



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

Question 1: How can I build our understanding about teens?

- Teens less likely to do Jewish activities/doing less Jewishly year round (some want a break from “Jewish” community and activity)
- Many cannot afford to go to camp
- Other opportunities available to them (i.e sports)
- Many do not want to commit to 8 weeks
- Many follow what their friends do (May not go back to camp if friends are not going back)
- Many get summer jobs to earn \$
- Pressure to do “something fabulous”
- Pressure to build a resume (“I need internship” for real world)

Question 2: How could I open camp and invite teens in?

- Make it less expensive for Teens to go to camp
- Provide meaningful, engaging teen programming for Jewish camp experiences (do not have the same program for teens and kids)
- Need new ideas to market camp to teens - currently no “teen voice”
- Be more flexible on options for Teens (does employment have to start at college age?)
- Give Teens a voice at camp - let them create new programs.
- Embrace change

Question 3: What is the experience I want teens and our existing population to have?

- Teens should feel included and serve as role models for younger children
- Teens should feel they have a voice at camp
- Teens should feel that camp is helping them find out what their strengths are



Other questions/Challenges

- Is there enough physical space to grow the Teen population? What is the impact if this population grows (all campers cannot become counselors - not enough bunks/campers to support)
- How do we maintain the integrity of the camp program while engaging Teens. What is best for the camp vs. what is best for Teens. What does it look like to be flexible?