

*J*camp180[®]
From STRENGTH
to STRENGTH ★



Leveraging Camper Data for Retention

03/23/2022

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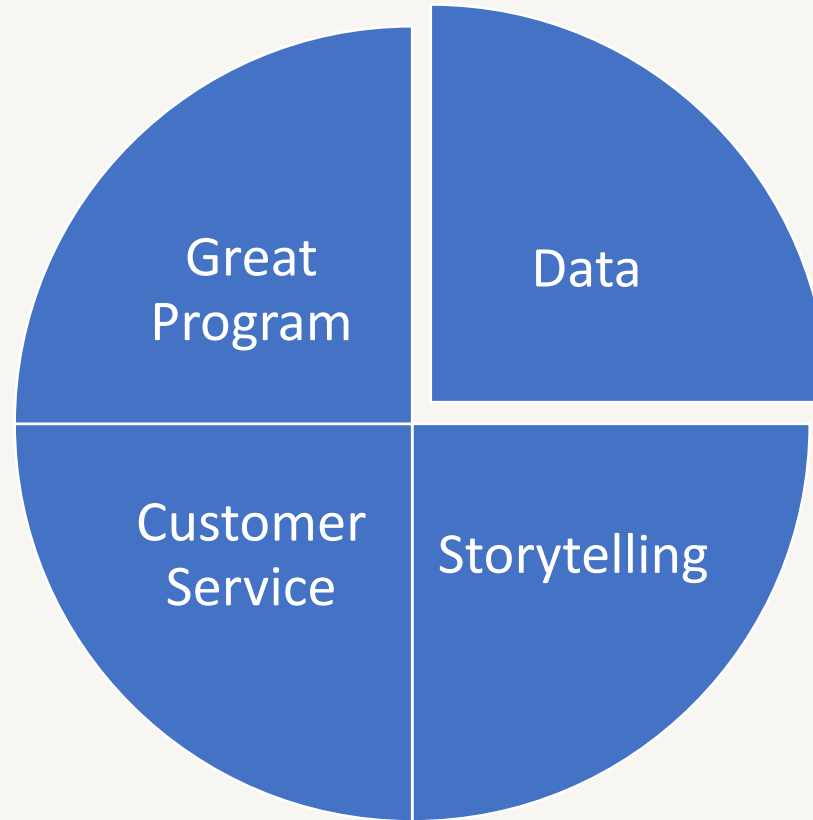
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4 Pillars of Retention



Data: WHAT and WHY?

DATA



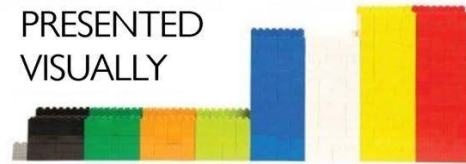
SORTED



ARRANGED



PRESENTED
VISUALLY



EXPLAINED
WITH A STORY



So What? Why Data Matter



Data & Trend Observation

DATA

Here is just a quick chart of apps by month last year and this year so you can see what we can reasonably expect before EOY.

Month applied for Summer 2019	Total Applications Received for Summer 2019	Month applied for Summer 2020	Total Applications Received for Summer 2020
July 2018	33	July 2019	48
August 2018	369	August 2019	243
September 2018	234	September 2019	267
October 2018	80	October 2019	133
November 2018	76	November 2019	0
December 2018	117	December 2019	0

This seems like an outlier for an older edah to be so low in one session at this point in the year. Do we know if there is a story here?

		2019	2020 Re-Enrolled	%	Number difference
Sollelim	Session 2	75	35	46.67%	40
Tzophim	Session 2	79	22	27.85%	57
Kochavim	Session 2	67	39	58.21%	28

TREND
OBSERVATION

Action Plan

Hi all,

Looking at our **retention** sheet, it looks like Tzo S2 girls is more micro where we are seeing these **low** numbers. Even after the specific Tzo email and latest **retention** push we aren't seeing the needle move much here. Just so you can see it here:

Tzophim S2 Girls:

Tent 16	Tzophim	9	3	33.33%
Tent 20	Tzophim	8	1	12.50%
Tent 22	Tzophim	8	3	37.50%
Tent 24	Tzophim	9	1	11.11%

Tzophim S2 Boys:

Tent 23	Tzophim	13	6	46.15%
Tent 17	Tzophim	13	6	46.15%
Tent 19	Tzophim	9	4	44.44%
Tent 21	Tzophim	11	4	36.36%

I also want to celebrate these two Gesher tzrifim that are doing great!

Bunk 14	Gesher D	10	8	80.00%
Bunk 15	Gesher D	14	11	78.57%

Also worth noting that 5/23 Shorashim kids are applied already. Nearly all of Herzl Ner Tamid (Seattle) is already registered as well. We have SIX tzrifim/ohalim that are 1-2 kids away from being 100% returning- 3 of which are Adat Shalom.

Total Summer Data

	Female	Male
Gender	38	107
%	26%	74%

Unique Campers

139

Total Campers

145

Projections to Budget

	% Full	Spots
Session I	74%	20
Rookie I	127%	-4
Session II	60%	34
Rookie II	120%	-3
TOTAL	% Full	Spots
Session I/II	67%	54
Rookie I/II	123%	-7

SESSION 1

TOTAL	FULL	Rookie	Multi-Session Campers
75	56	19	

SESSION 2

TOTAL	FULL	Rookie	Multi-Session Campers
70	52	18	6

Type of Camper	#	%
Returning	84	60%
New	55	40%

Session 1

	Female		Male		Total
	Full	Rookie	Full	Rookie	
	Baseball	0	0	9	
Basketball	2	2	14	4	22
Soccer	11	3	9	4	27
Tennis	0	0	6	0	6
Volleyball	4	2	1	0	7
TOTAL	17	7	39	12	75
	32%		68%		

Session 2

	Female		Male		Total
	Full	Rookie	Full	Rookie	
	Baseball	0	0	14	
Basketball	0	2	14	4	20
Soccer	3	1	10	5	19
Tennis	0	3	4	1	8
Volleyball	4	1	3	1	9
TOTAL	7	7	45	11	70
	20%		80%		

BREAKDOWN BY DIVISION AND GRADE

Session 1

	Female			Male			Total		
	Per Division	Full	Rookie	Per Division	Full	Rookie			
	Junior	6	0	3rd	1	9		0	3rd
	0		4th	2	0		4th	2	
	1		5th	2	0		5th	4	
Seniors	3	2	6th	0	19	6	6th	3	22
		0	7th	1		10	7th	0	
Varsity	11	7	8th	1	15	8	8th	0	26
		3	9th	0		7	9th	0	
Teen		4	2	10th		NA	8	4	
	2		11th	NA	4	11th		NA	
TOTAL	24			51				75	

Session 2

	Female			Male			Total		
	Per Division	Full	Rookie	Per Division	Full	Rookie			
	Junior	2	0	3rd	0	12		0	3rd
	0		4th	2	2		4th	4	
	0		5th	0	2		5th	3	
Seniors	5	0	6th	3	12	4	6th	2	17
		0	7th	2		5	7th	1	
Varsity	4	4	8th	0	13	8	8th	0	17
		0	9th	0		5	9th	0	
Teen		3	0	10th		NA	19	13	
	3		11th	NA	6	11th		NA	
TOTAL	14			56				70	

Measurement & Display

- Questions on your application (custom)
- MSA Name (built into CampMinder!)
- Excel formulas to create dashboard
- CampMinder home screen dashboard (Y/Y)

YOUR Plan

- Review your data
- Identify areas for targeted outreach
- Sample areas:
 - Geographic
 - School based
 - Month applied
 - Bunk based (involve counselors!)
 - Fin Aid families (include details about FA process and support)

Celebrate Your Wins

... and add positive peer pressure!



Resources

- Miss Excel (tiktok/Instagram)
- KU Tools
- CampMinder support videos



Upcoming Webinars:

Wednesday, April 6 at 12 PM Eastern
Heads in Beds: Action Steps to Fill Your Camp (with New Campers)

Presenters: Jodi Sperling and Mitch Morgan,
Owners, Camp Kingswood

Wednesday, April 27 at 12 PM Eastern
***Hit the Ground Running for 2023:
Marketing and Recruiting During Camp
Season***

Presenters: Beber Camp's Team



Wednesday, March 30
at 12 PM Eastern

**Day Camp Marketing - The
Final Stretch - Or Is It?**

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