Quick overview of each group:

Group 10- Handshake app for recruitment – Zoom town hall – connecting with Alumni – campus ministry pastors – connecting with churches more – internships and incentives (admin, farm, etc)

Group 9 – Staff recruiting – weekly bible studies from four years back – lean on churches and pastors – changing the application process to be quick and easy (video of six questions) – cultivating a good staff pipeline

Group 8 – Instead of people stumbling on camp, more intentionality – program for younger/older then transition into staff.  Build leadership in campers – use alumni – pursuing people who want to work with kids in the future-ACA doing marketing for internships-seasonal workers who can come back multiple years

Group 7- Internships, Culture of call (congregations), there may be a shortage of summer jobs which may open up the field for us, if good protocols in place, it could be safer

Group 6 – using camp facility as an online school campus-create a community where they are living in quarantine and then moving forward (GAP year). Also, over communicating

Group 5 – How to make summer staff work through pods.  Talked about a camp that ran the summer.  Most in the decision phase.  We have some good resources

Group 4 – Different social media to use as recruitment- zoom all day, or a buzz feed quiz, tik toks

Group 3 – Frontloading new staff at the end of the year, highlighting skill crossover, strengthening campers as a pipeline for future staff, college career centers

Group 2 – Stay positive, staring training online, staff/camper reunion to begin recruiting

Group 1 – Importance of staring training online and realistic communication

More details:

Handshake App - Maggie, Rainbow Trail

Tiktok Page - Katie Sundbakken, Camp Metigoshe

Staff Alumni get 4 people who are interested in camp, and then year round members come and hold a pizza party or host dinner at a restaurant (Pre - Pandemic) - Jenny Frantz, LOMO

Zoom open all day to allow people to come in and ask questions and chat about camp - Maggie, Rainbow Trail

Several Budget Models based on staffing for onsite and off-site - Maggie, Rainbow Trail

Congregation pledge to support one staff member and support their salary for the summer - Jenny Frantz, LOMO

Direct Mailing to seniors who are graduating with small gifts and letters - Lee Lindeman

Buzzfeed quiz to find what position fits you best - Maggie, Rainbow Trail

**Group two notes:**

Amy Ecklund-we were able to open things up to family groups over the summer and did

hire over two staff and they did projects.  We were for ALOMA as well.  I’ve gotten a couple of applications from them and I am not sure what to tell them.  It’s nice to have that as well.  There is a bigger group from our CITs we could use.  Our people fill out applications a lot later.  A lot may be reaching out to past campers too.  Had a meeting with ACA Washington camps to see what we are able to do and that depends on our county.

Mandy GLLM-in our organization there is some motivation for people to come back but don’t want to scare them away.  I think there may be a chance for this summer.  If hired staff and couldn’t operate, we would need to let people go.  Have reached out to 2019-2020 staff that we hired last year-I think they are our best recruiters.  Some people use handshake to recruit and hire staff.  Such an opportunity to tell people that this is the best opportunity.  We could go all in – there is a lot of hope and we can jump at this opportunity.  We tried things during the pandemic-a weekly sing a long- and other things to keep them engaged during the summer, or friendship bracelet making over lunch.  Things to suck them in more as we are waiting.  It can’t be worse, right?  If it isn’t worse, we can try to make it run.

LRCC SoCal-what am I staffing for?  How do I hire staff but if camp doesn’t take place, what do we do.  Told a few applicants we were excited to have them and then had to tell them it couldn’t continue.  Then furloughed 12 of our staff.  We totally shut down last year.  I am hopeful for the summer but not sure how to do it. We were able to get maintence done.  Have had staff training virtually and hope that might end up becoming a reunion.  We hire 40 or 50 people a summer and we need day camp teams.  We are in touch with campus partners.  We turned working at the camp into an internship, and that has been successful, and some of the colleges have paid the students for this.

Christine Miller Indiana – last summer we hired three program directors at three sites, if they were interested we would reach out to them if something came up over the summer.  Only 4 groups came in over the summer – 50 children.  We offered up weeks to the staff and just fed them, and then paid them for the weeks they were with kids.  We kept the program directors and changed their job description to do more online learning.  We do a staff reunion around the new year, everyone is welcome to come, and then there we can meet with people interested in returning.  A lot of it is word of mouth, we’re not sure how it is going to work out.  Budget, need to have a three budget plan tomorrow.  Do you do training on line for the summer.  We are planning on doing some training videos so we don’t have to do that at camp.

Kyle Hassler NC-we were able to hire leadership staff and they lead service projects and online learning.

Gabe Flynn – I run into kids and parents about the importance of an ‘internship.’  Need to redefine the role of a camp counselor and its importance.  We’ve done some online child abuse trainings and I could send those out.  Our context is that the college kids come home in May-we could use virtual connections throughout the year.  This has opened my eyes to winter spring.

**Group 5**

Major Questions: How can we make staff “pods” work? How can we motivate staff to stay safe and stay on-site during their time off?

               -Pods:

-Crossover amongst staff/between staff and various communities of campers: a problem

                                             -How separate guests/campers? By age group?

                                             -Parents conduct temp checks 2 weeks before campers arrive

               -Sessions:

                              -shorter sessions better? More campers through (good and bad)

                              -Lower overall capacity on site?

               -Covid-19 Expectations

-Important to set site- and masking-related expectations early for campers, parents, staff, etc.

               -Staff recruiting ideas:

-Weekly bible studies/devotions w/ former staff, going back multiple years (invite them to invite friends)

-Increased dependency on churches and pastors (“we can’t reach out to people, so can you help them to reach out to us?”)

-Quick and easy application process (have staff make video answering 6 quick questions)

-Cultivate staff pipeline (younger campers-older campers-volunteers-staff

-What makes us different from other jobs?

**Group 6 –**

Recruiting:

School doesn’t usually work that well anyway

Virtual "school fairs" we are worried about

Handshake app?

Using returners as recruiters

-take materials to their schools

-have them share on social media

-they get a $50 bonus for recruiting a staff member not previously connected to the camp

Connecting through Campus Ministries

Concerned about the fall-out from hiring and then "unhiring" last summer

Be upfront

Set firm deadline for sharing information with them

Communicate those deadlines

Stick to them!

Emphasize the possibility of other job options - facility work, planning etc.

The community piece of this is important

Hopefully they will have less other job options

Perhaps the desire to get out of their house, be somewhere new will entice them

Staff Alumni

-Bible Study

-alumni who are teachers/professors will have contacts with young adults

-given them staff marketing materials

-Q&A with Alumni - how did working at camp help you in your career/adult life?

-Incentive for Alumni recruiting campers

Social media

-TikTok

Excited about the app

Handwritten notes to past campers who have graduated to staff age

Use camp as an "online school campus"

-they can live and quarantine together at camp while studying online

-could build community

-would have to figure out

-expectations/community living rules

-having them create a community covenant

-use of controlled substances

-"RA"s/supervision/mental health support

Reaching out to congregations

-video ad

-bulletin inserts

-children's messages

Postcard "you would be great at        Camp Name      "

-give to pastors, recent staff, alumni… anyone who might know potential staff

-the pastor would then send it to people they think would be great for camp

Overcommunicate!

Other thoughts

Camp pen-pals program

-for anyone

People don’t want to talk to a recruiter at a table, but may apply anyway

            Need to remove that part. Be virtual.

            Rather do college visits to interview rather than to sit at a table.

How do we better market the app, to get beyond those who would apply for camp anyway?

Summer jobs are harder to find right now, because of Covid. Restaurants, grocery store, etc.

            What advantage does camp have over other jobs in Covid?

                        Distancing? Outside? Community?

                        No looking at a screen

            What jobs are we competing with anyway?

Because colleges went virtual, many doing classes online. Reduces possible options.

Our target demographic of students are struggling with Covid and not always doing well.

            Looking for a change of pace?

            Looking for self-development?

Long-term plan: work with campers and their parents

            culture of call (one day, you might be on summer staff)

            current staff ID potential future staff – communicate with them proactively (mid/high)

Help people see the “real-world” skills; understand camp is a resume builder

            See ACA stuff

            Can we share that with big universities for us?

            ID specific majors

            Mount Cross may have done some of the language work on this

What if we attended internship fairs instead of summer staff fairs?

            We may not meet specific requirements for college internship requirements

Short term: how is a camp job better than the alternatives during Covid

            May be competing with different options during covid

Long term: Bigger competition with internship

            Real-world skills/resume building/networking

            culture of call