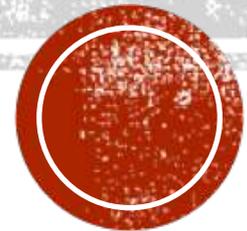


STRENGTHS & OPPORTUNITIES

Prospective Family Engagement

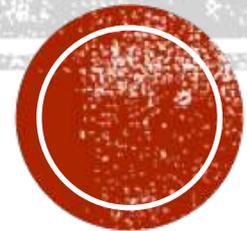


PAGE 1



**RACHEL LEVIN FROM
CHERRY HILL, NJ**

**Please remove her from your database.
Sorry!!!**



NAVIGATING PROSPECTIVE FAMILY CONVERSATIONS

CAMP SELF ASSESSMENT

- Complete Page 2 – Camp Self Assessment (do this individually)
- Be sure to answer thinking about the TEAM rather than only for yourself
- Once done, compare answers with your camp partner(s)



STRENGTHS!

1. What are your camp team's strengths regarding communicating with prospective families? (based on what you know and this assessment)
2. What "strength" has been intentionally worked on to achieve this high level?
3. What are a few examples of individual strengths on your team, that are not yet consistent strengths for the entire team?



STRENGTHS FROM THE MYSTERY SHOP

- Response time after the initial inquiry – 11 out of 13 (same day)

Within 10 minutes I received a personalized email from the camp director encouraging me to use their website to pick a good date and time to schedule a chat to learn more about my child.



STRENGTHS FROM THE MYSTERY SHOP

- Related to the parent & asked questions about the child (Sarah) – 12 out of 13 (received a 4 or 5 from the parent)

He asked lots of questions about Sarah and then focused on many of the activity areas he thought may engage Sarah like: drama, singing and Israeli dancing. He also highlighted their ceramic and fine arts program. He was sincere and kind.



STRENGTHS FROM THE MYSTERY SHOP

- Related to the parent & asked questions about the child (Sarah) – 12 out of 13 (received a 4 or 5 from the parent)

She asked many questions about Sarah. She seemed genuinely interested in getting to know her. I loved that. She also broke down how many of the new campers they were expecting this summer in my daughter's age group and how seriously they take bunking and getting it just right. They try to find the absolute best matches. Explained about a new camper intake form I would fill out before camp sharing all about Sarah. This would help them learn even more about her. She made me feel very comfortable and that I could trust her to place my daughter in the right group.



STRENGTHS!

1. What are your camp team's strengths regarding communicating with prospective families? (based on what you know and this assessment)
2. What "strength" has been intentionally worked on to achieve this high level?
3. What are a few examples of individual strengths on your team, that are not yet consistent strengths for the entire team?



OPPORTUNITIES

1. What are your camp team's areas of improvement regarding communicating with prospective families?

Choose two areas of opportunity (from the list you just made)

1. Identify the reason(s) this is an opportunity and not a strength currently.
2. Create a strategy to strengthen this area of need to something closer to the desired standard.



OPPORTUNITIES FROM THE MYSTERY SHOP

- Only 7 out of 13 camps followed up after the initial phone call
- 6 out of 13 Camps had no follow up or any contact since Mid-December/Early January



Hello Rachel,

It was a pleasure speaking with you and learning more about Sarah. Not only does she seem like a wonderful girl, I can really connect with her passion for the arts and how it's impacting her confidence. It meant a lot to me that you are looking for her to become more independent, I am sure that Camp (name) will be a great setting for her to continue to grow.

A few things I realized I didn't mention. Our Theater Department does a performance each session, last year we did Peter Pan and then a devised theater show where the campers created the storyline. Even our Color and Tribal War have outlets in art, each team comes up with songs and cheers as well as creates a banner and a dance.

Most importantly, I wanted to tell you about our New Camper BBQ. In June before camp starts we invite all of our new friends up to camp for a couple activities and a cook out. This is a great chance for Sarah to meet people so that when she arrives the first day there are familiar faces.

I did tell you that today was the end of our Early Bird Rates but since you are just learning and exploring Camp (name) I can extend that rate for a month to give you time to come visit and continue your conversations about camp.

Please don't hesitate to call or email with any questions, thoughts or concerns. Enjoy your weekend!

OUTSTANDING FOLLOW UP



OPPORTUNITIES FROM THE MYSTERY SHOP

- Several camps had challenges with their website or initial inquiry. In some cases the inquiry form did not operate correctly (3) or in others there was a delay in responding to the parent.
- Only 7 out of 13 camps received a “5” on how well they moved the sale forward.

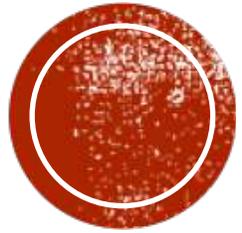
How do you take something that was mostly relational and move the “sale” forward, without seeming transactional?



1. Create an on-boarding process to help new team members learn and practice their various narratives about camp.
2. Have team members listen in on prospective phone calls with each other, even if the team has been together a long time. Use this as a way of strengthening your message. Camp continues to change and grow, so think of this communication process in the same way.
3. Establish a must-have list for prospective family communication. For instance, your team must always mention a discount, incentive, or deposit on every initial call – but mentioning scholarship is situational.
4. For new team members, do a handful of mock prospective calls either with other team members or friends of camp.
5. As a director, call a prospective family **AFTER** their initial conversation with a camp team member and ask about their experience with this interaction. (great excuse to get someone on the phone)
6. Put your “areas of opportunity” on a weekly team meeting agenda sometimes. Raise awareness that this is something you are consciously working on and follow up.

SUGGESTIONS FOR DEVELOPING THE TEAM





NEXT STEPS

Page 7 in handout