

A Boot Camp Approach is the best way to increase retention & enrollments.



Private, not-for-profit, day and resident programs have had proven results with this new curriculum of program assessment, marketing analysis and strategic planning.

Rather than continuing in a reactive posture to the unpredictable financial climate or just watching your enrollments decline, take action. Secure the tools by which you and your team can develop a pragmatic, step-by-step plan that will enhance program, increase camper retention, reinforce parent relationships and ultimately bring enrollments to actual capacity.

Note to participants: I am happy to share all templates electronically after the conference. Just email me at campconsulting@verizon.net

DRILL #1 ... EVALUATE OBJECTIVELY. The most critical marketing tool is your product; therefore it is essential that you be objective. Honestly assess the past season while it is still fresh in your mind.

Every camp Director boasts that they had “the best summer ever.” But even if that is the case, there had to be issues. No program is perfect and “good enough” is not the place at which to position your camp in these uncertain financial times.

Please do not give yourself “the benefit of the doubt”, identify all of the issues so that they can be acknowledged and then you can take action to improve your product and confidently market the changes.

If you are having trouble identifying issues, please include key members of your leadership team and staff in the process.

ASSESS – List each camper, parent, staff, program, activity, event, logistics, transportation and registration issue.	ACKNOWLEDGE – Note how these problems can negatively impact camper, parent and community relations.	ACTION – Determine what steps you will take to correct the problems and minimize the negative impact on future enrollments.
1.		
2.		
3.		

DRILL #2 ... PLAN A DETAILED, YET RESPONSIVE ATTACK. Develop a year-round promotional effort that focuses on key groups. Maintain a notebook chronology to facilitate tracking.

<p>SEPTEMBER</p> <p>2009 Campers</p> <ul style="list-style-type: none"> • Birthdays • Social networking • Evaluation response <p>2009 Parents</p> <ul style="list-style-type: none"> • Survey follow up • Transition conversations <p>Potential Campers</p> <ul style="list-style-type: none"> • Former campers • New and old inquiries • Friends, donors, networks • New markets <p>2010 Campers</p> <ul style="list-style-type: none"> • Affirm parental decision • Welcome campers • Activate ambassadors 	<p>OCTOBER</p> <p>2009 Campers</p> <ul style="list-style-type: none"> • Interactive web • Events <p>2009 Parents</p> <ul style="list-style-type: none"> • Value of camp • Maintain connections <p>Potential Campers</p> <ul style="list-style-type: none"> • Nurture inquiries • Cross market • Consistent impressions <p>2010 Campers</p> <ul style="list-style-type: none"> • Maintain connections • Handbooks 	<p>NOVEMBER / DECEMBER</p> <p>2009 Campers</p> <ul style="list-style-type: none"> • Thanksgiving connectors • Holiday greetings <p>2009 Parents/Grandparents</p> <ul style="list-style-type: none"> • Holiday "gifts" • Incentives <p>Potential Campers</p> <ul style="list-style-type: none"> • "Touch" events • Value to campers • Parental investment <p>2010 Campers</p> <ul style="list-style-type: none"> • Establish momentum • Big Brother/Sister
<p>JAN / FEB / MARCH</p> <p>2009 Campers</p> <ul style="list-style-type: none"> • Mini-camps / reunions • Staff connections <p>2009 Parents</p> <ul style="list-style-type: none"> • Value of experience • Be accessible/responsive 	<p>APRIL / MAY / JUNE</p> <p>Potential Campers</p> <ul style="list-style-type: none"> • Family fun days • Targeted promotions • Invitations to tour 	<p>JULY / AUGUST</p> <p>2010 Campers</p> <ul style="list-style-type: none"> • Extensions / returns • Quality product • Internal marketing

DRILL #3 ... TRACK RETENTION RATES. This is the measurement tool by which the quality of your product is accurately assessed. Secure the details.

SESSION ONE, GROUP A	SESSION ONE, GROUP B	SESSION ONE, GROUP C
<p><i>Kristen Howe</i> <i>Erin Stoddard & Swing(s)</i></p> <ul style="list-style-type: none"> - <i>Susie Jones</i> - <i>Tiffany List</i> - <i>Helen Bardon</i> - <i>Sally Murdough</i> - <i>Alison Timpe</i> - <i>Barbara Wilson</i> - <i>Jackie Ellis</i> - <i>Mimi Beletta</i> - <i>Achee Stevenson</i> - <i>Grace Nindle</i> 	<p><i>Kristen Howe</i> <i>Erin Stoddard & Swing(s)</i></p> <ul style="list-style-type: none"> - <i>Susie Jones</i> - <i>Tiffany List</i> - <i>Helen Bardon</i> - <i>Sally Murdough</i> - <i>Alison Timpe</i> - <i>Barbara Wilson</i> - <i>Jackie Ellis</i> - <i>Mimi Beletta</i> - <i>Achee Stevenson</i> - <i>Grace Nindle</i> 	<p><i>Kristen Howe</i> <i>Erin Stoddard & Swing(s)</i></p> <ul style="list-style-type: none"> - <i>Susie Jones</i> - <i>Tiffany List</i> - <i>Helen Bardon</i> - <i>Sally Murdough</i> - <i>Alison Timpe</i> - <i>Barbara Wilson</i> - <i>Jackie Ellis</i> - <i>Mimi Beletta</i> - <i>Achee Stevenson</i> - <i>Grace Nindle</i>

SESSION TWO, GROUP A	SESSION TWO, GROUP B	SESSION TWO, GROUP C
<p><i>Joel Howe</i> <i>Karl Stoddard & Swing(s)</i></p> <ul style="list-style-type: none"> - <i>Tom Jones</i> - <i>Charlie Brown</i> - <i>George Bardon</i> - <i>Skate Murdough</i> - <i>Mark Timpe</i> - <i>Phill Wilson</i> - <i>Gil Ellis</i> - <i>Timmy Beletta</i> - <i>Rich Stevenson</i> - <i>Werner Nindle</i> 	<p><i>Joel Howe</i> <i>Karl Stoddard & Swing(s)</i></p> <ul style="list-style-type: none"> - <i>Tom Jones</i> - <i>Charlie Brown</i> - <i>George Bardon</i> - <i>Skate Murdough</i> - <i>Mark Timpe</i> - <i>Phill Wilson</i> - <i>Gil Ellis</i> - <i>Timmy Beletta</i> - <i>Rich Stevenson</i> - <i>Werner Nindle</i> 	<p><i>Joel Howe</i> <i>Karl Stoddard & Swing(s)</i></p> <ul style="list-style-type: none"> - <i>Tom Jones</i> - <i>Charlie Brown</i> - <i>George Bardon</i> - <i>Skate Murdough</i> - <i>Mark Timpe</i> - <i>Phill Wilson</i> - <i>Gil Ellis</i> - <i>Timmy Beletta</i> - <i>Rich Stevenson</i> - <i>Werner Nindle</i>

DRILL #4 ... KNOW YOUR COMPETITION. How can you position yourself in the marketplace without accurately knowing the players?

CAMP					
NFP/PRIVATE					
AGES					
TYPE					
FACILITY					
DISTINGUISHER					
REPUTATION					
ACTIVITIES					
S/T/C RATIO					
PROGRAMS					
SESSIONS					
MARKETING					
CLIENTELE					
TUITION					
OPTIONS					

DRILL #5 ... DEVELOP A COMMUNICATION PLAN. This is different than a marketing or promotional strategy. It is the key messages you use to “sell” your camp and the style that is utilized as you communicate regularly to each of your target markets. For more details, attend the Friday session.

DRILL #6 ... ASSESS YOUR #1 MARKETING TOOL. The quality of your product is the key to your retention, recruitment and ambassador rate.

Activity / Event		Overall Rating 1-5 Scale, 5= extraordinary & consistent delivery								
Sun	M	T	W	Th	F	Sat	___/___/10	Time	AM	PM
# Campers		Ages		Staff						
Attendance Taken		YES	NO	Special Circumstances						
Observed by										
<p>Start Time - Note intended start & the actual time that <u>all</u> commence the activity/event.</p> <p>This is not when the 1st camper arrives. Note how campers/staff are engaged as they arrive to avoid sitting, waiting and boredom.</p>			<p>Engagement (0-5) – Rate individual/collective camper participation & involvement for the full duration.</p> <p>Is the activity/event inclusive of all ages or specific to a certain group? Are all staff members actively involved?</p>				<p>Staff/Camper Ratio – If there are 3 staff w/14 campers but 2 counselors are not actively involved, then the ratio is 1 to 14.</p> <p>Confirm the actual ratio as the activity/event progresses throughout the period.</p>			
<p>Value - Is something worthwhile going on? Are campers learning skills or teamwork? Are they being encouraged, applauded for effort or just supervised? Is equipment adequate?</p> <p>Is the mission evident?</p>			<p>Fun Factor (0-5) - This relates to campers who are reticent/shy and those who are socially able and good at the activity.</p> <p>For events is there respect and reverence by both campers & counselors?</p>				<p>Stop Time - Note intended stop and the actual time that the activity ends. Is there a debrief, group clean up or just sitting around talking?</p> <p>Is there a safe, orderly and fun transition from an event to the next program?</p>			

Design your own Boot Camp.

Right now, take the time to prioritize the 6 Drills that will help you increase enrollments for 2010 and boost your retention rates.



Drill #
Drill #
Drill #
Drill #
Drill #
Drill #

WANT TO STAY MOTIVATED?

Go to the Camp Consulting website listed below to register for FREE monthly operational, marketing and program HINTs.

www.Camp-Consulting.com