

Promoting the District Day camp

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June 2012

Piedmont – Appalachian College of Commissioner Science

Ridgecrest Conference Center

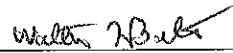
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Promoting the District Day Camp

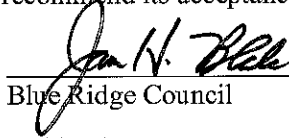

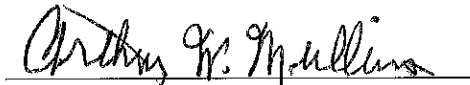
To The Doctoral Candidate Review Board:

I am submitting herewith a Dissertation written by Michael Reano, entitled, "Promoting the District Day Camp." I have examined the final copy of this report for format and content and recommend that it be accepted in partial fulfillment of the requirements for the Degree of Doctor of Commissioner Science.

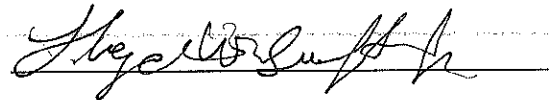


Walter Lynn Bates
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We have read this Dissertation and recommend its acceptance


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Accepted for the Piedmont- Appalachian
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ACKNOWLEDGEMENTS

I would like to thank all the staff of the Piedmont-Appalachian College of Commissioner Science for the wonderful program that they have put on over the years. A lot of work has gone into it, and it shows.

I am also thankful to those who encouraged and pushed me along to get this dissertation completed, mainly my advisor, Lynn Bates and my friend and fellow commissioner Tim Carroll.

I could not have done this without the support of my wife, Catherine and our family. Thank you for allowing me the time to volunteer in Scouting.

Finally, I would thank all the volunteers across the Great Smoky Mountain Council (GSMC) and all the other councils. Those who staff the district Day camps are very important to the success of the Scouting program and the lives of the boys whom we serve.

ABSTRACT

This dissertation is a look at the Cub Scout day camp. It examines what the camp is and why it is important to the Cub Scout program. The main focus of the paper is to look at how best to promote day camps in order to maximize attendance and in this way, increase the number of boys we can serve.

I began my research by contacting camp directors and program directors. Some of those I spoke to are currently working in one of those positions and others have already stepped down. I obtained a list of directors from the council and attempted to call them all by telephone. I was able to make contact with 6 people from the Great Smoky Mountain Council. I also interviewed my mother who served as a camp director for 9 years when I was a youth.

This dissertation includes descriptions of camp promotions and how effective they appear to be. Surveys were taken and case studies are included here. The studies show that pack visits are the best way to promote camp. When the camp staff uses multiple promotion methods the results are maximized.

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CHAPTER 1

INTRODUCTION

As a young Cub Scout I attended day camp in the Delta District of the Mount Diablo Council. I loved it. I looked forward to it every summer; it was my favorite activity in Cub Scouting. I enjoyed it more than the Pinewood Derby, the Bike Rodeo and all the pack and den outings we went on. It made a lasting impression on me.

When I graduated into Boy Scouts I volunteered as a Den Chief at the day camps for years. I continued to love the program and saw the benefit of it.

Years later, after having kids of my own I was asked to help with the day camp in the Pellissippi District of the Great Smoky Mountain Council. I was ecstatic. I went to National Camp School to be certified as a day camp Director. I looked at what other districts in the council were doing and I imagined what my camp would be like. Reality fell short of that. I soon came to realize that there was a lot of work to be done in putting on a quality day camp.

All the effort put into camp is for naught if no one comes. If boys do not attend camp they cannot reap the benefits of camp. They cannot have the same experiences I had if they stay home. I needed to promote my camp.

When I had to choose a thesis topic for this dissertation I quickly realized that my topic needed to be about how to promote day camp. This dissertation looks at what day camp is and why it is important. It also covers other aspects of camp such as who attends and what the benefits of it are to the boys and their families. The most important thing of this paper, though, is how and why to promote day camp. We will look at many ways it can be done and at the

efficacy of those methods. I will also examine some real life examples to see how these promotions result in boys attending camp.

My research for the dissertation includes a survey that I conducted over the telephone with camp directors and program directors. Some of the respondents have served in the past and some are serving currently. The responses from the questions are paraphrased in Appendix I.

CHAPTER 2

WHAT IS DAY CAMP?

One of the highlights of a boy's Cub Scout experience is something called day camp. Every summer across the country in every council, districts put on day camps as part of their program. Some districts have large attendance and some have very few boys show up. What makes the difference in attendance at day camps? Many factors are important, but we will examine just a few here.

When looking at day camp we must first examine and define what day camp is. According to the day camp administration book published by BSA we find out that "Organized day camping is defined as an experience of group living in an outdoor environment. It is a multi-level experience under the supervision of trained leadership, which usually takes place during the daytime, from 9 or 9:30 a.m. to 3:30 or 4 p.m., but occasionally occurs during the twilight hours of 5 to 8:30 or 9 p.m.¹" This is a very broad definition that takes many forms in different districts. One of the keys that make day camp special is the "outdoor environment." For many boys it may be a rare chance to have an outdoor adventure with other boys their age in a safe, protected area.

The definition above mentions that camp occasionally occurs during the "twilight hours." These camps will be referred to in this paper as "twilight camp" and the camps that run in the

¹ BSA, Day Camp: Administration Guide (Irving, Texas, 2011), 1.

day will be known as “day camp.” There are many things to consider when a district decides to schedule a day camp or twilight camp. A day camp has more time in the day and thus has more program options open. However, a twilight camp will have a better chance of recruiting staff because the volunteers can work during the day and go to camp in the evening. Whichever time option is chosen there is still a program to plan.

The program of camp falls under the responsibility of the Camp Program Director. A number of things are fairly common program areas at camps across the country. Where camps are able to, they usually will run a BB gun shooting range as well as an archery range. Camps will provide crafts for the boys to make and games to play. Some camps are able to have program areas where boys can go fishing, ride horses, go swimming, go boating or any number of other activities. Many camps also provide for advancement opportunities to give the boys a head start toward their new ranks in the fall. These program areas are what make camps memorable and fun.

In order to ensure the safety of the boys while at camp, BSA has created camp standards that all camps must comply with². These standards give camp directors a list of things they need to do to keep the boys safe. Each council sets up and trains a team of inspectors to go to each camp. These inspectors look for safety concerns and ensure compliance with the camp standards. If a camp meets all required standards, the camp receives its certification as an accredited camp. A camp that does not meet the standards is given a chance to correct any issues

² National Camp Standards (2012). Retrieved from <https://www.ncsbsa.org/resources/standards/430-109%20Day%20Camp%20Standards.pdf>

and is considered to be a provisionally accredited camp. Any camp that has a safety concern will be shut down by the inspectors until the problem can be addressed. This system of standards and inspections allows BSA to operate some great day camps.

Day camp can be a vital part of the Cub Scout program. One of the biggest reasons camp is important is because it strengthens the pack. Packs everywhere struggle with retention of boys. The day camp can help these packs by providing a big activity during the summer, when many packs are not meeting. When packs don't meet between May and August, many boys lose interest. Packs that attend day camp together have that extra contact with their boys. They are better able to retain boys in their unit that they would have lost otherwise. New Tiger Cubs that register can get an amazing experience in their first couple of months in Cub Scouting; this can set them up for a love of Scouting for years to come.

The packs also have other advantages when they attend day camp. The pack attending camp together can count it towards the Summertime Pack Award³. Another award boys can earn is the Cub Scout Outdoor Activity Award⁴, which requires attendance at day camp or resident camp. A big benefit for the boys is the completion of requirements towards their new rank. Scouting's new Journey to Excellence⁵ award requires an attendance of 30% of the pack or 2 percentage points increase for the bronze level of the award. This requirement ranges all the way up to 90% of the pack or 45% and 2 points increase for the gold level. This percentage, however, can

³ Summertime Pack Award, (2009). Retrieved from <http://www.scouting.org/filestore/pdf/33748.pdf>

⁴ Outdoor Activity Award Retrieved from <http://www.usscouts.org/advance/cubscout/Outdoor-Activity.asp>

⁵ Scouting's Journey to Excellence, (2012). Retrieved from http://www.scouting.org/filestore/mission/JTE_Pack_Requirements.pdf

include family camp and resident camp also. Attending day camp gives boys and packs many positive experiences and opportunities for awards.

Many people are at day camp, both on the front lines and behind the scenes. There are five groups of boys that are eligible to attend camp as campers. Boys who have completed kindergarten and will be going into a Tiger Cub den are the first group. Then the boys going into Wolf and Bear dens are next. Finally, the Webelos one and Webelos two dens round out the groups. The largest groups out of these five are usually the Wolf and Bear dens. In addition to the campers, the Boy Scouts work as Den Chiefs and volunteer in other areas of camp.

Many adults work at camp also. The staff is lead by the Camp Director. There are also other staff positions like Program Director, Craft Director, Range Officers, Health Officer, and Business Manager. The largest group of adult volunteers is the Den Leaders and their assistants. The adults that volunteer for camp are usually parents of boys or other leaders from the packs or district. People from the community volunteer to help out at camp also, some of whom are not members of BSA. Any volunteer who is not a member of BSA must take the Youth Protection Training and must be supervised by a staff member who is a member of BSA⁶. It is the responsibility of the Camp Director to recruit and approve all staff members. Between the boys in attendance and the staff members, a lot of people are involved in camp. See Appendix II for an organizational flow chart.

⁶ National Camp Standards (2012). Retrieved from <https://www.ncsbsa.org/resources/standards/430-109%20Day%20Camp%20Standards.pdf>

Day camps are operated on a district level. The council, however, plays a vital role in the success of the camps. Different councils handle their camps in different ways. The role of the council in many areas is fairly standard. The council can set a theme for all the camps, or each camp can choose its own theme. The biggest benefit of having a common theme comes when looking at the patches and t-shirts. The council should be able to get a better price on these items because of the high volume. The common theme also helps the districts to share ideas and help each other.

The council does a few important things for its camps. The mailing of fliers and other information is typically handled by the council's print shop and mailing system. Registration forms are mailed out to each registered Cub Scout. The council also handles the money for camp. When parents register their boys they do it through the council and the council collects the money. The camps prepare a budget and receive a purchase card to buy their supplies. The council also maintains some of the program supplies such as BB guns and bows and arrows. These are all things that the districts cannot do for themselves without great difficulty.

CHAPTER 3

DAY CAMP PROMOTION

How do we inform families and their boys about day camp? Many packs and families across the country don't know anything about day camp. There are many reasons for this. One reason is a lack of interest in district events. When a district does not have a strong activities and civic service committee and few district activities, the packs in the area lose interest in the events.

Another reason for not knowing about camp is poor information channels. Often, information is put out for packs at the district roundtables. If the packs do not attend roundtable they do not get the information. There could also be a lack of commissioner service. Information about day camp could be something that a commissioner brings when meeting with pack leaders. One of the hardest information channel blocks is the Cubmasters. Oftentimes the Cubmasters are given the information about camp, but they fail to pass on the information to the dens and families. This could be either because of lack of interest as mentioned above or because the Cubmaster does not plan on going and so does not put out the information.

There is another issue to consider here also. Sometimes the families receive the information, but because of the costs involved they decide not to attend. This problem is mostly based in the fact that the parents do not see the value in day camp. If they were to see what their

boys get out of the program in experiences and growth they would be more apt to pay the registration fees and allow their child to attend.

The way to overcome all these issues is through better promotion. When districts put an effort in promotion they will typically get better results. Good promotion of day camp leads to increased attendance of boys, which leads to stronger packs. When a high percentage of boys from a pack attend camp they grow together as a stronger unit and build stronger ties. With increased attendance of boys comes a larger budget, which allows for a better program. And finally, increasing the number of packs and boys attending camp also increases the pool of potential staff members to choose from. All these benefits come from good promotions.

So what are some of the effective ways to promote day camp? Many ideas exist out there. Some promotions are more effective than others. Some take a lot of effort and time and some are relatively easy to do. The key is to find the promotional ideas that are both easy to do and yield good results. Often it is a combination of different techniques that get the boys to camp.

The first one is one of the most common. It is very easy, but doesn't produce well on its own. As mentioned above, the council mails fliers to all registered cub scouts. These fliers are the basic form of promotion for day camp. The fliers usually contain information about the camp, as well as the contact information of the camp director and program director. The fliers will also give the theme for camp and a registration form. The fliers are not a difficult method of promotion because the camp staff has little to no input in the making of them or in the mailing. The problem with fliers is that they are not effective. Many families receive them and treat them

as junk mail. Other times the fliers are put aside to be looked at at a later date, but are then lost or forgotten. In a survey of camp directors and program directors, 86% of the leaders said they had trouble with some boys and sometimes whole packs in their districts not receiving the fliers. The council makes the attempt to get the fliers out to all boys, but the system has flaws. Another problem that arises with mailed fliers is timing. If the fliers are sent out too early, the families put it off. If the fliers are sent out too late, the families and packs could have already made other plans. If the camp staff relies on only mailed fliers from the council, they will not have good results.

Ideally a good place to promote day camp would be the district roundtables. Roundtable “is an important function of the district where the upcoming monthly Cub Scout program theme is put into action! It is a learning opportunity for you the Cub Leader and a training opportunity for the BSA⁷.” This promotion is fairly easy to do, but again, the results are often less than desired. This kind of promotion is done in person by someone from the camp staff going to the roundtable meeting. At some point during roundtable the camp staff member would be given some time to talk about day camp and give details to the pack leaders in attendance. The staff member could hand out fliers and registration forms to the packs in attendance. It is a good way to pass information on to the packs without a lot of effort on the part of the camp staff. Problems arise, however, from the fact that traditionally there is not a large participation at roundtables. Often only a few of the local packs are represented at the meeting. Since this only covers a small percentage of packs in the district there is a lot of work that still needs to be put in to get the

⁷What is Roundtable? (2011). <http://www.cubroundtable.com/roundtable.htm>

word out. Because of these challenges, roundtable promotions are not very effective. Of those surveyed, 100% used roundtable promotions in their efforts.

Continuing on with the easier efforts leads us to calendar entries. Councils and districts all put out calendars of events. Some are hard copy, but most come out electronically through the council or district website or newsletter. If the calendars have an entry for day camp on them and some information or contact information, it can be a good central place for people to go to find it. This is effective for the people who know about camp and know to look on the calendar. It also helps packs when planning their yearly program. The problem with calendar entries is the same as most other options, it does not reach all people. Many families do not know about or have copies of the calendars. Another big problem is that many families do not plan that far ahead in their schedules. In the Great Smoky Mountain Council the calendar is operated by the council's assistant program director.

As we move up the chain of promotions we come to advertising. Numerous places are available to advertise a day camp. Some of these ads are free and some must be paid for. Many radio and TV stations have free community calendars that allow groups in the community to advertise their events. Classified ads can also be used. Numerous websites exist on the internet that can be used to get the word out. One respondent to the survey created her own website to promote camp. She reported that she did not have much success with it because few people went to the site. A website would be a good way to get information out if the site could also be

promoted. Other ways to use the internet include social media like Facebook or Twitter. These options can reach many people and is still relatively easy to do for the camp staff.

Pack visitations is next on the list. We are moving into more time intensive and difficult promotions. Pack visitations are a way to bring the camp information directly to the packs and their families. This method involves the camp director, the program director and/or any other camp staff member visiting the packs in the district to promote camp directly. This gets to be time intensive because each pack's Cubmaster must be contacted to schedule a time when the visit can be made. Once the visit is scheduled, the person or people making the presentation must travel to the meeting to promote camp. The good part of this type of promotion is that the camp staff is able to talk directly to the boys and their parents. The goal here is to get the boys excited to go to camp and to show the parents that there is value in the camp. Another positive aspect of this promotion is that parents are able to ask questions directly to the camp staff and hopefully get any concerns they have resolved. This helps the parents feel more confident in the camp and helps build rapport. Only 57% of the survey respondents used pack visitations to promote camp, but they all reported positive results from the visits. These visits are also a good time to recruit parents to work on staff.

These pack visitations can happen at different times and places. One of the most effective times to visit is the Blue and Gold Banquet⁸. Most packs schedule other people to give presentations also. There is also better turnout of families at the banquet than at a regular pack

⁸ BSA, Day Camp: Administration Guide (Irving, Texas, 2011), 15

meeting. The camp staff can, however, visit a regular pack meeting also. The pack meetings can still be an effective time to visit. The last place to visit is the den meetings. This is not as effective though, because many parents are not in attendance.

While visiting the packs in the area, a promotional video can be a big help. The idea is to show the video to the boys and their parents. When they see the video they will be excited about camp and the activities offered there. The parents should also be able to see the value in the camp. The video also gives the presenters a standard message to share with the different packs and removes the possibility of forgetting to mention one aspect or another. The last benefit in the video is that it will facilitate the boys and parents in asking questions that come to mind while watching.

The method of delivery for the video is also important. It is difficult to carry a TV to each pack when presenting the video. Often it is necessary to use the equipment available at the packs meeting place. The problem with this is usually in the set up. It becomes important to get there early before the meeting starts to be able to set up the equipment and ensure that everything works properly. There can be problems with the DVD not playing, or the video plays but without audio. There could also be a problem with a small screen. If you are presenting to 30 boys with their parents, a 36" TV screen will not work very well, but a projector would be great. When you present to fewer people at a pack meeting, a TV on a stand may be suitable. When setting up the appointment with the Cubmaster, these details should be figured out so that no problems arise while the boys are there.

The last promotion we will discuss is directly contacting families. This is the most time intensive way to promote camp, but it can be the most effective in getting the information directly to those who need it. The two best methods of communication for this are by telephone and email. If the camp staff has access to email addresses of families in the district they can send out a mass email to everyone informing them of camp and giving details on it. The problem here is that many people will not see the emails because of spam filters, bad email addresses or not checking the accounts regularly. The mass emails also lack a personal touch that is often so effective.

The telephone contacts, however, are very personal and effective. The camp staff can get a list of phone numbers of the families and can make contact with each one. This gives the parents a chance to ask any questions one on one, which many people are more comfortable with. It also is a great time to recruit parents to be on staff. It is often effective to look back at the roster of camp from the previous year to ensure that those boys are able to come back again. These calls do take a lot of time. It is usually better to split the lists up and have many staff members helping to make the calls.

There is another form of promotion, but this one falls outside the efforts of the camp staff. Each district has a district executive (DE) and a group of unit commissioners. These people can have a great impact on promoting day camp. The DE has contact with all the units in the district and can promote camp during his visits. The unit commissioners also visit the packs in the district. Part of commissioner service is helping their unit keep up to date on upcoming

activities. The commissioners can bring fliers and registration forms with them when they make their visits⁹. The commissioners can be a big help because they are someone that the pack already knows and trusts.

⁹ BSA, Continuing Education for Commissioners (Irving, Texas, 2005), 45.

CHAPTER 4

CASE STUDIES

Many factors exist that affect how many boys attend camp. Besides levels of promotion there are also environmental, economic, geographic and time factors. Each of these will change attendance, however, promotions of camp are something that a camp staff has control over and can plan for. The information gathered from the surveys is used below. While discussing these case studies I intend no disrespect to any of the people mentioned. It is a tough job to run a day camp and I respect all those who do it. These case studies are intended to look at how promotions can be improved, not to put down the staff members mentioned in the studies.

The Great Smoky Mountain Council has been tracking day camp attendance numbers for the last five years. The numbers are broken down to each districts attendance for years starting in 2007 and continue through 2011. The full chart of attendance is found in Appendix III. By looking at these attendance numbers and examining what type of promotions were done in those districts those years we can draw some conclusions about what works and what doesn't.

We will first examine the Tuckaleechee district. Starting in 2007 and going through 2011 their attendance was; 174, 84, 115, 57 and 45 respectively. This district shows a major decline over the five year period. In 2007 the DE went to the schools in the area and promoted day camp to the kindergartens, the boys who would be going into tiger cubs. This effort accounted for about 50 boys who signed up for Cub Scouts and paid to go to day camp which is amazing. The

problem was that the camp staff did not prepare for 50 Tiger Cubs and the camp turned out unorganized. Many boys did not come back the second day and even more dropped out by the third day. This turned out to be a bad experience for many of these boys and their families. Many of these did not return to Cub Scouting.

The following year a new camp director took over the camp in the Tuckaleechee district. She had been a den leader in 2007 and saw what happened. She was able to fix some of the problems from the year before. One of her methods of promotion was pack visitation. She visited approximately 50% of the packs in her district in the years 2008 and 2009. The attendance was down these two years, but it was a lot higher than the next two years. In 2010 and 2011 she did not do any pack visits and her attendance dropped substantially. The camp dropped from 84 and 115 boys while making pack visits to 57 and 45 boys without pack visits. This is a significant change in attendance. She admitted that she would have had better attendance if she had continued pack visits, but she did not have the time to do them. This can show further proof that pack visits are effective, but take a lot of time. This also shows the importance of spreading out the work so that no one person has to do everything.

The next case study we have is the Toqua district. This district has the largest day camp in the Great Smoky Mountain Council. In 2007 they had 230 boys in attendance with a slight decline over the next three years. Each year they lost 15 to 20 boys from their totals, which is about an 8% drop. I spoke to one woman who was a key staff member over these four years; she served as camp director for 3 of the years. She advised that they visited about 50% of the packs

each year. They also utilized classified ads, roundtables and promoted camp at roundups. By making the pack visits she was able to maintain a high attendance with the lowest attendance in 2010 being 171 boys. In 2011 the attendance was back up to 207.

The next district on the list is the Cumberland District. This district is different from the rest in that its day camp is held on one single day. I spoke with the director who ran the camp from 2008 through 2010. She relied on the DE to promote camp. The DE mainly used the roundtables to get the word out about camp. This method of promotion coincided with a drop in attendance. The year before she started there were 63 boys at camp. Her first year there were 64 boys. However the next two years they had 34 and then 30 boys. That is a drop of 47% in the second year and 53% in the third. The attendance dropped so low in the district that there was no camp at all in 2011. This district is planning a camp for 2012.

The Catoosa district story plays out a lot like the Cumberland district. In 2007 they had 91 boys in attendance. I spoke to one person who was involved in the district and she advised that they did not promote camp in the packs, they only used roundtables. The decline in attendance was slow at first but it got worse. In 2008 they had 83 boys, only a 9% drop in attendance. However in 2009 they had a 35% drop in attendance to 54 boys. It dropped again in 2010 to a meager 13 boys. That was a 76% drop in one year. They did not have a camp in 2011 and any boys who wanted to go had to go to a different district.

Many district's camps have declined over the years. We do, however, have an example of a district turning around and doing better. The Pellissippi District was in a steady decline in

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attendance in 2007 when our records start. There were 40 boys that year. The same camp director led camp the next year in 2008 and had an attendance of 36 boys. This camp director did not promote camp. He relied on the fliers from the council and the DE to get the word out. We have seen in the previous example that this type of promotion does not produce well.

In 2009 The Camp Director was replaced and the new director put more emphasis on promotions. The new director visited about half of the packs in the district. She also promoted camp at roundtables. The extra effort paid off for the camp. That year there were 69 boys at camp, an increase of 48% over the previous year. This increase is due mainly to the extra effort put into the promotion of camp. There were many boys there who had never been to camp before and did not know that there had been camps in their district.

The trend continued in 2010 even though there was a new camp director again. The new director put an emphasis on visiting the packs. He visited about 65% of the packs in the district as well as promoting at roundtables. The new director also gave the information to the unit commissioners in the district and asked them to help disseminate the information to their packs. The effort paid off again with attendance numbers of 63 boys in 2010 and 94 boys in 2011. One of the biggest differences between 2010 and 2011 was the use of a promotional video that the director made. The director attributes much of the 52% increase in attendance to the excitement generated from the boys watching the video.

CHAPTER 5

CONCLUSION

As a young Cub Scout I loved day camp. Now, as an adult leader, I still love day camp. District day camps are fun activities that provide numerous benefits to boys, their families and their packs. These benefits, however, cannot be realized if the boys do not attend. This is why promotion of day camp is essential.

As a result of my study on promotions I have found that many ways exist to promote camp that all have different results. The best results, however, come from a mixture of all the ideas looked at. The more ways the camp staff can promote their camp, the better attendance they will have.

Another conclusion that I have come to is that the promotions should not be handled by a single person. When the work of getting the word out about camp is spread over more staff members, they are able to reach more people than one single person could.

When the key staff members of a district day camp put in place a good promotion plan, they can have huge success. This success is not for the benefit of the adults. The success is for the benefit of the boys who will build a love for Scouting. These boys can fulfill the aims of Scouting¹⁰ which are character development, citizenship training, and personal fitness. The boys

¹⁰ National Eagle Scout Association, (2008).retrieved from <http://www.nesa.org/methods.html>

that attend camp are building a foundation that will carry them through the rest of their lives. Let us never forget why we are here.

APPENDIX I

Survey Questions and Responses

All interviews were done with past or current day camp directors or program directors over the phone.

Respondent #1 - Toqua District - GSMC

Question: How many years have you served on camp staff?

Answer: 9 years total. I served as camp director for 3 years, Program manager for 2 years, business manager for 2 years and den leader for 2 years.

Question: What did your promotions include?

Answer: We visited packs at their Blue and Gold Banquets. We also promoted at roundtables and round-ups. We made use of local classifieds also.

Question: To what percentage of packs was day camp actively promoted with visits?

Answer: 50%

Question: Did all packs receive fliers mailed by the council?

Answer: Yes, well come to think of it, no. I did hear of some boys not receiving fliers in the mail.

Question: Did you use any internet resources?

Answer: Yes. We used classified ads on the internet.

Question: What ideas or advice do you have for promoting day camp?

Answer: Always focus promotions on elements boys like such as BB gun shooting and archery. The boys also like earning badges, so you should promote the advancement opportunities. Pricing can help or hurt you. If you price your camp too high you get a lower attendance. If it is priced too low you get too many boys and not enough parents to help on staff. I always used a step-down price for siblings coming to camp.

Respondent #2 - Cumberland District - GSMC

Question: How many years have you served on camp staff?

Answer: 3 years as camp director

Question: What did your promotions include?

Answer: My DE handled all promotions. He mainly promoted at roundtables

Question: To what percentage of packs was day camp actively promoted to with visits?

Answer: 0%

Question: Did all packs receive fliers mailed by the council?

Answer: No, the council missed many families.

Question: Did you use any internet resources?

Answer: No

Question: What ideas or advice do you have for promoting day camp?

Answer: I would try to send the fliers earlier. Often when families receive the fliers in late April or May they already have plans for the summer. A save the date card mailed to the families would be good in the late winter. I would also include contact information for the camp director and a list of volunteer requirements.

Respondent #3 - Tuckaleechee District - GSMC

Question: How many years have you served on camp staff?

Answer: 5 years. My first year I was a den leader and the last 4 years I served as camp director.

Question: What did your promotions include?

Answer: I visited the packs for the first 2 years I was director. The last 2 years I didn't do any visits. I also went to roundtables, used a website and sent fliers to the local schools.

Question: To what percentage of packs was day camp actively promoted with visits?

Answer: 50% the first 2 years and 0% the last 2 years.

Question: Did all packs receive fliers mailed by the council?

Answer: No, the council missed a lot of boys, whole packs sometimes..

Question: Did you use any internet resources?

Answer: Yes, I created a website. It did not really help though because there was not much traffic to the site.

Question: What ideas or advice do you have for promoting day camp?

Answer: Pack visits are the best but they are time consuming. In a perfect world all the leaders would go to roundtable and get the information there, they would pass it on to their packs after that. We need to find a way to get past the Cubmasters and get the information directly to the families. When presenting information to a pack you should explain what you are doing at camp, but don't use specifics in case an activity has to be changed. Always address the parents and try to answer their questions.

Respondent #4 - Pellissippi District - GSMC

Question: How many years have you served on camp staff?

Answer: 4 years, but only one year as director.

Question: What did your promotions include?

Answer: We visited some of the packs, but I mostly went to roundtables.

Question: To what percentage of packs was day camp actively promoted with visits?

Answer: 50%

Question: Did all packs receive fliers mailed by the council?

Answer: No

Question: Did you use any internet resources?

Answer: No

Question: What ideas or advice do you have for promoting day camp?

Answer: Do what you have to do to get information to the packs. When rebuilding a camp after poor turnout it is important to put on a great program.

Respondent #5 - Catoosa District - GSMC

Question: How many years have you served on camp staff?

Answer: 12 years

Question: What did your promotions include?

Answer: I did not promote. The DE spread the word at roundtables.

Question: To what percentage of packs was day camp actively promoted with visits?

Answer: 0%

Question: Did all packs receive fliers mailed by the council?

Answer: No, the council messed up the fliers all the time.

Question: Did you use any internet resources?

Answer: No

Question: What ideas or advice do you have for promoting day camp?

Answer: Make sure you have fun things for the boys to do so they will want to go to camp.

Respondent #6 - Pellissippi District - GSMC

Question: How many years have you served on camp staff?

Answer: 3 years, 2 years as director.

Question: What did your promotions include?

Answer: I tried to promote heavily in the packs. I made contact with Cubmasters over the phone and sent emails to those packs I was unable to visit. I also promoted at roundtables and used a video that I showed at the pack meetings.

Question: To what percentage of packs was day camp actively promoted with visits?

Answer: 50% the first year and 75% the second year.

Question: Did all packs receive fliers mailed by the council?

Answer: No. My own son didn't receive anything in the mail

Question: Did you use any internet resources?

Answer: No

Question: What ideas or advice do you have for promoting day camp?

Answer: The video was a big hit. I definitely saw the benefit to using it. I know that it is hard to get to all the packs to visit, but it is worth the effort.

Respondent #7 - Delta District – Mt. Diablo Council

Question: How many years have you served on camp staff?

Answer: 9 years.

Question: What did your promotions include?

Answer: I mostly promoted at roundtables and sent information to the Cubmasters.

Question: To what percentage of packs was day camp actively promoted with visits?

Answer: 25%

Question: Did all packs receive fliers mailed by the council?

Answer: No.

Question: Did you use any internet resources?

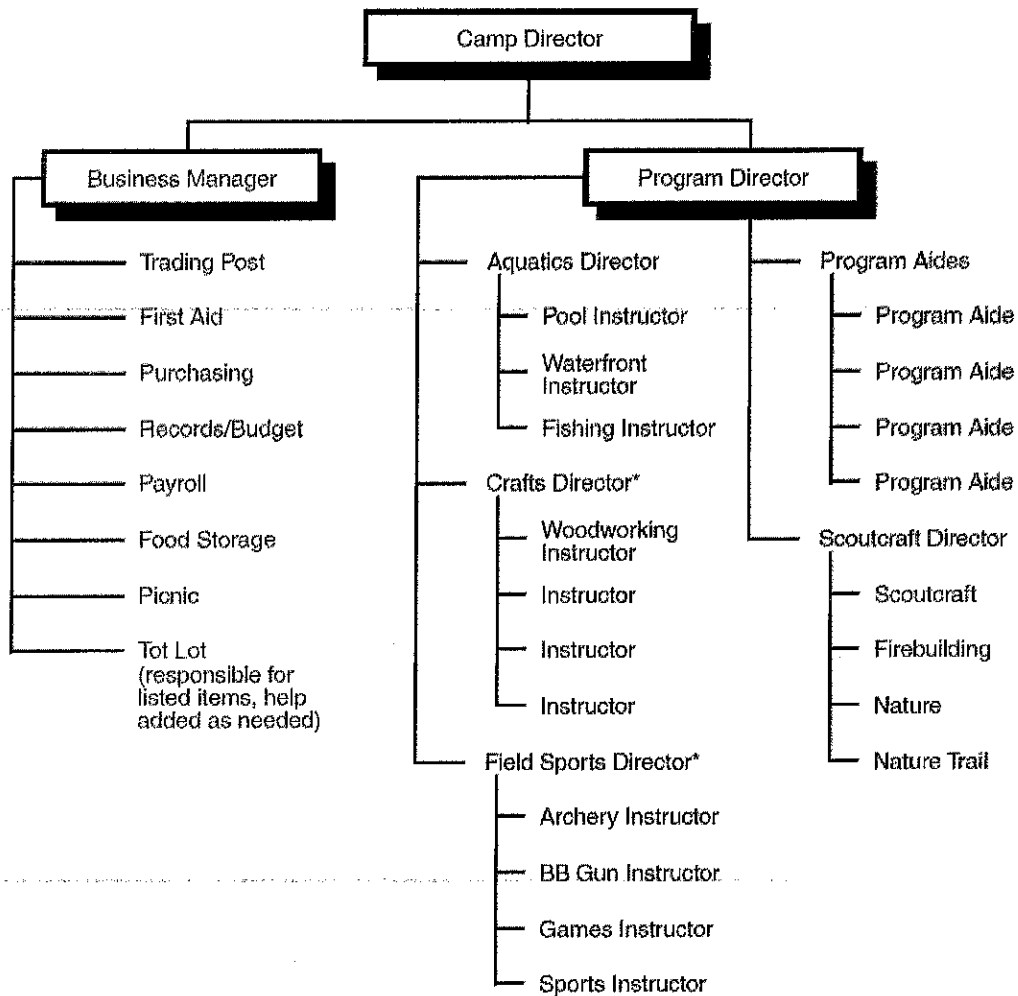
Answer: No

Question: What ideas or advice do you have for promoting day camp?

Answer: Get the parents involved, it will make your job easier later.

APPENDIX II

This is an organizational chart of a standard day camp. This chart is found in the day camp Administration Guide.



APPENDIX III

DAY CAMP ATTENDANCE RECORDS

	2007	2008	2009	2010	2011
Webelos Resident	138	137	192	191	176
Fall Family Camp		275	283	1085	
Summer Family Camp		100	140		40
Spring Family Camp		217	364	305	292
Total		729	979	1581	508
Cub Scout Day Camp Totals					
District	2007	2008	2009	2010	2011
Catoosa	91	83	54	13	
Cherokee	47	37	108	107	85
Cumberland	63	64	34	30	
Echota	99	111	104	116	106
Pellissippi	40	36	69	63	94
Chehote	0	42	37	31	24
Sequoyah	17	23	59	55	50
Toqua	230	210	196	171	207
Tuckaleechee	174	84	115	57	45
Unaka	29	54	69	75	41
Totals	790	744	846	718	652

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