



August 2024

# Post-Camp Analysis Report

Camp Carondelet 2024

**Written By:**

Kimber S. Powers

## **Report Overview**

The fifth summer season of Camp Carondelet was successful, welcoming returners and new campers to our campuses in June and July. Registration opened in January 2024 and sold out within 10 minutes, creating a need to add a fifth week to help add more capacity for the growing waitlist.

For the 2024 season, there were also two dedicated all-girls sessions, piloted to test out the move to go to a single gender camp, based on enrollment trends. Carondelet Summer Sports Clinics performed from a revenue perspective parallel to 2023. Still, Camp and Clinics remain two distinct audiences of kids that are not always readily available for crossover.

Takeaways to implement into the 2025 season include transitioning to an all-girl model for Camp Carondelet, launching a five-week offering in January, and continuing to put marketing efforts for summer programming behind reaching new audiences for our sports clinics.

### **1. Camp Carondelet 2023 vs. 2024 Recap**

Registration for the 2024 Camp season opened and effectively closed in 48 hours. Early access registration for returners to sign up for the initial four sessions opened on January 13, with spots selling out in less than 10 minutes, and immediately creating a waitlist for returning families. New families were permitted to register the following day, via a grouping of dedicated spots, which also filled quickly.

Shortly after the initial registration period, a fifth session was created to create greater capacity for waitlisted families. Compared to 2023, most campers in each session for 3rd-4th grade were incoming 3rd instead of 4th, making them brand new to camp. Additionally, for our returners, the greatest demand shifted from the 5th-6th grade cohort to the 7th-8th grade cohort, with the majority of our oldest returners being in 7th grade. In 2024, only six campers throughout the season were incoming 8th graders, compared to previous years, where the cohort was closer to 50/50 or 60/40, with eighth graders.

The 5th-6th grade cohort overall for the season was a mix of newer campers and returners who have been enrolled since 2022. Lastly, to highlight, we piloted our all-girls camp model for two dedicated sessions (June 10 and July 8).

For the July 8 session, [REDACTED] 3rd-4th graders were new to Camp Carondelet and in that cohort, [REDACTED] were from public schools.

This season, there was no official “early bird” special, but returning families received a \$25 discount on a first-come, first-serve basis. Based on how quickly returning camper spots filled, the discount total against the overall revenue total was minimal compared to 2023 where registration filled over two weeks, with returning discounts and early bird pricing for new families having a higher impact.

#### 1a. 2023 vs. 2024 Camp Comparison

2023	2024
<p><u>Camp Dates</u></p> <ul style="list-style-type: none"> <li>• June 12-June 16</li> <li>• June 19-June 23</li> <li>• June 26-June 30 - <i>added week</i></li> <li>• July 10 - July 14</li> <li>• July 17 - July 21</li> </ul>	<p><u>Camp Dates</u></p> <ul style="list-style-type: none"> <li>• June 10-June 14</li> <li>• June 17-June 21</li> <li>• June 24-June 28 - <i>added week</i></li> <li>• July 8-July 12</li> <li>• July 15-July 19</li> </ul>
<p><u>Weekly Camp Fee</u></p> <ul style="list-style-type: none"> <li>• \$450 - Standard</li> <li>• <i>The early bird special (\$25 savings for new families, loyalty pricing for returning families at \$50 savings) ran for two weeks.</i></li> </ul>	<p><u>Weekly Camp Fee</u></p> <ul style="list-style-type: none"> <li>• \$475 - Standard pricing (35 families received \$25 off as returners on their dedicated registration day)</li> <li>• The enrollment price for faculty and staff was lowered to \$300 to offset the price increase of</li> </ul>

	the camp. **
<u>Camp Offerings</u> <ul style="list-style-type: none"> <li>• Cafe Carondelet (3 Sessions)</li> <li>• Escape Room (3 Sessions)</li> <li>• Interactive Games (2 Sessions)</li> <li>• Science (2 Sessions)</li> <li>• Podcasting (2 Sessions)</li> <li>• Think/Make/Create - <i>NEW!</i> (1 Session)</li> <li>• Theater Productions <i>NEW!</i> (1 Session)</li> <li>• Camp Carondelet Ventures - <i>NEW!</i> (1 Session)</li> <li>• Storytelling (1 Session)</li> <li>• Recreation (All Sessions)</li> <li>• Swimming (All Sessions)</li> <li>• Art (All Sessions)</li> </ul>	<u>Camp Offerings</u> <ul style="list-style-type: none"> <li>• Cafe Carondelet (4 Sessions)</li> <li>• Scavenger Hunt (3 Sessions)</li> <li>• Interactive Games (2 Sessions)</li> <li>• Science (2 Sessions)</li> <li>• Podcasting (2 Sessions)</li> <li>• EPIC! Summer Designs (1 Session)</li> <li>• Improv (1 Session)</li> <li>• Camp Carondelet Ventures - <i>NEW!</i> (1 Session)</li> <li>• <i>Tinkering (1 Session) - NEW!</i></li> <li>• Storytelling (1 Session)</li> <li>• Recreation (All Sessions)</li> <li>• Swimming (All Sessions)</li> <li>• Art (All Sessions)</li> </ul>

Our focus for 2024 with programming was to offer our most popular specialty courses and add variety with other morning classes to keep things interesting for returning campers while also engaging our new campers. Similar to years past, specialty courses were led by current faculty/staff and/or recent alumnae.

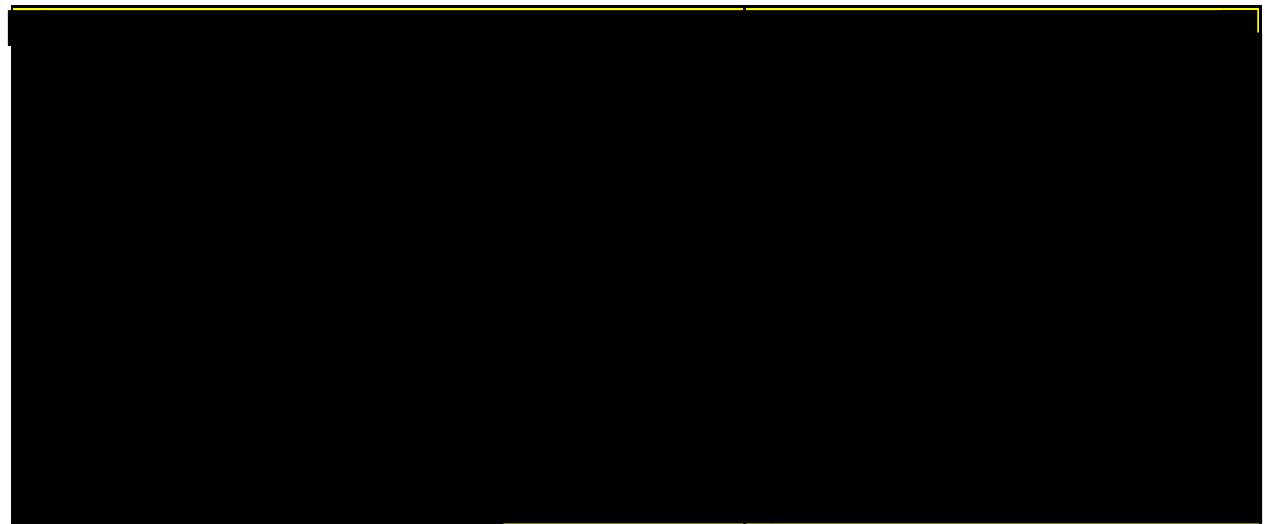
Feedback remains consistent from families that they(and their children) enjoy the format of our camp compared to some local camps because the kids get some form of learning that is summer-appropriate, but also can have fun and some flexibility without rigid structure, especially in the afternoons.

The daily midday “field trip” to the CAC also remains a highlight for campers who enjoy the physical transition from the main campus which adds the feeling of ‘morning learning’ to ‘afternoon fun’.

Based on enrollment totals, we kept our formatting from 2023 with camp counseling staff, ensuring that for most weeks, there were three counselors assigned to each grade cohort. For busier sessions with higher capacity, there was also a counselor-in-training (incoming Junior) assigned to each group to ensure there was an added helping hand to help manage up to 30 campers per group.

Camp Carondelet Student Staffers are highly regarded by our families, returning and new, and help provide a fun, invaluable, enriching experience for the kids. A primary piece of feedback received by the Camp Director is also that our camp does not “feel like we are babysitting” the kids, but making them feel as if they are a part of a community. Many campers know our staffers will remember them from the previous summer, make them feel included in all activities, and recognize them for who they are as individuals compared to some camps.

## **2. Camp Carondelet 2024 Financials (Estimated)**



\* There was a small price increase on overall counselor salaries to account for the state minimum wage shift to \$16/hr. For lifeguards, we also increased salaries slightly to remain competitive with other local camps for this position.


\*\*Since 2020, in even digit years, we tend to spend more on bulk restocking camp t-shirts and additional swag, including sunglasses and new summer pouches for counselors. It is offset in odd-digit years, as we need to order less of these specific supplies which can be very expensive, specifically the camp t-shirts.

\*\*\* In 2024, our midday shuttle only increased by █ a day. Based on y-o-y trends, we had anticipated a █ daily increase, so we were pleased that █ did not increase this price significantly.

### 3. Camp Carondelet 2024 Camp Audience



2024 Camper Enrollment By Week (Actual)



Public school enrollment across returners and new campers grew by 1.5 percent from 2023. [REDACTED] were the schools with the most representation for public school students.


Among our feeder school/private school students, enrollment for new campers was on par with 2023. [REDACTED] were the top two schools, nearly equally represented among returning and new campers from feeder schools. For comparison, [REDACTED] had the highest number of enrolled returning campers in 2023.

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#### **4. Carondelet Sports Clinics**

In 2024, we continued to build on the growth of Summer Sports Clinics. Sports clinics were successful, however, there is a small growth in the crossover between Camp Carondelet attendees and clinic enrollments which highlights that they remain two intentional, but different groups. [REDACTED]

[REDACTED].



- Word of Mouth and our Gate Banners were the primary ways that new clinic families listed that they had heard of our programming

- 92 percent of the 6th-8th graders registered for the Summer Middle school Basketball clinic had previously attended our 2023 Pre-Thanksgiving Clinic.
- A mix of root schools was represented for middle school clinic enrollment, with [REDACTED] having the most enrolled. For public schools, [REDACTED] was the most represented. Similar to previous years, we did have three students enrolled in our 9th-grade clinics who did not plan to attend Carondelet.

## 5. Carondelet Summer Clinics 2024 Financials (Estimated)

[REDACTED]	

\* Coaches are responsible for their own equipment or borrowing from Athletics, which is not included in our expenses here. There are no discounts on clinics, although five Frosh families used auction gifts to enroll.

## 6. Recommendations for Summer 2025

- For 2025, we have already pre-planned to offer five weeks of camp at the onset of registration. In the past few years, this extra week has been added to help alleviate some of the waitlist backlogs but has not been filled (while it has yielded the opportunity for newer campers to register, who have not previously attended camp). In 2025, we will test to see if the fifth week is viable and also if the time is viable (middle of June) for families.
- The time is now appropriate to transition to an all-girl format for our camps. The coed model was highly successful in the initial years, but in 2023 and even more so in 2024, our male population has decreased and or aged out since the conception of camp. Our test model weeks



this year allowed us to welcome many new girls, in particular in the 3rd-4th grade cohort that may not have been possible if we had a coed camp. Additionally, now that we are further along in the camp process and have a viable product, we know the transition will be successful. Lastly, this transition will help us continue to work towards our overall goal of building a strong pipeline.

- Since pricing was raised for Camp in 2024, it should remain at \$475 for another year (along with the same price for staffing discounts). At this time, Camp Carondelet still has lower pricing camp options compared to local camps. [REDACTED]  
[REDACTED]
- Exploring cross-discounts with [REDACTED] is something to be revisited. Over the past few years, they have not been receptive to offering a discount to our faculty and staff, while we do honor our discount for their faculty and staff participants for Camps and Clinics. In keeping with [REDACTED], and one community, we are hopeful they will begin to honor this for the 2025 season for parents who would like to explore their summer opportunities/sports clinics.