

## JCSA IN ACTION

*JCSA in Action is a summary of recent Association programs, projects, and important organizational decisions, as well as a preview of activities planned in the near future. The column is part of our ongoing effort to encourage the active participation of our membership in the professional development of the field of Jewish communal service. We welcome your comments, suggestions, and observations.*

### **JCSA/UJC SUMMIT ON RECRUITMENT AND RETENTION**

*A Summit on Recruitment and Retention* has been scheduled for Spring 2002, under the auspices of the United Jewish Communities (UJC) and the Jewish Communal Service Association. The consultation will develop a field-wide blueprint for enhancing our ability to attract and retain highly qualified professionals. Ms. Billie Gold, Chair of the UJA-Federation's (NY) Network Council, announced the project at a Forum Session on Recruitment and Retention at the UJC General Assembly (GA) in November 2001 in Washington, DC.

#### **GA Forum on Recruitment and Retention**

The GA Forum Session was co-sponsored by JCSA. It was chaired by Ms. Gold and featured presentations by Larry S. Moses, President of The Wexner Foundation, and Shifra Bronznick, President of the UJC's Advancing Jewish Women Project. The speakers offered useful insights on how agencies can best recruit and retain quality personnel for the field and on ways to overcome specific work/home-related barriers faced by women in the profession.

Four small group sessions followed the plenary, each designed to delve further into the issues of recruitment and retention from a different perspective. JCSA leaders Max L. Kleinman, Howard M. Rieger, Peter H. Wells, and Dr. Steven E. Windmuller participated in the program.

Useful background material for the Forum was provided by JCSA in the form of a specially prepared reprint from the *Journal of Jewish Communal Service*, based on the *JCSA Teleconference on Gender Equality in the*

*Profession*. The article's reprinting and distribution at the forum, and to all delegates at the GA, were made possible by a grant from The Andrea and Charles Bronfman Philanthropies.

The distribution of the article marks the fourth time in six years that a reprint from or an entire edition of the *Journal* has been included in the kits of the volunteer leaders and professionals attending the GA.

### **JCSA/WCJCS Jewish Learning Seminar at GA**

Avraham Infeld, Consul for Jewish Affairs, Hillel, and Founder and Former President, Melitz, Israel, discussed "Healing the World: Insights and Inspirations for Professionals and Our Communities." The occasion was a Jewish Learning Seminar co-sponsored by JCSA, Association of Jewish Community Organization Personnel (AJCOP), and the World Council of Jewish Communal Service (WCJCS).

Howard Charish and Dr. Ron B. Meier, presidents respectively of WCJCS and JCSA, greeted the enthusiastic audience at the opening of the session. Each related his association's efforts to enhance cooperation among professionals throughout the Jewish world, and to foster a "global" view of the profession for the entire field.

### **LOCAL GROUPS**

Local professional associations play an important role in bringing practitioners together in their communities. This informal professional network is particularly helpful in the retention and advancement of grass roots professionals.

JCSA cooperates with and lends assistance to existing entities in New York, New

Jersey, Philadelphia, Chicago, and Los Angeles, while fostering the creation of associations in other communities. Ellie Aronowitz and Ken Weinberg, Co-Chairs of the JCSA Task Force on Local Professional Associations, lead these efforts on our behalf.

#### **Reshet Atlanta: The Jewish Communal Professionals' Network**

Reshet Atlanta held a highly successful inaugural meeting in August 2001, attended by 135 professionals from all fields of service in the Greater Atlanta area. JCSA President-Elect Dr. Audrey S. Weiner was the keynote speaker at the event, where complimentary copies of the *Journal of Jewish Communal Service* were presented to all attendees.

The impetus for the establishment of Reshet (Hebrew for "network") Atlanta came primarily from Robin Levenston, UJC Southeastern Office, and Ilene Levin, Jewish Federation of Greater Atlanta, with support from Steven A. Rakitt, executive director of that federation.

Other existing Local Professional Associations in Cleveland and Baltimore have expressed an interest in participating in this cooperative and information-sharing network, and efforts are underway to establish similar groups in South Florida.

#### **NORTH AMERICAN ASSOCIATION OF SYNAGOGUE EXECUTIVES**

The North American Association of Synagogue Executives (NAASE) has reestablished its relationship with JCSA as an Affiliated Professional Association (APA). The professional organization is composed of more than two hundred executives of Conservative synagogues.

NAASE had been affiliated with JCSA until 1982 as the National Association of Synagogue Administrators. Judith Kranz, the group's current president, recently led the successful effort to bring the association back into the JCSA family. Joel Ollander, JCSA Executive Director, welcomed the group's return. He stated, "The field and our *Association* are strengthened considerably by your

organization's renewed involvement."

Other APAs, in addition to NAASE, are the Association of Jewish Aging Services (AJAS), Association of Jewish Community Organization Personnel (AJCOP), Association of Jewish Center Professionals (AJCP), Association of Jewish Vocational Service Professionals (AJVSP), and the Jewish Social Service Professionals Association (JSSPA).

#### **JCSA TELECONFERENCE-2002**

*Managing Your Own Career in Jewish Communal Service* will be the subject of a JCSA Teleconference, slated for presentation on the UJC Satellite Communications Network in 2002. The subject was selected as one aspect of JCSA's continuing efforts to strengthen the professional development of our members and other practitioners in the field.

#### **JCSA ANNUAL MEETING—JUNE 10, 2002**

JCSA will convene the *Association's* Annual Meeting on June 10, 2002 in New York. The event will be coordinated with AJCOP's Annual Meeting, a format that was highly successful in 2001. All Affiliated and Local Associations have been invited to participate in the meeting.

#### **A TECHNOLOGICAL FIRST**

The Executive Board, meeting in October 2001, offered an opportunity to participate in the proceedings via conference call for those JCSA leaders unable to attend in person. This was the first time that the communications technology was employed for this purpose. Seven board members from various areas of the country participated in this manner, along with fifteen leaders present at the meeting.

Dr. Meier noted that the new procedure was part of his efforts to increase participation in JCSA throughout North America. He announced that similar arrangements have been put in place for the forthcoming Executive Board meeting on **February 4, 2002**.