**Camp Insights: JCamp 180 Trends Report, Presentation, and Discussion Guide for Camp Boards**

**April 2022**

**Instructions on How to Use these Resources:**

What are the key trends shaping the world of nonprofit Jewish summer camps?  For the 3rd consecutive year, JCamp 180 has surveyed professionals and lay leaders from the nonprofit Jewish camp field to understand the impact of societal trends on camps. We see these trends posing both great opportunities and challenges to camps. This year, we highlighted interventions being implemented or planned by camps to respond to the challenges and opportunities created by these trends.

The following resources will enable camps to share the findings of the Trends Survey and facilitate a conversation within your Boards to delve more deeply into the Trends. We think this could be a great topic as part of a longer summer board retreat.

JCamp 180 seeks to foster big-picture thinking among the camps and to encourage camps to think about their future vision and how it will address the pressing challenges and opportunities of these societal trends.

**The following documents can be found in this package:**

1. A PowerPoint presentation of the high-level findings along with guiding questions for your Board
2. A script to accompany the presentation, located below and in the notes section of each slide of the PowerPoint presentation
3. In advance of your presentation, we encourage you to share the Trends report, called Camp Insights, found here: <https://jcamp180.org/camp-insights-2021>

***We suggest your Board consider devoting approximately 45-60 minutes to the presentation and discussion.***

**Give us your feedback!**We’d love to hear your feedback on this discussion if you engage your board. What did you learn? What new thinking did the conversation spur? Any new plans resulting from this discussion? Contact us at JCamp180@hgf.org

Thank you!

**Companion Script for Camp Insights Board Tool**

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| *Camp Insights Board Tool* |
| **Run** **Time** | **Content Outline/Talking Points** | **Notes (tech, etc)** |
| 0:00 – 0:01 | Slide 1: Welcome | Note: You can find the full 2021 JCamp 180 Camp Insights report here: <https://jcamp180.org/camp-insights-2021> |
| 0:01-0:02 | Slide 2:The goal of THIS presentation is to share the findings of the Trends Survey, help us think more specifically about how these trends affect OUR camp, and guide a discussion to help us with both strategic and tactical decisions.  |  |
| 0:03-0:05 | Slide 3: Introduce the 2021 Camp Insights Report – Why?3 years ago, JCamp 180 launched what has become an annual survey of Jewish camping leaders. They did this to understand what camps view as the most significant societal trends affecting them. Their reason was simple – they believe that better anticipation of the future helps make better decisions today - and that the process of doing a survey, seeing the results and sharing multiple perspectives -will help camps surface key issues and solutions to better shape the future of our camp. A richer understanding of camp perceptions helps JCamp 180 to better serve the field. This report complements the annual Camp Census data collected and reported on by the Foundation for Jewish Camp. | The 2021 Camp Census report from the Foundation for Jewish Camp can be found here: <https://jewishcamp.org/camp-professionals/field-growth/camp-census/>  |
| 0:05-0:05 | Slide 4: We will cover the following in this discussion:We’ll recap highlights/background of the Camp Insights Report.We’ll discuss some key takeaways for the entire field of nonprofit Jewish camp.We’ll discuss questions that will help us think about what these trends and findings mean for OUR camp. |  |
| 0.06-0.06 | Slide 5: WHO PARTICIPATEDOverall, 191 people completed the survey from 116 camping organizations. 3/4 were from overnight camps and about 15% from day camps and 8% from movement and other camping organizations. All in all, about 2/3 were professionals and 1/3 were volunteers. Half of the whole sample were overnight camp professionals.Over the first 2 years, the response patterns across day and overnight camps, professionals and volunteers were remarkably consistent. This year they look pretty consistent as well, but there may be some more differences we are going to analyze further. Given the broad similarity, our findings refer to the overall sample.Let’s now jump to the results. |  |
| 0:07-0:09 | Slide 6: AVERGE RATINGS OF TRENDSAs a reminder the survey asked about 24 trends. Here are the 10 trends rated as creating the most significant opportunities or challenges for camp over the next five yearsLet’s start with the 10th most highly rated trend. It was helicopter or snowplow parenting and its average score of 3.4 fell between “somewhat significant” and “significant” as you can see on the legend at the top. Indeed, Economic Hardship, Pervasiveness of Digital Technology, Competition for fundraising, and focus on Diversity Equity and Inclusion for LGBTQ+ people scored similarly. In general, these and the top 5 trends were rated in or close to the top 10 in previous years, covid or no covid. The fifth most important trend was competitiveness of the summer recreational market. The 4th rated trend – and no surprise - was the continuing implications stemming from Covid – with both trends having tangibly higher ratings than the previous group. The top 3 trends are the same as they have been during the last 3 years and are rated, on average, somewhere between significant and very significant. These include Pressure on young adults to earn income and build their resumes, and high levels of anxiety and mental challenges among staff and campers.  |  |
| 0:09-0:10 | Slide 7: Top 3 TrendsThe survey also asked camps to prioritize the top 3 trends that affect them, and for each of those trends to indicate how effectively they felt they were responding. The survey also asked what solutions or approaches they have found to be successful or seem to be promising to consider. Since most trends were rated by some respondents in the top 3, we have quite a bit of data. For today we are going to focus on solutions participants identified for the top trends. |  |
| 0:11-0:12 | Slides 8-9: MENTAL HEALTH OF CAMPERS and STAFF Once again mental health challenges of both campers and staff were rated in the top 3 trends. Not surprisingly, camps implemented or are considering a range of solutions, almost all of which include hiring more staff. Camps used more than a dozen ways to describe these additional staff. This included MESH experts, mental health professionals, psychologists, social workers or wellness staff. I imagine there could be valuable sharing on which of these types of professionals work best in a camp setting.A number of camps said they made private, comfortable spaces available for the many campers which needed to connect to their in city therapists during the summer A number of camps also indicated they had or needed to strengthen pre-camp screening to understand camper and family needs and tp conduct more systematic follow up during and post-camp Virtually everyone responding to these questions talked about the need for more staff training to help with campers.There were very similar approaches being taken to **staff** mental health issues, with a number saying they were hiring dedicated support for staff. Many camps talked about enhancing well-being of staff, for example, through training on self-care and reduction of staffing hours. | Note: This article in eJewishPhilanthropy discusses the mental health challenges faced by camps:<https://ejewishphilanthropy.com/wellness-now-a-staple-for-campers-and-counselors/>  |
| 0:13-0:14 | Slides 10-11**Pressures on Young Adults to earn income and build their resumes** also has been a consistently top rated trend. 60% of the respondents who placed this as a top 3 trend indicated they were **not** effective at responding to it – this was the highest percent of any of the trends. Camps implemented or, perhaps more likely are looking to implement a number of solutions. These include The provision of camp internship opportunities and college recommendation letters. Increasing salaries, especially incentives for older staff, was a major theme. Educating summer staff and families about the role that camp plays in building resumes was also frequently cited.And some camps mentioned engaging summer staff to help come up with solutions.  |  |
| 0:15-0:17 | Slides 12-13Competitiveness in the Summer Recreational marketplace also was a highly rated trend. Many camps talked about the need to really understand their marketplace as the basis for differentiating their services and learning how to better communicate their value proposition. Camps also talked about competing through injecting variety in the programming, increasing specialization, and continually adding bells and whistles. Many camps also indicated they were looking at increasing the flexibility of scheduling and sessions, while a number had or were considering offering more year round family programming. |  |
| 0:18 – 0:20 | Slides 14-15**Focus on Diversity Inclusion, and Equity for LGBTQ+ People** was the 6th ranked trend. It has been rated increasingly more significant over each of the past 3 years. A number of camps have implemented or are seriously considering solutions such as. * Setting policy to proactively affirm LGBTQ+ campers to ensure that *“camp is a safe and welcoming home…regardless of sexuality and gender identity”*
* Investing in all-gender cabins and bathrooms
* Incorporating Diversity inclusion and Equity (DEI) into pre-camp training
* Creating DEI working groups that include campers, staff, alumni, board members, and professional staff
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| 0:20 – 0:22 | Slides 16-17**Competition for Fundraising Dollars from Other Charities** has been a top-rated trend for the past three years. This year camps have implemented and certainly are considering several solutions. **A number revolve around:** Leveraging the Covid experience, including* + - Communicating camps’ ongoing vital role in outdoors and community as demonstrated through covid
		- Stewarding the many new donors and foundations who have come on board during these times
		- Leveraging online tools to reach donors around the world
		- Tapping into families that have done well during covid

In addition, camps are continuing or planning to:* + - Build relationships with parents, alumni, grantors and other potential donors
		- Strengthen their culture of philanthropy
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| 0:23 – 0:33 | Slide 18Board Discussion: Questions to Consider for OUR CampThis group of questions is focused on what these top trends and the interventions other camps are considering or implementing mean for OUR camp.Allow participants to consider these questions for 5-7 minutes individually and then facilitate a group discussion  |  |
|  | Slide 19Board Discussion: Other Considerations for OUR CampThese additional questions will help us consider the following for our camp:* What are the most important additional local/camp-specific trends to consider?
* Which trends will be most relevant for our camp in 2025 and beyond?
* What other resources does our camp need to effectively respond?
* What are our next steps?
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| 0:34 – 0:60 | Slide 20Contact information for JCamp 180  | Note: JCamp 180 would be glad to follow up with camps on any aspects of the Camp Insights Report and how your camp can use these materials to explore these trends and potential responses. Feel free to reach out to Sarah Eisinger, Director of JCamp 180 (seisinger@hgf.org), or Michael Miloff, Camp Insights Report Project Lead (michael@miloff.com). You can also contact JCamp 180 at jcamp180@hgf.org. |