Presenter Resources

Presenter Guidelines and Templates

- Presenter Bio and Photo Guide
- Session Description Guidelines
- Powerpoint Presentation Template (Download)

Speaking and Writing Guidelines

Hinei mah tov u'manaim shevet achim gam yachad.
How good and pleasant it is when people live together as one. – Psalm 133

Thank you for sharing your knowledge and expertise with our JCC professionals. Your contributions to this conference are extremely valuable and much appreciated.

JCC Association's philosophy of inclusion has its foundation in Psalm 133 and reads as follows: Guided by the wise words of the Psalmist, JCC Association of North America commits to build, nurture, and elevate a culture of belonging in which we welcome, recognize, and celebrate people of all abilities and identities in accessible, safe settings throughout the movement.

As you prepare and deliver your presentation, please keep these thoughts in mind.

1. **The JCC Movement** began in Baltimore in 1854 with the opening of the Hebrew Young Men's Literary Association, providing a place for Jews to gather for social and intellectual activities. In 1917, **JCC Association of North America** was founded as the Jewish Welfare Board (JWB) by a coalition of national Jewish organizations seeking to serve young Jewish men entering the military. In 1990, JWB changed its name to Jewish Community Centers Association of North America to better reflect the agency's evolved scope and mission. JCC Association of North America is the organization's current legal and operating name.

2. The JCC Movement comprises JCC Association of North America and nearly 150 Jewish Community Centers and JCC Camps. It is the most expansive platform for Jewish life in the U.S. and Canada, serving 1.5 million weekly in-person and online visitors. It is also the most important gateway promoting community relations beyond the Jewish sphere. Collectively, the movement strengthens Jewish community, advances vibrant Jewish life, and delivers intentional, measurable impact, locally, across the U.S. and Canada, and wherever Jewish life is lived.

3. JCC Association fulfills its mission through three **Centers of Excellence**.

- **The Center for Jewish Peoplehood** offers programs and experiences that deepen Jewish identity, connection, and engagement; promote Jewish education; and strengthen Jewish life. The Center includes JCC Camps of North America, North America's largest Jewish camp network; JCC Maccabi®, a preeminent initiative devoted to inspiring Jewish identity

among Jewish youth; and JWB Jewish Chaplains Council®, which is recognized by the U.S. Department of Defense to endorse rabbis for service as military chaplains. They, in turn, fulfill the religious needs of Jewish military personnel, their families, and veterans worldwide.

- **The Center for Talent Development** supports the JCC workforce, the largest on North America's Jewish communal landscape, and lay leaders with a coordinated strategy that includes recruitment, onboarding, training, and retention. This Center also offers coaching, advisory services, and opportunities to learn and network, ensuring the necessary leadership pipeline to sustain the JCC Movement.
- **The Center for Innovation and Impact**, a hub for research, data, program evaluation, and innovation, helps JCCs and JCC Camps measure effectiveness, respond to emerging trends, adopt shared best practices, and achieve operational efficiencies. JCC Association's data strategy and systems infrastructure are housed within this Center.

4. We are "JCC Association of North America" and this terminology should always be used on first reference. On second and subsequent references, "JCC Association" may be used. Do not use the article "the" before the words "JCC Association." We should never be referred to as JCCA or the JCCA.

5. Always capitalize "JCC Movement" and lowercase "movement" when used without JCC.

6. JCC® is a registered trademark that refers to Jewish Community Centers throughout the U.S. and Canada.

7. Use "The JCC Movement" when referring to programs and events that serve JCC professionals and lay leaders, for example, The JCC Movement Professional Conference (ProCon), The JCC Movement Mifgash: Executive Leadership Forum, and The JCC Movement JSummit.

8. Always use "JWB Jewish Chaplains Council® " on first reference. "JWB," which stands for Jewish Welfare Board and was the original name of JCC Association, may be used on second and subsequent references. Always use the phrase "JCC Maccabi®." Never use "Maccabi" alone, which is a different brand.

9. Refer to JCCs without writing out each word. The plural is JCCs (with no apostrophe).

10. JCC Association includes agencies in Canada and the U.S., and we may have participants joining us from Israel and other countries. Therefore, please keep references as broad as possible—"community" and "global," for example—and refrain from using terminology such as "national" or "American" unless you are referencing something specific.

11. JCC professionals include people of all races, faiths, beliefs, and practices.

12. Always explain acronyms and translate non-English words or phrases on first usage.

13. Use people-first language that focuses on individuals, for example, "person with a disability."

14. Avoid euphemisms such as “differently abled,” “challenged,” “disabled person,” or “specially abled.”

15. Avoid phrases that suggest victimhood: “suffers from,” “afflicted by,” or “confined to a wheelchair.”

16. Consider using gender neutral terms such as “everyone,” “everybody,” “folks,” or “y’all” rather than “guys,” “ladies,” or “ladies and gentlemen.”

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QUESTIONS?
Check out the FAQ. Still have questions?
Email mifgash@jcca.org and we'll get back to you soon.

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