



Camp Enrollment Self-Assessment

This assessment is designed to help you identify your areas for growth in your recruitment and retention efforts. We hope it will be inspiration for evolving and improving your process. We invite you to take part in one of our several enrollment webinars to learn from camps who have stood out for growth in their topic area. **Visit jcamp180.org/enrollment to sign up for our webinar series.**

This was first shared at the opening enrollment webinar in October 2022.

- *I have already opened registration for 2023*
 - *I know how to find out what percent of campers are returning year over year.*
 - *I have a target retention rate for my camp*
 - *We know that we need ___% of new campers to meet our enrollment goals*
 - *I have a recruitment plan ready to reach new campers (events, fairs, etc)*
 - *I have a communications plan ready for recruiting campers (emails, social media)*
 - *I have already scheduled the recruitment events*
 - *My camper families know which person in our office is the right person for each different type of question (tuition, camper care, forms, etc)*
 - *We have an orientation/onboarding system in place for new camper families*
 - *I have a clear "elevator pitch" on my camp*
 - *My families know who we are, and can clearly explain our identity as a camp*
 - *My whole team speaks the same language when we talk about the camp experience*
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The JCamp 180 Enrollment Program is designed to give camps the tools to increase both the retention of current campers and the recruitment of new families. The program is based on our philosophy that strong retention and recruitment involves four core elements:

- Effective storytelling
- Top-notch customer service
- Data-driven decision-making
- A great summer program

Participants will learn how to tell their story, gather data, evaluate their recruitment work, and create a comprehensive approach to enrollment efforts.