

# Our Enrollment Plan for Summer

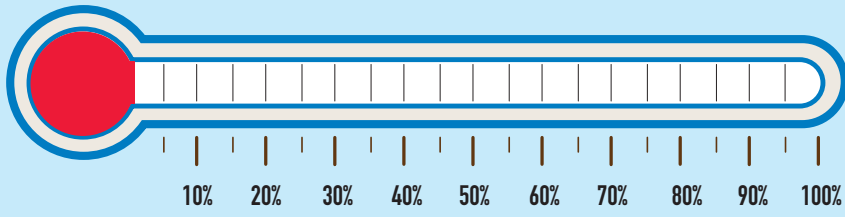
Our enrollment goal: \_\_\_\_\_

Target retention rate: \_\_\_\_\_

Our enrollment progress so far:

Date we reached our target last year: \_\_\_\_\_

Date we aim to reach our target this year: \_\_\_\_\_



Place your camp sticker here!

## Assessment

Based on the assessment, our greatest strengths and points of pride:

- 1.
- 2.
- 3.
- 4.
- 5.

Our top 5 projects we have for THIS YEAR are:

- 1.
- 2.
- 3.
- 4.
- 5.

## Customer Service Goals

Our three main Customer Service initiatives for this year are:

- 1.
- 2.
- 3.

How will we know if we are successful?

What families say our summer experience is (A):

What we want families to say about the summer experience (B):

What are our summer experience goals (how will we move from A to B)?

## Data Goals

Target Demographics:

Demographics we intend to measure and track this year:

How will we know if we are successful?

How will we achieve this success?

## Storytelling Goals

Our "Who we are statement":

What makes us unique?

- 1.
- 2.
- 3.

New Marketing & Communications Initiatives and Goals:

How will we know if we are successful?

How will we achieve this success?