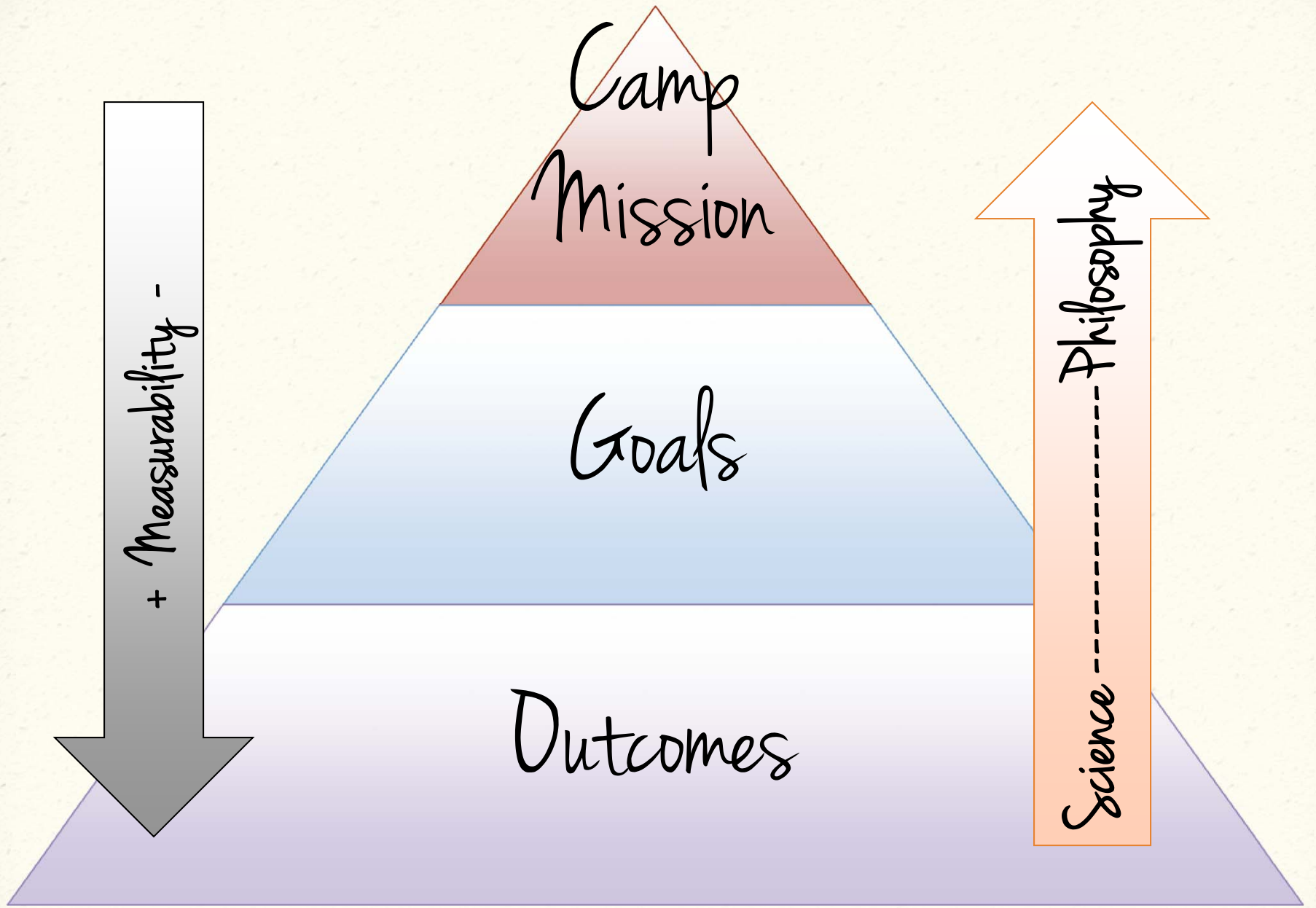


# GENEVA GLENN FRUITAGE 2011



- How can we PROVE camp was successful?
- What are the expectations of our campers and parents?
- What is our program's relationship with our camp mission and philosophy?
- What are the "benefits" for our campers?
- How are we accountable to what we say we do?

Answer: Outcomes or "fruitage"



1. Planned, defined and evaluated "outcome" based program design in activity areas as well as camp wide programming (Nespers, Knighthood, etc...) by designing outcome logic models
2. Gathered "indicators" of GG goals & outcomes
3. Evaluated camp wide programming by administering the ACA Youth Outcomes battery
4. Gathered other program related evaluations (parent survey, staff surveys.)



WHAT DID WE DO

# ACA YOUTH OUTCOMES



## BATTERY

Measuring Developmental  
Outcomes in GG Programs



- Evaluates Program Goals
- Documents the changes in our campers so that information can be shared with parents, funders, staff, board, etc...
- Demonstrate our commitment to quality programs that make a difference (why camp?)
- Independently accountable (statistical accuracy)



# OUTCOMES SURVEYED



- Friendship Skills
- Independence
- Teamwork
- Connectedness
- Self-Confidence
- Interest in Exploration
- Responsibility
- Affinity for Nature





# YOUNG CAMPER SURVEY

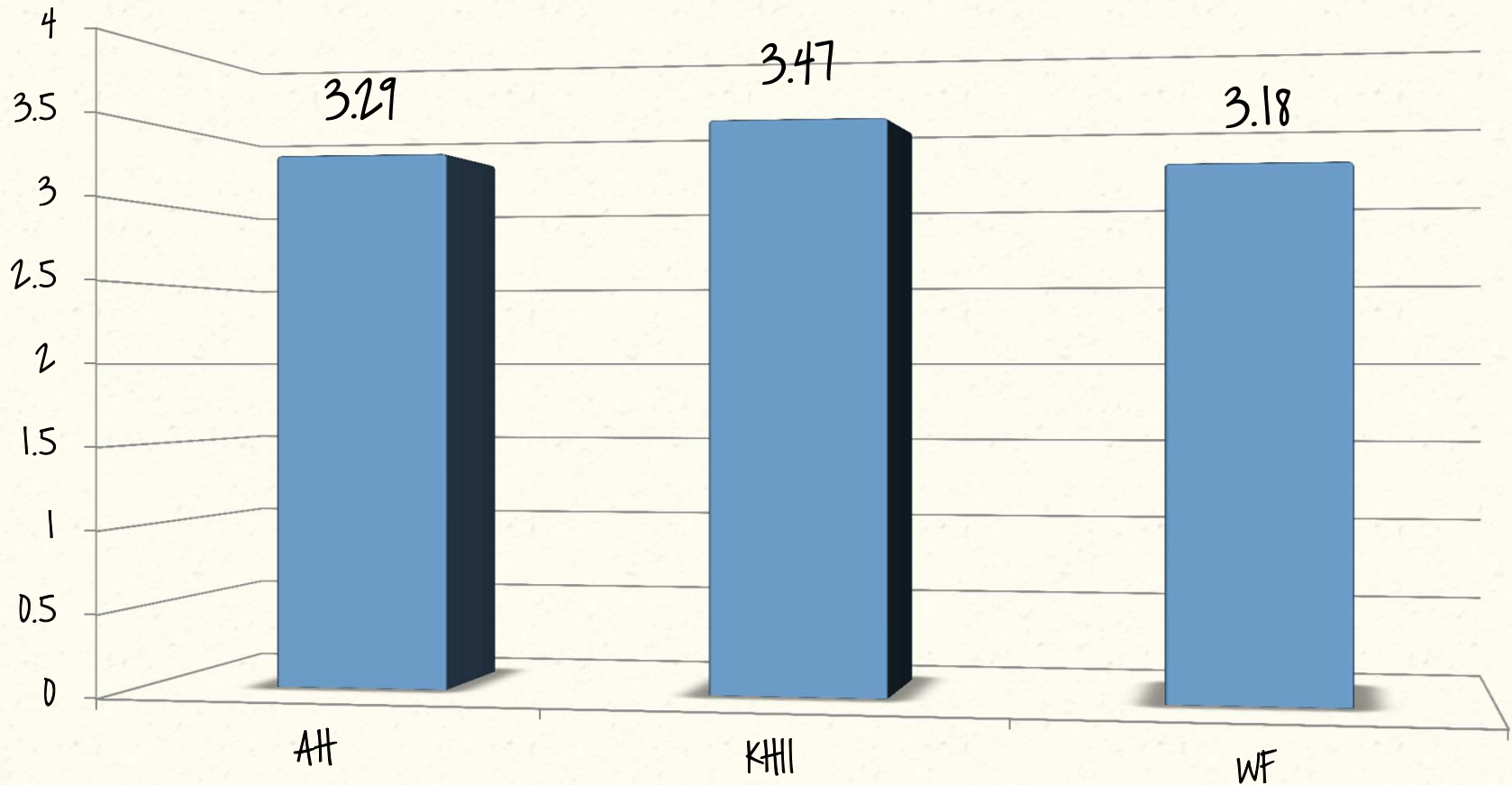
- Grades 2 - 5
- 14 Question oral survey to measure broad "camp learning" based on the first 7 outcomes
- Uses an easy, four-point Likert scale
- 55 campers were interviewed representing approximately 16% of that demographic
- Do to scheduling conflicts, we were unable to poll during Knighthood I



# YOUNG CAMPER SURVEY RESULTS

Average Scores By Session - 2011

3.39

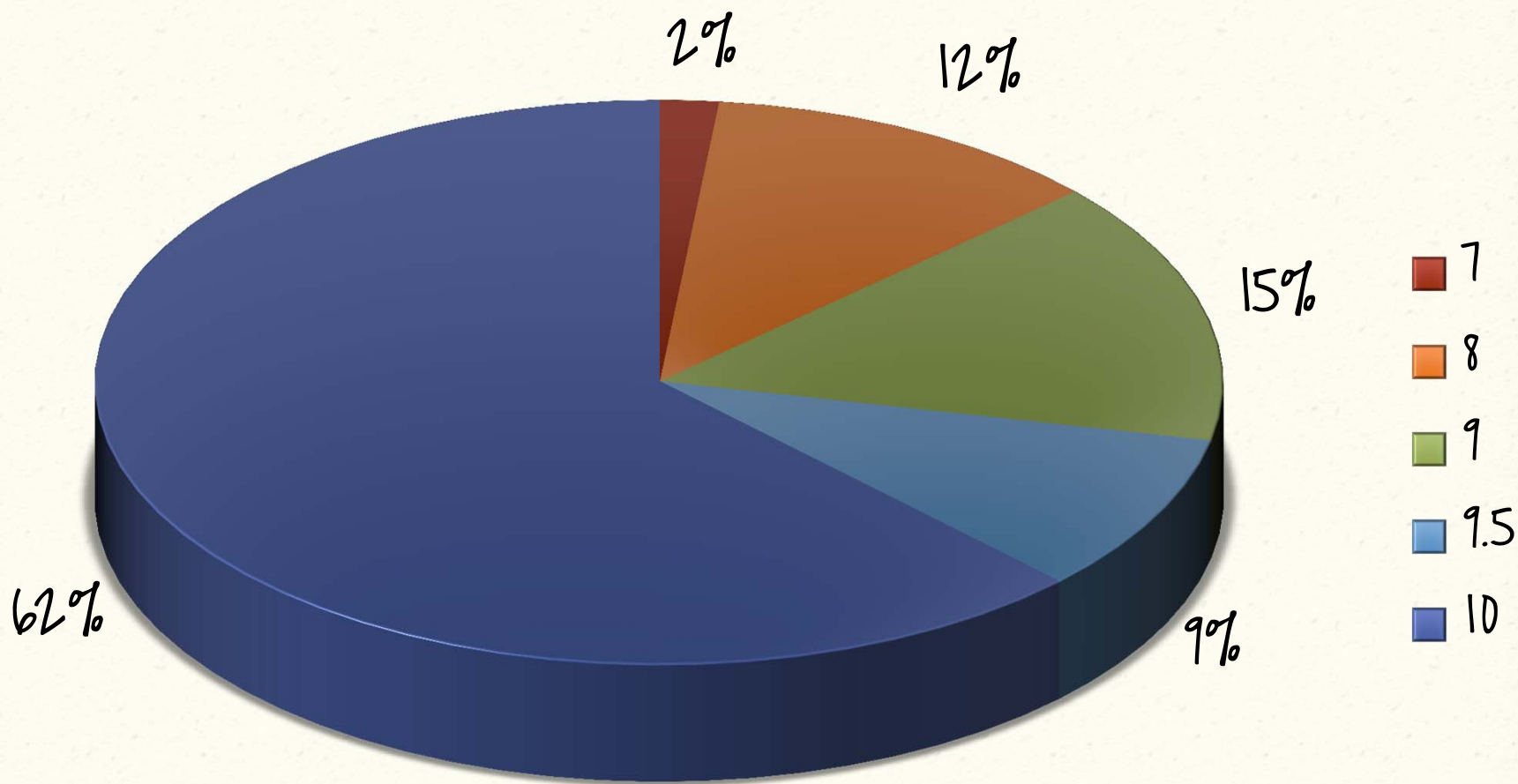


# YOUNG CAMPER SURVEY RESULTS



82.22% of the campers surveyed felt that they learned "a little" to "a lot" about friendship, independence, teamwork, family citizenship, self-confidence, interest in exploration and responsibility.

On a scale of 1 to 10 (where 1 is "Absolutely the Worst" and where 10 is "The Best Time Ever!" how much have you enjoyed camp this summer?



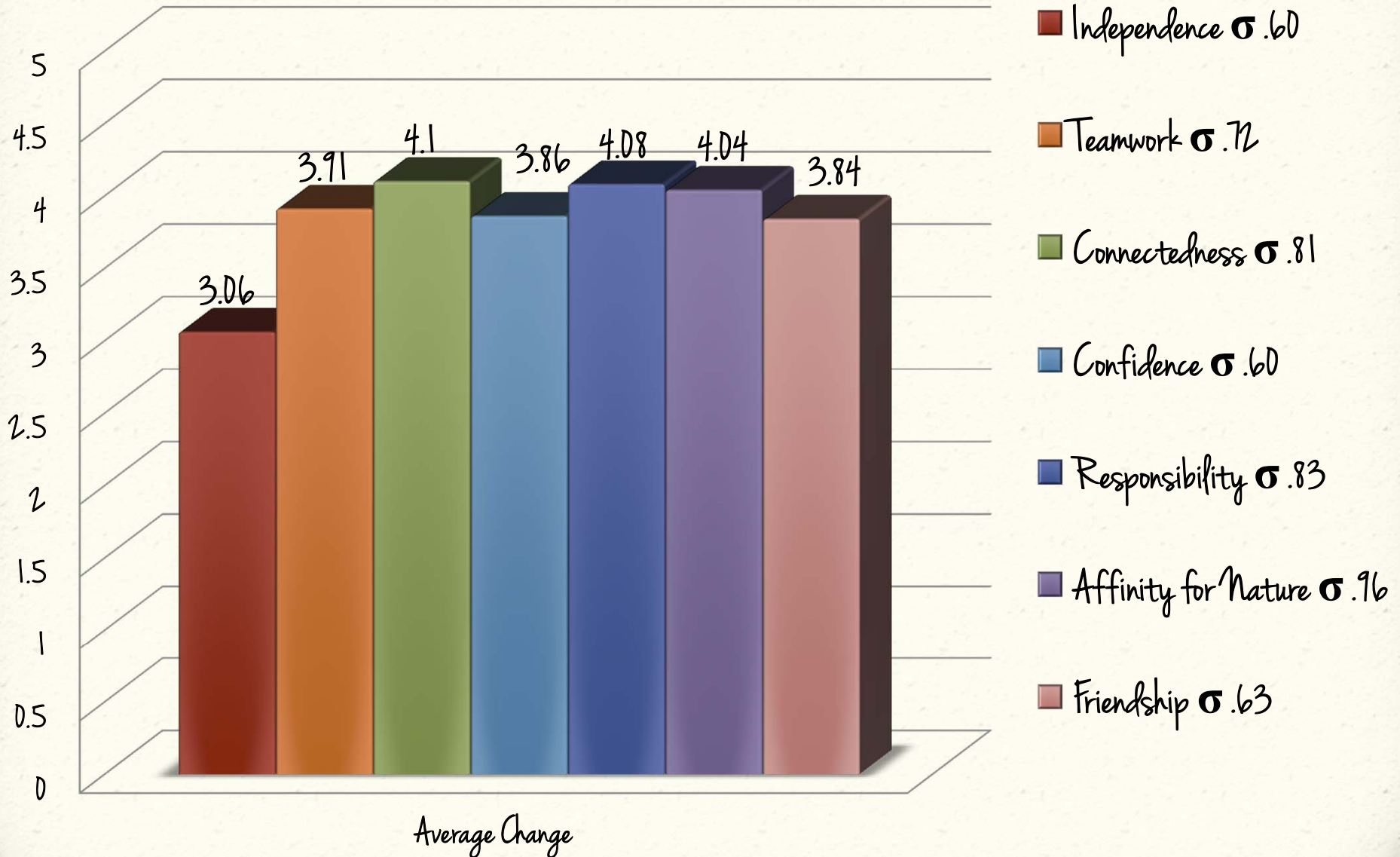
Mean: 9.45  $\sigma$  1.62

- Grades 6 - 8
- 64 Questions measuring Friendship, Independence, Confidence, Responsibility, Teamwork, Affinity for Nature and Connectedness
- Five-point Likert scale to measure "increase" of skill
- 57 Campers were interviewed representing approximately 19% of that demographic

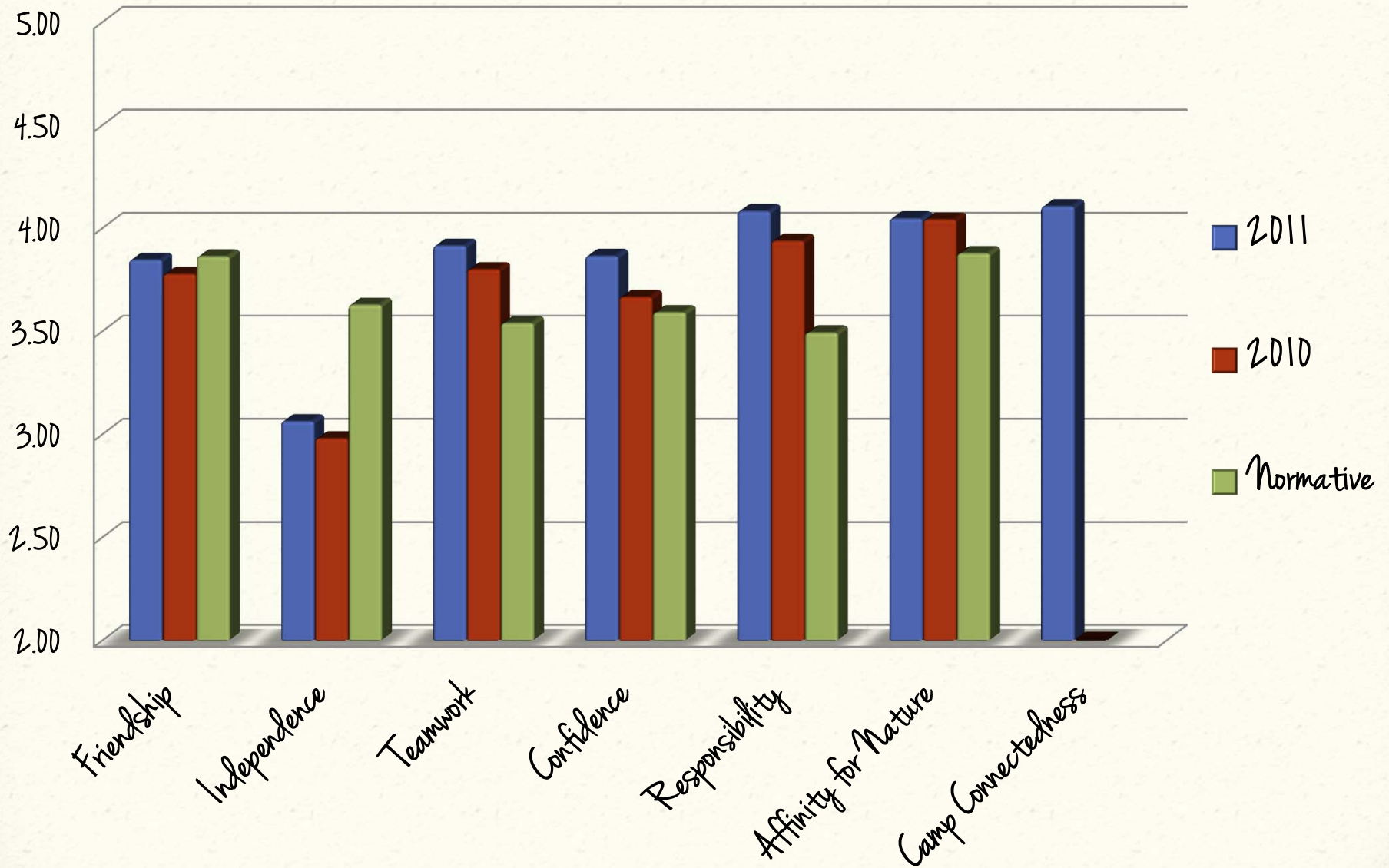


## BASIC OLDER CAMPER SURVEY

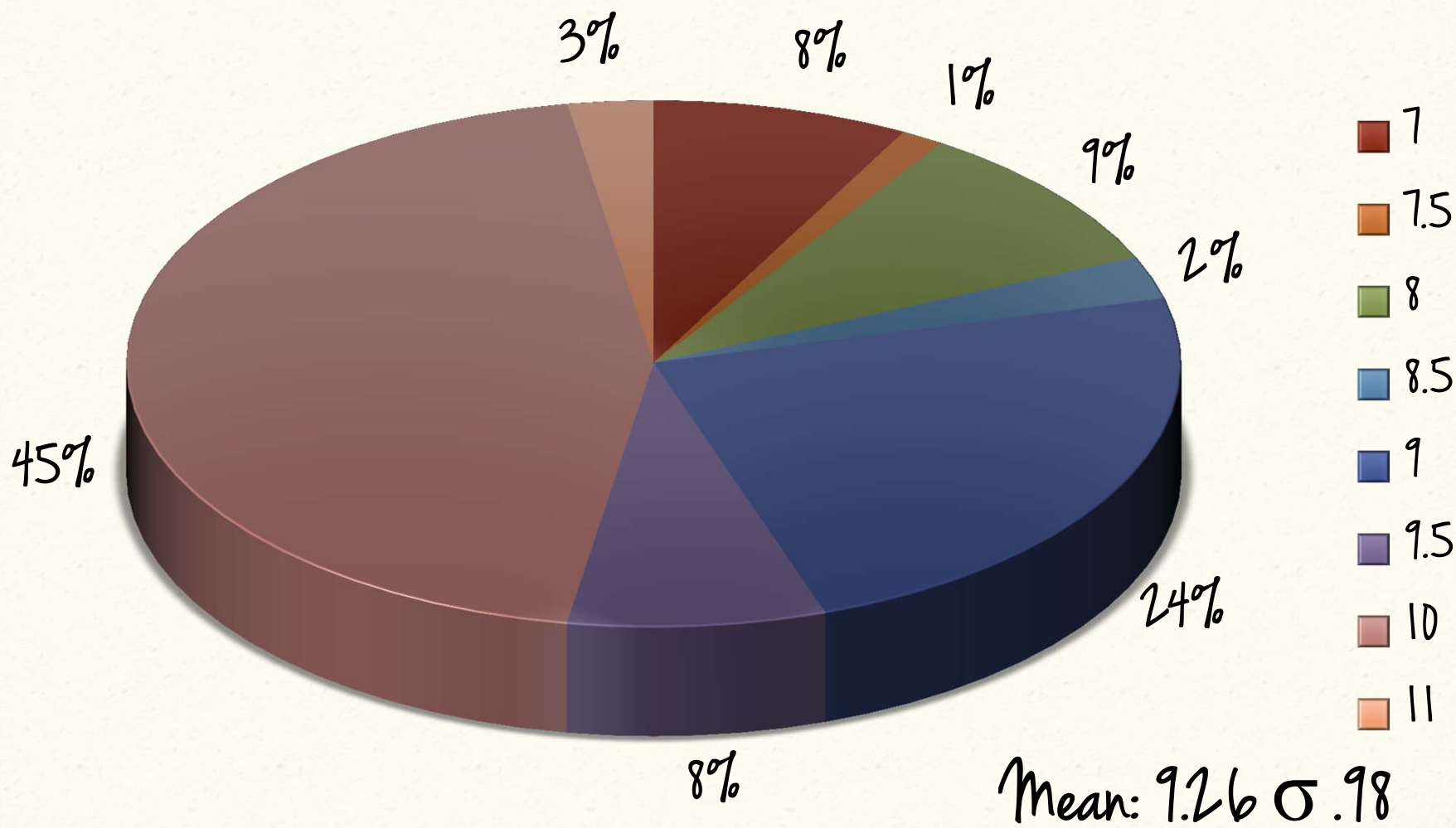
# Average Scores by Outcome



# Mean Score Comparative



On a scale of 1 to 10 (where 1 is "Absolutely the Worst" and where 10 is "The Best Time Ever!" how much have you enjoyed camp this summer?



○ Grades 9 - 11

○ 7 Outcomes were surveyed:  
Friendship, Independence, Teamwork,  
Confidence, Interest in  
Exploration, Responsibility and  
Affinity for Nature

○ Six-point Likert scale measuring  
both "status" and "change"

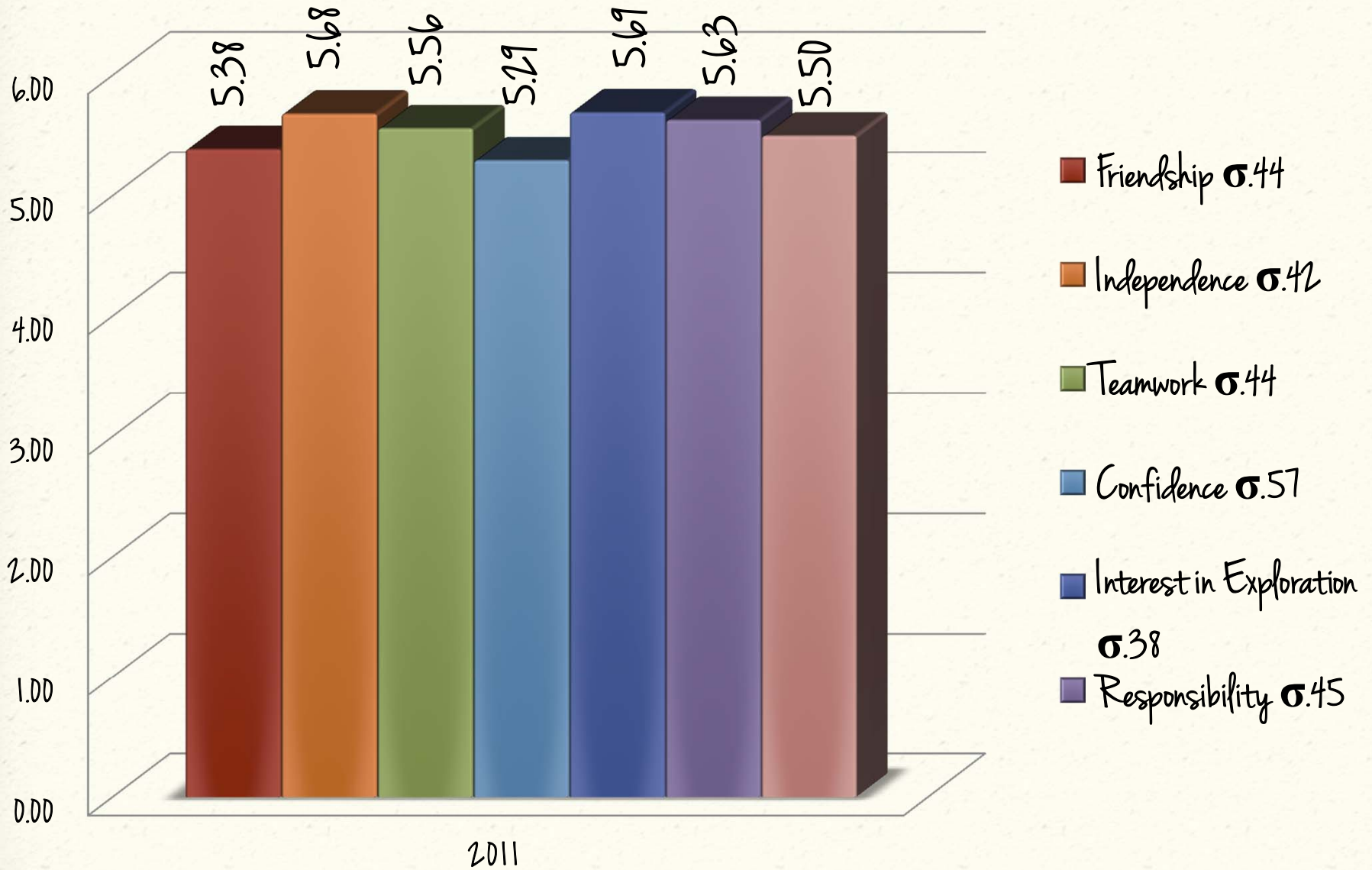
○ 80 Campers were interviewed  
representing approximately 23%  
of that demographic



DETAILED  
OLDER  
CAMPER  
SURVEY



# Average "Status" by Outcome



"I have positive friendships" 100%

"I am independent" 100%

"I work well in a team" 100%

"I am confident in myself" 99%

"I am interested in learning new things" 100%

"I am responsible" 100%

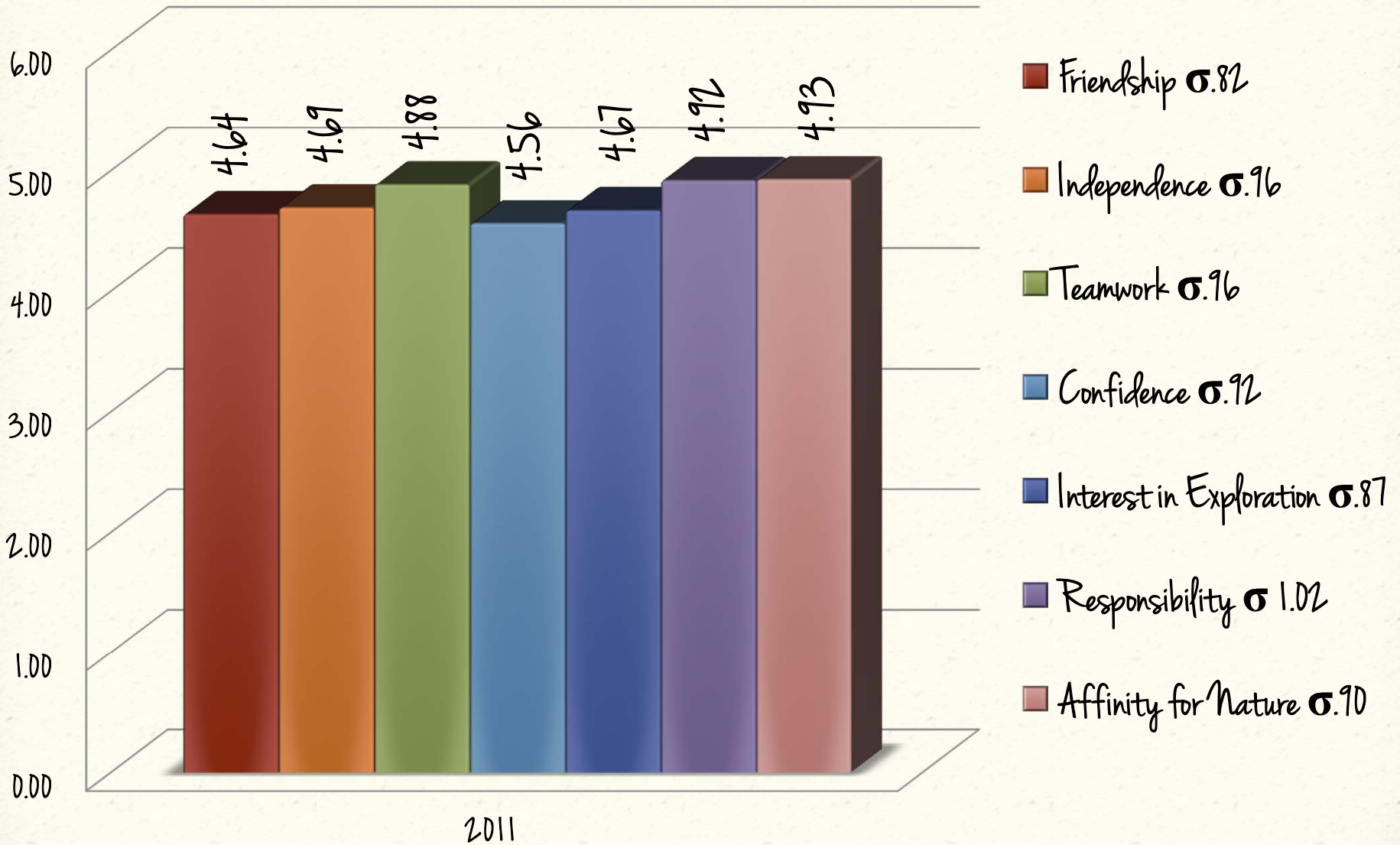
"I have an affinity for nature" 100%

"THIS PLACE HAS MADE  
ME THE PERSON I AM  
AND PRODUCES SO MANY  
WONDERFUL PEOPLE WHO  
I DEEPLY ADMIRE. IT  
FEELS GOOD TO BE  
HOME..."

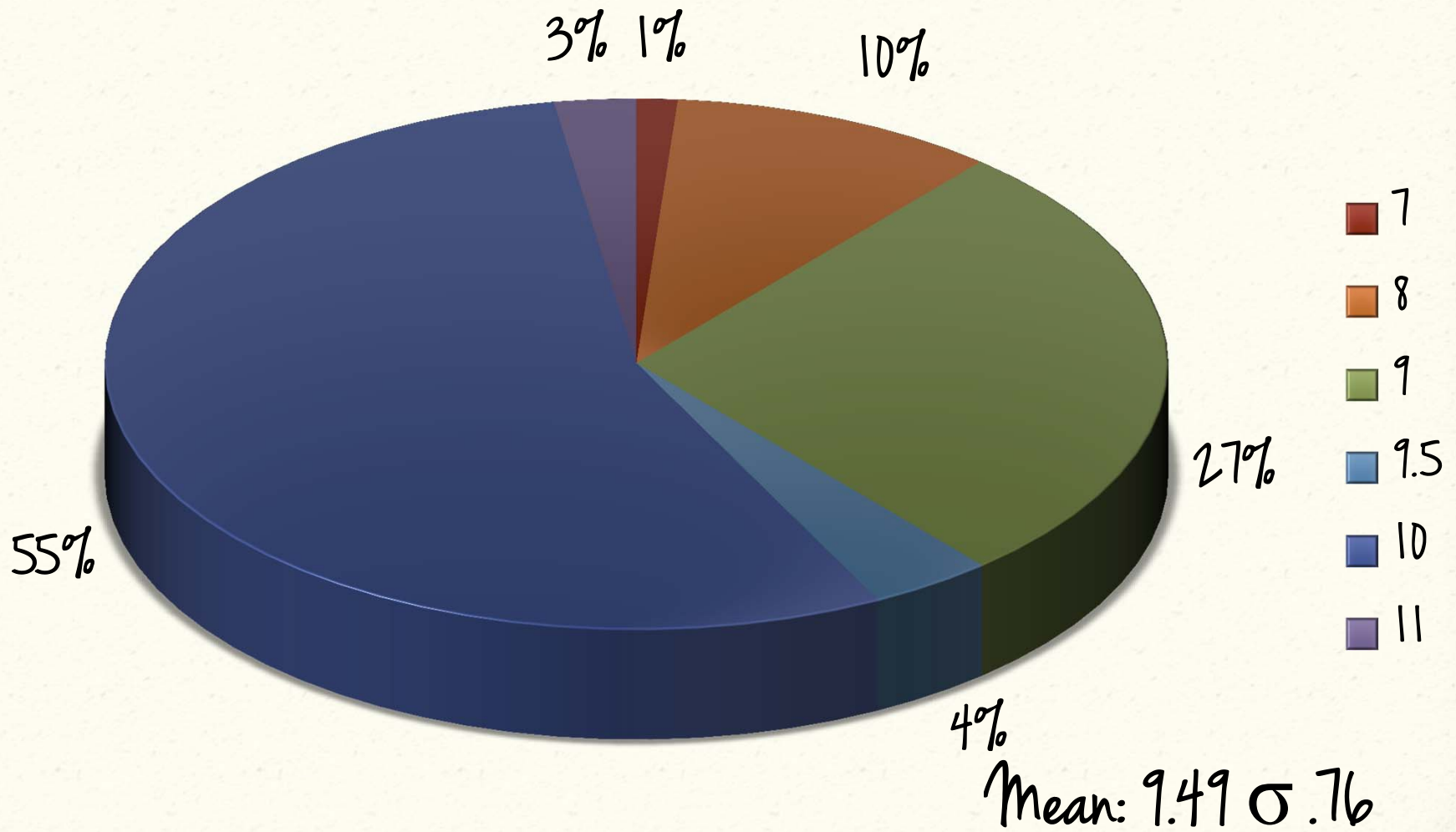


**CURRENT STATUS**

# Average Change by Outcome



On a scale of 1 to 10 (where 1 is "Absolutely the Worst" and where 10 is "The Best Time Ever!" how much have you enjoyed camp this summer?



Online form sent via Constant Contact after the end of each session

Included both statistical and open comment questions

Over 80 Parents responded

A diverse demographic responded

# PARENT SURVEY

**Parent Feedback Survey**  
Please take a few moments to complete this survey. We'd like to use your feedback to improve the Geneva Glen experience for our campers.

Which session did your child attend? \*  
Myths and Magic

Your child is a: \*  
 Boy  
 Girl  
 Multiple Children / Both

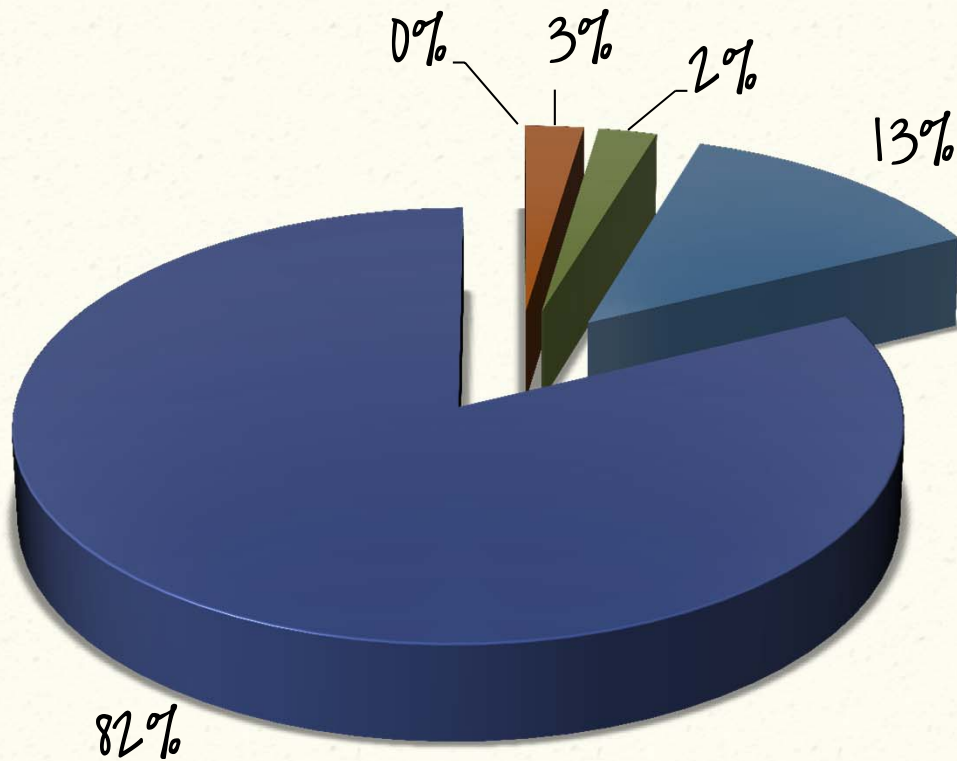
How old is your child/children who attend Geneva Glen? \*

Has your child attended Geneva Glen before this summer?  
 No  
 Yes

How satisfied are you with the following aspects of camp this summer?

	Very Unsatisfied	Unsatisfied	Neutral	Satisfied	Very Satisfied
Your child's experience	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
Satisfaction with Geneva Glen in regards to price?	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
Satisfaction with Geneva Glen in regards to value?	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
Registration Process	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
Check-in / Check-out	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
Counselors were well-trained and professional	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
Overall quality of your relationship with Geneva Glen, considering all of the following	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5

# Your Child's Experience



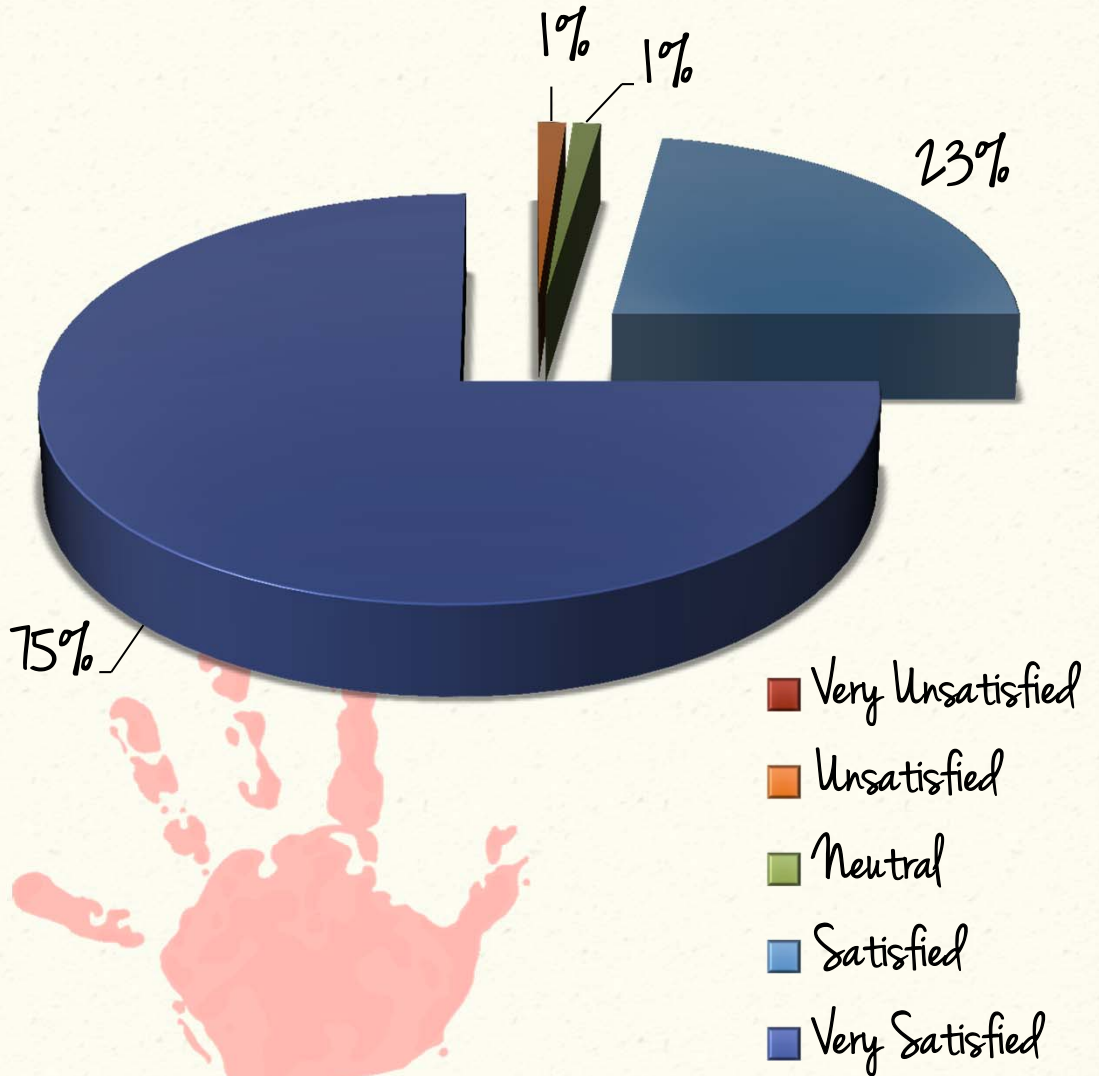
- Very Unsatisfied
- Unsatisfied
- Neutral
- Satisfied
- Very Satisfied

"I'M NOT SURE WHAT'S IN THE WATER UP THERE IN INDIAN HILLS BUT MY KIDS LOVE IT AND WOULD NEVER WANT TO DO ANYTHING ELSE."

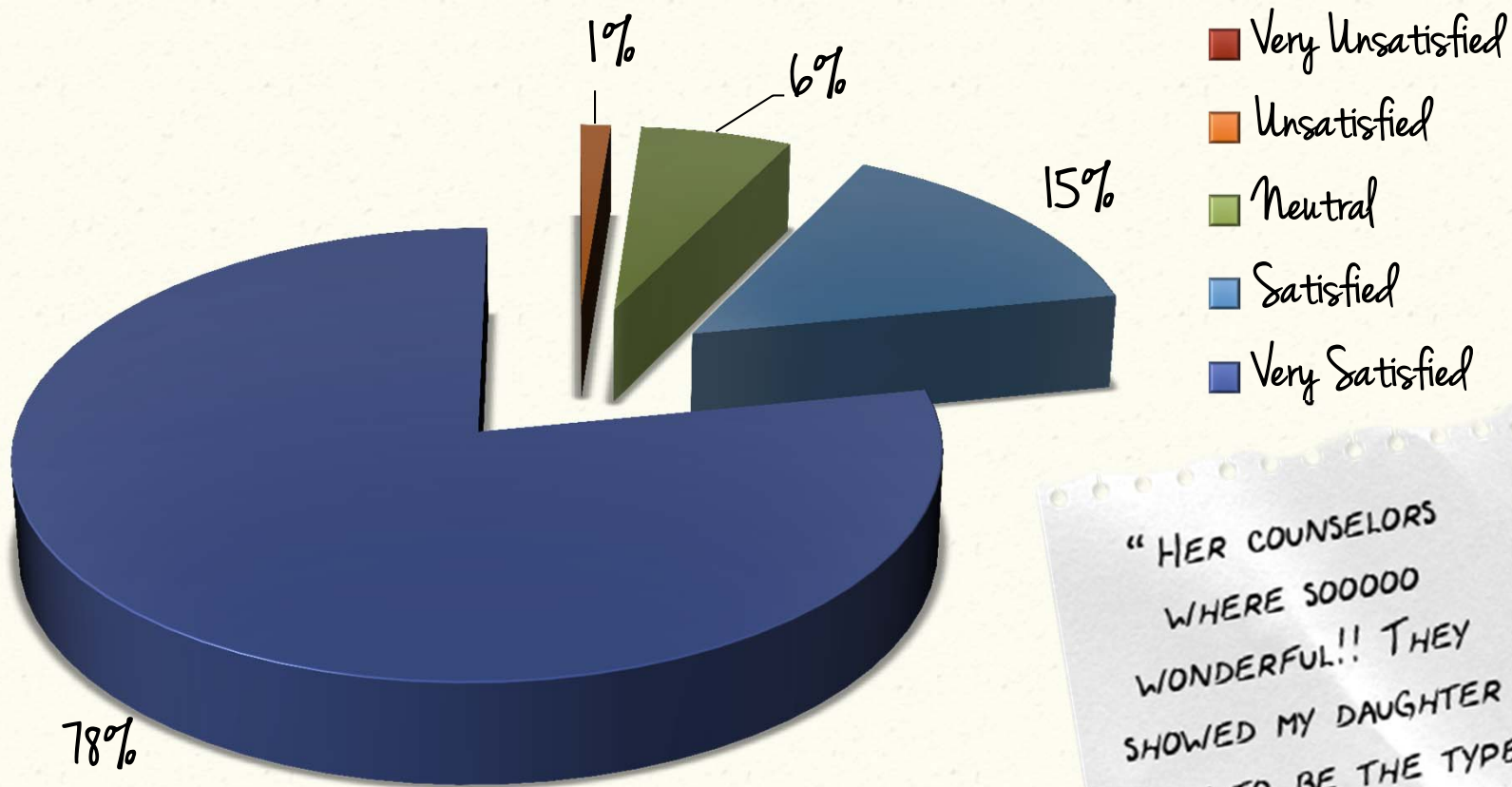
# Registration Process



- Knowing our families
- Streamlined Process
- Faster response
- Increased Communication



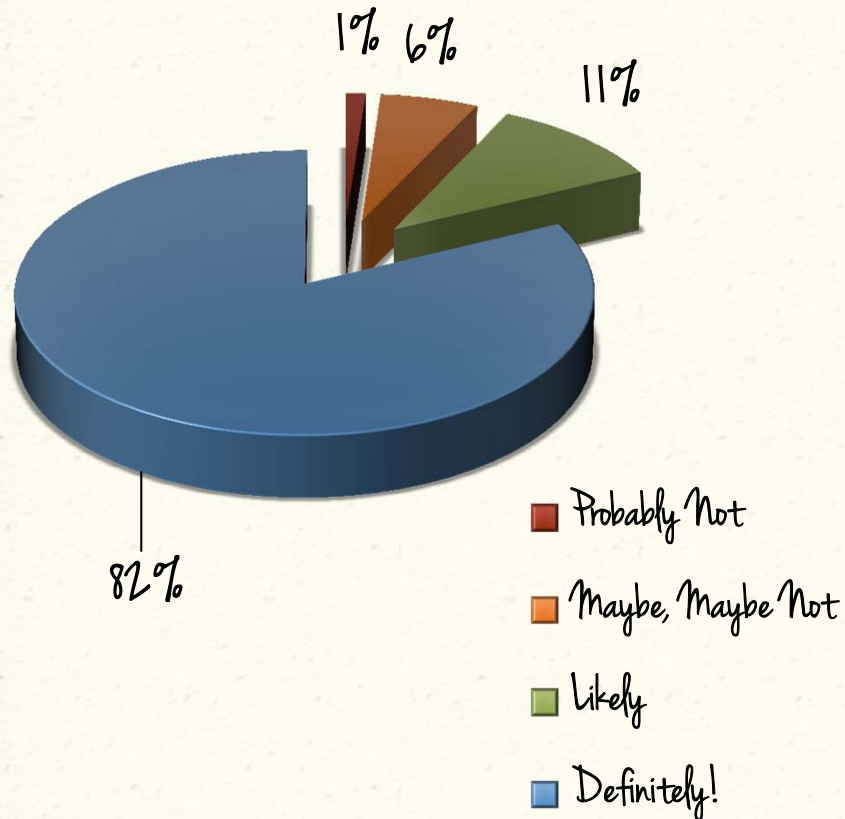
# Counselors were well-trained and professional



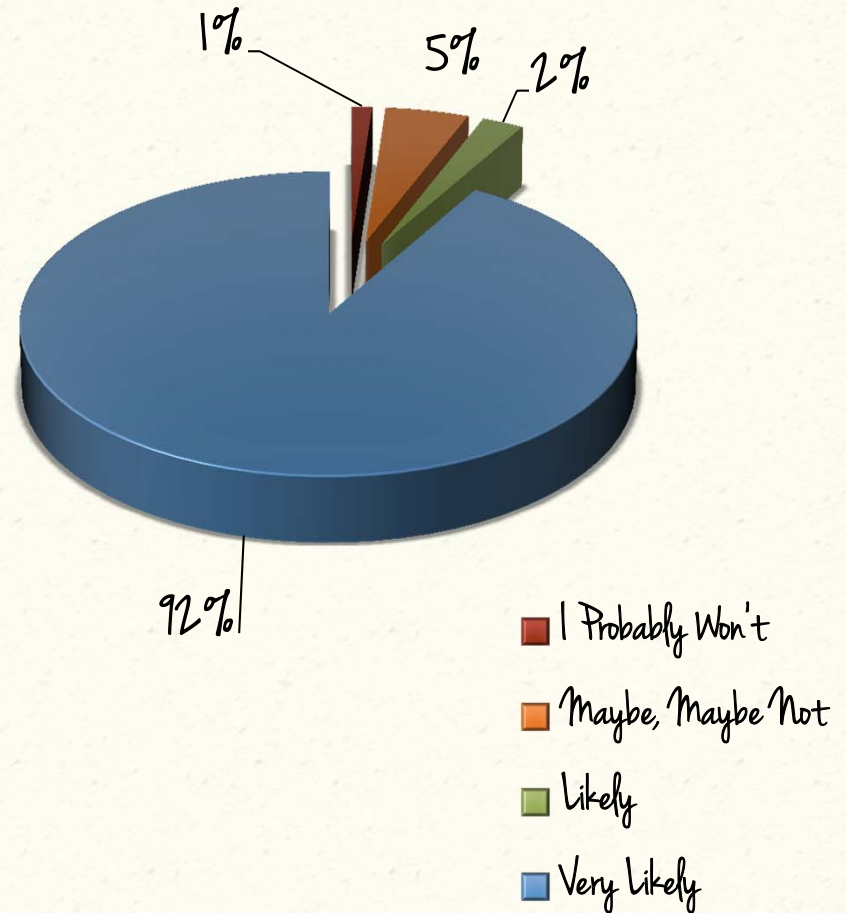
"HER COUNSELORS  
WERE SOOOO  
WONDERFUL!! THEY  
SHOWED MY DAUGHTER  
'HOW TO BE THE TYPE  
OF PERSON SHE WANTS  
TO BE', HER QUOTE NOT  
MINE."



Will you sign your child / children up for Geneva Glen next year?



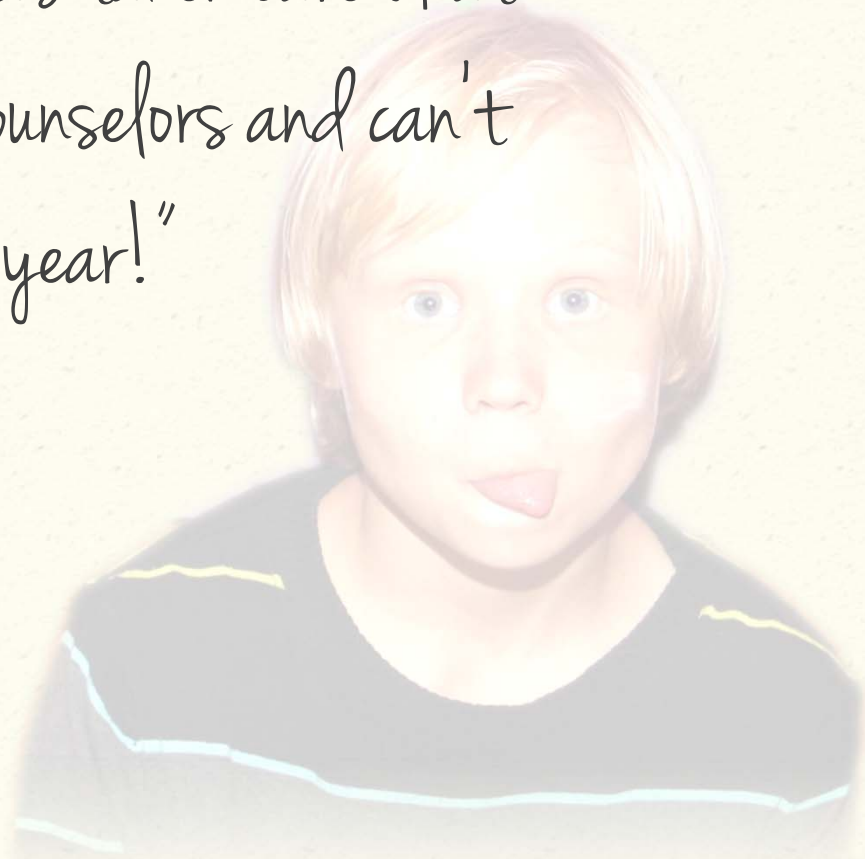
How likely are you to recommend Geneva Glen to a friend or relative?





WHAT  
PARENTS  
SAY...

"He was glowing when we picked him up! I love that he was outdoors for 2 weeks, met new friends, became more independent, and was taken care of at the same time. He adored his counselors and can't wait to go back next year!"



"If we don't sign our kids up next year, I think they will move out of our home..."



"Our son had a great time and speaks highly of his experience there. We were very worried that he would have a melt down, but he didn't and he enjoyed just about every aspect of his Geneva Glen experience. That is saying more than you could every imagine. Thank you from the bottom of our hearts for creating a safe, fun and exciting place for our son to be."



"Ali comes home each session a little more mature and secure in who she is and wants to become. She always finds qualities she respects in both counselors and campers, and always challenges herself in terms of activities and character aspirations.

Oh, and she has a wonderful time!

Thanks for challenging yourselves to both maintain the caliber and traditions of Geneva Glen and to improve it each summer. The physical condition of the camp has never looked better, and yet it feels like when I was there in the 70's. Quite a trick."



Thank you. I am so grateful you have kept the camp alive and growing and that there are people dedicated to keeping these sorts of values alive for our children. I so appreciate just the idea of non-structured free time and connection to nature, to the true self, and to the community...I feel these values were instilled in me at camp and I carry them to this day.



"Counselors come heart first..."