

JGS Dynamics of Innovative Programming

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**IAJGS International Conference On
Jewish Genealogy**

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IAJGS Board Member

JGSCV President & Program Chair

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Programming Makes/Breaks Society

- Programming is the key to attracting and retaining members and being a viable organization
- Programming need not break the bank
- Publicity important- if no one knows about your program it doesn't do any good!
- Programs developed for those 20's-40's years

**Josh Taylor NEGHS at Management Session-
Sunday**



How To Find Speakers

Suggested Local Talent

- Talent in your back yard and you didn't know it!
- Contact local historical societies
- Contact local colleges- Judaica and History Departments... professors do not need to be Jewish
- Different genealogy programs-local experts



Suggested Local Talent Cont'd

- **Who in your society may have a program to do? Who visited their shtetl, collects Judaica artifacts, is/was a librarian etc?**
- **Local librarian on collections of interest**
- **Local Museum- on costuming, photography, history of area, special collections, etc.**
- **Local authors talking on research or books**
- **Borrow from library, members etc. films on Holocaust, History etc... get permission to show from producer**



Suggested Local Talent Cont'd

“How To” programs put on by senior members of the JGS as always getting new members who need training on:

- census
- city directories
- immigration & naturalization
- Ellis Island and other ports
- military records
- vital records
- researching overseas-foreign records
- how to search on the Internet
- how to organize files/documents
- how to fill out a family tree- using different programs
- how to interview



Suggested Local Talent Cont'd

- **Other genealogy societies (non-Jewish)**
- **Regional NARA offices**
- **Local B'nai Brith/Hadassah Orgs as speakers**
- **Local Family History Center staff (each may have own specialty)**



**If you don't ask
You'll never get a "yes"**



Meetings on Genealogically Related Areas

- **Photographic skills**
- **Organization of documents**
- **History of your geographic area**
- **Museum curator on costuming, Judaica collection**
- **Computer software programs**
for example: PhotoShop, mapping



Ways to Reduce Programming Costs-

Regional Coordination & Have Exciting Programs

- Joint meeting with other groups. Ask local Synagogues, venues or other groups to co-sponsor meetings
- See if speaker of interest is in region for other reasons or suggest a regional tour
- Post query on IAJGS Leadership/JGDG if someone is traveling to your geographic region
- Speaking tour-look at IAJGS calendar
<http://www.iajgs.org/calend/jgscalendar.html>
- Authors on book tours
- See if speaker will do a regional



Ways To Reduce Program Costs

Cont'd

- Trip to regional library, Family History Center, holocaust center, specialty library, etc.
- Go to regional fairs (book, county) to gather ideas of potential speakers
- For special speakers charge a modest attendance fee for all
- National Archives has new short-you-tube videos to download and encourages showing:
<http://www.youtube.com/USNationalArchives>



Ways To Reduce Program Costs

Cont'd

JGS Research or Cemetery Projects

JGS Data Collection Project

JGS Cemetery Project

Gets members engaged

Programming off site i.e cemetery, then report back to entire membership at meeting



Ways To Reduce Program Costs Cont'd. Webinars

Many opportunities to show a
prerecorded/archived webinar at a meeting for
free from:



Ancestry.com (Learning Center tab)

<http://learn.ancestry.com/LearnMore/Webinars.aspx>

Examples of their webinars:

Family Tree Maker 2011

**How To Use Your Discoveries to Make your Next
Big Find**

Getting Started in Ancestry.com



More genealogy webinars

New England Historical and Genealogical Society—online seminars

<http://www.americanancestors.org/online-seminars/>



GeneaBloggers



<http://www.geneabloggers.com/geneawebinars-directory-upcoming-genealogy-webinars/>



Legacy Family Tree Webinars

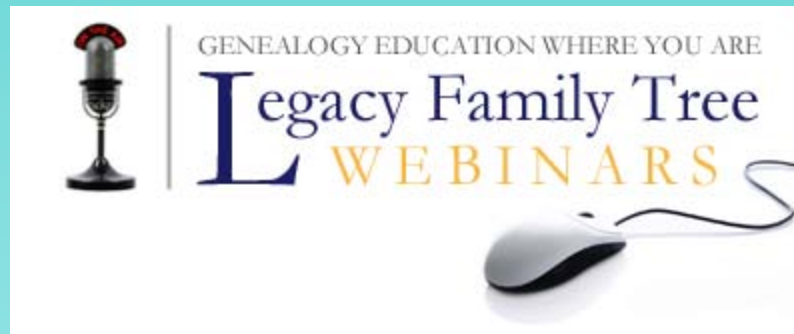
Live Webinars

Archived Webinars

Free on-line for at least 10 days days

Purchase CD for \$9.95

<http://www.legacyfamilytree.com/webinars.asp>



Low Cost Webinars Family Tree Magazine

familytree magazine

Pay and Free Webinars

<http://www.familytreemagazine.com/interactive/webinars>



Ways To Reduce Program Costs Cont'd.

Podcasts

Genealogy Gems Podcast (Lisa Louise Cooke)
Genealogygemspodcast@gmail.com



Some free archived podcasts-download free tool bar—click banner or go to:
<http://thegenealogygemspodcast.ourtoolbar.com>

Tool bar has media player that plays 3 free podcasts:

The Genealogy Gems Podcast,
Family History: Genealogy Made Easy
a free "how to research your family history"
and *The Family Tree Magazine Podcast.*

And

Family Forensic Files Part 2 Episode 90 from website not tool bar

Episode 114 Online Security, Records Roundup

<http://www.genealogygemspodcast.com/episode-114-online-security-records-roundup-genealogy-blogging>

Episode 113 Family history writing

<http://www.genealogygemspodcast.com/episode-113-writing-a-family-history-with-author-john-paul-godges>

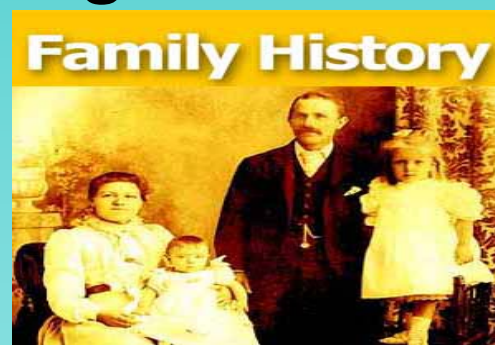
Episode 112 Helping Kids Embrace Family History

<http://www.genealogygemspodcast.com/episode-112>



free educational and entertaining videos at
Genealogy Gems YouTube Channel at
<http://www.youtube.com/user/GenealogyGems>

Sign up for the free newsletter and get a free
copy of e-book called *5 Fabulous Google
Research Strategies for the Family Historian*



Podcasts: A podcast (or non-streamed webcast) is a series of digital media files (either audio or video) that are released episodically and often downloaded through web syndication



More Podcasts

Genealogy Guys

<http://genealogyguys.com/>

Cyndi's List

<http://www.cyndislist.com/podcasts.htm>

Family Tree Magazine

[http://www.familytreemagazine.com/info/
podcasts](http://www.familytreemagazine.com/info/podcasts)

Dear Myrtle

<http://www.dearmyrtle.com/05/1210.htm>



Ways To Reduce Program Costs Cont'd.

GotoMeeting.com

GoToMeeting®

Up to 15 connections

Free 30 day trial

Can record session for future use

One month cost \$49-unlimited usage

**Only need a computer (MAC or PC),
microphone**

**Audio bridge (phone connection- extra cost
charged by your phone connection
company)**



Other Ideas

Grant application to local foundation for special programming

To attract younger members:

Social Media Ideas

Give Computer sessions

Give one-year memberships to Bar/Bat Mitzvot in your area

Partner with Jewish Federation Young Leadership to attract younger members



Publicity Is A Must!

Monthly Flyers on Meetings

- Local daily & weekly newspapers-on-line and print, free local magazines--
- Local synagogues, JCC, senior citizen centers, retirement villages, historical societies
- Jewish organizations, newspapers, local cable station
- Posting at local libraries
- Share with other genealogical societies (non-Jewish)



Differences For Size JGSs

- **What are the unique problems of larger JGSs?**
- **What are the unique problems of medium sized JGSs?**
- **What are the unique problems of smaller sized JGSs?**

