

Camp Jack Hazard 2018 Evaluation

Method

The Jack and Buena Foundation currently 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. Because of our full summer calendar, we are not able to report at this time on the staff surveys.

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 help us capture camper voices. The 2018 camper evaluation was completed by 249 campers from the 3 Resident Camp session. Surveys are not given to campers from the Rookies 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 hot chocolate and s'mores."
- "My favorite part was getting used to the outdoors."
- "My favorite part of camp is nature because it is very quiet."
- "My favorite part of camp was sleeping outside on the overnight."
- "My favorite part was the programs and the people."
- "Making new friends, at first it was awkward but it turned out fun."
- "My favorite part of camp was making new friends. I'm definitely coming next year!"
- "I loved chilling poolside."
- "To sleep on a mountainside with my friends."
- "My favorite part was the overnight and meeting giggles. Just overall being surrounded by good people."
- "My favorite is ropes and why is because we can swing on a rope!"
- My favorite part was, "the programs. Every single program."
- "My favorite part of camp was everything we did. I love the camp."
- "Archery was my favorite of all the activities because I learned to defend myself."
- "My favorite part is getting to make new friends and meet new people. I also love how positive and nice everyone is. And I love arts and crafts."
- "My favorite part of camp is every part of it."
- My favorite part of camp is "all of it (except leaving)."
- My favorite part of camp is, "Everything. Also how you make good friends."
- "Meeting new staff and campers, screaming, dancing, and having fun."
- "We got to explore and hike and rock-climb. And dancing."
- "Blue Canyon Lake is an amazing spot!"
- "The overnight because I got away from the crazies."
- "The carnival because I had tons, and I mean tons, of fun."
- "My favorite part of camp was the rest time, hanging out with my cabin mates and counselors. It was great. Thank you."

- “Horseback riding was by far my fav because my got kicked and ran like 20-30 feet high.”
- “When we’re all together and having fun.”
- “I really don't know. Everything was great. It was great. *tips fedora*”
- My favorite part was, “hanging out with you.”

Of campers who responded to the survey, thirty-nine percent (39%) were spending their first session at CJH. Twenty-three percent (23%) were attending for their second time, and thirty-eight percent (38%) had attended CJH for three years or more.

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 five (five being best).

	2018	2017	2016	2015	2014
Safety conscience	4.7	4.6	4.6	4.7	4.8
Role model	4.5	4.3	4.5	4.6	4.5
Attentive to campers	4.5	4.5	4.5	4.7	4.7
Attitude	4.5	4.5	4.5	4.7	4.6

Camper ratings of camp were also positive. Sixty percent (60%) of campers gave the overall experience of camp a 5 out of 5 rating, and another twenty-eight percent (28%) 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 44% awarding 5 of 5, and another 30% awarding 4 of 5. Some campers state the food is their favorite thing about camp.

Counselors

In open-ended questions, campers praised staff. Several 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 is my counselor YYY because she was so fun.”
- “Anytime being with ZZZ because he's just awesome.”
- “My counselor XXX was really amazing. XXX was my favorite counselor in all my years of CJH. She is such a strong, confident, inspiring, kind person, and she made camp even better than it already is. The rag ceremony was very important to me. The CJH staff is generally amazing.”

Other respondents demonstrated that the staff set the tone for all of camp, writing, “My favorite part of camp was the energy and attitude everyone had that helped me feel welcomed and have fun.”

There were very few complaints about staff in the responses this year. One area that came up several times involved staff stopping boys and girls from talking to each other or otherwise interacting. This is especially interesting in a year when the camp has chosen to de-emphasize gender by eliminating many of the gender-focused chants and identifiers (calling the villages “upper” and “lower” village, for example, instead of “boys” and “girls’ village). and a feeling that they were overly safety-conscious. For example, one camper wrote:

“The girls and boys can't even talk without being told to move, not only that but touching each other is "forbidden" and one of my friends who's a guy lead on one of my friends who is a girl and he was told to move. We were in the pool hanging out, and my friend is lesbian. At the dance another one of my lesbian friends was talking to a guy and they were sitting down, and someone told them they needed to move.”

There were very few suggested issues with the counselors beyond this issue with separating boys and girls. One respondent suggested, “Have ALL members of staff (not just the ones who've been here longer) be more alert to bullying,” suggesting that the more seasoned staff are more attentive to bullying than newer staff.

Favorite Activities

Campers overwhelmingly named the overnights as their favorite activity. Many other campers said that “making new friends” or “hanging out with my cabin” was their favorite activity at camp. Horseback riding was also mentioned very frequently. Other activities that received numerous mentions include the camp dance, the “skit-sync,” the pool, arts and crafts, archery, the ropes course, care-packages, and capture the flag. A new activity this year--gaga ball--was also mentioned by many campers.

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 the lack of privacy). Although the cabin interiors were painted this spring, several respondents commented that the graffiti left in the rafters/ceilings included “bad words” or “swear words.” Several campers commented that they were disappointed that the gender-themed camp chants and activities (such as “cross-dress dinner”) had been eliminated.

Action items:

1. Investigate possibilities for improving the taste and appearance of the drinking water at camp.
2. Continue to address issues related to gender inclusivity. In staff training, have staff thoughtfully consider when and whether interactions between boys and girls need to be discouraged.
3. Consider ways to improve appearance of bathrooms including cleanliness and privacy.
4. Check cabin interior ceilings for inappropriate or offensive graffiti.

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 69 responses.

Twenty-one percent (21%) 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: well more than half indicated that camp exceeded their expectations.

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

An additional 32% stated that camp met their expectations. In total, therefore, 97% of parents responding to the survey were satisfied. Only three percent (3%) of respondents stated that camp was not as rewarding an experience as they had hoped for, and none responded that camp was unsatisfactory.

One hundred percent (100%) of parent respondents indicated that they would recommend CJH to a friend.

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

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. We now conduct registration almost entirely online and can be especially responsive to parents with the help of our excellent camp secretary.

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

Regarding check-in and check-out processes, parents indicated they are satisfied. A high percentage rate both these processes "excellent."

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

The very slightly lower ratings when compared to last year may be a result of fuller camp sessions, as more campers makes for slower movement at check-in and check-out. We continue to use the Great Valley Academy on Tully Road in Modesto, for pick-ups and drop-offs. This location offers campers a better experience when waiting to board buses for camp, as the site has a shaded, grassy area that is more comfortable than the concrete yard at the previous site.

Camp Tuition

The costs for attending CJH this summer were \$650 for resident camp and \$399 for rookie camp. The parent survey indicates that 58% of respondents find the tuition reasonable, while ten percent (10%) considered tuition “a great bargain.”

Twenty-nine percent (29%) reported finding camp tuition more than they hoped to pay but given that twenty percent (20%) of respondents indicated they received financial help from the Jack and Buena Foundation, we hope we assisted a large number of the 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, forty-one percent (41%) of respondents indicated they were sending their children to CJH for the first time in 2018.

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

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 several areas for improvement mentioned by parents and worth addressing:

- Some parents said their child complained about the **taste of the water**.
- Several parents wrote that their children did not receive the **care packages** or letters that parents sent.
- Several parents were unclear about **the time campers would be returned** at the end of the camp week, and one parent suggested updates be posted on Twitter.
- One parent was upset to learn from her camper that another child was driven to camp by a parent and had **lice** when s/he arrived.
- One parent described their camper’s disappointment that the **overnight hike was short**, and no day hike was undertaken during the rest day on the overnight. Another parent was concerned that **staff did not sleep close enough to campers** during the overnight, such that her child, upon awaking in the night, could not find a counselor to help her go to the bathroom.

- Several parents mentioned the **delay in receiving their campers' luggage** on the day campers returned home. The Executive Director is aware of the mix-up that led to this delay.
- Two parents mentioned **cabin up-keep** as an issue, and one said their child reported seeing “swear words” written in the cabin (on the ceiling).
- Two parents mentioned **alternative food arrangements** for children who do not eat dairy. They were apparently accommodated regarding milk at breakfast but not when ice-cream was served. Another parent requested that **more fruits and vegetables** be served at meals.

Action items:

1. Use multiple forms of social media to **communicate arrival times** of buses at the end of camp sessions (Twitter, Hootsuite)
2. Cooks will review **procedures for providing for all dietary restrictions**, being sure alternatives are offered to campers with food restrictions.
3. Executive Director will review options for addressing **drinking water quality** at camp, including, if improving the water is not possible, working on how the water is marketed to campers.
4. Executive Director will review with staff the procedures for **delivering care packages** and mail.

Staff Survey

Because of the length of the summer season this year, we have not yet had time to review these responses. Many staff just had their last day of work, and some are still working. We will include the results of these surveys in a report given to the Board of Directors at their annual retreat this fall.