



Enrollment Webinar Series

2022 - 2023

JCamp 180 Philosophy:

Core Elements of Recruitment & Retention



Creating Raving Fans:

Customer service to make families sing your praises



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ABOUT ENROLLMENT INFO FOR CAMPERS STAFF RETREAT

Contact

DIRECTOR'S BLOG

WE ASKED, YOU SHARED, WE LISTENED



Over the past six weeks, our year-round team listened to hundreds of parents, *chalutzim* (campers), and *tzevet* (staff) about their experiences at Ramah in the Rockies. We appreciate the honest feedback offered by all. Below are a few highlights of lessons learned from *kayitz* 2022, along with some areas for growth, some begin planning for 2023.

TWO THUMBS UP: OUR SUCCESSES

Our Approach to COVID

We approached this summer knowing that we were living in a new normal. COVID is a fact of life, and our goal was to keep our community as healthy as possible while also maintaining normal camp functions. Throughout the spring our COVID medical committee emphasized there were only two options: lock down camp, pod & mask, and screen weekly (our 2021 approach) or the route we chose. We heard from SO many parents how much they appreciated our vaccine requirements, pre-camp testing, and handling COVID like any other respiratory disease, treating symptoms as needed and only testing when there was a medical reason to do so. In total, approximately five campers spent more than two consecutive nights in the infirmary due to a respiratory disease (or COVID). Many campers felt cold-like symptoms for a few days, but the camp program continued as planned and few were ever isolated from their peers. We wished we had sent a communication at the end of Session I to families saying to test their children upon arriving home if they were concerned their child contracted COVID at camp. Based on feedback from Session I parents, we did this at the end of Session II. While we do not know what our COVID policies will be for 2023, and likely will not make a decision until January, we assume this new normal is here to stay.

Radical Inclusion

At our core we are a radically inclusive Jewish community. We live this value from the very beginning with camper intakes, staff hiring, and modeling throughout staff training as we renorm our community each summer. We want people to come to camp and be their true selves, celebrate their differences, and explore their Jewish identities. Parents raising their children in large and small Jewish communities shared how camp helped their children explore their relationship to Judaism and made them proud to be Jewish. Parents shared stories about their children struggling in school, being judged for their reading, writing, or math skills, and how camp increased their confidence as they reached new heights on *masa* or learned to jump from boulder to boulder at base camp. Parents of teenagers shared how they loved and appreciated our emphasis on developing strong group *kesharim* (connections), both in the *ohel* (bunk) and *edah* (age group), without social and academic pressures often found in their schools. One camper returned home and told their parent (who happens to be a rabbi) that "camp was a Jewish community who finally got me", and another camper said, "at Ramah for the first time ever, I felt like I BELONGED."

Singing and Dancing

After a 2021 season with limited communal singing and dancing, it was incredible to reinfuse our *kehillah* (community) with these powerful modalities of community building, spiritual strengthening and pure *simcha* (joy)! It is hard to overstate the power of our *shira* (song) team when they led *t'filot* (prayers), our morning Torah Tidbit ritual, *shira* sessions in the *chadar ochel* (dining hall), *chuggim* (activities), and Havdalah. Campers (and staff) learned their voices were welcomed whether they could sing on key or off, loud or soft. Similarly, anytime there was a moment to dance, be it during *chuggim*, before/after a meal, at Havdalah or a silent disco, we jumped at the opportunity. The sounds, rhythms, and dance steps have remained with campers and staff almost two months after leaving our ranch. We also received MANY requests for links to our songs and dances. Click [here for our music](#) and [here for our Spotify rikkud playlist](#).

MIXED REVIEWS: ROOM FOR GROWTH

Mail, Packing List, & Lost and Found

These three are grouped together because they are all relatively small items with a big impact on the camp program and need to be improved.

Mail:

- While we cannot control the USPS delivery schedule, we need to do better with sending outgoing mail and distributing incoming mail to *chalutzim* daily. This is a right every child deserves. We also were lax with our flat package policy (only accepting flat packages), and the lack of uniform enforcement caused friction in the *ohalim* where most parents abided by this policy and others did not.

Packing Lists:

- We have three packing lists in different locations for people to access; however, none of these lists correspond to the other. All are too technical and

TOUCHPOINTS



AUGUST

- CSI calls
- Feedback calls



SEPTEMBER

- Welcome emails (on-going)
- Yasher Koach calls

OCTOBER

- Recruitment visits & calls
- Camp Tour

NOVEMBER

- Recruitment visits
- Retention calls
- Enrollment gifts sent

DECEMBER

- Camp Tour



JANUARY

- Retention calls
- Intake calls

FEBRUARY

- Intake calls

MARCH

- Intake calls
- Ramah Koreh (new camper magazine)

APRIL

- Intake calls
- Camp open house
- Virtual gatherings by age group

MAY

- In-person & virtual orientations
- Zoom "office hours"
- Camp open house



JUNE

- Camper Care team calls regarding new camper adjustment



JULY





PINEMERE CAMP

What is Customer Service?

“Great communication...builds trust in parents and campers,... creates happy campers.”

-Pinemere Camp CSI 2021



There are **TWO REASONS** to have
EXCELLENT CUSTOMER
SERVICE

1. The parents **AND CAMPERS** deserve it & need it.
2. It makes our lives easier!



What is Customer Service?

November 15, 2022

KEY STRATEGIES

COMMUNICATION

Content, Honesty, Turn Around Time, Access, Notes
AND FOLLOW UP!

TRUST

Offer to help, ask them for help, stay in touch, talk
about trust

HAPPY CAMPERS

Not enough just to sell and communicate.
CAMP NEEDS TO BE GREAT!

Next Sessions

**Don't Be Scared of Data - It's Your Friend:
Let data guide your recruitment and
retention work,**

Tuesday, Dec 14th, 2 PM Eastern

Rabbi Ami Hersh, Director, Camp Ramah Nyack
Paul Horvath, Program Coordinator, Camp Ramah Nyack

Session #2: Customer Service	Nov 15
Session #3: Data	Dec 14
Session #4: Storytelling	Jan 18
Session #5: Partnerships & Incentives	Feb 15
Session #6: Marketing Planning	Mar 8
Session #7: Wrap up & Showcase	Mar 29

Next Sessions

if you are here... you are already registered!

Tell me a story: What makes you unique? How do you share your “why” with your families?

Travis Allison, Co Founder & Co Owner, Go Camp Pro

Partnerships & Incentives: Motivating campers, staff, and parents to be partners in your recruitment process

featuring Jodi Sperling & Mitch Morgan, Co-Directors, Camp Kingswood and Michael Wax, Camp Director, Beber Camp

Rabbi Eliav Bock, Director, Ramah in the Rockies

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