**Camp Jack Hazard 2019 Evaluation**

**Method**

The Jack and Buena Foundation distributes three brief surveys to help gauge customer satisfaction. These include a one-page paper survey for campers, given at the end of their camp session; a one-page electronic survey for parents; and a one-page electronic survey for staff.

**Camper Satisfaction Survey**

Camper satisfaction is perhaps the most important measure of our success. We want campers to have fun, safe, and memorable experiences. Camper surveys also help us capture camper perspectives on the camp experience. The 2019 camper evaluation was completed by 223 campers from the 3 Resident Camp session.

We present the responses to closed survey questions below, but these cannot really capture the unique voices of campers. What most helps us understand the experiences kids have at CJH are the open ended questions. The responses below give a flavor of camper experience:

* “My favorite part of camp was the overnight. I really like the overnight because it was my first time and it’s fun sleeping under the stars.”
* “For me, I really enjoyed how much the counselors encouraged us to push our limits, like doing the overnight, when I didn’t think I could hike anymore, and [counselor] just completely helped me get through it.”
* “The overnights are my favorite part because you are in nature.”
* “The party was because it was super fun! We got ice cream, played gaga ball, and danced. You could even go in the pool!”
* “My favorite part of camp was the nature all around and having great counselors.”
* “Gaga ball and arts and crafts. I got to learn how to make a lanyard.”
* “My favorite part about camp is that everyone’s so sweet and the activities are very fun.”
* “My favorite part was seeing that everything was okay from the fire. I also got my blue rag.”
* “Definitely the backpacking trip. I want to go farther next time.”
* “My favorite part of camp was being overwhelmingly accepted and respected as a trans male.”

Of campers who responded to the survey, forty-six percent (46%) were spending their first session at CJH. Fifteen percent (15%) were attending for their second time.

Campers were asked to rate camp staff on four items; to rate camp on three items; and to describe their favorite camp experience and areas for improvement for CJH.

Camper ratings of staff were positive, as they have been in previous years. On the four queried items, average ratings were all approximately four and half out offive (five being best).

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|  | **2019** | 2018 | 2017 | 2016 | 2015 | 2014 |
| **Safety conscious** | **4.7** | 4.7 | 4.6 | 4.6 | 4.7 | 4.8 |
| **Role model** | **4.6** | 4.5 | 4.3 | 4.5 | 4.6 | 4.5 |
| **Attentive to campers** | **4.6** | 4.5 | 4.5 | 4.5 | 4.7 | 4.7 |
| **Attitude** | **4.5** | 4.5 | 4.5 | 4.5 | 4.7 | 4.6 |

Ratings of camp were also positive. Sixty-nine percent (69%) of campers gave the overall experience of camp a 5 out of 5 rating, and another twenty-six percent (26%) gave the experience a 4 out of 5. These are very high ratings and demonstrate campers view camp positively.

The food received a rating similar to previous years, with 39% awarding 5 of 5, and another 43% awarding 4 of 5. Some campers state the food is their favorite thing about camp. There were more complaints about the food from campers attending the third session.

*Counselors*

In open-ended questions, campers praised staff. A number of respondents described the counselors as their favorite part of camp, or said “hanging out” with their cabin mates and counselors was their favorite part of camp. Some mentioned specific counselors by name:

* “My favorite part of camp was the all-around enthusiasm of everyone here, especially the counselors.”
* “When [counselor] would play with us.”
* “The programs and staff and Don.”

There were no specific complaints about staff this year.

*Favorite Activities*

Campers named horseback riding, gaga ball, archery and the overnights as their favorite activity. Other activities that received numerous mentions include the camp “party,” the pool, arts and crafts, the ropes course, and capture the flag.

*Areas for Improvement*

Many campers said nothing could be improved at camp. Among those that did mention areas for improvement, the most frequently mentioned include the taste of the water and the state of the bathrooms (including dirty floors and requests for doors to replace shower curtains that cover bathroom stalls). There were some complaints about the food as well, primarily from the third session.

**Action items:**

1. Continue to explore ways to improve the taste and appearance of the drinking water at camp.
2. Continue to raise funds towards making upgrades in the bathrooms.

**Parent Satisfaction Survey**

The Parent Satisfaction Survey is a brief, sixteen question on-line survey. A link to the survey was sent via email to parents/guardians immediately following the end of each camp session. We received 45 responses.

Twenty-seven percent (27%) of respondents indicated that their children had received some financial assistance for attending camp through The Jack and Buena Foundation.

*Overall Satisfaction*

The responses to the Parent Satisfaction Survey were overwhelmingly positive: almost three quarters of respondents indicated that camp exceeded their expectations.

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| --- | --- |
|  | Exceeded Expectations |
|  | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 |
| Overall, how would you rate your child’s experience at CJH this summer? | 75% | 81% | 68% | 60% | 65% | 71% |

An additional 24% stated that camp met their expectations. In total, therefore, 95% of parents responding to the survey were satisfied. Only four percent (4%) of respondents stated that camp was not as rewarding an experience as they had hoped for, and none responded that camp was unsatisfactory.

Ninety-eight percent (98%) of parent respondents indicated that they would recommend CJH to a friend.

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| --- | --- | --- | --- | --- | --- | --- |
|  | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 |
| Would you recommend CJH to a friend? | 100% | 100% | 99% | 95% | 100% | 98% |

*Administrative Procedures*

We asked parents about specific aspects of their contact with camp, including the registration process, check-in and check-out for their campers. Ninety-three percent (93%) of respondents indicated that they found the application and registration process either very good or excellent. This is the same percentage as the previous year, and indicates we continue to be especially responsive to parents, given online registration and our excellent camp secretary.

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| --- | --- |
|  | Very good or Excellent |
|  | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 |
| How would you rate the registration/application process? | 88% | 91% | 95% | 86% | 93% | 93% |

We saw a notable increase in parent satisfaction with check-in and check-out processes.

|  |  |
| --- | --- |
|  | Excellent |
| YEAR | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 |
| How would you rate the check-in process? | 45% | 60% | 63% | 58% | 56% | 78% |
| How would you rate the check-out process? | 39% | 59% | 55% | 56% | 54% | 76% |

Our location for pick-ups and drop-offs remains the same: the Great Valley Academy on Tully Road in Modesto. The increase in satisfaction may correlate with the number of returning campers, whose families know what to expect during the pick-up and drop-off. The camp secretary also worked hard to be certain all paperwork and payments were complete prior to the start of camp.

*Camp Tuition*

The costs for attending CJH this summer were $650 for resident camp and $399 for rookie camp. The parent survey indicates that 56% of respondents find the tuition reasonable, while eighteen percent (18%) considered tuition “a great bargain.”

Twenty-two percent (22%) reported finding camp tuition more than they hoped to pay, but given that twenty-seven percent (27%) of respondents indicated they received financial help from the Jack and Buena Foundation, we hope we assisted a large number of families who found the tuition difficult to meet.

*Camper Retention*

As CJH alumni, the Board knows that many campers become loyal returning campers and staff. We rely on returning campers, but have also been working hard to recruit new campers. This year, thirty-six percent (36%) of respondents indicated they were sending their children to CJH for the first time in 2019. The steady decrease in this number indicates an increase in returning campers over the years since the JBF took over operations of CJH.

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|  | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 |
| First time at CJH | 67% | 59% | 42% | 42% | 41% | 36% |

*Additional Suggestions*

In response to an open-ended question asking about areas for improvement, many parents thanked and praised camp and stated that their children were eager to return to CJH. There were some areas for improvement mentioned by parents:

* One parent described confusion at the pick-up at the end of camp, including a long line and lack of clarity about what was going on.
* One parent indicated she did not receive the discount for signing up friends and, when she inquired about this, did not receive a response.
* One parent said her child was exhausted because she was not able to get sufficient sleep at night due to other campers talking through the night.
* One parent was concerned about the degree to which her 13 year old daughter discussed “relationship drama” at camp and indicated she hopes counselors discourage this talk.
* One parent was disappointed that our website advertises rock-climbing for beginning and advanced campers but does not actually provide opportunities for more advanced climbers.
* One parent said her son was disappointed that there were no candles at closing ceremony and asked whether we could look into eco-friendly candles that would not leave harmful residue.
* One parent asked whether there was a way to submit paperwork on-line.
* One parent said her child returned home with bruises on her face.

**Action items:**

1. Use website to clarify registration, check-in, and check-out procedures.
2. Explore the cost and impact of eco-friendly candles.
3. Explore the possibility of adding a program for more advanced climbers.

**Staff Survey**

The staff survey provides useful information to guide camp operations, hiring, and supervision. Twenty-five summer staff completed the staff survey. Of these, 45% were counselors, 28% were assistant counselors, 28% were program staff, and 56% were on kitchen or maintenance crew (many staff serve in multiple positions throughout the summer, which explains why these percentages together are greater than 100%). Seventeen percent of respondents were at CJH for the first time.

Respondents were generally satisfied with the application process and most (89%) received clear job descriptions. Respondents were positive about the experiences CJH provides for campers, with 89% saying campers had above average or excellent experiences at camp. Respondents rated their own experiences highly as well: 75% rated their experiences as above average or excellent.

Staff were also asked about specific aspects of their experience working at CJH. Respondents rated camp safety, their experiences with coworkers, and their experiences with supervisors most highly. They gave lower ratings to the rate of pay, and food and accommodations.