



Summer Camp Report 2014



2014 Summer Camp Report

General Information

The Glencoe Park District summer camps provide experiences for participants 2 years old to entering 9th grade. The Counselor-In-Training Program is for entering grades 7-10. A variety of activities take place in a typical camp week including swimming, crafts, nature awareness, games, sports, special events, field trips, cookouts, and theme weeks. Camps are structured to provide the opportunities for children to make new friends, grow, learn, discover and most importantly, to have fun within their surroundings. A productive rewarding summer away from home is the goal.

The preschool age camps began June 9 and ended August 1. School age camps began June 10 and concluded August 1. Due to school make up days from the winter, school age camps began a day later than originally planned. The Summer's End Camp extended the camp experience from August 4 to August 15. An Extended Day option was also available for school age campers. An option to register for 8 weeks, 4 weeks or 2 weeks was offered and families appreciate this flexibility. A nature camp was also offered for the first time, but did not run due to minimal enrollment.

Overall, camp enrollment resulted in an increase from 2013 by 24 participants which is a 3% increase. Total camp revenue for 2014 was \$560,396 and total expenses were \$316,269. The total camp profit for 2014 was up \$13,500 (6%) from 2013.

Camp Goals

We Strive To:

- Provide a safe and fun camp experience for participants ages 2 through grade 10
- “Wow” our campers and parents, and exceed their expectations with the highest level of customer service and quality programming
- Provide activities that engage the camper and offers a variety of experiences
- Be flexible as the weather or other issues of the day dictate
- Continue to develop our marketing and PR strategies to build brand loyalty, increase enrollment, and minimize cancellations
- Seek opportunities to continue to build authentic relationships with our campers, families, and staff as we increase our use of electronic communications
- Identify barriers and roadblocks that may prevent us from achieving our goals by seeking input from parents, campers, and staff

Early Childhood Camps

Lisa Panizo, our Early Childhood Director, manages the preschool and kindergarten age camps. These camps include Teddy Bears, Panda Bears, Koala Bears, Kinder Korner, and Safety Town Camps. The camps are staffed by Camp Directors, many of whom are Park District Preschool and Kindergarten Enrichment teachers. The preschool age camps are conducted in the Early Childhood rooms of the Takiff Center. A community room was also converted into a room for Kinder Korner Camp.

Youth Camps

Breanne Schnoor, our Arts, Enrichment and Camp Youth Program Manager, supervised the youth camps consisting of Sun Fun, Camp Adventure, Summer's End and also the Extended Day program. Sun and Camp Adventure Camps meet at the Takiff Center and use various rooms throughout the facility. The outside grounds are also used extensively. Sun Fun Camp utilizes the Recreation Center in Highland Park for swim lessons once per week for each grade. Campers enjoy "camper's choice", a portion of the day during which they can participate in activities of their choice. Sun Fun's weekly fieldtrips round out the schedule with trips to Glencoe Beach, water parks, bowling, skating and more. Camp Adventure offers weekly excursions that include a Cubs game, Action Territory in Kenosha, and Rainbow Falls Waterpark. A camp favorite is the Overnight Camp Out at Takiff Center, which takes place after the regular camp day and includes a field trip, dinner, movie, and special activities.

Teen Camps

Kraig Owens, our Athletics, Fitness, and Camps Program Manager, managed Action Quest and CIT Camps. Action Quest meets at the Watts Center and utilizes the facility and surrounding grounds. The camp is designed as a traveling camp with off-site excursions four out of five days a week. A campout at the Glencoe Beach once each four-week session and a Great America trip are also included. The Counselor in Training (CIT) program is designed for youths entering grades seven through ten who want to learn to work with children and develop leadership skills. CITs are assigned to a camp and help implement activities and projects under the supervision of the CIT Director and individual Camp Directors. They attend CIT fieldtrips throughout the session and accompany their assigned groups on camp outings.

Sport Camps

Kraig Owens also supervised specialty sports camps. In 2014, these included Beach Volleyball, Tennis, and Lacrosse camps.

Camp Open House

A Camp Open House was held 6:30pm-8:00pm on Wednesday, May 28th, 2014 in the Takiff Center Gymnasium. Parents and campers got to meet camp staff, pick up camp T-shirts and group lists. Staff was also available to discuss camp schedules, answer questions, and accept camper information forms. Attendance for the Open House was low and we will look to move it closer to the camp starting date and also earlier in the evening.

Registration

Summer Camp registration information was included in the Winter Brochure mailed out December 6 and in the Spring Brochure with a mid-March delivery. Lottery was conducted on December 19.

Marketing

- Camp families could register by January 31 to receive a 10% discount.
- Posters at Takiff, Watts, and ELC wing
- Camp information included on back of event flyers for winter/spring special events, also distributed to Enrichment/ELC kids
- Winter Guide email (opened by 55.2% or 398/729, 111 clicks); early bird email blast

(opened by 37.2% or 543/1478 people, 81 clicks on camp links); spring push (opened by 43.7% or 209/478, 15 clicks).

- Website: graphic on home page for winter/spring
- Postcard from previous year campers sent in March
- Several promoted posts on Facebook

Camp Lunch Service

Lunch is not provided as part the camp program. Campers must bring their own lunch unless included in a field trip. There is a desire from some camp families to offer an optional camp lunch service. In the past, we have worked with a local provider to offer this service to our campers. A RFP was sent out to potential providers with not one proposal returned. Many families continued to inquire, so an arrangement was made with Little Red Hen. Camp families made their own arrangement with Little Red Hen who, in turn, delivered the ordered lunch directly to camp.

Inclusion Services

The Glencoe Park District is committed to providing individuals with disabilities the best camp experience possible. Northern Suburban Special Recreation Association (NSSRA) is coordinated with to provide training, support staff, and provide inclusion companions. NSSRA provided companions to 6 campers in 2014. The cost of NSSRA staff is taken out of the Special Recreation Fund.

Additionally, NSSRA staff led a camp training session on inclusion services, behavior management and disability awareness.

Inclement Weather

The weather was mild and we did not encounter any extended periods of extreme heat. Several rainy days caused camps to move indoors and, whenever possible, substitute field trips were coordinated in lieu of water parks.

Scholarship Program

The Glencoe Park District has a policy and works with residents that have financial hardships. The Park District Scholarship Program is utilized as well as the services of New Trier Township. Scholarships are processed through the Family Services of Glencoe.

Camp Training

Staff conducted a comprehensive orientation for our new and returning camp counselors and directors. Components of the training included topics such as Park District policies and procedures, proper supervision techniques, field trip procedures, general first aid, managing children's behaviors, bus safety, activity planning, customer service, crisis management, severe weather, food allergies, core job responsibilities and performance expectations. Glencoe Beach staff also conducted a tour of the beach and reviewed facility policies and lakefront safety.

2014 Training Agenda: Thursday, June 5 | 10:00am-4:00pm

Introduction of Full-Time Staff

Good Customer Service

Orientation Goals

Introduction of Camp Directors
 Transitions, Adjustments
 Video: Hello Games
 Brainstorm Games
 Parent Communication
 Pick up and Drop Off Procedures
 Ice Breaker
 Camp Family Feud Challenge
 Respectful Workplace-Harassment
 Statement of Admission
 Video: Sexual Harassment
 Bus Safety
 Interactions With Campers
 You Tube Video- Power of Camp
 Intruder and Lockdown Procedures
 On-Site Camper Supervision
 Field Trip Procedures
 Safety
 While You're Away
 Social Media/Internet Use
 Inclement Weather
 Playground/Field Safety
 Aquatic Supervision/Beach and Water Parks
 Camper Behavior Management
 Activity Planning

2014 Training Agenda: Friday, June 6 | 10:00am-4:00pm

Bulldog Solutions (Speaker)
 Decision Making, Communication
 Activity Planning, Discipline
 NSSRA
 First Aid & Allergy Procedures
 Epi-Pen Demonstration/Answer Questions
 Incident/Accident Reports

Camp weekly themes, special events and field trips

Week	Camp	Theme	Special Events, Field trips
1	Teddy Bears	We Love You, Daddy!	
	Panda Bears	Dandy Daddy	
	Koala Bears	Fun in the Sun	
	Kinder Korner	We are Family	
	Sun Fun	Sportsmanship	Carnival Day, Brunswick Bowling, Northbrook MAC Pool

2	Camp Adventure	Sportsmanship	Carnival Day, Brunswick Bowling, Glencoe Beach
	ActionQuest		Glencoe Beach, Gameworks
	Teddy Bears	All About Water	
	Panda Bears	Let's Picnic	
	Koala Bears	On the Beach	Glencoe Beach(Rainout)
	Kinder Korner	Surfing Into Summer	Glencoe Beach
	Sun Fun	Team Work	Olympic Day, Hidden Creek Water Park, Party Fantasy, Glencoe Beach
	Camp Adventure	Team Work	Olympic Day, Hidden Creek Water Park, Par King, Wheeling Aquatic Center, Movie
3	ActionQuest		Wheeling Waterpark, Brunswick, Glencoe Beach, Great America
	Teddy Bears	Learning About Colors	
	Panda Bears	Bugmania	
	Koala Bears	Under the Sea	Wagner Farm
	Kinder Korner	Nature	Glencoe Beach, The Grove
	Sun Fun	Appreciation	Wheeling Aquatic Center, Nickel City, Color Wars, Northbrook MAC Pool, Boys overnight to LaserQuest
	Camp Adventure	Appreciation	Color Wars, Wheeling Water Park, Gameworks, Glencoe Beach
	ActionQuest		Wheeling Water Park, Rinkside Sports, Glencoe Beach, Barefoot Bay
4	Teddy Bears	Let's Celebrate America	
	Panda Bears	Happy B-Day USA	Frog Lady Show
	Koala Bears	Star-Spangled Week	Frog Lady Show, Beach Trip cancelled, Old Elm Park
	Kinder Korner	Party in the USA	Frog Lady Show, Glencoe Beach
	Sun Fun	Respect	Hidden Creek, Rainbow Falls, Sports Day
	Camp Adventure	Respect	Hidden Creek, Barefoot Bay, Sports Day
	Action Quest		Wheeling Water Park, Par King, Glencoe Beach
	5	Teddy Bears	Air All Around Us
Panda Bears		Flower Power	
Koala Bears		Summer Fest	Walking Trip to Inner Green Bay Park
Kinder Korner		Princesses and Pirates	Glencoe Beach

6	Sun Fun	Friendship	Hidden Creek, Wild West Day, Pump it Up, Vernon Hills Water Park
	Camp Adventure		Hidden Creek, Enchanted Castle, Wild West Day, Glencoe Beach
	ActionQuest		Wheeling Waterpark, Action Territory, Glencoe Beach, Great America
	Teddy Bears	Ice Cream	
	Panda Bears	Wonderful Worms	
	Koala Bears	Dino Daze	Glencoe Beach (cancelled due to cold) Glencoe Library
7	Kinder Korner	Wild West	Glencoe Beach (cancelled due to rain)
	Sun Fun	I believe In Myself	Wheeling Water Park, Rink Side Sports, Planet Hollywood, Barefoot Bay, Girl's Overnight to Sunshine Arts and Crafts
	Camp Adventure	I believe In Myself	Vernon Hills Water Park, Rink Side Sports, Planet Hollywood, Glencoe Beach
	ActionQuest		Wheeling Aquatics, Jump Sky High, Rainbow Falls, Campout at Glencoe Beach
	Teddy Bears	Camping	
	Panda Bears	Beach Bonanza	Joel Frankel music performance
	Koala Bears	Wish Upon a Star	Joel Frankel music performance, Skokie Exploratorium
	Kinder Korner	Around the World	Joel Frankel Musical Performance, Glencoe Beach, Kohl Children's Museum
	Sun Fun	Sensitivity	Wheeling Water Park, Blastzone, Color Wars, Glencoe Beach
	Camp Adventure	Sensitivity	Rainbow Falls, Action Territory, Color Wars, Cub's Game and Overnight
8	ActionQuest		Wheeling Water Park, Lincoln Park Zoo, Glencoe Beach, Cubs Game
	Teddy Bears	Land Activities	
	Panda Bears	We Had a Ball	
	Koala Bears	Circus Parade	Walking Trip to Friends Park
	Kinder Korner	Under the Big Top	Glencoe Beach
	Sun Fun	Health and Fitness	Hidden Creek, Enchanted Castle, Superhero Day, Glencoe Beach, Parent Night
	Camp Adventure	Health and Fitness	Bartlett Water Park, Libertyville Sports Complex, Superhero Day, Glencoe Beach, Parent Night
	ActionQuest		Wheeling Water Park, Laser Quest, Glencoe Beach, Action Territory

2014 Camp Specific Changes

Implementation was based on 2013 feedback from parents, participants, and Park District Staff.

Bears Camps

- We added additional session choices for parents this summer, including two, four, and eight week options. Feedback from preschool parents was very positive for the flexible options and they appreciated the consistency with the other camp schedules.
- Staff incorporated many new themes and variations on older themes this summer in order to keep the activities fresh and exciting.
- The Koalas took a walking trip to Friends Park which included fun in the sun and a popsicle treat!
- Eliminated juice in the Teddy Bear camp during snack time. Parents did not feel comfortable with their children having the added sugar, so only water was served with snacks.
- Due to the unseasonably cold temperatures and rain this summer, we had to cancel all three beach trips for the Koala Bear Camp. Instead, we traveled on a walking field trip to Old Elm Park and a trip to the Glencoe Public Library.
- Due to GJK using Room 210 which was previously used by our preschool camps during the summer, we converted Community Room 4 to a camp classroom for Kinder Korner Camp.

Sun Fun and Camp Adventure

- Added new field trips for Sun Fun to Rink Side Sports and Enchanted Castle and added Bartlett Water Park and Enchanted Castle to Camp Adventure
- Added new special events including Superhero Day, Brian Wismer Entertainment, and Chicago Loves Dance
- Sun Fun and Camp Adventure had less conjoined field trips together
- Camp Adventure Overnight was combined with the Cubs Game
- Added mac-n cheese provided lunch

ActionQuest

- Reduced repetitive field trips with the exception of Great America and Action Territory which are the most popular trips
- Improved communication with Little Red Hen to ensure concessions were open during beach days
- Camp Director was issued smart phone to maintain better communication with both parents and staff
- Instituted camper's choice when conducting activities at Watts
- Created theme days on Thursdays

Participation Numbers

<u>Camp</u>	<u>2014</u>	<u>2013</u>	<u>2012</u>	<u>2011</u>	<u>2010</u>
Teddy Bear	15	18	14	12	19
Panda Bear	32	30	30	31	16
Koala Bear	38	28	37	18	25
Safety Town	44	43	41	33	14
Kinder Korner	41	41	41	27	41
Sun Fun	276	257	169	148	135
Camp Adventure	153	158	94	63	65
ActionQuest	54	100	79	37	N/A
CIT	35	25	44	24	22
Summer's End	87	52	21	47	27
TOTAL:	775	752	570	440	364

2014 Summer Camp Revenue

<u>Actual To-Date September 2, 2014</u>	<u>Budget</u>	
Early Childhood Camps	\$123,836	\$108,681
School Age Camps	\$436,559	\$439,148
Total	\$560,395	\$547,829

Variance: +2%

2014 Summer Camp Expenses

<u>Actual To-Date September 2, 2014</u>	<u>Budget</u>	
Program Salaries & Wages	\$185,687	\$219,696
Program Contractual Services	\$110,838	\$ 96,577
Program Material & Supplies	\$19,742	\$ 30,409
Total	\$316,267	\$346,682

Variance: -9%

2014 Net Income/Loss

Actual To-Date: \$244,128 Net Income/Loss Budget: \$196,947
Variance: +19%

2013 Net Income/Loss

Actual: \$230,539 Net/Income/Loss Budget: \$185,730
Variance: +19%

2014 Camp Parent Survey Results

How did you hear about Glencoe Park District camps?		
Answer Options	Response Percent	Response Count
Park District Program Guide	48.8%	42
Park District website	15.1%	13
Park District email	9.3%	8
Camp flyer	2.3%	2
At child's school	14.0%	12
From a friend	25.6%	22
Other (please specify)		9
<i>answered question</i>		86
<i>skipped question</i>		0

Why did you register your child/children for camp?		
Answer Options	Response Percent	Response Count
Wanted to attend camp with friends	44.2%	38
Fees are reasonable	50.0%	43
Days and times fit our schedule	48.8%	42
Session options (8/4/2 week camp options)	24.4%	21
Type of camp child wanted	20.9%	18
Recommended by someone	18.6%	16
Returning camper	46.5%	40
Other (please specify)	10.5%	9
<i>answered question</i>		86
<i>skipped question</i>		0

How would you rate the Glencoe Park District staff?				
Answer Options	Very helpful	Helpful	Slightly helpful	Not at all helpful
Camp Staff	62	20	2	0
Program Management	65	17	3	0
Customer Service Staff	64	17	2	0
Comments:				
<i>answered question</i>				85
<i>skipped question</i>				1

Please rate your satisfaction with Glencoe Park District camps.

Answer Options	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied	N/A	Rating Average	Response Count
Camp registration process	67	17	1	0	0	1.22	85
Camp activities	48	29	7	0	0	1.51	84
Camp staff courtesy	61	23	0	0	0	1.27	84
Camp staff competency	55	29	0	0	0	1.35	84
Camp staff knowledge	54	29	0	0	1	1.35	84
Camp staff accessibility	58	23	2	0	1	1.33	84
Camp operating hours	55	22	6	1	0	1.44	84
Camp facility	56	25	2	1	0	1.38	84
Cost of the program	47	33	5	0	0	1.51	85
<i>answered question</i>							85
<i>skipped question</i>							1

Would you register your child for camp again?

Answer Options	Response Percent	Response Count
Yes	90.1%	64
No	9.9%	7
Why or why not?		14
<i>answered question</i>		71
<i>skipped question</i>		15

Would you recommend the Glencoe Park District camp program to a friend?

Answer Options	Response Percent	Response Count
Yes	94.4%	67
No	5.6%	4
Why or why not?		7
<i>answered question</i>		71
<i>skipped question</i>		15

How would you rate the value of the camp(s) in relation to the fees?

Answer Options	Response Percent	Response Count
Excellent	50.7%	36
Good	38.0%	27
Fair	9.9%	7
Poor	1.4%	1
Other (please specify)		3
<i>answered question</i>		71
<i>skipped question</i>		15

Overall, how would you rate Glencoe Park District's camp program?

Answer Options	Response Percent	Response Count
Very good	70.4%	50
Good	23.9%	17
Mildly good	4.2%	3
Not good at all	1.4%	1
Other (please specify)		2
<i>answered question</i>		71
<i>skipped question</i>		15

Common comments responded to in the survey

- Extend the day for Kinder Korner Camp
- Healthy snacks
- Reduce lunch and snacks for Pandas
- Pick up in front
- More field trips
- Swim Lesson review
- Reduce far away trips
- Repetition
- Move overnights from Friday
- Camper cell phone use
- Watts facility
- Communication with parents
- Bad weather planning

Recommendations for 2015

General

- Start camp one week after school is scheduled to be on summer vacation. This would allow for any school closings not to affect our advertised camp starting days and fees, camp staff are more available for training and it aligns our camps with private camp schedules. If a gap exists between the final day of school and the start of camp, day off programs would be offered. Also, a second session of Safety Town would be offered during this interim week.
- Consider changing start and end times for camp programs. Pandas may benefit by ending at 11:30am instead of 12:00pm. This is similar to the preschool schedule. Staying for lunch is a long day for some children at that age. Koalas may benefit from starting at 8:45am instead of 9:00am. This would eliminate some of the congestion in the parking lot for children arriving for Sun Fun and Camp Adventure at 9:00am. Action Quest will move the start time from 9:30am to 9:15am and pick from 3:30pm to 3:15pm. This better accommodates parents with children at other park district camps and allows earlier departure for field trips.

Panda Camp

- Increase price for Panda Camp in order to budget for a counselor with each group. While we did have a fabulous volunteer with us this summer, the program would really benefit from having a counselor with the groups in order to provide the safest environment possible

Kinder Korner

- Allow the option to include Kindergarten children in Sun Fun. This will be for parents that are looking for a longer day and more activities for their children.

Sun Fun and Camp Adventure

- Provide lemonade and water only with field trip lunch packages
- Add new field trips to the schedule and note that they are new on the schedule
- Review swim lesson options
- Provide healthy food options for lunch service

Action Quest

- New field trip options that are closer to Glencoe
- Special event days while on site at Watts, i.e. DJs, inflatables, specialized activity instructors, etc.
- Alternate venues on water park days
- Institute a cell phone/technology policy for campers

Summer's End

- Attend a field trip every day and add new locations