

Independent Schools Pre-Conference Workshop

MONDAY, MARCH 19

1:00 PM – 5:00 PM

Location Rooms 316, 320, 321, 322

Join summer camp and auxiliary staff from independent schools across the country for an afternoon of learning and networking. The workshop will feature targeted round tables, breakout sessions and a closing general session with ideas for everyone. After spending the afternoon learning, join us for a networking dinner. This is a great opportunity to meet other independent school professionals before the Tri-State CAMP Conference begins!

Workshop Schedule:

1:00–1:15 PM – WELCOME AND OVERVIEW

1:15–2:15 PM – Keynote: Developing a Vision: Going Beyond the Mission Statement, Dave Malter, ProfessorDave.Camp
Organizations that have clearly defined Mission Statements are able to “sell” camp to parents, campers, and staff based on the shared goals the program is designed to meet. Often, the Mission Statement becomes just a slogan on the website or t-shirt and we lose sight of the original intent which was to design the experience/outcomes of camp around that shared mission. What if there was a better way to define your goals, which made it easier for your stakeholders to understand your vision and get on board? In this session, we will: take a closer look at the pitfalls of mission, define the value of vision vs. mission and begin to workshop developing your own guiding institutional vision.

2:15–3:15 PM – BREAKOUT SESSIONS 1

- **Power to the People: Making Staff Training Work For Your Staff**, Dave Malter, ProfessorDave.Camp
It's time to start re-thinking the traditional ways in which we view staff training. This session will be full of new and innovative ideas to change the dynamic (and timing) of your staff training. The ultimate goal of this exciting, high energy workshop is to meet the shifting needs of a new generation that is your workforce.
- **Day Camp Spirit**, Shiry Merion, The Park Slope Day Camp
At The Park Slope Day Camp having staff and campers "Drinking the kool-aid and loving it" (kool-aid = our camp culture) from day one in orientation and all through the camp. In this session I will teach you how to create a unique day camp culture and how to adapt them to your camp by incorporating staff appreciation events, positive reinforcement, as well as a 5-year cycle of camp themes (friendship, teamwork, spirit, smile and good times).
- **Vendors & Partnerships** - Laura Kelly, the Handwork Studio and Karen McCann McClelland, Sidwell Summer.
What questions do you have on pricing/budgeting? Do you want to learn more about what to include or not include agreements or how to seek vendors that will best compliment your offerings? Do you know the top 20 questions to make sure to ask? This will be an interactive session to answer your questions.

3:15–3:45 PM – NETWORKING AND SNACKS

3:50–4:50 PM – BREAKOUT SESSIONS 2

- **Orientation Activities to Train Summer Camp Staff**, Roz and Jed Buck, Roz and Jed Training & Consulting
Training seasonal summer staff is critical to the success of every camp program. These staff members are responsible for the safety and well-being of campers and are charged with making sure the program is both safe and satisfying for all campers. At this highly interactive session, attendees participate in a variety of activities that can be used throughout summer camp staff orientation to maximize learning and retention and create an exceptional staff orientation.
- **Build the Summer Brand that Makes Your School A Year-Round Success**, Lee Bear, 829 Studios
Does your school need a clear, compelling story for its summer program? Do your communications director and education staff struggle to explain the unique value of your summer program? Do you need your CFO's budget support to promote the unique offerings of your summer program? If the answer to any of these questions is “Yes”, please join our focus group discussion. We'll share how to build a valuable summer program brand that connects, builds, and contributes to your independent school's success. Get a playbook for convincing your CFO to say “yes” to the marketing budget required to increase enrollment and revenue. Learn best practices to transform your independent school into a year-round experience for student families.
- **Developing In-House After School Activities**, Gene Giammittorio, Congressional School

Are you tired of the same old offerings after school and struggling with new class ideas? Learn how one school increased their after school activity enrollment by focusing on in-house programming. By utilizing our faculty we reduced our overhead costs and increased our control of program quality. Join us as we share our two year journey and what worked, what hasn't and what we are still chasing.

- **Are you Popular? How "Likes" Online are Affecting Our Real Life Relationships**, Dave Malter, ProfessorDave.Camp
Social Media has become an inescapable piece of everyday life... for campers, staff, and your organization. This artificial reality is based on the value culture places on celebrity profiles and Instagram influencers and how many "likes" posts get from our followers. How has the idea of being "popular" online changed the actions and attitudes of our campers and staff? What can we do at camp to combat the effects of online activity and develop real, meaningful, and lasting community? Come prepared to discuss your views on technology and what you are doing to create a culture that values connections over likes.

4:50–5:00 PM – WRAP-UP AND EVALUATIONS

7:00–9:00 PM – NETWORKING DINNER AT Cuba Libre (Tropicana, 2801 Pacific Ave, Atlantic City, NJ)

