

# **2022 CAMP REPORT**

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## **Camp Overview**

Glencoe Park District's summer camp programs provide a wide range of experiences for ages 1 through 16. Activities in a typical camp week include camp games, swimming at Glencoe Beach, crafts, sports, special events, field trips, cookouts, and theme days. Camp days are structured to encourage children to make new friends, have fun, learn something new, and play in a safe environment.

Our camp season began on June 13 and ran eight weeks through August 5. The camp season concluded the week of August 8-12 with Summer's End Camps.

The 2022 camp season goals were created to provide an exceptional experience for the participants in our camps.

- Provide a safe and fun camp experience for every participant
- Provide activities that engage the camper and offer a variety of experiences
- Be flexible and solution-oriented when weather or other factors dictate a change in schedule or planned activities
- Continue to develop our communication strategies and streamline throughout all camps
- Seek opportunities to build authentic relationships between staff, campers, and families through open lines of communication

# Staffing and Staff Training

Glencoe Park District prides itself on hiring hardworking, motivated, and energetic staff members. This summer, our camp staff included over 55 individuals working as camp directors, head counselors, and counselors.

All camp staff members are required to go through over 20 hours of training leading up to the start of camp on June 13. This included a full summer staff training on May 26 followed by 3 days from June 8-10 at Takiff Center. This training included contracting Michael Brandwein to cover camp-specific topics such as managing staff, communicating with parents and co-workers, and how to create a memorable experience for our campers.

Our camp staff was trained in official camp procedures, including safety, first aid, reporting, camper supervision, and proper interaction with campers. Staff was taught innovative games, how to keep campers engaged during transitions, how to interact with parents, and ways to develop relationships with campers. The training is site-specific, so camp staff can get familiar with the site where they will be working. The training consists of PowerPoint presentations, group activities, hands-on practice, discussion, and role-playing scenarios.

Additionally, staff attended weekly meetings to reinforce topics discussed at the preseason training and to address any ongoing camp concerns.

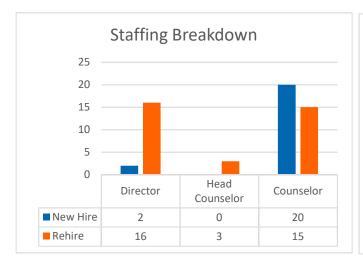
In addition to basic camp training, camp staff attends the summer employee orientation led by Executive Director Lisa Sheppard. At this training, Lisa welcomed staff to the Glencoe Park District team, explained the SPIRIT values that embody the agency, and impressed upon staff the importance of their roles. Leadership staff attended a leadership staff

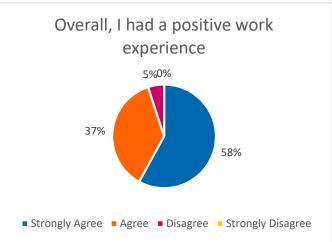




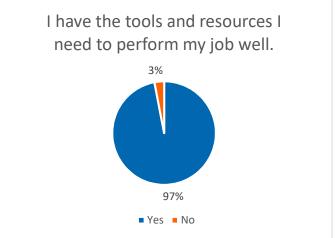
training where they were exposed to camp's more challenging scenarios, including staff discipline, interacting with upset patrons/participants, creating a culture of accountability, and fostering success in counselors.

We had a seasonal staff retention rate of 60% from the summer of 2021 to 2022. Of the camp staff who responded to our staff survey, 100% felt they had a positive work experience and had the tools and resources they needed to perform their job well.











## **Preschool Camps**

Preschool camps consist of four Bear Camps and Kinder Korner Camp. All our preschool camps offer 8- and 4-week registration options. Preschool camps follow DCFS ratios for class sizes and all our camps had at least one director and two counselors, except Baby Bears Camp which had one camp director and no counselors. For preschool camps, external performers were hired to provide special entertainment for our participants. Our Koala Bears and Kinder Korner Camps visited local parks and the beach. Preschool camps utilize the Brightwheel app for check-in and out as well as to post updates and photos throughout the day.

#### Camp Data for All Bear Camps

As seen below, enrollment and financials have remained consistent during the past four years. It is noted that our overall expenses were higher compared to previous years due to the continued increase in the minimum wage, a large number of returning staff, and the need to add additional counselors. This led to an increase in expenses from previous years.

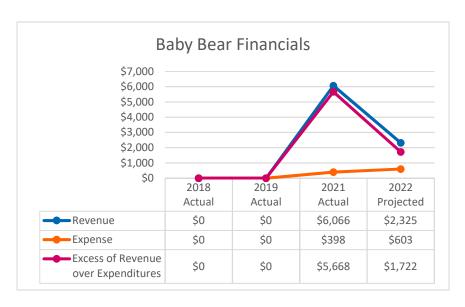




#### **Baby Bears Camp**

Baby Bears Camp is our weekly "parent and tot" program for those under two-years-old. Baby Bears meet on Tuesdays from 10-11 AM and a parent or guardian must stay. This program is an introduction to Glencoe Park District preschool programming and camps for young families in a parent-tot setting.

Next year, we will look at having this camp on a different day than Tots-n-Tunes as we saw that some people did not attend on those weeks, but rather chose to go to Tots-n-Tunes. By changing the days, we hope that this will increase enrollment and improve customer satisfaction. Please note that Baby Bears Camp did not run in 2018 or 2019 due to low enrollment.





#### **Teddy Bears Camp**

Teddy Bears Camp is our two-year-old camp and operates Tuesdays and Thursdays from 9:15-11:15 AM. Teddy Bears had one camp group. The Teddies stay at the Takiff Center and participate in on-site activities including Tots-n-Tunes, Water Days, and other special performers such as The Frog Lady and the Bubble Performer.

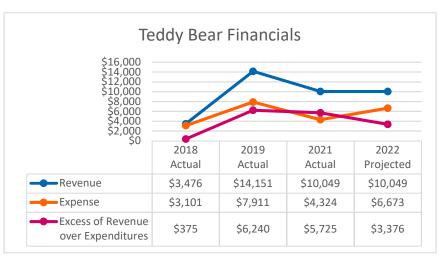
#### Panda Bears Camp

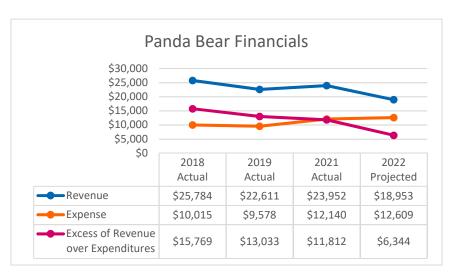
Panda Bears Camp is our three-year-old camp. This camp runs Monday, Wednesday, and Friday from 9-11:30 AM. Panda Bears had two camp groups with a waitlist. Panda Bears participate in our special performances such as The Frog Lady and the Pirate and the Princess.

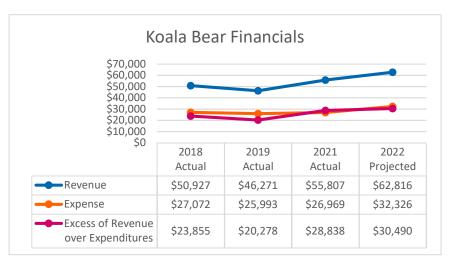
Panda Bears and Teddy Bears currently share staff. Since Panda Bears has two groups and Teddy Bears only has one this leaves us with a large amount of staff for the Teddy Bear camp. In the future, adding a 5-day option for the Panda Bears is being considered. This will allow for proper staffing levels and give families the option for camp Monday-Friday.

# **Koala Bears Camp**

Koala Bears Camp is our four-year-old camp. The camp runs Monday-Friday 9 AM-1 PM with the option of extending the day until 3 PM. There were two full camp groups with a waitlist. Koala Bears Camp visits our local parks and the beach. The Koalas participate in our special performances such as The Frog Lady, the Pirate and the Princess, and the Bubble Performer. This camp also has visitors from Amazing Minds and Taste Buds Kitchen throughout the summer to provide a special activity for our campers.







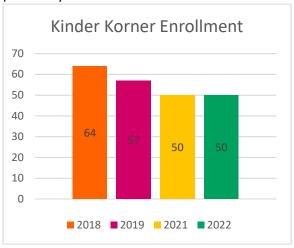


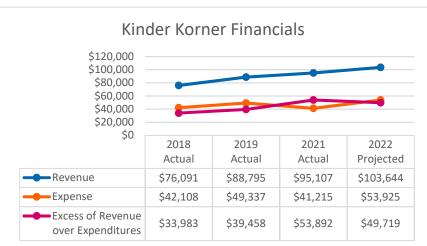
#### Kinder Korner Camp

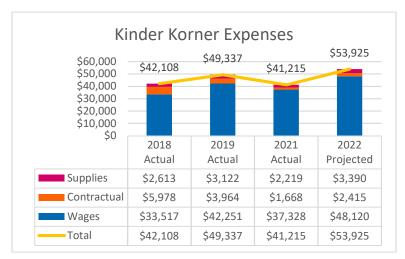
Kinder Korner Camp is for participants entering Kindergarten. The camp runs Monday-Friday with several different time options. They can register for 7 AM-6 PM, 9 AM-1 PM, or 9 AM-3 PM. We had three full camp groups. Kinder Korner goes to local parks and the beach. Kinder Korner campers participate in our special performances such as The Frog Lady, the Pirate and the Princess, and the Bubble Performer. This camp also has visitors from Amazing Minds and Taste Buds Kitchen to provide a special activity for our campers.

#### Camp Data

The below charts include data for enrollment, expenses, and overall financial trends for Kinder Korner during the last four summers. Although overall enrollment is trending slightly downward, revenue is steadily increasing. It is noted that our overall expenses were higher compared to previous years due to the continued increase in the minimum wage, a large number of returning staff, and the need to add additional counselors. This led to an increase in expenses from previous years.







#### Preschool Summer's Beginning and End

We saw a significant increase in enrollment this year for Preschool Summer's Beginning Camp due to GJK letting out a week earlier than normal. For Summer's End Camp we had two groups, one for campers ages three to four and one for those entering kindergarten. We offered higher pay rates to incentivize staff to work our Summer's End Camp.



## Youth and Teen Camps

Youth and teen camps consist of five registration options for those entering first through ninth grade. All our youth camps offer 8- and 4-week registration options.

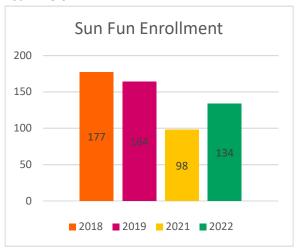
New this summer, we introduced the Glencoe Camp App. This mobile app allowed our parents to view camp calendars, receive important updates and view camp photos on their phones. The app sent push notifications to parents reminding them of the scheduled activities for each day including what to bring, drop-off/pick-up locations, and pictures of their camper's day.

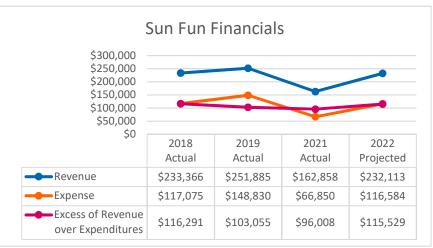
#### Sun Fun Camp

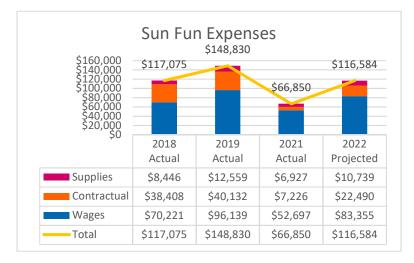
Sun Fun Camp is for participants entering first through third grade. This camp runs Monday-Friday from 8:45 AM-3 PM for 8 weeks. This camp offers 8-, 4-, and 2-week registration options. Sun Fun has options for before and after camp from 7-9 AM and 3-6:30 PM.

Sun Fun Camp is one of the signature camps of the Glencoe Park District. Camper activities include sports, crafts, camp games, and visits with specialty staff, such as ceramics and art. Campers also go on weekly beach trips, theme days, and field trips. Highlights this year included water park visits to favorites such as Wheeling Water Park. Campers cheered on the Chicago Dogs, explored Santa's Village Amusement Park, competed in Color Wars, and showcased their dances at Parent's Night. Campers enjoyed the return of our popular overnighter at the Takiff Center mid-summer.

The charts below include data for enrollment, overall financial trends, and expenses for Sun Fun during the last four summers.







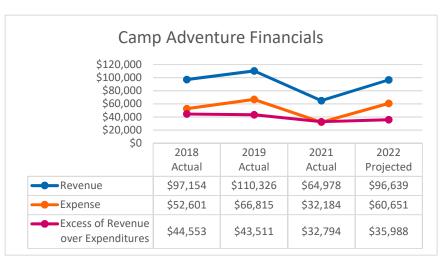


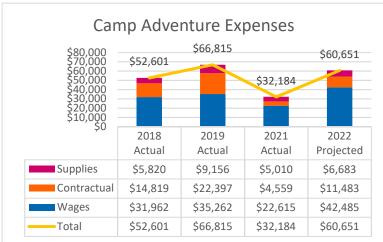
#### **Camp Adventure**

Camp Adventure is a signature camp of the Glencoe Park District. This camp serves participants in the fourth and fifth grades. This camp runs Monday-Friday from 8:45 AM-3 PM for eight weeks. This camp offers 8-, 4-, and 2-week registration options. Camp Adventure has options for before and after camp from 7-9 AM and 3-6:30 PM. Campers develop relationships with peers, travel on field trips, play sports and games, and enjoy special events and theme days. Highlights from this summer included cheering on the White Sox, a Chopped Kitchen contest, speeding on the go-karts at Action Territory, and racing down the slides at Wheeling Water Park. Campers enjoyed the return of our popular overnighter at the Takiff Center mid-summer.

The below charts include data for enrollment, overall financial trends, and expenses for Camp Adventure during the last four summers.







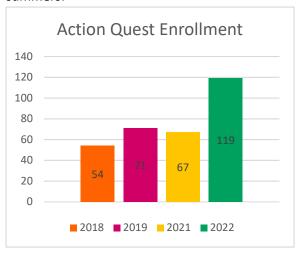


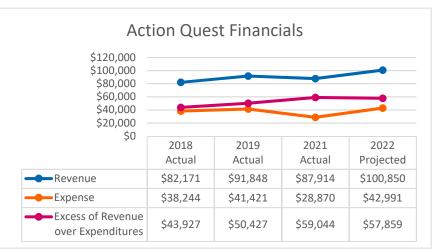
#### **Action Quest Camp**

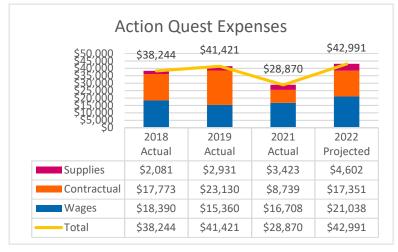
Action Quest is our camp for participants entering sixth through eighth grade. This camp runs Monday-Friday from 9:15 AM-3:15 PM and is located at the Watts Recreational Center. This camp offers 8-, 4-, and 1-week registration options. Action Quest campers travel three times a week. This summer, Action Quest brought back some of the campers favorite field trips. They had extended days while attending a Chicago White Sox game and Six Flags Great America. Campers enjoyed the return of our popular overnighter at the Takiff Center mid-summer.

In 2022, we saw a large increase in one-week registrations for Action Quest. Participants appreciated the flexibility around other specialty camps that Action Quest allows for such as overnight or specialty sports camps. Contractual expenses increased significantly in 2022 as we continued to return to the normal operation of traveling two to three times per week on field trips. We anticipate contractual expenses to continue to increase due to rising busing costs.

The below charts include data for enrollment, overall financial trends, and expenses for Action Quest during the last four summers.







#### Youth Summer's End Camp

Summer's End Camp is offered for first through fifth graders as an extension week to our 8-week camp option. Campers enjoyed trips to Mystic Waters, Museum of Science and Industry, and Glencoe Beach. They also participated in camp wars and campers' choice day activities. In 2022, we had 44 campers enrolled compared to 37 campers in 2021 and 24 campers in 2019.



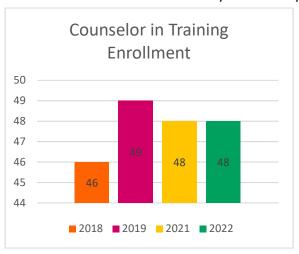
# Counselors-in-Training Camp

#### Half-Day

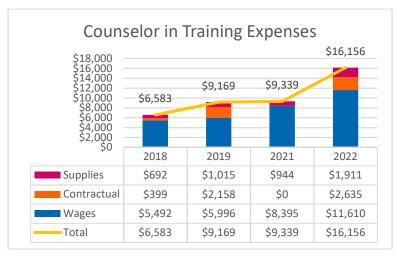
The half-day Counselor-in-Training (CIT) program is designed for children entering 7th through 10th grades. Camp runs Monday-Friday from 8:30 AM-12 PM for the full 8 weeks of summer camp. CITs have the option to register for 8- or 4-week options. This camp has one director who is also the Baby Bears director. Our CITs start their days with a project or learning opportunity. CITs are assigned camp groups that they assist with each day. At the end of each four weeks, they have a pizza party and are provided an evaluation/feedback session. Next year, it is being explored to extend the half-day CIT program to end at 1 PM to align more consistently with our preschool camp day.

#### **Full-Day**

The full-day Counselor-in-Training program is designed for children entering 7th through 10th grades. Camp runs Monday-Friday from 8:30 AM-3 PM for the full eight weeks of summer camp. CITs have the option to register for 8- or 4-week options. CIT Camp exposes campers to a mixture of day camp activities and camp staff experiences. CIT Camp thoughtfully integrates enjoyable summer activities with job training skills to prepare participants for a potential job on the camp staff team at the Glencoe Park District. CITs are assigned to camp groups based at Takiff Center and are expected to assist camp staff and learn daily camp operations. CITs receive a weekly evaluation, highlighting strengths, areas to improve, and weekly goals to become the ideal candidate for a camp position in the future. Please note, all charts are combined data for full day and half day Counselor-in-Training programs.









# Specialty Camps

## Game On! Sports 4 Girls Camp

This was our third summer partnering with Game On! Sports 4 Girls Camp. It ran for a total of nine weeks in 2022. This camp offers 8-, 4-, and 2-week registration options. The camp ran from 9 AM to 3 PM from Monday through Friday and was located at Watts Recreational Center. The Game On! Camp offered half-day from 9 AM-12 PM and full-day options for participants. During the summer, campers enjoyed trips to the beach and even got to cheer on the Chicago Sky.



In 2022, Game On! saw a decrease in revenue due to not

offering ten weeks of camp. The district has a 75/25% revenue split agreement with Game-On!. This camp has a regional draw and attracts participants from other communities, as well as Glencoe residents. Enrollment was strong, and staff is hopeful that it continues into future years. In 2022, Game On! had more residents than non-residents for the nine-week camp. We expect this to stay the same moving forward. For summer 2023, Game On! is planning to align their camp schedule with Glencoe Park District's traditional camps and focus on kindergarten through fourth grade.





#### Game On! Sports 4 Boys Camp

This was the first summer we offered Game On! Sports 4 Boys Camp. This camp offers 8-, 4-, and 2-week registration options. The camp ran from 9 AM to 3 PM from Monday through Friday and was located at Watts Recreational Center. The Game On! Camp offered half-day from 9 AM-12 PM and full-day options for participants. Game On! decided to run for only the first three weeks of camp due to low enrollment for the remaining sessions of camp. Our projected revenue for Game On! Sports 4 Boys camp is \$30,222 and projected expenses are \$22,134 with a net of \$8,088.

For summer 2023, Game On! is planning to align their camp schedule with Glencoe Park District's traditional camps and focus on kindergarten through fourth grade.



#### **Future Considerations**

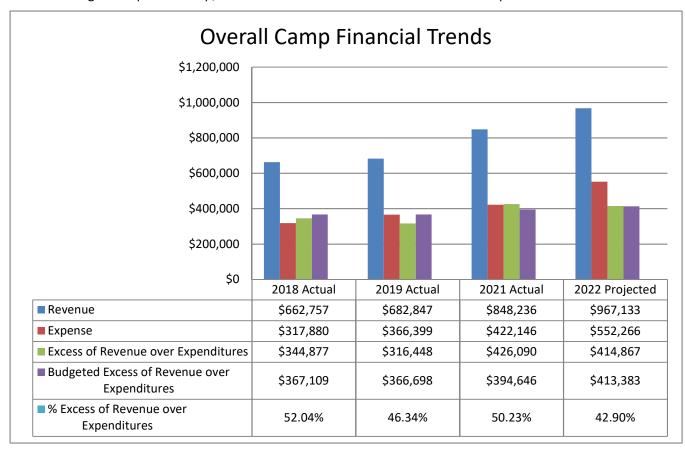
Each year, we strive to improve our camps and operations. In the process of debriefing from the 2022 camp season and reviewing the seasonal staff and parent survey results, the camp team has developed a list of considerations for the 2023 camp season.

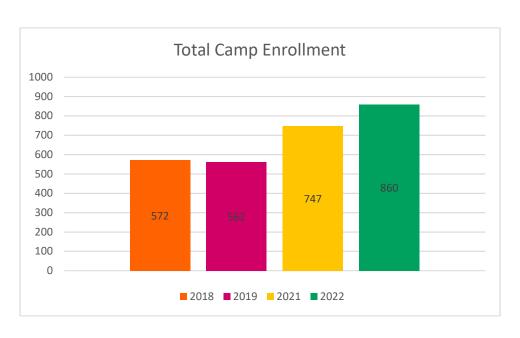
- Streamlining activity section offerings to make registration options more straightforward for customers.
- Switching from CampDocs to ePACT, a secure electronic emergency network used to collect medical and emergency contact information, to eliminate software redundancies, I.E. DocuSign and CampDoc. This will also be rolled out for other care-based programs (Children's Circle, ELC, Kids Club).
- Utilize ePACT dashboards to improve camper and program participant information collection experience for the customer as well as staff access to camper information.
- Explore BambooHR software to improve seasonal hiring and the onboarding experience for applicants while decreasing the administrative workload of full-time staff including online training modules.
- Based on survey results, increasing utilization of CampApp for posting camp photos and reminding parents of upcoming activities.
- Utilize online professional staff training resources to implement standardized camp training.
- Consider the fiscal impact of high staff retention rates and wage scale increases and adjust budget projections and camp fees accordingly.
- Develop age-specific camp activities and plans to make each camp distinctly attractive year after year.



# Overall Participation & Financial Information

Overall, camp financials are trending in a positive direction. Enrollment and excess revenue over expenditures has increased over the last four years. We continue to see interest in specialty camps grow. Strong demand also continues for full-day camp options and specifically the need for care outside of the typical camp day. Please note these figures do not include Sailing and Aquatics Camp, which will be included in the Glencoe Beach Report.



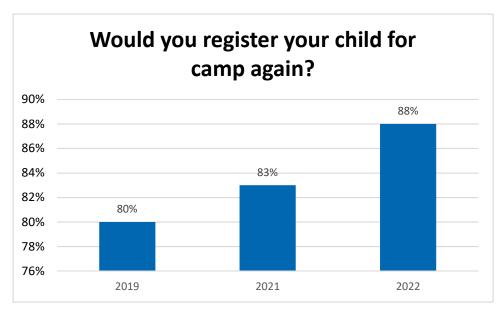


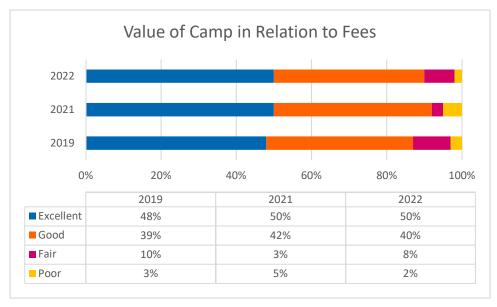


# **Customer Feedback and Survey Results**

At the end of each season, a survey is sent to the camp participants' families to solicit feedback used to improve and make changes to the camp program the following year. This year, 103 camp families completed the survey (46 in 2021, 113 in 2019, and 97 in 2018). The survey is created, distributed, and analyzed using Survey Monkey. Camp participants were asked about their camp experience from the registration process to staff, facilities, activities, field trips, and overall experience.

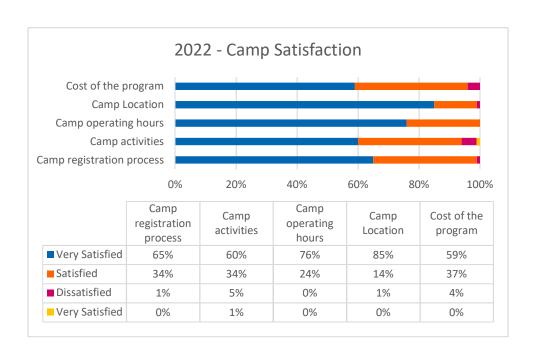
We had our second largest response to the survey this year. Responses to the survey were overwhelmingly positive with very few unsatisfactory responses. Camp families continue to appreciate the safety, affordability, and organization of all of our camp programs.

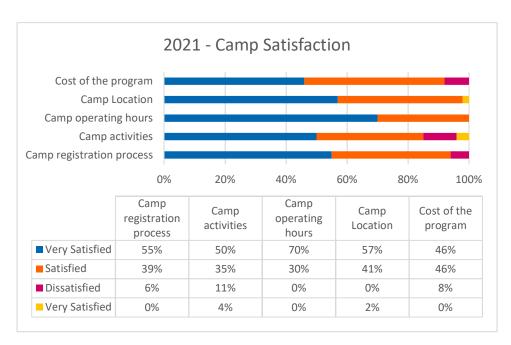






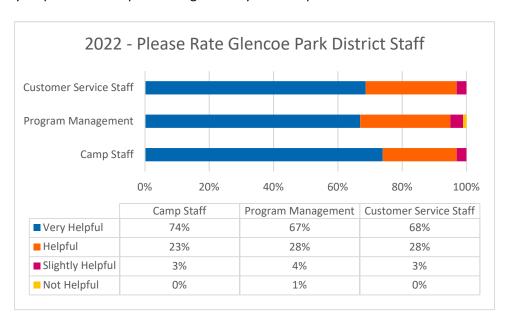
Overall, the satisfaction with the camp in 2022 improved significantly compared to 2021. Of the parents surveyed in 2022, 94% were satisfied or very satisfied with all areas asked about in the survey.

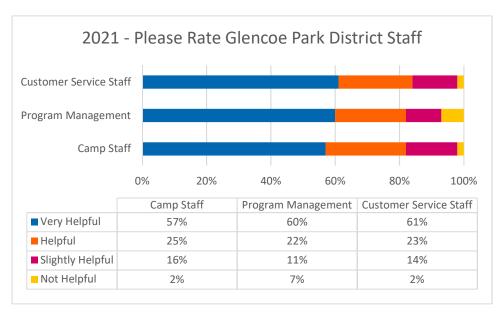






Overall, the rating of Park District staff in 2022 improved significantly compared to 2021. Most notably the feedback in the options of slightly helpful to not helpful was significantly less compared to 2021 in all three areas.







# Appendix A – Camp Schedules



























