

The JCCs of North America Program and Practice Awards 2010

In recognition of the talent, creativity, and achievement within JCCs, JCC Association presents awards at its Biennial Convention. We look forward to receiving your submissions. All programs, activities, services, and plans must have been implemented since November 2007.

JCCs of North America
מרכזים קהילתיים יהודיים בצפון אמריקה



biennial 2010
THE TOOLS JCCs NEED.
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Award categories.

Innovative Program or Practice Awards

for new, creative, imaginative, cutting edge, and groundbreaking (for the JCC Movement) programs, activities, services and plans. Award winners will be posted on the 2010 Biennial website biennial.jcca.org and certificates will be distributed at the Biennial. Award-winning entries will be shared on JCC Resources and the JCC will receive written acknowledgement of the award.

Exemplary Program or Practice Awards

for outstanding programs, services, activities and planning. We will only consider those entries judged to be groundbreaking service models on which other JCCs may base future programming. Award winners will be posted on the 2010 Biennial website biennial.jcca.org, and certificates will be distributed at the Biennial. The JCC will receive written acknowledgement of the award.

Program or Practice Recognition Certificates

for submissions that add new and expanded programs, activities, and services to their JCCs. JCCs will receive written acknowledgement of these awards, and certificates will be distributed at the Biennial. The JCC will receive written acknowledgement of the award.

Gold Star - A nominated JCC program or service will be recognized as a Gold Star Program/Service if it, in the opinion of the judges, meets any one or combination of the following:

- Builds Jewish community
- Incorporates JCC Movement brand
- Inspires Jewish journeys
- Involves volunteers
- Contributes to financial sustainability

Award requirements.

Innovative Program or Practice Awards must:

- Be new, creative, imaginative, cutting edge, and groundbreaking for the JCC Movement
- Demonstrate clear and achievable goals, program coherence, and successful outcomes
- Relate to JCC mission
- Adhere to award subcategory

Exemplary Program or Practice Awards must:

- Demonstrate clear and achievable goals, program coherence, and successful outcomes
- Relate to JCC mission
- Adhere to award subcategory
- Serve as a model for other JCCs

Program or Practice Recognition Certificates must:

- Demonstrate clear and achievable goals, program coherence, and successful outcomes
- Be a new program or practice for this JCC adapted from another source (e.g., another JCC), or a significant enhancement of an existing program/practice
- Relate to JCC mission
- Adhere to award subcategory

JCC Association Program and Practice Awards honor outstanding work in the following areas:

- 1. Financial Resource Development**
- 2. Jewish Living and Learning**
- 3. Leadership Development**
- 4. Membership Development**
- 5. Planning**
- 6. Professional Development**
- 7. Programs and Services**
- 8. Benchmarking Exemplars**

1. Financial Resource Development

JCC Association Financial Resource Development Awards recognize innovative and successful fundraising programs in the following categories: You may submit one entry per bulleted sub-category.

- Annual campaign
- Capital campaign
- Endowment campaign
- Development of a written and executed financial resource development plan with clearly identified objectives
- Entrepreneurial ventures
- Foundation, corporate or government grants
- Fundraising programs that inspire Jewish journeys
- Development of planned giving programs
- Special events

2. Jewish Living and Learning Awards

JCCs make major contributions to building strong, vibrant, diverse and inclusive Jewish communities by providing creative, innovative Jewish programs, activities and experiences to all members of the community. JCC Association Jewish Living and Learning Awards recognize outstanding efforts in this area. You may submit one entry per bulleted sub-category.

- Programs, activities, and experiences that enhance the Jewish ambiance and environment of the JCC
- Initiatives that foster intra- and inter-agency collaboration, support, and development to strengthen Jewish life in your community
- Programs/activities that enhance Jewish knowledge and commitment to Jewish life
- Programs that demonstrate how your JCC inspires Jewish journeys

3. Leadership Development Awards

JCCs value leadership, and many have developed training opportunities that can benefit the entire movement. JCC Association Leadership Development Awards will acknowledge commendable leadership development programs, activities and plans that present new concepts and models applicable to all JCCs. You may submit one entry per bulleted sub-category.

- New leaders programs developed for those not yet on the board or on the board for less than two years
 1. Programs/activities that involve new leaders in enhancing Jewish journeys
 2. Innovative ways to engage board members
 3. Orientation programs to engage new leaders to the JCC and its mission
 4. Programs/activities to involve new leaders in JCC leadership roles
 5. Programs for leadership development or board development committees
- Board development
 1. Programs/activities that help the board inspire Jewish journeys
 2. Training modules for board and/or committees
 3. Comprehensive board development curriculum and new initiatives
- Advanced leadership (past presidents, or on board for more than ten years)
 1. Activities that inspire Jewish journeys for advanced leaders
 2. Board development activities/initiative
 3. Mentoring models for experienced leaders to work with newer leaders
 4. Programs to engage past JCC presidents and other long-term JCC leaders

4. Membership Development Awards

JCCs need to recruit new members to remain viable. JCC Membership Development Awards recognize JCCs that have successfully implemented innovative membership structures and promotions and have developed new membership policies through an exemplary committee process. You may submit one entry per bulleted sub-category.

- New membership structure, model, or promotion
- Incentives to enhance membership recruitment
- Initiatives for member retention
- Evaluation process for monitoring successful sales
- Membership sales training program for all staff

5. Planning Awards

Careful planning is key to the success of JCCs. These awards will recognize the successful future planning of JCCs to ensure vibrant and growing communities. You may submit one entry per bulleted sub-category. If applicable, indicate use of the JCC Association's Mandel Center for Excellence in Leadership and Management materials from JCC Excellence: The Benchmarking Project.

- Strategic or business plan
- A strategic thinking process
- A process leading to the adoption of a new or re-affirmed mission and/or vision for the JCC
- A published report with an implementation plan that has been adopted by the JCC's board as a result of a planning study
- Agency-wide plan that concretizes inspiring Jewish journeys

6. Professional Development Awards

The success of our JCCs depends upon the high caliber professionals who operate our agencies, the services and programs that they develop and offer throughout the year, and the staff's relationship to the members. JCC Association Professional Development Awards recognize outstanding efforts to orient, train and maintain a passionate, committed, and qualified staff. You may submit one entry per bulleted sub-category.

- Recruitment of professional staff
 1. Recruitment plan to attract new employees
 2. Incentive program to attract staff
- Retention of professional staff
 1. Efforts and/or incentives to retain staff
 2. Staff recognition efforts
- Continuing education for professional staff
 1. Programs for continuing education for staff
 2. Staff training modules
- Jewish learning programs for staff
 1. Programs, activities, events that inspire Jewish journeys for staff

7. Programs And Services Awards

JCCs are renowned in their communities for imaginative, creative, and diverse programs for a wide range of audiences. To be considered for Programs and Services Awards, programs/initiatives must be replicable by other JCCs, and should positively affect the lives of those who participate. You may submit one entry per numbered category.

1. Adults (20's and 30's)
2. Adults (40's through 60's)
3. Adults (70's and up)
4. After-school programs/activities
5. Aquatics
6. Community service/social action
7. Cultural arts
8. Day camp
9. Early childhood
10. Economy
11. Employment
12. Family
13. Family camp
14. Film/books
15. Fitness
16. Greening sustainability
17. Interfaith
18. Intergenerational
19. Music
20. Outreach
21. Resident camp
22. Special needs
23. Spirituality
24. Sports
25. Teens
26. Theater
27. Travel
28. Volunteers
29. Wellness
30. Youth/school age
31. Other-identify/create a category that we didn't include

8. Benchmarking Exemplar Awards

Benchmarking Exemplar Awards recognize policies, procedures or programs that have:

1. Been implemented in response to a need identified in JCC Excellence: The Benchmarking Project **AND**
2. Led to measurable, improved performance in a subsequent year's JCC Excellence: The Benchmarking Project report

In order to be eligible for an Exemplar Award, a JCC must have participated in JCC Excellence: The Benchmarking Project before enacting the "exemplary" policy procedure or program and must demonstrate marked improvement in a subsequent JCC Excellence: The Benchmarking Project report in one or more metrics. Consideration will also be based on whether the exemplar is replicable at other JCCs.

An exemplar can come from using the benchmarking process to assist the leadership in strategic thinking and decision making, or can fall into one of the following areas (examples of metrics within each area are included in parentheses):

- Financial Growth and Sustainability (operating margin, individual program margins, contributed income raised, funding depreciation)
- Member and User Engagement (frequency of informal conversations, number of programs used per member unit)
- Program Performance (perceived quality of early childhood staff, day camp program or fitness facilities)
- Staff Motivation (job satisfaction, kept up to date about future plans and changes, confidence in the executive director's vision)
- Jewish Impact (number of areas of Jewish impact per member unit, belief the JCC benefits the community as a whole)
- Strategic Decision Making - (concrete examples of how the benchmarking process and findings have helped your JCC's leadership to make more informed strategic decisions)

You may submit one entry per bulleted area. For a complete list of metrics within each benchmarking outcome area, please refer to a copy of JCC Excellence: The Benchmarking Project findings.

Criteria guidelines.

1. Quality of submission
2. How closely the entry adheres to the sub-category
3. Imagination, innovation, originality, and creativity
4. Clarity of objectives
5. How effectively the entry accomplishes its stated goals and objectives
6. How the entry inspires Jewish journeys
7. Where there are collateral materials, the extent to which the material reflects the JCC Movement brand. (If submission does not use the JCC Movement brand, demonstrate how materials reflect local JCC's brand).
8. For Exemplary Program or Practice Awards, the submission must serve as a model for other JCCs or set a standard of excellence in your community. The submission must explain the entry's contribution to the JCC Movement or the local community, relate it to the mission of the JCC, and show how it met target goals.

Guidelines for Submission.

1. Only those Jewish Community Centers, YM-YWHAs and camps affiliated and in good standing with JCC Association are eligible to enter.
2. Only one entry may be made in each bulleted sub-category.
3. Only completed or continuing programs are eligible. Proposed programs will not be considered for an award. The program or project must have been initiated since November 1, 2007.
4. All entries should be submitted online between October 1 – December 1, 2009 at biennial.jcca.org/awards. Any mailed supporting materials must be postmarked by December 1, 2009. All fields are mandatory.

Mail supporting materials—with printed submission form—to:

JCC Association - Biennial 2010
Program and Practice Awards
520 Eighth Avenue - 4th Floor
New York, NY 10018

5. All entries become property of JCC Association and may be used to promote JCCs of North America.



Alan P. Solow
Chair

Allan Finkelstein
President

Marvin Gelfand
Chair, Biennial Committee

Robin Ballin
Sr. Vice-President, Marketing and Communications

520 Eighth Avenue
New York, NY 10018
(212) 532-4949
www.jcca.org