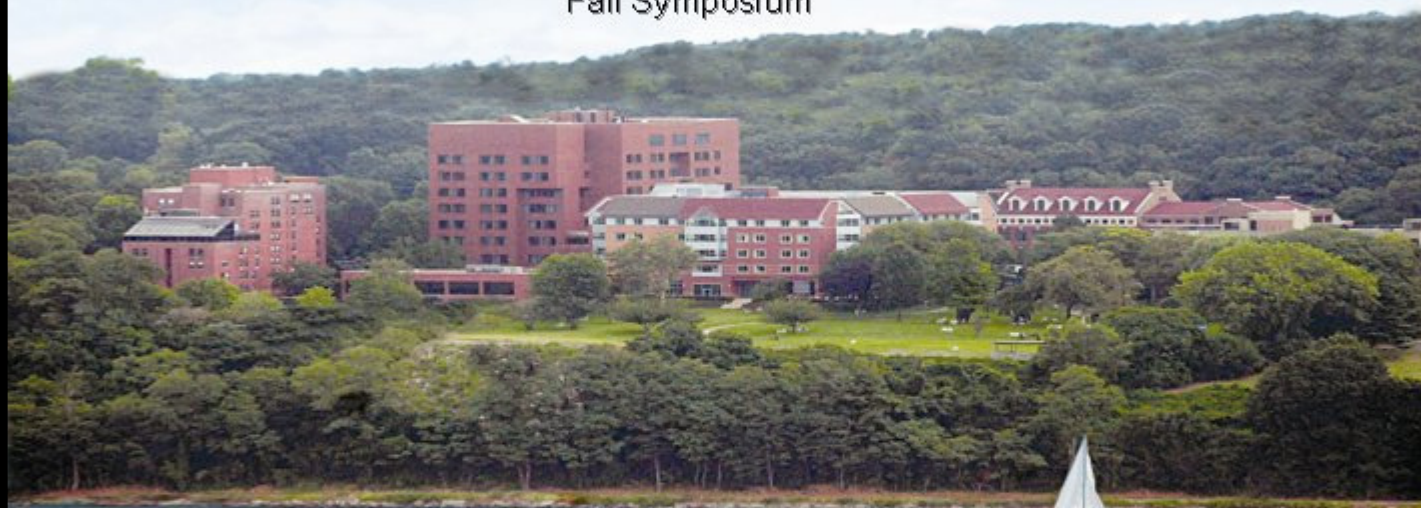
Tova Serkin, Head of Business Development for JGooders

Matthew Fieldman, Moderator, Senior Campaign Associate, Jewish Community Federation of Cleveland

REGISTER AT www.JCSANA.org

Changing Expectations for a New Economic Reality

2009 Association of Jewish Aging Services,
Hebrew Home at Riverdale & Jewish Home Lifecare
Fall Symposium



**Monday, October 19, 2009
Riverdale, N.Y.**



For more information and to register, visit AJAS.org or call 202-543-7500

Dear Friend,

I share your concern about the erosion of philanthropic support for social services provided under Jewish auspices.

The most serious issue has to do with the fact that fewer and fewer donors, especially the ones who are contributing significant amounts, see such programs as the responsibility of Jewish philanthropy in an environment where government funding and insurance payments are available to cover a great deal of the expenses. Most also do not see the Jewish population as being in as much of a “need” as it often really is. Younger people by and large certainly do not relate to federations as places to contribute to for social services. While much can and should be done to reverse these trends through education and marketing, it is the erosion of the understanding of the Jewish values that underline our historic commitment to social justice that – I believe – is our critical problem. And that, in turn, may have something to do with the fact that we have done much to professionalize the idea of caring for one another. That had the impact of creating great institutions, train fabulous professionals, affected the overall development of the field of social services, helped advocate for government funding and ... made most Jews disconnected from the idea of having a responsibility to each other...

So, in my view, this is a much deeper issue and problem than the federations’ funding of social services.

This survey is an attempt to understand who are the professionals in our joint enterprise and how we can help them professionally as well as how do we garner and leverage their strength and numbers in impacting the community on this and other critical issues.

Thanks for participating and for your thoughtful comments.

Chag Sameach!

Misha Galperin

Executive Vice President & CEO

The Jewish Federation of Greater Washington

Dear Misha,

I agree very much with your thoughtful analysis of the underlying problems in the community.

Where shall we stop with the analysis? With the rabbis, perhaps who may not be teaching lessons about the value of community? Or self-centered new wealth that wants to solve problems and for which they seek total credit? For our inability to convey that not all Jews are “ok” and that many who suffer, especially in this economy are, in fact, well dressed, well clothed and driving a Lexus while wondering what happened to their marriage and six figure career? I don’t know where it begins or stops, and I certainly don’t have answers for it either.

My perspective is that of a Jewish communal service professional who sees great services becoming vulnerable. A trend that I think may not be reversible. I am asking for identity to be held so as not to impact negatively on my agency’s services.

I hope you will understand.

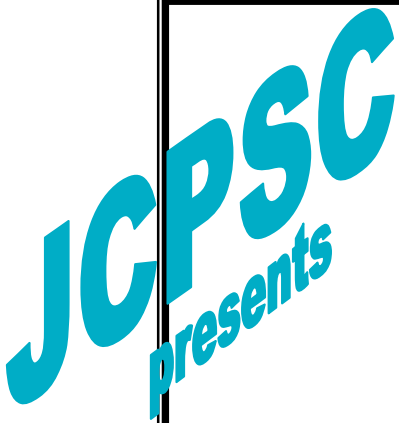
(Name held on request)

**Better Work, Better Life:
Practices and Policies in Jewish Organizations**

By Didi Goldenhar, Shifra Bronznick and Rachael Ellison

For Jewish organizations to function at the highest levels, improved work-life policy is essential. Professionals with access to flexible scheduling and generous family leave are more motivated, more productive, and more likely to stay with their organizations....

To read the full report, go to <http://www.jcsana.org/articlenav.php?id=9>



Professional Excellence in Challenging Times

Featuring Special Keynote Speaker

Mark Charendoff, President of the Jewish Funders Network

Thursday, November 5th, 2009

8:30 a.m. - 4:00 p.m.

Shalom Institute in Malibu

Professional Development Conference Co-Sponsored by:

**JCSA, Jewish Federation of Greater Los Angeles,
& The Jewish Community Foundation of Los Angeles**

Wiener Educational Center

The **Wiener Educational Center of UJA-Federation** has announced its autumn professional development programs. Workshop topics include interagency collaboration (beginning and advanced), lay-pro relationships, social marketing, writing for the web, grantwriting, business writing, agency greening, and more. There are a number of programs for managers, including *The Power of Impossible Thinking: Being Creative When Times Are Tough*, *Improving Your Leadership Effectiveness Through 360-Degree Feedback* and both *Charting Your Agency's Strategic Direction* and *Adapting Your Strategic Direction in a Changing Environment*.

As a professional working in a Jewish communal agency, organization, synagogue, or school, you can enroll in Wiener Educational Center workshops by going to http://www.ujafedny.org/site/c.ggLUI0OzGpF/b.5381193/k.51A0/Wienercenter_09_fallworkshops_81709.htm. You can also check them out during the year at www.wienercenter.org and clicking on "professional development programs." Please feel free to call **Fern Maraminsky** 212.836.1624 if you have questions about registration. If you have questions about content, call **June Fortess** 212.836.1603.

Mazel Tovs

Mazel Tov to **Yehezkel Jesin**, MSW, on becoming **Program Manager** in the Leadership Training Division of **Yeshiva University's Center for the Jewish**.

Mazel Tov to **FEGS** on being named "Best Employers for Workers Over 50" by **AARP**.

Mazel Tov to JCSA Board Member, **Larry Nathan** and his wife **Mara**, on giving birth to their daughter, **Miriam Adele**.

Mazel Tov to JCSA Program Chair, **Josh Krakoff** and **Philippe Selo** on the birth of **Madeleine Renee Tiyonna Selo**.

Mazel Tov to **David Bubis** on accepting the position of **Vice President for Development** at **Bet Tzedek Legal Services** in Los Angeles.

Grants, Fellowships & Scholarships

Hornstein: The Jewish Professional Leadership Program at Brandeis University offers **full tuition scholarships** for its renowned 21-month dual-degree graduate program in Jewish professional leadership. More than ever, in challenging times, the Jewish community needs knowledgeable, visionary professionals armed with the best in business, management, and leadership skills.. Visit their website for full information regarding these possible scholarships. www.brandeis.edu/hornstein

If you have news you would like to share in the November 2009 issue of the JCSA Newsletter please send it to info@jcsana.org by Tuesday, September 29th..

Events

JFS of Worcester will be sponsoring **Young@Heart**, the world-renowned, rowdy bunch of 70 and 80 year olds from Northampton who perform in their unique, moving style .The event will take place at Mechanics Hall on October 18 at 3pm. For more information or to buy tickets, call 508-755-3101.

Ma'yan is proud to present a new networking series for Jewish Youth Professionals. All programs will be held at The JCC in Manhattan. To register, contact Rabbi Alissa Wise at alissa@mayan.org The series will include the topics:

1. **Gender & Sexuality 101**, Wednesday, October 21st @ 6:30-9:00 pm
2. **Who's In Charge Here?: Negotiating Power and Authority With Teens**
Wednesday, November 11th @ 6:30-9:00 pm
3. **After 'The Big Day': Possibilities Post-B'nai Mitzvah**, Wednesday, December 2nd @ 6:30-9:00 pm

UJA-Federation of New York will be hosting an event titled, **The Life Cycle of Stuff: From Purchasing To Disposal**. This is for professionals with responsibilities for purchasing, operations, maintenance, and others who are interested in sustainable operations, saving money, and complying with the law. It will be held Tuesday, October 27, 2009, 9:00 a.m. – 11:30 p.m. A light breakfast will be served from 9:00 to 9:30 a.m., and the program begins promptly at 9:30 a.m. The cost is free for those who register, www.ujafedny.org/thelifecycle.

Tri-State JCPA with the **Auerbach CAJE/JOP** will hold an event on Tuesday, October 27, 2009. **GAZA GAMEPLAN: Exploring the Future for Israel's Southern Frontline** Presented by Jeremy Maissel of Israel Seminars. A kosher Mediterranean lunch buffet will be provided from Espresso Café. The fee is \$10 per person, \$9 for TriState JCPA members - no charge for participants who join TriState JCPA at the meeting. Contact Abby Gilbert: abbygilfree@aol.com to register. For more information visit, <http://www.tristatejcpa.org/Events> .

Hiddur: The Center for Aging and Judaism of RRC and **UJA-Federation's Caring Commission** present an extraordinary one-day conference: **The Spiritual Journey of Jews Beyond Midlife** To be held on Thursday, November 19, 2009, 8:00-4:30. This groundbreaking program is for professionals whose work addresses Jews beyond midlife. Dynamic plenaries, 16 hands-on workshops led by distinguished professionals, optional lunchtime study, meditation and music, and a remarkable panel of prominent Jews beyond midlife will enable participants to enhance their skills, broaden their perspective and acquire rich resources to bring meaning and spiritual well-being to the second half of life. To learn more, visit: <http://www.ujafedny.org/spiritualjourneybeyondmidlife>.

The Darrell D. Friedman Institute (DFI) presents **Breaking Down Barriers: Creating Partnerships that Maximize Limited Resources**. **Rabbi Marc Margolius** Project Director of the Legacy Heritage Innovation Project, will explore how both Lay and Professionals collaboration can use combined resources wisely, access new partnerships and expand creative thinking. Wednesday, October 28, 2009, 8:00-10:00 a.m. Register at www.thedfi.org.

Don't Forget; as a JCSA member organization, you receive 10% off your listing on www.JewishJobs.com

For more job listings, visit www.jewishjobs.com
For jobs in the Federation system, visit www.ujc.org/jobs

JCSA Benefit Plans

Notes from Bert Goldberg, JCSA Insurance Committee Chair

ARE INTEREST RATES TOO LOW FOR YOU?

Do you want your money protected from stock market fluctuations?

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Very competitive Multi-Year guaranteed interest rates are available

These competitive rates are available for Rollover IRAs, Rollover TSAs as well as “private” funds.

THESE COMPETITIVE RATES ARE AVAILABLE FOR ROLLOVER IRA’S, ROLLOVER TSA’S AS WELL AS “PRIVATE” FUNDS

Call for further information!

Contact our administrators for JCSA Benefit Plans, Brian and Irving Silberberg at:

Telephone: 1-800-597-9245 *New!* E-mail: bsilberberg@multifin.com Website: www.jcsabenefitplans.com

JCSA Benefit Plans offers the following plans and services to our members on an individual and agency basis:

- ◆ Long Term Disability
- ◆ Tax Sheltered Annuities
- ◆ Retirement Disability Plan
- ◆ Life Insurance Plan
- ◆ Fixed Annuities
- ◆ Fixed Index Annuities
- ◆ 529 College Fund Plan
- ◆ IRA Plans
- ◆ Long Term Care Plans
- ◆ 24 Hour Accident Plan
- ◆ Agency Pension Planning

Jewish Communal Service Association of North America

JCSA
Connecting & Enhancing Professional Leadership

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520 Eighth Avenue | 4th Floor | New York, NY 10018
Phone: 212.532.0167 | Fax: 212.532.1461 | info@jcsana.org

Newsletter Staff — Sara Reif, NYC, Editor.

Mission

The Jewish Communal Service Association of North America supports the enhancement of professional Jewish communal leadership, uniting a broad spectrum of individuals, entities and disciplines sharing a commitment to advancing their communities guided by Jewish values.

We're on the web: www.jcsana.org

Glenn Easton, President Brenda Gevertz, Executive Director

To subscribe directly to this newsletter simply go to www.jcsana.org, enter your email address in the space provided and click “go”.
Your e-mail will be automatically added to our listserv through Constant Contact. It is free, fast and easy!