



LEADERS ASSEMBLY 2018: THE PURSUIT OF EXCELLENCE
March 18-20, 2018 in Baltimore, MD

CSI: Getting a "5" in Parent Communication
Monday, March 19 from 5:00PM-6:30PM

SESSION PRESENTER(S):

Mark Sass, Summation Research; Linda Denham, Summation Research

SESSION DESCRIPTION:

There are few aspects of the overnight camp experience about which parents are more vocal than communication. For many, it seems like they can never get enough feedback while their child is away at camp. Based on data from over 50,000 parents since 2006 via the Camper Satisfaction Insight Study (a.k.a. CSI), we break down the key components of camp-to-parent communication and discuss what's behind perfect "5" out of "5" ratings. We are joined by several camp professionals who will share their specific strategies and processes that have led to consistently excellent communication ratings from their camp families.

BIG IDEAS FROM THIS SESSION:

During the summer, it's all about content of communication rather than frequency of communication.

Responsiveness when a parent contacts the camp directly and medical/health-related communication are critical and **MUST** be managed flawlessly.

The photographs camps share tell their story. Be thoughtful in their content and message because parents review them carefully and critically.

Discuss with FJC or Summation. Participate in CSI.