1. Mission, Vision, & Values: In order to help give a strong foundation to camp’s specialty program and narrative, camp teams should clarify its mission, vision for program, and core values. Each of these elements can drive clear marketing, program development, staff training, and decision making. \*See the Beber Camp resource posted on the CE resource site and Michelle Abraham’s core values handout from Workshop I. Work with Mike on moving Mission, Vision, and Values forward with a strong draft by the end of October (for basic marketing narrative) and finalized by the end of December.
2. Finalize pricing for the program.
3. Finalize the basic program design – or Core Offering (enough to create and launch website and collateral materials). i.e. basic schedule, names for program elements, standard of the specialty staff… \*See Foundational Program Questions for Specialty Program Planning on the CE resource site and the handout from Workshop II. Jay is also a good resource for this work.
4. Create a Marketing & Recruitment plan (see notes and handouts from Workshop II and the Sample Marketing Plan on the CE resource site)
   * Identify key target markets (use camper profiles to help you)
   * Establish important networks within each target market
   * Create a social media plan – be sure to leverage your existing base of followers to spread the word.
   * Remember to establish a different approach to recruitment vs. marketing. New campers do not usually come from digital marketing, for instance. New campers most often come from getting in front of the right populations of people and word of mouth. Try to develop 5 essential strategies for each to help you stay focused.
5. Finalize a website or webpage. This does not have to be complex or perfect – you will have so much more content after the first summer of the specialty program. Focus on telling a clear story of your program offerings and make the website easy to navigate. \*See notes from Workshop II
6. Plan for the Facility (i.e. bids from contractors, vendors, deadlines, etc…). Submit updated/revised budgets to Rebecca as they are made and contact Amy for payment.
7. Hire SME (Subject Matter Experts) if you haven’t already, to help develop the curriculum of the specialty. Remember, you will need specific examples of your program outcomes and activities that sound like it ALREADY exists. SME’s can help you with this.
8. Establish a clear inquiry management plan (or at least review how your existing camp currently handles new inquiries). Help anyone in your office learn the basic narrative of the specialty camp. (Mike is a great resource for all things “narrative”.)
9. Launch Enrollment by Thanksgiving (or whenever your earliest date is). If it will be later than Thanksgiving, create a basic webpage to collect early inquiries. Specialty campers are often late enrollments. Short session campers are piecing together their summer, often causing a later enrollment.
10. Staffing: Write job descriptions for specialty staff and supervisors (if different than existing positions at camp). Be sure to determine how specialty staff engage with “regular” camp. Create a specialty camp org chart to be clear of your staffing needs. (Mike and Jay are good resources for this)