

Why Do Specialty Camp?

Here are some factors to consider:

- Is our traditional camp operating from a place of stability and strength? If not, specialty camps will be a short term distraction rather than a long-term solution.
- Is our intention for this camp to solely exist to generate revenue, or is there also a mission-based purpose? If so, how is the program designed for this?
- Are we fostering community-building and creating Jewish touch points for the campers?
- Does it fit into what we already do? Does it align with our values? (If you promote confidence and self esteem, should you add a speciality girls camp focused on hair, makeup and shopping?)
- Will this specialty camp foster year-round JCC engagement of campers and families?
- Are we looking to retain specialty campers or viewing them as one-summer revenue? (Typically retention is much lower in specialty camp programs and these campers come for shorter sessions.)
- Is there interest from the community?
- If we will be outsourcing the program, do we have measures in place for quality control?
- If we are bringing in high-level instruction for specialty camps, are we giving traditional campers access to the program? (For example, if you bring in gymnastics coaches for a gymnastics camp, do the traditional campers have gymnastics led by these coaches as a choice at any point in their camp day?)
- Will there be interaction between traditional campers and specialty campers?
- Will the specialty camp be a full day program or half day program?
 - If it is a half day program, will you offer or require participants to join traditional camp the other half of the day?
 - If it is a full day program, will campers be doing the main component only or will they be also engaging in traditional activities like swim, gaga, and sports?