

Our Enrollment Plan for Summer _____

Our enrollment goal: _____

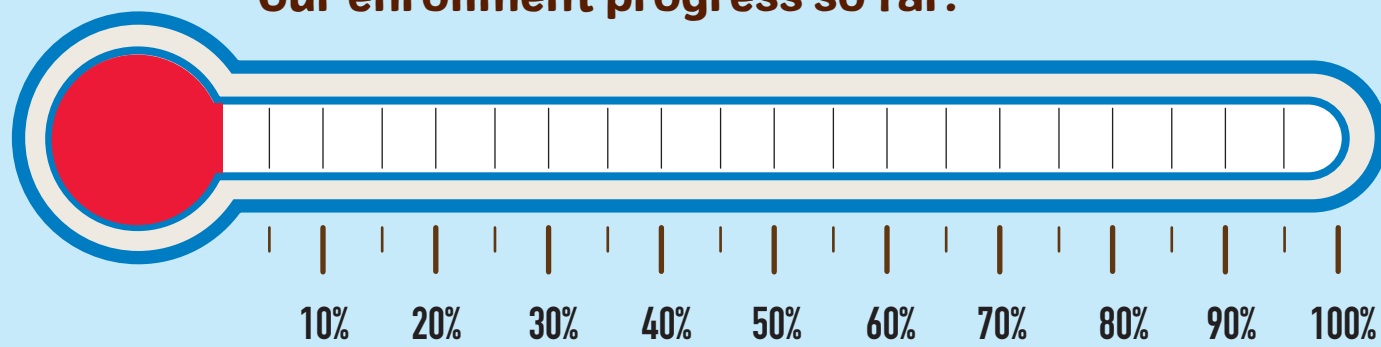
Target retention rate: _____

Our enrollment progress so far:

Date we reached our target last year: _____

Date we aim to reach our target this year: _____

Place your camp sticker here!



Assessment

Based on the assessment, our greatest strengths and points of pride:

- 1.
- 2.
- 3.
- 4.
- 5.

- 1.
- 2.
- 3.
- 4.
- 5.

Our top 5 projects we have for THIS YEAR are:

Customer Service Goals

Our three main Customer Service initiatives for this year are:

- 1.
- 2.
- 3.

What families say our summer experience is (A):

What we want families to say about the summer experience (B):

How will we know if we are successful?

What are our summer experience goals (how will we move from A to B)?

Data Goals

Target Demographics:

How will we know if we are successful?

Demographics we intend to measure and track this year:

How will we achieve this success?

Storytelling Goals

Our "Who we are statement":

New Marketing & Communications Initiatives and Goals:

What makes us unique?

- 1.
- 2.
- 3.

How will we know if we are successful?

How will we achieve this success?