



**LEADERS ASSEMBLY 2016**  
**PLENARY: I Belong to Jewish Camp**  
**Design Theory Breakout: EMERGING LEADERS**

**Question 1: How can I build our understanding about students and young adults?**

- Ask them!
  - What do you need from camp? What do you value?
  - How has camp influenced your life?
  - Why are you here? Why are you STILL here?
  - How do you define success? What do you want to accomplish?
  - How can we be the most supportive to them?
  - What do you want from us in the future?
  - How can we stay connected in a meaningful way?
  - How has camp influenced your life?
  - What are the reasons you come back to camp (expand the conversation so they can see beyond immediate reasons)
  - What do you want to learn?
  - What do you want to do in your life?
  - What is a field you are interested in going into?
  - How can we put camp on your resume? (sell the skills you learn at camp to the professional world)
  - What can you add/bring to camp?
  - What are you not getting in college?
  - How can camp help on your career path?
  - Do you want community after camp
  - Where does leadership fit into academic life?
  - What skill sets are important/what do you need to know?
  - How do you learn best?
  - What external pressures are you feeling?
  - Where do you see yourself now, in 2 years, in 5 years, etc.? What do you need to get there? How can camp help?
- Talk to people who don't return
- Talk to Alumni -what professional skills do you use today that you can trace back to camp? Why did you work at camp? Ask if they will share their experiences on social media with current staff.
- Gather information, listen and share
- Build trust - don't label, listen and be present



- Engage Parents, Family members (parents should see the value of camp professionally – as they already see the Jewish value)
- Target & Connect with teachers
- Give credit/recognition for feedback – implement suggestions
- Go to where they are
- Create Year-round experiences and conversations
- Understand that this is ever changing
- Participate in Social networks & social media (linked-in, etc.)
- Be approachable
- Partner with Hillel
- Partner with other communities
- Identify barriers
- Reach out to former influential staff members
- Invest in emerging leaders
- Involve emerging leaders in the process
- Search for common themes between different “networks
- Hold think tanks/focus groups – talk about issues, integrate ideas
- Explore what our role is in their university experience (partnering with Hillel? Sponsoring dinners? Etc.)
- Explore what the next steps are for them once camp is over (Camp is a huge Jewish connection, what happens when they age out? What is their Jewish involvement?)
- Form relationships with other Jewish non-profits in order to engage members of the Jewish community that are not involved in camping
- Explicitly state to emerging leaders the value of camp as they grow
- Continue to engage staff when they age out – tap into their professional skills and bring them back to camp

## **Question 2: How could I open camp to students and young adults?**

- Push out of comfort zone
- Share Alumni Success Stories
- Visit them year-round
- Relationship building – purely social
- Jewish community connections beyond camp
- Encourage them to apply passions & interests to expand areas of camp
- Year-round internship (expand year-round staff)



- Be explicit about professional development as our priority
- Involvement of Board and Camp commission
- Invite Alumni to visit
- Provide Alumni Committees
- Off-Season emerging leaders retreat
- Off-Season parent/counselor conversations
- Pair emerging leaders with alumni in interest area
- Shadowing camp professionals over summer
- Give opportunities for personal growth and the pursuit of passions
- Lower barriers of entry
- Teach traditions - lower alienation
- Standardize camp language
- College camp tour
- Camp to Campus - Campus to Camp
- Translating “shlichot” to all staff
- Common shared experiences (creation of traditions)
- K’hillah
- Create Adult Camp weekend Ages 21-30/Alumni Camp
- Broadcast Tikkon Olam to broader communities
- Find & Create opportunities for passion
- Think of camp as an incubator
- Break down the “lifers” with the new members to make staff culture inclusive
- Find space to open more space for leadership opportunities (what do we do with the age gap between counselor & leadership)
- Allow for different kinds of leadership, including leadership outside the Jewish Community (ex. Year round engagement around the business side of camping)
- Provide Professional opportunities:
  - Develop pre-existing interests and skills
  - Teach how to put camp on their resumes (start early & demonstrate leadership trajectory)
  - Create internships and fellowship programs that are prestigious and innovative (camp sponsored leadership building) that will be competitive with non-camp related internships)
  - Leverage Alumni in the fields that Emerging Leaders are interested in (providing that experience before or after camp, to grow their experiences)
  - Use Alumni connections to help with careers



- Have staff/Alumni assist in recruiting
- In-Camp Internship - mentoring and coaching
- Leadership opportunity and chance to process with mentor (everyone is a mentor to someone)
- Create environment where leaders/change agents do not feel alone
- Develop message and leadership path within our community - not just Unit Head as leadership destination.
- Camp sponsored leadership building
- Training before camp
- Develop relationships between them and Camp Directors and other Adult Role models in the camping field.
- Involve them in fundraising and other camp impact programs
- Learn about their career aspirations and find opportunities to get experience in Camp (Shadow, internships, independent studies). Provide stipends for internship pre-camp/off season which builds skills practiced at camp
- Use staff for marketing in off-season (write blogs/vlogs, curate Instagram, photos, etc.)

**Question 3: What is the experience I want students and young adults and our existing population to have?**

- Feel welcome
- Feel part of Community
- Find a happy Place “We had fun together”
- “They cared about me year-round”
- “Eureka” moments
- Excited from the moment they are hired
- Building relationships & connections with camp staff and supervisors
- “We’re in it together”
- “I made an impact” “I made a difference”
- Camp is a real job
- I learned/had professional development at camp and beyond
- A more “behind the scenes” experience of camp
- Exploration of Self
- Valued
- Empowered



- Inspired
- Transformative and Transferrable experience
- Confident, can test paths, know where they want to go
- Stronger Jewish Identity; revitalized Judaism
- Continued Jewish/civic engagement
- Comfortable in their own Judaism (actions embody their Jewish values, being a role model for others; Alumni take Initiative to be involved)
- Be able to articulate their own successes/share their stories
- Feel connection/relevance between camp experience and real world
- Feel surrounded by likeminded leaders/change agents
- Feel that their Camp experience left a mark on them and that they left a mark on camp
- Feel that their time was not wasted
- Feel they want to inspire the next generation; an obligation to give back

## Other

## Success

- Engaged in Jewish life/community after camp
- Leadership in society comes from Jewish camp
- Not having to explain Jewish Camp on your resume
- Take values (of camp) home
- Inspire new Jewish leaders
- Pride in the end product
- Great experiences
- Emerging Leaders hear stories of Leaders
- "I gained 21<sup>st</sup> century skills at camp"
- Can speak business language (translate camp into real world skills)

