

CAMP INSIGHTS



THE JCAMP 180® JEWISH CAMP TRENDS SURVEY

2021 Jewish Camp Insights

Report from the 2021 JCamp 180 Annual Trends Survey
And Discussion Guide for Camp Boards



Camp Board Discussion Tool

WHY A JCAMP 180 TRENDS SURVEY

Focus on broader societal trends + *emerging solutions*

Help camps prepare for the future

- We carry views of the future that impact our decisions today
- Anticipating the future enables better response today & tomorrow
- Collective perceptions provide more value than any of us on our own
- Complements the Camp Census

AGENDA FOR TODAY'S SESSION

- Recap Report Highlights
- Takeaways
- Questions for YOUR Board/Camp Committee to consider

Who Participated

Total Respondents	Professionals	Volunteers	Total
Overnight Camps/Organizations	96 (50%)	52 (27%)	148 (77%)
Day Camps/Organizations	24 (13%)	4 (2%)	28 (15%)
Movements and other supporting camp organizations	9 (5%)	6 (3%)	15 (8%)
Total	129 (68%)	62 (32%)	191 (100%)
A total of 116 camping organizations responded			

Average Ratings of Trends

Please rate the extent to which the trend below creates significant opportunities or challenges for your camp over the next five years

1- Not Significant 2- Slightly Significant 3- Somewhat Significant 4-Significant 5- Very Significant

#	Trend	Average Rating
1	High levels of anxiety and mental health challenges amongst campers	4.4
2	High levels of anxiety and mental health challenges amongst summer staff	4.3
3	Pressure on young adults to earn income and build their resumes	4.2
4	Continuing implications stemming from COVID-19	3.8
5	Competitiveness of the summer recreational and educational marketplace	3.7
6	Focus on diversity, equity and inclusion for LGBTQ+ people	3.5
7	Competition for fundraising dollars from other charities	3.4
8	Pervasiveness of digital technology, internet, and social media	3.4
9	Economic hardship and income and job loss	3.4
10	Helicopter or “Snowplow” Parenting	3.4

How Camps are Responding to Top Three Trends



- How would you describe your camp's response to this trend?
- What solutions or approaches have you found to be successful (or promising to consider) in responding to the following trend?

MENTAL HEALTH OF CAMPERS and STAFF

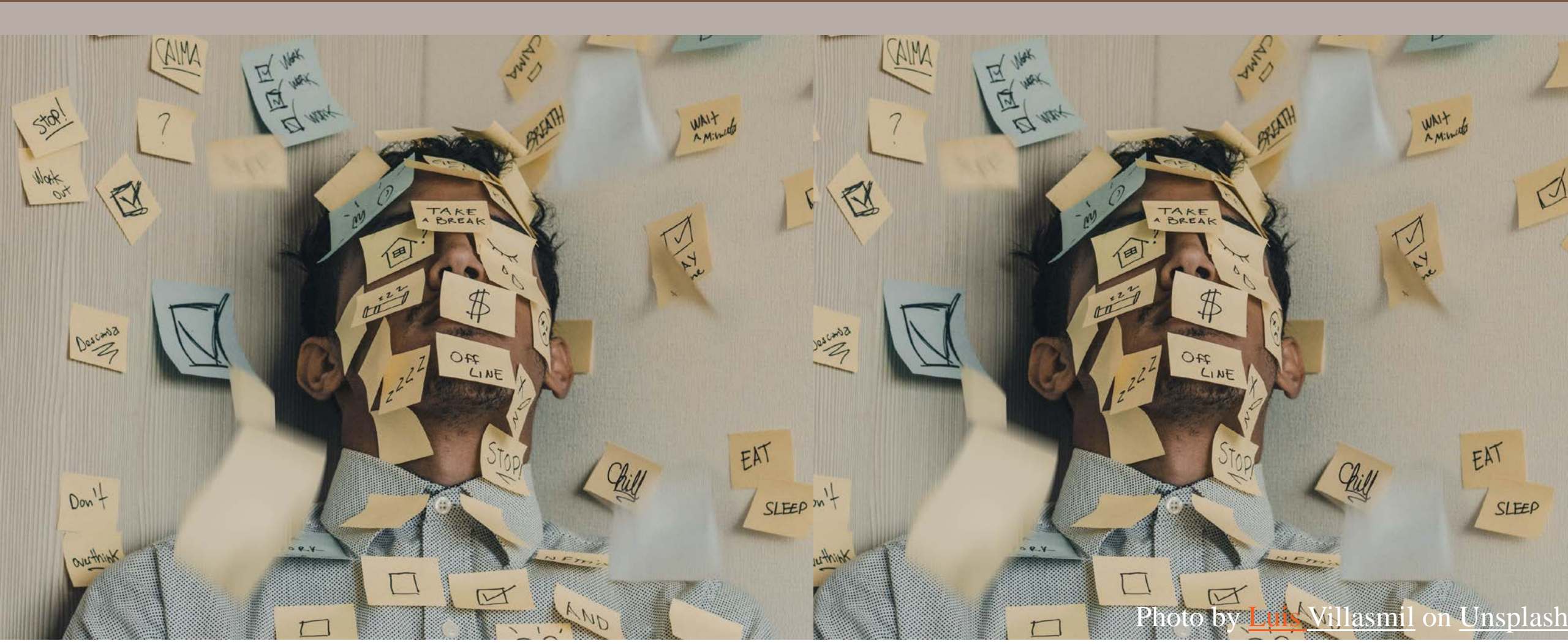


MENTAL HEALTH OF CAMPERS and STAFF

Solutions implemented or considered

- Hire mental health professionals for campers: MESH experts, therapists, psychologists, wellness staff, etc.
- Facilitate camper remote access to campers' own therapists
- Strengthened pre-camp screening/info collection, during camp check in and follow up
- Increased training for senior and other staff
- Secure mental health specialized support for staff
- Enhance staff well-being, e.g., hours, programming

PRESSURES ON YOUNG ADULTS TO EARN INCOME AND BUILD THEIR RESUMES



PRESSURES ON YOUNG ADULTS TO EARN INCOME AND BUILD THEIR RESUMES

Solutions implemented or considered

- Create camp internship opportunities
- Increase salaries, often significantly, and offer incentives for older staff
- Provide college recommendation letters
- Engage summer staff to help solve staffing issues
- Educate potential staff and families that “camp is a real job that assists in building resumes”
 - <https://www.acacamps.org/resource-library/jobs-recruitment/project-real-job>

COMPETITIVENESS IN SUMMER RECREATIONAL MARKETPLACE



COMPETITIVENESS IN SUMMER RECREATIONAL MARKETPLACE

Solutions implemented or considered

- Better understand marketplace as basis for differentiating/enhancing offerings
- Learn how to tell our story/sell our value proposition
- Add variety, specialization, and new “bells and whistles”
- Increasing flexibility: scheduling, different session-length models and start times
- Offer more year-round and family programming

FOCUS ON DIVERSITY, INCLUSION, AND EQUITY FOR LGBTQ+ PEOPLE



FOCUS ON DIVERSITY, INCLUSION AND EQUITY FOR LGBTQ+ PEOPLE

Solutions implemented or considered

- Proactively affirming 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 DEI into pre-camp training
- Creating DEI working groups that include campers, staff, alumni, board members, and professional staff

COMPETITION FOR FUNDRAISING DOLLARS FROM OTHER CHARITIES



Photo by [Pickawood](#) on [Unsplash](#)

COMPETITION FOR FUNDRAISING DOLLARS FROM OTHER CHARITIES

Solutions implemented or considered

- Leveraging the Covid experience
 - Communicate camps' ongoing vital role demonstrated through Covid
 - Steward the many new donors
 - Leverage online tools to reach donors around the world
 - Tap into families that have done well during covid
- While continuing to
 - Build relationships with parents, alumni, grantors, and other potential donors
 - Strengthen their culture of philanthropy

Board Discussion:

Questions to Consider for OUR Camp

What these top trends and interventions mean for OUR Camp:

1. Which of these broader trends are most relevant to our camp today?
2. What is the top solution(s) our camp may need to further pursue in 2022 and beyond?
3. What would help us to better explore or implement these solutions?
4. What's working/not working in the approaches we have taken?
5. Are there other promising approaches we should consider?
6. What might be the obstacles and how can we overcome them?
7. How does our culture support or inhibit effective responses to these trends?

Let's take 5-7 minutes of individual work time to formulate answers and then discuss as a group.

Board Discussion: Other Considerations for OUR Camp

Local Conditions:

- What are the most important additional local/camp-specific trends to consider?

Long-Range Thinking:

- Which trends will be most relevant for our camp in 2025 and beyond?

Resources and Next Steps

- What other resources does our camp need to effectively respond?
- What are our next steps?

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**Questions or
Feedback on this
Tool? Contact us!**

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