

## 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.*

### **JOEL OLLANDER TO RETIRE AS JCSA EXECUTIVE DIRECTOR**

*Joel Ollander* will retire as JCSA Executive Director after twenty years in that post. He will thus conclude a career in Jewish communal service that has spanned 44 years.

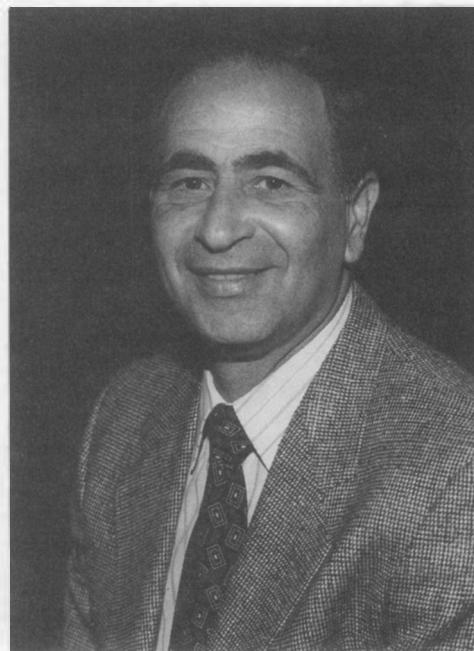
Dr. Ron B. Meier, JCSA President, announced Mr. Ollander's retirement, effective August 31, 2002. Dr. Meier and other JCSA leaders expressed their appreciation for Ollander's 20-year successful guidance of the Association and for his overall contributions to the field of Jewish communal service.

Mr. Ollander acknowledged the complimentary remarks, which he shared with the many outstanding Association leaders with whom he has worked, and with his colleague *Minna Nelson*, JCSA Executive Assistant for 19 years.

#### **Career in Community Relations**

Mr. Ollander began his career with the Anti-Defamation League in New York in 1958, being reassigned to Columbus in 1960. He joined the staff of the American Jewish Committee in Cleveland in 1965, and later moved to Chicago as AJCommittee Midwest Regional Director in 1968.

He was appointed Director of the Domestic Affairs Department of the National Jewish Community Relations Advisory Council (now the Jewish Council on Public Affairs) in New York in 1973, where he was recognized as an expert on combating anti-Semitism, protecting civil rights and civil liberties, and shaping a positive image of Jews and the State of Israel in the mass media.



*Joel Ollander  
JCSA Executive Director, 1982-2002*

#### **Professional Activities**

Mr. Ollander is Secretary of the World Council of Jewish Communal Service. He was actively involved in the Association of Community Relations Workers, serving as Chair of its Annual Meeting Planning Committee in 1976 and President in 1978-80.

#### **Selecting a Successor**

*Bert J. Goldberg*, JCSA Past President, has been appointed Chair of the Executive Search Committee, charged with recommending a successor for the position.

### **JCSA LONG RANGE PLANNING**

*Dr. Audrey S. Weiner*, JCSA President-Elect, led a wide-ranging and spirited leadership discussion of future directions for the *Association* at a special JCSA Executive Board Retreat.

The Board was asked to formulate a vision for the future and how that vision will influence the attributes required in a new director, to review JCSA programming and relations with APAs and Local Professional Associations, and to develop a strategy for putting the organization on firm fiscal footing.

"With the forthcoming selection of a new executive, and in preparation for my term in office beginning in mid-June, it was timely and important to review where the *Association* has been and to determine where it should be moving in the future," Dr. Weiner stated.

### **JOURNAL OF JEWISH COMMUNAL SERVICE**

The *Journal of Jewish Communal Service* will shortly be available on the World Wide Web. Special editions honoring Steven B. Solender and marking the 100th Anniversary of the Jewish Federation of Greater Philadelphia will be published.

#### **World Wide Web**

The *Journal* will soon be available on the World Wide Web, based on a pay per view agreement negotiated between JCSA and the Ebsco Information Services Group. *Dr. John S. Ruskay*, Chair of the JCSA Publications Committee, noted that the importance, usefulness, public exposure, and reach of the *Journal* would thus be enhanced greatly.

Ebsco Publishing will include the *Journal* among its offerings to public and private libraries, colleges, universities, medical facilities, and corporations that subscribe to the service. The *Journal* will join such prestigious publications as *Scientific American*, *Harvard Business Review*, *MIT Sloan Management Review*, *British Journal of Sociology*, and the *Journal of Economics*. Ebsco will also offer the *Journal* on a pay per view basis to *Encyclope-*

*dia Britannica*, *World Book*, *Grolier*, and other encyclopedias.

Under the terms of the agreement, Dr. Ruskay noted, JCSA will retain all rights to the *Journal* and will receive a modest commission from Ebsco, based on usage.

#### **Solender Edition**

A special edition of the *Journal* is being created to honor *Stephen D. Solender*, upon his retirement as President and CEO of the United Jewish Communities and the completion of his outstanding and productive 40-year career in Jewish communal service.

The edition will feature original articles on international, national, and local community issues of interest and concern to Mr. Solender, authored by recognized professional experts in respective fields of Jewish communal service. The issue will also contain biographic material about Mr. Solender, along with congratulatory messages.

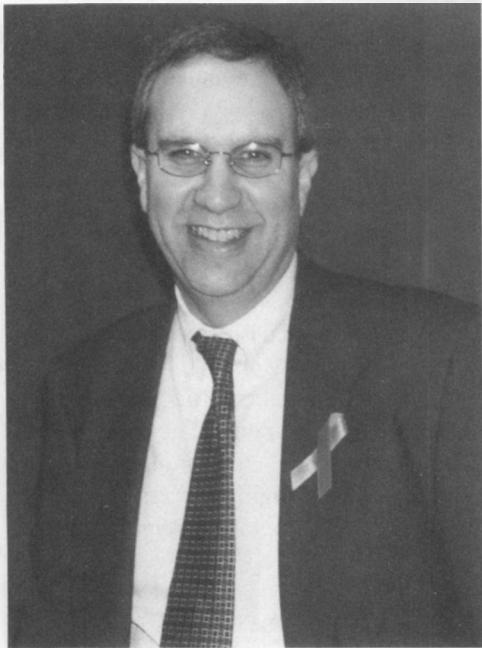
An Organizing Committee, led by *Dr. Jeffrey R. Solomon*, is directing the effort. Other Committee members are: Dr. John S. Ruskay, Dr. Ron B. Meier, Stephen H. Hoffman, Dr. Michael J. Austin, Louise Greilsheimer, and Darrell D. Friedman.

The publication is underwritten by The Andrea and Charles Bronfman Philanthropies, United Jewish Communities, American Jewish Joint Distribution Committee, the UJA-Federation of New York, and The Associated: Jewish Community Federation of Baltimore.

#### **Philadelphia Journal**

A special edition of the *Journal* on the subject of the Philadelphia Jewish community is being produced to mark the 100th Anniversary of that city's Jewish federation. *Jay Spector*, JCSA Assistant Treasurer and President/CEO of the Philadelphia Jewish Employment and Vocational Service, championed the proposal for the publication of the unique issue.

The journal will contain original articles by local professionals on the history and future direction of the Philadelphia Jewish community and of the agencies and institutions that



*Dr. Ron B. Meier  
JCSA President, 2000–2002*



*Dr. Audrey S. Weiner  
JCSA President, 2002–2004*

serve that community. *Ernest M. Kahn, Ph.D.*, JCSA Past President, and *Dr. Jonathan Rosenbaum*, President of Gratz College, co-chair the edition's Editorial Committee.

The Jewish Federation of Greater Philadelphia and a consortium of local Philadelphia Jewish agencies provided funding for the development of the publication. An effort is underway to secure additional funding to enable the journal to be reprinted and distributed to delegates at the UJC General Assembly in Philadelphia in November 2002.

#### **RECRUITMENT AND RETENTION**

JCSA and the United Jewish Communities agreed to work cooperatively to design and develop a field-wide blueprint for enhancing our ability to attract and retain highly qualified professionals for the field of Jewish communal service. The important initiative came as the result of a decision by attendees at a Forum Session on Recruitment and Retention, co-sponsored by JCSA, at the UJC General Assembly in November 2001.

JCSA and UJC subsequently invited representatives from national systems that engage large numbers of professionals, along with individuals with special expertise in staff recruitment, to constitute a Planning Committee. *Stephen H. Hoffman*, UJC President and CEO, and *Max L. Kleinman*, JCSA Immediate Past President and Chair of the Committee on Recruitment and Retention, convened a meeting of the Committee at the UJC offices on January 17, 2002.

The Committee formulated three principles to guide their efforts:

1. All functional fields of service must be included in the effort and be prepared to cooperate for the betterment of the entire field.
2. Volunteer leadership must be included at some appropriate point in the process.
3. An agreed-upon, system-wide blueprint for action and financing the endeavor must be developed.

The Committee also recommended the formation of Working Groups to address specific aspects of the problem: recruitment, agency "culture," and retention and professional development.

Dr. Meier thanked Mr. Hoffman and Mr. Kleinman for their leadership and expressed his appreciation to Committee members for their support and participation in this important effort. Dr. Meier stated that the leadership and composition of the Working Groups would be determined as soon as possible, in consultation with UJC, so that the work of the Committee could proceed expeditiously.

#### **JCSA TELECONFERENCE—2002**

*Managing Your Own Career in Jewish Communal Service* will be the subject of the next JCSA Teleconference, slated for presentation on the United Jewish Communities Satellite Communications Network in Fall or Winter 2002. The topic was selected as part of JCSA's continuing effort to encourage the retention of younger professionals and to strengthen the professional development of all practitioners.

*Esther-Ann Asch*, JCSA Vice President, and *Robin Levenson*, Co-Founder of the Reshet Atlanta: The Jewish Communal Professional's Network, will co-chair the Teleconference Planning Committee.

#### **JCSA ANNUAL LUNCHEON AND EXECUTIVE BOARD MEETING**

##### **Annual Luncheon Meeting**

The JCSA Annual Luncheon Meeting has been scheduled for Monday, June 17, 2002 at 11:45 to 3:00 PM in the Ballroom of the UJA-Federation of New York. The event will be coordinated with the AJCOP Annual Meeting, a format that was highly successful in 2001. The theme of the program is *Recruitment and Retention*.

##### **Executive Board Meeting**

The JCSA Executive Board will meet from 9:30 to 11:30 AM on June 17, prior to the Annual Meeting luncheon. The session will mark Dr. Meier's final Board meeting as JCSA President, and Dr. Weiner's induction as President, 2002–2002.