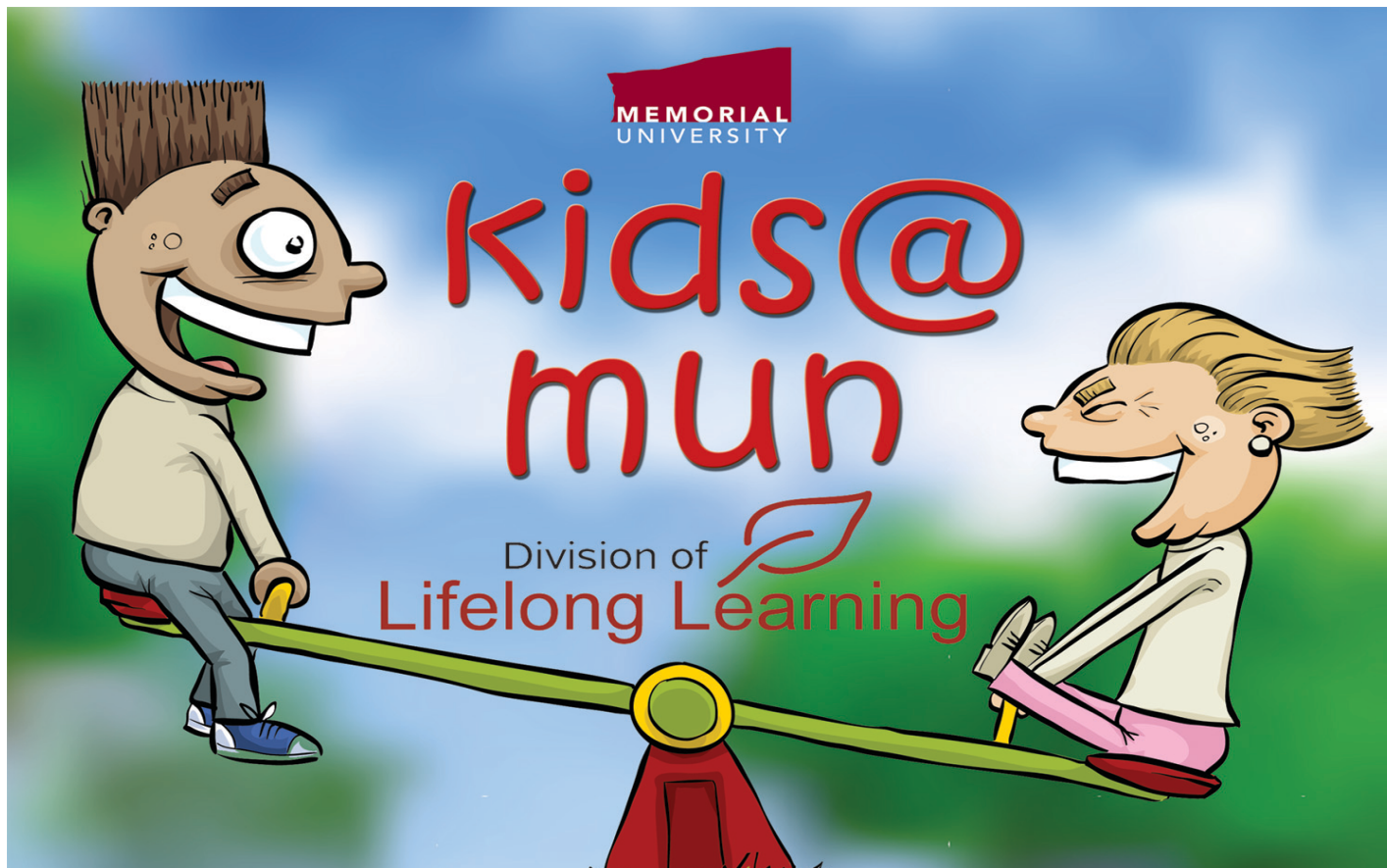


# Kids@MUN Summer Camps



NEWFOUNDLAND & LABRADOR, CANADA  
WWW.MUN.CA



# Who We Are

- **Division of Lifelong Learning**
- **Personal and professional development courses and programs**
- **Academic certificates and contract training**
- **Revenue generating**
- **Serve ages 5-95 – True lifelong learning!**

# Camp Programming

- **Variety of programming areas – weekly themes – ability to mix and match!**
- **Low ratio (10:1) with lunch supervision**
- **Camps available in English and French**
- **Specialty camps available**
- **Physical activity component**
- **10 week offerings**
- **Age groups**
- **Underlying themes of leadership, team building and a positive attitude throughout all camps**

# Getting to Know Our Audience

- **St. John's and surrounding areas**
- **Local schools**
- **Memorial University Alumni and general public**
- **Parent survey**

# Camp Pricing

- Hire Memorial University students
- Access to financial grants
- Materials, orientation, coordination
- Price comparisons
- Finding balance between expenses and revenues

# Marketing

- **Trusted reputation, secure environment**
- **Partnerships**
- **Marketing strategies for children and adults**
- **Visuals and themes, market to children**
- **Letters marketing to parents – security, educational, healthy and active!**
- **School system**
- **Database of past registrants**
- **Early exposure**
- **Promote camps' balance of education, physical activity and having fun!**
- **Half day or full day options**

# Best Practices

- **Staff coordinator**
- **Hiring of camp counsellors**
- **Staffing models (instructors and assistants)**
- **Staff orientation**
- **Camp policies (bullying, sign in and sign out, cell phone and gaming rules)**
- **Camp location – one location for ease of supervision and costs**

# Registration and Revenue

- **Camp growth 46% increase from 2008 to 2009**
- **Registrations (2008:512, 2009:878)**
- **Online, in-person, telephone registrations**

# Top Picks!

- **Robotics**
- **Extreme Sports**
- **Arts (jewellery making, cartooning)**
- **Science (Jr. Engineers, Mad Scientists)**
- **Dance (hip hop!)**
- **Culinary camps (for teens)**
- **Girl Power, Secret Agents, CSI St. John's**



# Lessons Learned

- **Staffing models**
- **Camp location – one home**
- **Preparation and carry through of curriculum**
- **Walk before you run!**
- **Purging of camps themes – spice it up!**
- **Live & Learn! Revisit the past to plan for the future**
- **Lengthen orientation process**
- **Promotion - continue early entrance into market**

# **Ideas implemented for 2010!**

- **Expansion of partnerships**
- **Speciality Camps in Musical Theatre and Irish Dance and Culture**
- **Broaden age groups – high school students exposure to campus life**



# Thank You!

- [www.mun.ca/lifelonglearning](http://www.mun.ca/lifelonglearning)

