



# Enrollment

BOOST RECRUITMENT AND RETENTION

**Special note re Covid-19:** The JCamp 180 Enrollment Program has been revised for 2020/2021 to be virtual, and responsive to the urgencies camps face now. This program description reflects these changes.

The 2020/2021 JCamp 180 Enrollment Program is designed to measurably increase recruitment and retention in both the short- and long term. Using a strategic planning framework, guided by a comprehensive curriculum, and incorporating a variety of learning formats, each participating camp selects one professional and one lay leader (optional) to systematically assess each aspect of their organization, and cumulatively assemble a customized, data-driven, and adequately resourced plan of action.

## The program is designed for:

Camps struggling with recruitment, retention, or both (due to Covid-19 or not); camps with historically stable populations and looking to expand; and camps that may need to *limit* enrollment due to Covid-related restrictions. Camps that have already participated in the program often get a lot of value the second (or third) time around.

## Program Outcomes

At the end of the program, the participants will be:

- Fluent in the JCamp Enrollment Return on Investment (ROI) Analysis Tool and underlying concepts
- Current in new enrollment dashboards and tracking/reporting systems
- Prepared to expand pricing and incentive schemes
- Clear on target markets and commensurate marketing strategies
- Committed to building enrollment into all staff and board roles
- Equipped with a customized and comprehensive strategic plan for enrollment
- Poised to launch and track a revamped enrollment campaign

## Why Participate in the JCamp 180 Enrollment Program?

*“This has been a fantastic opportunity to network and connect with the most amazing camp professionals in the industry, to learn from them, and hopefully they learned a little bit from us.”*

– Evan Roth, JCamp 180 Enrollment Program Alum



## Program Requirements

- Affiliated and in good standing with JCamp 180
- Commitment and active participation of at least one staff person (board member optional)
- Committed to allocating 3 hours/week/person (includes group and individual work)
- Prepared to internalize and operationalize new strategies and tools
- Open to new data-driven systems for long-term growth

## What You Can Expect

- Revised curriculum to address the COVID-19 challenges
- Relevant homework assignments
- Multi-format virtual sessions, incorporating a range of presenters and facilitators, panelists, case studies, and peer learning, and individual check-ins
- Program cost for program underwritten by the Harold Grinspoon Foundation

### TO REGISTER

Go to [www.jcamp180.org/enrollment](http://www.jcamp180.org/enrollment) to register today

### Want to learn more?

Read more about the program and register at [www.jcamp180.org/enrollment](http://www.jcamp180.org/enrollment).

For additional questions, please contact Enrollment Director Aron Goldman –  
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