

Campaign Book

December 2015 CSG Summer Programs

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Executive Summary:
Columbus School for Girls Summer Programs
September 2015

The Columbus School for Girls (CSG) offers many different services for their publics. One of these services is a summer programs, CSG Summer Programs that uses their facilities and several staff members to provide a summer full of fun and learning for boys and girls ages 3 through grade 12 in the Columbus area. However, the summer programs would like to see more children, specifically boys, attend the programs. This desire points to a disconnect between CSG Summer Programs and its publics.

It is for this reason that the following campaign focused on three key goals: 1) Make CSG Summer Programs more co-educational friendly, 2) Improve the variety of classes so children are having new experiences, and 3) Improve the number of children who attend the programs for Zoom! Sports.

These goals and objectives were used to create a mixed-media campaign strategy and tactics focused on both current and new families and children in the Columbus area. From reviewing existing literature and conducting an online survey that parents took to explain their experience with the summer programs and what they would like seen improved. This informed the strategy and tactics for execution of the campaign. This plan included face-to-face engagement, social media, email, and print efforts. With these materials, the plan included a projected budget of \$600... for the completion of the campaign.

The evaluation of this campaign cannot be completed until the end of summer of 2016 when a survey will be implemented to the parents to take to describe both theirs and their children's experience with the programs.

Overall, even with out the full evaluation, the campaign so far has been a success. The director of the summer programs has been open to new suggestions and ways to increase numbers. The Summer Programs should continue to be open to making changes to improve, but also keeping the aspects of the summer programs that worked well and were favored by the parents.

Situational Analysis:
Columbus School for Girls Summer Programs
September 2015

PERSONELL: Rachel Barends, Director; Alyssa DeRobertis, Assistant Director

I. GENERAL INFORMATION

CSG's Summer Programs offer a comprehensive, coeducational experience for children age 3 through Grade 12, in which they may explore many of their educational and extracurricular interests. (Columbus School for Girls. Web. Retrieved September 21, 2015).

The quote shows that the Summer Programs is dedicated to creating a unique educational and fun experience for boys and girls in the Columbus area. The Summer Programs has two full time staff members, Rachel Barends—Director—and Alyssa DeRobertis—Assistant Director. During the summer weeks, there are three more administrators who are part time—Communications Coordinator, Aquatics Coordinator, and Zoom! Coordinator. CSG Summer Programs is affiliated with Columbus School for Girls. The programs uses the facilities and several staff members of Columbus School for Girls, but the names are not affiliated with each other.

The main programs CSG Summer Programs offer are:

Explore!— for ages 3-5/rising Pre-Kindergarten through rising Kindergarten students. Half day and full day options are available.

Morning — for grades 1-12. Grades 1-3 children go to art, swimming lessons, and have classroom time where the learning coincides with the ‘Theme of the Week.’ Grades 4-8 morning classes differ each week and the children choose when they register which classes they would like to take. Grades 9-12 take classes for academic credit and to prepare for their SATs/ACTs. Half day and full day options are available.

Afternoon— for grades 1-8. Children are split into four groups based on age (Grades 1-2, Grades 3-4, Grades 5-6, Grades 7-8). Afternoon programs are split into two groups. Zoom! Sports and Zoom!. There are several sports camps held throughout the summer, with tennis happening every week. Children who participate in Zoom! take field trips every day to a different place in Columbus to participate in fun activities.

II. PUBLICS

There are five main publics of CSG Summer Programs are as follows:

1. *Students*: The main public of CSG Summer Programs is the children who attend the Summer Programs throughout the summer.
2. *Parents*: CSG Summer Programs must be in constant contact with the parents of the students as to what the weeks and days activities will be, as well as any unusual circumstances to keep parents informed on their child’s safety and well-being.

3. *Local Businesses*: As part of the summer programs' efforts to create a unique and fun experience, the children take field trips to various places all over Columbus (i.e. COSI, Summit Vision, Bexley Pool, United Skates of America, and more).
4. *Employees of the CSG Summer Programs*: The summer programs must hire enough teachers, counselors, lifeguards, nurses, and administrative members to keep the programs running smoothly.
5. *Employees of Columbus School for Girls*: The summer programs uses the rooms of teachers who teach at CSG during the school year and must keep the rooms neat to establish and keep a good relationship with those teachers. They also require the services of the maintenance workers and the lunch staff.

III. TRENDS

1. *Swim Lessons*: According to acacamps.org (see Appendix A) 87% of camps offer recreational swimming. CSG Summer Programs supports this trend by offering mandatory swim lessons for children ages 4 through grade 3. For grade 4-8, there are two classes each week that offer an optional swim lesson. These swim lessons are included in the cost. The afternoon programs offer a swimming camp for Zoom! Sports, and for children who chose Zoom!, they will take field trips to the Bexley Pool, the Westerville Watering Hole, the CSG pool, and Zoombezi Bay. For students 9-12, a water safety class is offered for academic credit.
2. *Partnership with school*: CSG Summer Programs uses the CSG facilities which boasts a swimming pool, a separate building for preschoolers through kindergarten, two gymnasiums, plenty of classrooms, cafeteria, a play ground, and an athletic fields (tennis courts, soccer/lacrosse field, and a 400m track).
3. *Use of Technology*: According to acacamps.org 86% of camps use a website and 80% use social networking sites for marketing purposes. CSG Summer Programs uses their website (www.columbusschoolforgirls.org/summer/index.aspx) as their main source of general information for the summer programs. During the summer their social media websites (Facebook, Twitter, and Instagram) are used to keep parents updated on what their children are doing throughout the day and week.

IV. PROBLEMS AND OPPORTUNITIES

Problems

1. *Lower enrollment from past years*: This summer there were just under 400 kids enrolled in the programs (391), other summers have seen.
2. *Lower enrollment means fewer monetary funds*: Due to less monetary funds, some teachers and counselors were told that they would not be paid during certain times of the summer.
3. *Low enrollment of sports programs*: The sports programs that are offered include tennis (coed), swimming (coed), volleyball (girls only), soccer (girls only), basketball (girls only), lacrosse (girls only), and track and field (coed). Tennis was offered every week while the rest were only offered once throughout the summer. Two of the other sports programs were cancelled due to low enrollment (soccer and basketball).

4. *Many morning classes were geared more towards what people would label as "girl" activities* (i.e. Scrapbooking, Craft Crazy). This has created a problem, because many families with boys are looking elsewhere to send their children for summer programs.

Opportunities

1. The director from this past summer (2015) will be the director for this upcoming summer (2016). In years past, when the director has changed, the programs have seen a drop in students registered. In the director's second year numbers either stay the same or increase.
2. Morning classes that seemed to do well were ones that involved cooking and baking, science, theater, and classes that allowed you to make and create new things (i.e. Make it and Take it Home). The summer programs could either offer more classes that feature these elements, or offer a class more than once during the summer to increase numbers.
3. The afternoon program Zoom! offers many fun activities for the students to partake in. The older the child the 'cooler' the activities. This provides incentive for younger children to come back to the summer programs to partake in those activities when they reach that age.
4. Other camps do not offer programs such as Zoom!. Most camps stay on their campus and only on occasion do they take field trips to different places in Columbus.

V. CAMPAIGN FOCUS

The focus of this campaign is to increase the enrollment of children from the past summer (2015) to this summer (2016). Specifically, increase the number of boys who register and the number of children who sign up for the sports programs.

VI. ORGANIZATIONAL STRUCTURE

As stated above, the Summer Programs has two full time staff members a director and an assistant director. These two work together during the regular school year (late August to early June) to set up and plan for the summer. Their main focus is making sure children are registered, hiring staff and administrative members, and planning the morning classes that will be offered.

VII. WORKING RELATIONSHIP

The proposed schedule for communicating with the client will include weekly communication via email, phone calls, and face-to-face meetings.

I. SITUATION

The CSG Summer Programs offers a coeducational learning experience for children ages 3 through grade 12 that has currently suffered a drop in children attending, especially boys. The focus of this campaign is to increase students who attend for the summer of 2016.

II. RESEARCH PROBLEMS AND METHODS

Problem 1: Know how people find out about CSG Summer Programs

Method 1: Conduct a survey asking parents different things about the summer programs. What they liked, what they think could be changed or improved, and include how they found out about our Programs (i.e. flyers, newspapers, CSG news releases, CSG students, social media).

Problem 2: What was done differently during years with higher numbers of enrollment

Method 2: Pull numbers from past years and see if there is a link between change in directors and those enrolled, see what classes were being offered, what was done during Zoom!, what sports camps were offered, the length of time for the camp.

Problem 3: What are other camps doing well and how can we do a better job than them

Method 3: Look at their websites, how are they registering people, what are they offering as far as classes and activities, and how are they advertising.

III. TIMEFRAME

Research Problem 1: August 10th—Survey was sent out to the parents to answer questions about the summer programs. **Early September**—Survey results were collected and analyzed.

Research Problem 2: Friday September 15, 2015—I will begin examining the past years data. Will finish analyzing data by **October 2**.

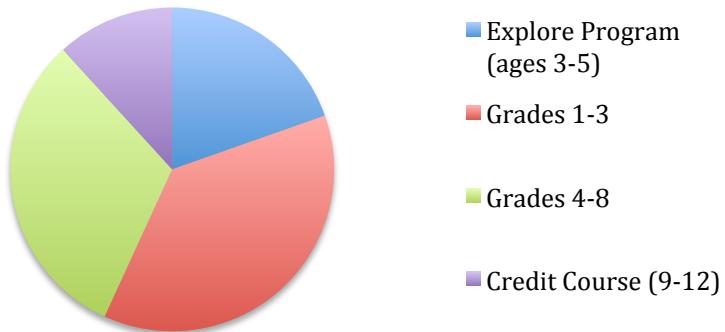
Research Problem 3: Friday September 15, 2015—I will begin examining the different websites of several competing, local summer programs and of those from out of state that may not necessarily be competition, but are successful. Will finish analyzing websites by **October 2**.

I. SURVEY RESULTS

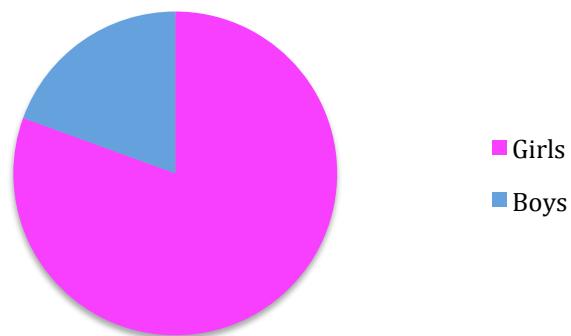
A survey was distributed to all parents who had a child attend the summer programs of 2015 in the second week of August (the week after the programs ended). Before summer ended, the administration team met for one last time to discuss what questions should be on the survey so that we can evaluate our performance and to better prepare for next summer. The survey was created on Survey Monkey and was sent out to the all parents who had a child attend the programs (391) via email and was also posted on the Facebook page. The survey was closed on September 1, 2015. Survey outreach efforts yielded 42 responses. While we wanted more responses, the parents that did answer, provided us with several good suggestions. The survey contained nine questions, 4 questions being multiple choice (3 of those questions allowed for parents to add their own comments) and 5 open ended questions. For the full survey questions and results, see appendix B.

Demographics

Age of Child(ren)



Sex



Response Highlights

- Out of the 42 respondents, none of them heard about CSG Summer Programs through the Columbus Parent Magazine.
- 13 out of 42 responses (30%) mentioned that they loved the afternoon programs, both Zoom! and Zoom! sports. Specifically, they enjoyed that there was a wide variety of field trips that happened every day.
- 15 out of the 42 (36%) responses mentioned that they liked that the programs were consistent, reliable, flexible, and well organized.
- 7 out of the 42 (16%) responses mentioned that they enjoyed that swim lessons were offered and that they occurred every day.
- When asked if their child's social needs and level of involvement were met 86% of respondents said yes.
- When asked if they would be returning for summer of 2016, 50% of the respondents answered yes, while 45% were unsure of their plans for the summer.

Challenges

- Having parents complete the survey. As it can be seen above, only 42 parents responded to the survey of 9 questions. While we had many different responses from the parents, it would have been helpful to receive more feedback so that we have a better understanding of what works and what does not.
- Interpreting open-ended responses. Some parents were not clear as to what they were discussing. For example, when asked "What did you like most about our program?" several parents gave one or two worded answers, making it difficult to really know what they meant. Specifically, one parent simply stated 'flexibility,' which could mean a variety of different things: flexible scheduling, flexible class structure, flexible hours, etc.

Unexpected Results

- While our sports programs had the least amount of students in attendance, several parents mentioned that they would be interested in having more sports programs added (i.e. horseback riding, golf, extending the opportunity to 1st and 3rd graders, etc).

II. SUMMER PROGRAMS RESEARCH

From September 28 to October 2, the websites of several different programs (local, out of state, and not local state of Ohio) were looked at to see the difference between CSG Summer Programs and the others. Several factors were taken in to consideration such as navigation of website, registration forms, online brochures/catalogs, classes and activities the programs had to offer, cost of the program, length of the program, flexibility, and more. The programs that were looked at include: Summer Programs at Madeira (Virginia), Columbus Academy Summer Experience, Roland Park County School Kaleidoscope (Maryland), Summer at Laurel (Cleveland), Wellington Summer Options, JCC Summer Camps, and Jeffrey Summer Camp.

Highlights

- *Summer Programs at Madeira (Virginia)*
 - a. The most easily navigated website with all information clearly separated and labeled on to different subpages of the summer programs page.
 - b. Included an information page for the parents on how the camp runs (i.e. pick up and drop off), what the campers will need each day (i.e. bathing suit, towel, sunscreen, sneakers, etc)and all the forms they will need in order to register
 - c. K-8 attends Camp Greenway: Seven different (50 minute) activities in the course of a day, (provide example of schedule)
 - i. Activities/Classes offered include^{*1}: Canoeing, Archery, Art, Music, Swimming, and many other outdoor activities.

¹ *- Indicates that this is not an extensive list of classes, but just a select few to give the CSG Summer Programs staff a better idea of what classes they can offer for future summers.

- d. InnerQuest: "allows... campers to spend their days in the woods zipping, climbing, orienteering, and learning outdoor skills for the entire camp day."
- e. Girls First is an academic learning environment for girls entering grades 7-10 to learn new skills such as arts and crafts, self-defense, creative writing, Forensic Science, Fashion Design, and Veterinary Science*.
- f. Academic and Auxiliary Programs are for students entering grades 9-12. Classes that are offered include geometry, music camp, and handwork studio camp*.
- *Columbus Academy Summer Experience*
 - a. Program runs for 10 weeks (June 1 to August 7)
 - b. Camp can start at birth with the Explore With Me Program (allows for parent and child to take classes together. For kids birth to three years)
 - i. Classes offered*: Explore with COSI, Tumble with Me, Postnatal Yoga, Music together, Swim with Me
 - c. Offers Academics, Athletics, Arts, and Sciences for children Ages 3 through grade 12
 - i. Classes for pre k (ages 3-5)*: BalletMet Columbus, The Engineering of Travel, The COSI Experience
 - ii. Classes for lower school (k-4th grade)*: American Sign Language, Got Science?, Adventures in Storytelling, Handwriting Helpers, Lego Classes, Space Adventures, Broadway Beat, Computer Fun & Skills, Cooking Classes, Sewing Classes, Engineering classes
 - iii. Classes for middle school (5th- 8th)*: Math Applications, Loving Literacy, Ecology, Clay-making classes, ancient art, Lego classes, Broadway Beat, Digital Animation, Digital Photography, Hip Hop Classes, Live Action Movie, Cooking Classes, Ice Hockey, Gym Skills Aerial Arts, Archery, Crossfit for kids, Martial Arts, Learn to Sail
 - iv. Sports Camp (k-8th): basketball, field hockey, soccer, volleyball, wrestling, tennis,
 - v. Classes for Upper School (9th-12)*: ACT/SAT prep, Feed the Hungry, Ballroom, Anime/Manga and Japanese Culture, Biotech class, STEM Classes, Performance Magic
 - d. All contact information is on front page along with all registration forms appearing on the right hand side separated by a box.
 - e. Extensive brochure
 - i. Includes every program that a child can chose from along with descriptions for each one (what it is, when it happens, how much it costs)
 - ii. Camp is split into five different grade levels and a sports clinic for K-8th grade. Registration form for that grade level appears directly after the programs for that grade level.
 - f. Classes and programs offered have a lot of variety
- *Roland Park County School Kaleidoscope (Maryland)*
 - a. Offers programs starting at birth
 - b. One registration form for all ages (allows you to choose which grade level your child is)

- c. Offer music classes, magic classes, a circus camp, engineering camp, among many others*
- d. Camp is split into several groups: Red Hot Summer Mini Camp (Ages 3 and 4), Red Hot Summer Day Camp (Ages 5-9), and Specialty Camps (ranges in age)
 - e. The Specialty Camps include classes such as*: animal art camp, scrapbooking, photography, painting, cooking, drivers ed, magic, acting, dance, CSI, and 3D printing.
- *Summer at Laurel*
 - a. Offer an early bird discount (10% off) and a multiple week discount (5% off for each additional week)
 - b. All information in brochure
 - c. Offer theatre camps, science camps, academic programs, visual arts and design camps, and Nike Sports Camps*
 - i. Photography, Film Making, Forensics and Debate, Spy Science, Acting Class, Physics classes, Wearable Electronics
 - d. Day Camps (Gator Train Camp Explores Habitats for Pre K-K girls/boys and Magic Tree House Camp for grades 1-2 boys/girls) and Adventure Camps (Daring Camp for grades 3-4 boys/girls and Adventure Camp for Girls and Boys for grades 5-8) offer eight one week sessions based on a different theme, are full day (8a-4p). Students are encouraged to attend multiple weeks.
- *Wellington Summer Options*
 - a. Majority of information is in the summer catalog
 - b. Link to PDF's of all the necessary forms
 - c. Second page of catalog includes a what you need to know section with all necessary information of how the summer programs run
 - d. Third and fourth pages include a schedule of what classes are offered each week
 - e. two page for registration
 - f. On registration form there is a section that says "things you should know before you register" includes:
 - i. Late fees
 - ii. Extended day information
 - iii. Lunches
 - g. Second page of registration is used for every camper, no matter the grade level. Very easy to read/understand and looks easy to use
 - h. Offer a lot of classes with a lot of variety such as*: piano for beginners, Aerial Arts, Fencing, Spanish, Travel to Japan, Glee Club, Aviation Club, Creative Builders, Guitar lessons, Chess Camp, Acting Classes, Horesback Riding, Robotics classes, 3D programming
- *JCC Summer Camps*
 - a. Camp starts at 2 years old, allows for 2 yrs-4yrs to choose from two, three or five days a week
 - b. Camp Ora (4yrs-Entering K) allows for them to choose from 3-5 days

- c. Camp holds special events each week for Camp Chaverim (entering K-3rd grade)
- d. Camp Hoover offers high ropes course, canoeing, kayaking, fishing, archery and more
- e. Offer camps for special needs children
- f. Website has an FAQ Section to answer most if not all parent questions
- g. Offers discount for full year members with 2 or more members enrolled in the full 8 weeks (10% discount)
- h. Provided a parent handbook with all the information necessary to have for the parent and child while attending the camp (i.e. pick and drop off, what children will need to bring, necessary registration forms, discipline policy, behavior expectations, communication, and more)
- *Jeffrey Summer Camp*
 - a. Runs for 10 weeks
 - b. All information is separated into different categories with links for each one that lead to more information
 - c. Registration—all forms must be turned in at the same time. All necessary forms are in one PDF file for parents to print out or fill out online
 - d. The least expensive camp out of every other program

III. ANALYSIS AND OVERVIEW

When looking at the different summer programs and what each one has to offer, I looked at the website in terms of its navigability and information provided, what the summer programs had to offer for its students in terms of classes and activities, and how easy it was to register.

Overall, the summer program that had the easiest to navigate website was the Summer Programs at Madeira. The website was easy to navigate as each mini program that the camp offered had its own tab, with information for the parents on what forms need to be filled out, how much each session costs, when the dates are, and what the children need to bring with them. Their registration seemed fairly easy to use and understand, however, I do not believe it was the best one. One thing I believe CSG Summer Programs does better is offering classes for students of all ages. Madeira only offers classes for girls entering grades 7-10 and boys and girls entering grades 9-12, while the younger kids are still learning its more activity based than educational. Students attending CSG Summer Programs take classes in the morning and attend field trips in the afternoon.

I felt that in terms of classes offered, Columbus Academy had the most variety. There were plenty of options for each grade level to choose from. The one thing that CSG Summer Programs does well is having a varied, but structured schedule. CSG Summer Programs have morning classes in the day, and sports and field trips in the afternoon. Each day the children learn something new and get to go on a different field trip, which provides the variety. With Columbus Academy, their morning classes all end at different times, but the afternoon programs start at the same time.

It did not say what the children whose classes end after the start of the afternoon programs do for the rest of the day.

When it came registration, all of the programs offered online or hard copies of registration. The Wellington Summer Options had the best hard copy of registration as it was one page and very simple. Other programs, including CSG Summer Programs, had different registration forms for each grade. Wellington offered one registration form for all grades that was two pages[see appendix C].

My suggestion for CSG Summer Programs is to include more information on their website, so that there are few questions from the parents. Last summer, there was an email sent out to parents with a lot of information, that many parents felt was overkill and unnecessary. If CSG puts more information on their website the way Madeira does and clearly labels each subsection, I believe there will be fewer questions from parents and it will eliminate the dense weekly email from the administration. I also suggest recreating their registration form so that there is just one form for all grades.

I. SUMMARY OF RESULTS

After looking at the results, we have discovered several issues and opportunities for the CSG Summer programs. Looking first at the issues, it appears that the biggest issues include having limited options for boys, little to no change in classes offered from summer to summer, lack of people attending Zoom! Sports. On the other hand, the biggest opportunities for CSG Summer programs include the well-organized and flexible structure of the programs, daily swim lessons included in price, and the balance between learning and playing.

First, as we saw in both numbers and in the parent survey, there were very limited class options for boys. This past summer (2015), CSG Summer Programs only had ___ boys attend, while there were ___ girls. Several parents stated that there not only needed to be more boy options, but that the options that are more boy oriented are considered “old news.”

The next issue is something that was not only felt by the parents but also by the director of the CSG Summer Programs. Several parents stated that there was a lack of variety when it came to the changes in classes from this summer to past summers. The director of the 2015 Summer Programs was hired in late December and had very little time to organize the Summer Programs and felt it best to use the classes from the previous year. This year she plans to make many changes, so that the Summer Programs has more variety.

The final issue that the CSG Summer Programs faces is the lack of people attending for the sports programs offered. According to the numbers, there were far less people in the sports programs than there were in the Zoom! program.

One of the opportunities that the Summer Programs possesses is their well-organized and flexible structure. After looking through the parent survey and at the catalogs of other, it appears that CSG Summer Programs excels in organization and flexibility. Many parents believed that compared to other programs, that it was extremely easy to schedule around vacations and to choose between morning and afternoon opportunities. When looking at the other websites, some of the local programs did not offer morning and afternoon programs, or they did, but the morning programs overlapped the afternoon making it difficult to take two classes.

Another opportunity for CSG Summer Programs is the daily swim lessons. In the parent survey, many parents mentioned that the swim lessons and the instructors were great and that they liked that it was included in the cost and the class schedule. When looking at other programs, swim lessons are not offered every day, and they are not included in the cost of the program.

Finally, the last big opportunity for CSG Summer Programs is the balance between fun and learning. Many other local camps either offer more educational opportunities or more play opportunities and do not split up the times evenly. With CSG Summer

Programs, the children learn in the morning, and are able to have fun in the afternoon with either Zoom! or Zoom! Sports.

II. **Campaign Goals and Objectives**

From examining the research results and initial problems and opportunities, the campaign goals and objectives are as follows

Goal 1: Make CSG Summer Programs more co-educational friendly

Objective: To increase the number of boys who attend CSG Summer Programs from 20% in 2015 to 25% by the end of summer in 2016.

Goal 2: Improve the variety of classes so children are having new experiences

Objective: To add 18 new classes to the summer of 2016 and to create 8 new themes for each week. (9-12: 2 new art classes will be added, at least 1 new not for credit class, 3 year olds are swimming)

Goal 3: Increase the number of children who attend the programs for Zoom! Sports

Objective: To increase the number of children who are in Zoom! Sports from 20% in 2015 to 25% by the end of summer in 2016. (121 kids in sports for the whole summer, 577 kids for the whole summer in afternoon programs [some kids are counted for multiple weeks])

III. **Strategies and Activities**

The following strategies all target the current demographic of the CSG Summer Programs (boys and girls ages 3-grade 12) with the overall message that CSG Summer Programs is fun, educational, and diverse. The overall theme of the campaign is that CSG Summer Programs has everything a child needs to have a summer full of fun and learning.

In strategizing for this campaign, it was found that many parents found out about CSG Summer Programs either through word of mouth or through attending Columbus School for Girls or the Summer Programs before. One way we want to increase our numbers, especially of boys, is by advertising CSG Summer Programs in local Bexley businesses, such as Brueggers and the Library. Another way we believe we can increase numbers is by increasing social media usage. CSG Summer Programs and Columbus School For Girls Facebook pages will update the public about the Summer Programs when important information is needed, and as the registration gets closer, posting once a week. In order to change up classes and offer more boy classes, we will look to what other programs are offering and possibly find outside sources to come in and teach classes, rather than just using teachers from Columbus School for Girls.

Strategy Package

The above strategies each address one or more goals of the campaign. Using this combination of print, social media, and __, this package encompasses multiple communication channels, casting a wider net of potential parents and students reached and increasing the chances of meeting the goals and objectives of this campaign.

I. Overall Theme/Key Messages

The theme of this campaign is that CSG Summer Programs provides a unique, diverse, and fun summer experience for all children.

Key messages

1. *Key Message 1:* CSG Summer: learning one adventure at a time
2. *Key Message 2: A program for everyone*—to show that CSG Summer Programs has something to offer for every child, whether its sports, technology, acting, or writing, CSG has it.

II. Campaign Goals, Strategies, and Tactics Overview

Goals

1. *Goal 1:* Make CSG Summer Programs more co-educational friendly
2. *Goal 2:* Improve the variety of classes so children are having new experiences
3. *Goal 3:* Improve the number of children who attend the programs for Zoom! Sports.

Strategies

1. *Strategy 1:* Summer Camp Fair (3 fairs in February-April)
2. *Strategy 2:* Flyers around local Bexley Businesses (going to local businesses and see who will allow them up)
3. *Strategy 3:* More Social Media Presence
4. *Strategy 4:* CSG Open Houses

Tactics

Week of November 16-20 ask around at local businesses if we are allowed to post flyers for the programs. These businesses will be Bexley Library, Starbucks, Brueggers, Jeni's Ice Cream, Graeters, Johnsons Ice Cream, and Cherbourg Bakery. I will be in charge of going to each of these businesses and other local businesses in the area to ask about where and how to post flyers in the establishments.

Once we get approval from the businesses we will put up flyers on February 15th, 2016. (Registration opens in mid February). The Director of the Summer Programs will be in charge of putting up the flyers when the time comes.

Summer Camp fairs will be held on (Worthington summer camp expo February 28th , (New Albany expo) March 10, and (Hilliard expo) March 26th. The director will be in charge of going to the Summer Camp fairs and advertising for the summer programs.

CSG will host several open houses through out the school year where we will have a table for the CSG Summer Programs. The first open house will take place on November 1st. The Director of the Summer Programs will be in charge of the table and informing the publics who attend about the summer programs.

Starting in mid-February, the Director of the Summer Programs will be in charge of posting the social media posts that I will create for the programs before hand.

Social Media Schedule:

Week	Days	Social Media	About
1 Feb 15	MWF	Facebook, Twitter	What's new to CSG; registration opens
2 Feb 22	T/TH	Facebook, Instagram, Twitter	Talk about last summer, What's new to CSG; registration is open
3 Feb 29	MWF	Facebook, Twitter	What's new to CSG; registration is open
4 March 7	T/TH	Facebook ,Twitter, Instagram	Talk about last summer, What's new to CSG; registration is open
5 March 14	MWF	Facebook, Twitter	Why you should choose CSG SP
6 March 21	T/TH	Facebook, Twitter, Instagram	Why you should choose CSG SP
7 March 28	MWF	Facebook, Twitter	Why you should choose CSG SP, any updates thus far about next summer
8 April 4	T/TH	Facebook, Twitter, Instagram	Why you should choose CSG SP, any updates about next summer
9 April 11	MWF	Facebook, Twitter	We are excited about this upcoming year; if you haven't registered yet
10 April 18	T/TH	Facebook, Twitter, Instagram	Reminder about registering, We are excited about this upcoming year
11 April 25	MWF	Facebook, Twitter	Updates on this summer, Reminder to Register, Excited about this summer
12	T/TH	Facebook, Twitter,	Updates on this

May 2		Instagram	summer, Register, Excited about this summer
13 May 9	MWF	Facebook, Twitter	Find more details here,
14 May 16	T/TH	Facebook, Twitter, Instagram	Find more details here, count down to summer
15 May 23	MWF	Facebook, Twitter	Find more details here, count down to summer
16 May 30	T/TH	Facebook, Twitter, Instagram	Find more details, countdown to summer.

III. Contingency Plans

Activity	Situation	Solution
Print	1. Flyers are not approved by local business	1. We will not post flyer there, and will search for another business to replace them.
Open House	1. Little traffic at our table during Open House	1. Will create a new plan on how to attract people to our table
Fairs	1. Little traffic at our table	1. Will create a new plan on how to attract people to our table

IV. Budget

Activity/Tactic	Cost per item (\$)	Calculated Cost
CSG Summer Flyer	0 (in house)	
Social Media	0	
Open House	0	
Summer Programs Fair	250 x 3	600 (discount for going to all three)
	Total	\$600

I. GOALS, OBJECTIVES, AND EVALUATION PLANS

Goal 1: Make CSG Summer Programs more co-educational friendly

Objective: To increase the number of boys who attend CSG Summer Programs from 20% in 2015 to 25% by the end of summer in 2016.

Evaluation: Using a program called senior systems, which provides us with every student and all their information, we will take our numbers from last summer (2015) and take our numbers from this upcoming summer (2016) and calculate how many boys attended each year. If we have an increase in boys in 2016 from 2015 by 5%, the objective and goal will be considered effective.

Goal 2: Improve the variety of classes so children are having new experiences

Objective: To add 18 new classes to the summer of 2016 and to create 8 new themes for each week.

Evaluation: By taking out classes from previous summers and adding them with new classes we will be providing a greater variety in classes from year to year. Many of these classes, the children will have never taken before, sparking a high interest in attending CSG and providing them with a unique experience. If 18 new classes are added for the 4th-12th grade programs and 8 new themes are created for Explore! and 1st-3rd grade programs, the goal and objective will be considered effective.

Further we can see if the children and parents liked these classes compared to the previous year by conducting a survey at the end of next summer. The survey question will have to be multiple parts that include:

Did you attend CSG Summer Programs last summer?

Yes

No—this is our first year.

No—We did not attend last year, but we have attended other years.

If you attended last summer, how did you like the new classes that were provided?
(Open-ended question)

If this is your first summer with us, how did you like the class options that were provided to your child?
(Open-ended question)

If you did not attend last summer, but attended previous years, how did the class options fair from the class options when you last attended?
(Open-ended question)

What suggestions do you have for us next summer [which classes should we keep, which classes should we drop and add]?
(Open-ended question)

Results from this survey will determine if the classes we added were well liked by the students and their parents. If we reach our goal of adding 18 new classes, but the classes are not well liked and have very little attendance, the goal and objective will not be effective.

Goal 3: Improve the number of children who attend the programs for Zoom! Sports

Objective: To increase the number of children who are in Zoom! Sports from 20% in 2015 to 25% by the end of summer in 2016.

Evaluation: By using senior systems, we will be able to determine which children participated in Zoom! Sports program. We will take the numbers from last year (2015) and compare them with the numbers from this year (2016). If there is an increase in numbers by 5%, the goal and objective will be considered effective.

Further, we can ask parents and children in our survey at the end of summer different questions about the sports program that include:

Which sport(s) did you participate in? (Check all that apply)
List of sports once the list is finalized

What did you like most about the sports program?
(Open-ended question)

What can we do to improve the sports program?
(Open-ended question)

Are there any sports that you would like to see next summer?
(Open-ended question)

If the children and parents liked the sports that we had to offer and had an overall enjoyable experience, the goal and objective will be considered effective.

II. FUTURE APPLICATIONS

The information collected will be used to plan for future summers.

1. This campaign will determine which type of classes attract both boys and girls to the CSG Summer Programs (i.e. science classes, tech classes, acting classes)
2. This campaign will also determine whether or not the sports program should continue or not. The sports program has always had lower numbers than the

regular Zoom! Program. With this campaign we will determine if we should get rid of sports program; continue with it with no changes; or continue with it, but make changes.

Evaluation November 2015

Due to this project being on going effort, evaluation of whether or not goals and objectives were met will not occur until after the summer of 2016. We will determine the effectiveness of the campaign using the plan outlined in the previous section. Instead, this section will be evaluating the work that was done so far in order to plan for summer of 2016.

Overall, I believe that planning for the summer of 2016 has been a success so far. Social media posts have been created for the summer programs beginning when registration opens and ending just before the summer programs starts. These posts will ensure people are registering and hopefully spreading the word to register for CSG Summer Programs. As of right now, there are all new themes for the Explore! and Grades 1-3 morning programs and several new classes for children in grades 4-8, which is apart of Goal 2—improving the variety of classes so that children have new experiences.

If I could do this project over again with the knowledge that I have now, I would do more research on which social media sites are the best to post. I would also would have liked to have taken classes in social media and in graphic design. I think I would also make one of our goals to have a better social media presence and following, especially on Twitter and Instagram. Another aspect that I would have changed was the weekly meeting. Unfortunately, due to time and scheduling conflicts, it was difficult to meet face-to-face every week. However, when these situations occurred, a meeting via phone could have been conducted at a time that suited me and the director best, or emailing the section of the campaign I was working on for that week to be edited by the director.

I look forward to seeing and helping CSG Summer Programs efforts to improve the number of children attending their programs.

Appendix A ACA Facts and Trends

12/2/2015

ACA Facts and Trends | American Camp Association

(/)

ACA Facts and Trends

Press Room (/press-room)ACA Facts and Trends

ACA Facts and Trends

Association Facts

Our mission is enriching the lives of children, youth, and adults through the camp experience.

Founded in 1910, ACA is a tax-exempt corporation under Section 501(c)(3) of the Internal Revenue Service code.

Our Audience: 9,000-plus members encompassing all segments of the camp and youth profession, including educators, camp owners & directors, staff, executives, parents, and families.

ACA is the largest association serving the organized camp industry.

ACA is the only organization that accredits all types of camps, with up to 290 national standards for health and safety that are recognized by courts of law and government regulators. ACA accreditation is a standardized, voluntary system of review with a fifty-year history.

Our Reach: 2,400 ACA-accredited camps, employing more than 300,000 camp staff and serving over 5 million children. See more (/marketplace/businesses/our-reach-advertising). (*2010 ACA Camp Compensation and Benefits Report*)

Camp Trends

National Data and Statistics*

<http://www.acacamps.org/press-room/aca-facts-trends>

1/4

\$15 billion dollar industry (*2012 ACA Business Operations Report*)

More than 12,000 day and resident camps exist in the U.S., 7,000 are resident (overnight) and 5,000 are day camps. (*2011 ACA Sites, Facilities, Programs Report*)

Since 2002, the number of ACA day camps has increased by 69% and resident camps have increased by 21%. (*CRM Camp Statistics Report, June 2013*)

Each year more than 11 million children and adults attend camp in the U.S. (*2010 ACA Camp Compensation and Benefits Report*)

Nonprofit groups including youth agencies and religious organizations operate approximately 9,500 camps, and 2,500 are privately owned independent for-profit operators. (*2011 ACA Sites, Facilities, Programs Report*)

Camps employ more than 1,500,000 camp staff to work in various camp positions. (*2010 ACA Camp Compensation and Benefits Report*)

In the past 10 years, there has been an increase in the use of international staff to expose campers to different cultures. Nearly 20% of staff are from other countries. (*2010 ACA Camp Compensation and Benefits Report*)

ACA Camp Data and Statistics*

\$2.8 billion industry (*2012 ACA Business Operations Report*)

41 percent offer family sessions (*2011 ACA Sites, Facilities, Programs Report*)

47% of camps offer specialized programs for individuals with disabilities. (*2011 ACA Sites, Facilities, Programs Report*)

47% are primarily resident (overnight) camps, 28 percent are primarily day camps, 26% offer both day and resident camps. (*2011 ACA Sites, Facilities, Programs Report*)

More than 80 percent of ACA camps offer coed programs, 17 percent offer female-only programs, and 10 percent offer male-only programs. (*2011 ACA Sites, Facilities, Programs Report*)

According to ACA's National Outcomes study, females make up almost 60% of the total camp enrollment and males make up almost 40%.

Nearly 75% of camps report the same or more staff returning compared to last year. (*2013 Spring Enrollment "Sneak Peek" Survey*)

Camp Costs: Fees to attend camp vary from less than \$100 to more than \$1,500 per week

90% of ACA-accredited camps offer some form of financial assistance to over one million children who are from economically deprived families, have special medical needs, or special situations that might preclude them from attending camp. (*2012 ACA Business Operations Report*)

Programs: 87% of camps offer recreational swimming, 67% offer camping skills, 48% offer climbing/rappelling, 38% offer horseback riding, 78% teambuilding, 47% community service, 23% farming/ranching/gardening, and 28% wilderness trips. (*2011 ACA Sites, Facilities, Programs Report*)

Activities: Top five camp activities – Recreational Swimming, Arts/Crafts, Challenge/Ropes, Archery, and Aquatic Activities (*2011 ACA Sites, Facilities, Programs Report*)

Camps adapt to the evolving interests of campers. According to ACA's 2013 Emerging Issues survey:

In the past two years, camps have added programs such as adventure camps/programs (40.7%); family camps/programs (35.2%); nature/environmental education programs (31%); and gardening programs (28.3%).

Other new programs include college planning programs; health, wellness, and fitness programs; service

learning / community service programs; and cooking with food from the camp's garden.

Over 50% of ACA-accredited camps offer ropes course activities or have other constructed adventure/challenge facilities. (*2011 ACA Sites, Facilities, Programs Report*)

Nearly half of camps report having community service or good deed programs incorporated into their programs. The top projects conducted at camps were community clean-ups, food drives, recycling programs, and volunteering with senior citizens and hospital patients. (*2011 ACA Sites, Facilities, Programs Report*)

Two in five residential camps (40%) report some relationship to schools or school curricula. About half of these (22%) partner directly with schools as part of their academic programs during the school year. New partnerships with school systems are emerging as a way to help children retain learning over the summer. (*2011 ACA Sites, Facilities, Programs Report*)

Technology: Of the approximately 2,400 ACA-accredited camps, 86% use a Web site and 80% use social networking sites for marketing purposes. 74% of camps do not allow campers to use personal electronic devices at any time. 84% of camps use handwritten correspondence (letters/postcards) as a means of communication between campers and parents. (*ACA 2013 Emerging Issues Survey*)

Enrollment Trends: 65% of camps report enrollment that stayed the same or increased within the past five years, while 12% of camps reached capacity level and 35% of camps are reportedly 90-99% full. (*ACA Fall 2012 Enrollment Survey*)

What Do Parents Think About Camp?

According to ACA's 2005 *Directions: Youth Outcomes of the Camp Experience* report, parents cite the following as the most important reasons for sending their children to camp:

Camp helps build self-confidence and self-esteem

Camp is a safe environment

Camp is a place to build social skills and make friends

Parents also reported that the camp experience helped their child:

feel good about themselves

gain more self-confidence or self-esteem

increase in independence and show more leadership skills

increase their friendship skills and feel more socially comfortable

gain in their adventurousness and willingness to try new things

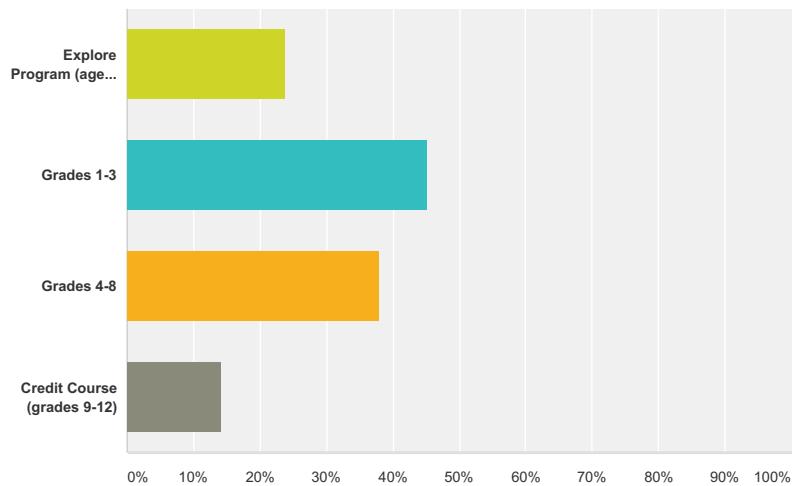
*Projected estimates based on survey results.

Join ACA Today

CSG Summer Programs

Q1 What is the age group of your child(ren) who participated in CSG Summer Programs this summer?

Answered: 42 Skipped: 0

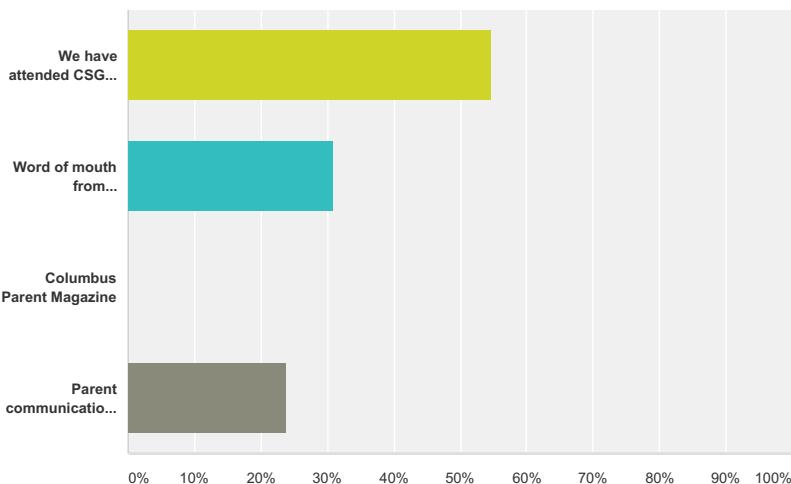


Answer Choices	Responses
Explore Program (ages 3-5)	23.81%
Grades 1-3	45.24%
Grades 4-8	38.10%
Credit Course (grades 9-12)	14.29%
Total Respondents: 42	

CSG Summer Programs

Q2 How did you hear about CSG Summer Programs?

Answered: 42 Skipped: 0



Answer Choices	Responses
We have attended CSG Summer Programs previously	54.76% 23
Word of mouth from friends/family	30.95% 13
Columbus Parent Magazine	0.00% 0
Parent communication from CSG	23.81% 10
Total Respondents: 42	

#	Other (please specify)	Date
1	direct email	9/9/2015 10:16 AM
2	We are a CSG family	9/3/2015 11:20 PM
3	Teacher - Kevin Sweeney	9/3/2015 5:25 PM
4	Faculty	9/3/2015 3:02 PM
5	Through School	9/3/2015 2:54 PM
6	I work at CSG	9/3/2015 2:39 PM
7	My daughter is a student	9/3/2015 2:34 PM
8	website	9/3/2015 2:17 PM

CSG Summer Programs

Q3 What did you like most about our program?

Answered: 42 Skipped: 0

#	Responses	Date
1	The Gr 1 program is perfect for that age. I liked the week by week choices. And the boys loved Zoom.	9/19/2015 2:42 PM
2	The different activities during the week	9/16/2015 11:40 AM
3	Daily Swim Lessons, No need to pack a lunch or snacks; Local Matters program	9/14/2015 9:18 AM
4	Swimming every day 1st grade teachers were excellent	9/9/2015 9:56 PM
5	I liked the consistency and reliability of the program.	9/9/2015 10:22 AM
6	Flexibility	9/9/2015 10:21 AM
7	Lots of variety and good communication.	9/9/2015 10:16 AM
8	Zoom! It seemed to keep my daughters' attention.	9/8/2015 9:59 AM
9	That my kids could be with their friends.	9/8/2015 9:13 AM
10	Kids had fun	9/4/2015 2:11 PM
11	The great variety of options available; the flexibility to schedule tennis camp during the summer; the afternoon zoom program; that swimming classes were included	9/4/2015 10:50 AM
12	The teachers and the opportunity to play with friends during the summer.	9/4/2015 9:36 AM
13	The fact I completed one of my high school credit courses over the summer.	9/4/2015 9:06 AM
14	I like the balance between fun and education.	9/4/2015 9:02 AM
15	It was only 3 weeks long	9/3/2015 11:20 PM
16	Afternoon sports camps offered.	9/3/2015 9:11 PM
17	Well organized, convenient location	9/3/2015 8:14 PM
18	The mix of swim, classroom, art and play.	9/3/2015 7:56 PM
19	Flexible- Could pick and choose when to go- Loved all the great field trips	9/3/2015 7:40 PM
20	Content, and price	9/3/2015 5:25 PM
21	That there is both classroom time and a field trip every day.	9/3/2015 4:47 PM
22	Close to home. My daughter could ride her bike.	9/3/2015 4:37 PM
23	Outstanding activities and daily swim	9/3/2015 4:31 PM
24	the academic themes, the ability to sign up for individual weeks, swim lessons	9/3/2015 4:29 PM
25	Number and quality of activities throughout the day.	9/3/2015 4:13 PM
26	Carys really enjoyed Zoom. I like that there are learning based activities in the morning.	9/3/2015 3:54 PM
27	Easy scheduling; excellent facility; extended hours; safe environment; lunch provided; organized	9/3/2015 3:43 PM
28	The flexible times and teachers in PYC area.	9/3/2015 3:02 PM
29	How nurturing, welcoming & well organized it was for our son, and how approachable & user friendly it was for us.	9/3/2015 2:57 PM
30	seeing my school friends in the summer	9/3/2015 2:54 PM
31	The choice of multiple sessions made scheduling around our vacation easy.	9/3/2015 2:50 PM
32	The swim lessons.	9/3/2015 2:39 PM
33	Fulfils requirements for school	9/3/2015 2:35 PM
34	The hrs	9/3/2015 2:34 PM

CSG Summer Programs

35	The convenience of allowing upper school students to take classes early, when they are less busy.	9/3/2015 2:25 PM
36	It was close by our home.	9/3/2015 2:17 PM
37	I love the flexibility and variety. I also love that it is in the heart of Bexley and my child gets to become familiar with other parts of the city	9/3/2015 2:14 PM
38	combination of physical activity and learning opportunities.	9/3/2015 2:12 PM
39	Creative Learning	9/3/2015 2:07 PM
40	Convenience	9/3/2015 2:05 PM
41	the flexibility of afternoons or mornings.	9/3/2015 2:00 PM
42	I like the Zoom program variety.	9/3/2015 1:54 PM

CSG Summer Programs

Q4 Do you have any ideas for new field trips, classes to be offered, or rainy day alternative trips?

Answered: 42 Skipped: 0

#	Responses	Date
1	You need more "boy" oriented things like sports for morning choices. How about an Olympics week, or a World Cup week - and with both you can learn about the sports or countries also. Conor remembered the morning choices a few years ago and liked those sports alternatives. And the "lego" classes have been there for a few years now and frankly are "old news" for the boys now.	9/19/2015 2:42 PM
2	Not at this time	9/16/2015 11:40 AM
3	Kelton House Museum - Underground Railroad; Columbus Commons; Indian Mounds	9/14/2015 9:18 AM
4	The Works Science Museum in Granville	9/9/2015 9:56 PM
5	I was disappointed that horseback riding was not offered this year. It would be nice to have that option again as well as some other class ideas, including: cooking classes; additional sports-related programs that are age appropriate; theater opportunities for younger girls (teaching them to come up with creative ideas for stories, working on plot development, creating scenery to use in their play, working on staging and delivering lines, and conclude with a performance of a short play); an intensive week of age-appropriate science/experiments. For rainy day activities, select a classic age-appropriate book and spend 45 min. reading from that book each time there is a rainy day. Visit the Works museum in Newark again. Glass blowing museum in Lancaster (maybe other places too). A day long trip to a ropes course or team-building course at one of the recreational parks outside Columbus. A week long rowing camp.	9/9/2015 10:22 AM
6	Franklin Park Conservatory, The Works museum	9/9/2015 10:21 AM
7	College visit to Capital University or other colleges	9/9/2015 10:16 AM
8	http://www.mlabohio.com/	9/8/2015 9:59 AM
9	Columbus Museum of Art, Zoombezi Bay, Clay throwing class, more language classes, industrial arts type classes, screen-printing classes - for tshirts or posters, art history, video gaming classes - designing	9/8/2015 9:13 AM
10	no	9/4/2015 2:11 PM
11	You might try Clayspace 831 in the Brewery district for rainy day trip. They can make things out of clay then paint them. The owners are very willing to work with people. You might try Glass Axis in Franklinton for the older kids.	9/4/2015 10:50 AM
12	Franklin Park Conservatory, Scioto Fountains, Build a Bear, Fountains at Easton, Columbus Zoo, Ice Cream, Jeffery Park	9/4/2015 9:36 AM
13	N/A	9/4/2015 9:06 AM
14	OSU stadium or college tour? I'm not a fan but I think the kids would like it.	9/4/2015 9:02 AM
15	More classes for credit should be offered	9/3/2015 11:20 PM
16	-	9/3/2015 9:11 PM
17	No	9/3/2015 8:14 PM
18	no	9/3/2015 7:56 PM
19	We were only there for a week, so I don't know if COSI, or Art Museum were on the list. I loved that my son worked on iStopmotion, so I don't know if a half day program could be robotics, or coding.	9/3/2015 7:40 PM
20	We only did 1 session, so we probably don't know enough yet	9/3/2015 5:25 PM
21	More art programs - CMA, Pizzuti Collection, etc.	9/3/2015 4:47 PM
22	No	9/3/2015 4:37 PM
23	No	9/3/2015 4:31 PM
24	no	9/3/2015 4:29 PM

CSG Summer Programs

25	None.	9/3/2015 4:13 PM
26	Harry Potter themed anything would be a hit with my daughter.	9/3/2015 3:54 PM
27	If you compare the course catalogue with Columbus Academy and Wellington, I feel that ours is tremendously lacking variety. This is especially for the younger children- grades 1-3. We have participated in the entire summer for 4 summers in a row. There is a lot of repetitive activities and almost no change from year to year. Why was the Spanish course only open to kids in 4th-6th grade? There were only 3 children in the course. This was a FABULOUS 3 weeks. This is unique and EXTREMELY marketable. I think many other families would have participated in this if they knew about it. Also, why are the third graders only able to take tennis all summer? They can't take field hockey or lacrosse. The enrollment was already very low. Soccer was cancelled because of lack of enrollment. This did not make much sense. Open the sports to all ages to increase enrollment. I think it would be a great idea to have a brainstorming session with parents in the winter to gather ideas for the summer session and find out what needs need to be met. I would love to help gather ideas to make our program more marketable and interesting to showcase CSG.	9/3/2015 3:43 PM
28	I'm new to Columbus... no idea. :(9/3/2015 3:02 PM
29	None	9/3/2015 2:57 PM
30	Cosi	9/3/2015 2:54 PM
31	No	9/3/2015 2:50 PM
32	My daughter only attended half days. The other students in her class told me they really liked going to Jeffrey Park, Graters Ice Cream and the Library.	9/3/2015 2:39 PM
33	No	9/3/2015 2:35 PM
34	N/c	9/3/2015 2:34 PM
35	No	9/3/2015 2:25 PM
36	No	9/3/2015 2:17 PM
37	I liked that in the 3rd grade swimming was an every day thing. I would love to have some sort of advanced swimming options	9/3/2015 2:14 PM
38	I just learned that OSU has a geological museum with all kinds of rocks and fossils. Something a little different from the usual cultural institutions. Might be interesting. https://ortongeologicalmuseum.osu.edu/	9/3/2015 2:12 PM
39	Cosi	9/3/2015 2:07 PM
40	-	9/3/2015 2:05 PM
41	N/A	9/3/2015 2:00 PM
42	Sleep over in the gym (movies?)	9/3/2015 1:54 PM

CSG Summer Programs

Q5 What can we do to make CSG Summer Programs better for future summers?

Answered: 42 Skipped: 0

#	Responses	Date
1	Again, just not so many "cooking" or "cup cake" choices. You will lose the older boys.	9/19/2015 2:42 PM
2	The staff could be more personable and introduce themselves to the parents and the child.	9/16/2015 11:40 AM
3	Limit the total screen time to less than 30 minutes per day.	9/14/2015 9:18 AM
4	It would be helpful to have more organization around lunch for the 1st graders. For the girls who are coming from the PYC, it is a wonderful way from them to practice getting lunch in the big dining room. However, I think it was hard to navigate at the beginning of the summer, without support from the teachers.	9/9/2015 9:56 PM
5	It would be nice to lengthen the camp by at least a week. It is difficult to find 4 weeks of childcare activities for the weeks that CSG does not have camp. Focus on trying to provide through CSG camp the alternative experience that people are seeking when they sign up for multiple camps throughout the summer (i.e., COSI camp, Columbus Children's Theater camp, horseback riding camp). If you can be a one-stop shop for camp activities people don't have to shop around for other camps and you may have more consistent, increased attendance throughout the summer.	9/9/2015 10:22 AM
6	Offer a discount for multiple children attending Offer music enrichment programs for all ages	9/9/2015 10:21 AM
7	n/a	9/9/2015 10:16 AM
8	Not sure!	9/8/2015 9:59 AM
9	The morning programs seem very repetitive from year to year, I would like to see a better variety - same with the Zoom program - even from week to week the bowling and game days seemed repetitive - I would even like to see more swimming at CSG if you needed a repeated item. It seems like other local programs - Columbus Academy for example, has more offerings for a better value. My kids were very disappointed in the cafeteria this year and that used to be one of the things they LOVED about CSG camp. This year it was very limited offerings and repetitive and no snack included. Also, one of my sons does not eat beef or pork which I had indicated in advance and most of the time he ended up just not eating the entree. It didn't seem like any accommodations were available to him.	9/8/2015 9:13 AM
10	Healthy snacks. I was very surprised that my daughter, who participated in track, had oreos and doritos as a snack!	9/4/2015 2:11 PM
11	It is great that lunches are included (including the switch you made to make them available the last week). I think it is a great camp program. Maybe offer more sport camp options for boys (golf camp possibly)	9/4/2015 10:50 AM
12	More outside play	9/4/2015 9:36 AM
13	N/A	9/4/2015 9:06 AM
14	More of the same please. I would also love a camp photo of my child's group for our scrapbook.	9/4/2015 9:02 AM
15	not sure	9/3/2015 11:20 PM
16	More afternoon sports options for those doing swim team in mornings during first 6 weeks of summer.	9/3/2015 9:11 PM
17	Bring cost of full day in line with other camps. Currently very expensive.	9/3/2015 8:14 PM
18	keep up the great work	9/3/2015 7:56 PM
19	It was great!	9/3/2015 7:40 PM
20	We like it as is	9/3/2015 5:25 PM
21	Either lower costs or more dynamic programming.	9/3/2015 4:47 PM
22	A friend's daughter attended the volleyball clinic. The girl is not a CSG student. She felt very excluded the week she attended. CSG cheers were taught. The last day the girls were to wear CSG spirit wear. Not a good way to recruit new students....should be more global and inclusive.	9/3/2015 4:37 PM
23	No suggestions. It's great!	9/3/2015 4:31 PM
24	providing healthy morning snacks would be convenient for parents	9/3/2015 4:29 PM

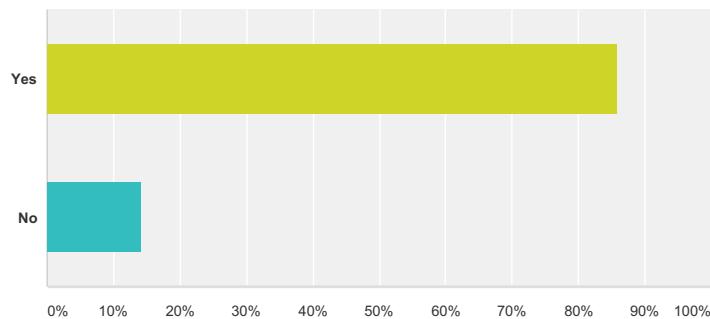
CSG Summer Programs

25	Only negative was the late start date. It seemed about a week later than other programs. Also, we would have preferred a later end date, though a lot of programs appear to have ended at the same time.	9/3/2015 4:13 PM
26	?	9/3/2015 3:54 PM
27	Increase variety and open sports enrollment to younger kids.	9/3/2015 3:43 PM
28	I was very happy with the process.	9/3/2015 3:02 PM
29	Nothing that I can think of.	9/3/2015 2:57 PM
30	Lunch	9/3/2015 2:54 PM
31	I can't think of anything.	9/3/2015 2:50 PM
32	I thought it went very well.	9/3/2015 2:39 PM
33	Can't think of anything	9/3/2015 2:35 PM
34	Have alternative plans in place	9/3/2015 2:34 PM
35	Can't think of anything	9/3/2015 2:25 PM
36	Nothing comes to mind.	9/3/2015 2:17 PM
37	The pricing can be a bit prohibitive	9/3/2015 2:14 PM
38	No suggestions at the moment. Our daughter loved it.	9/3/2015 2:12 PM
39	Great program!	9/3/2015 2:07 PM
40	Organization and Registration could vastly improve	9/3/2015 2:05 PM
41	My daughter loved her two out of three classes that she took.	9/3/2015 2:00 PM
42	More organization in the morning gym meetup -especially on mondays.	9/3/2015 1:54 PM

CSG Summer Programs

Q6 Did you feel that your child's social needs and level of involvement were met at CSG Summer Programs?

Answered: 42 Skipped: 0



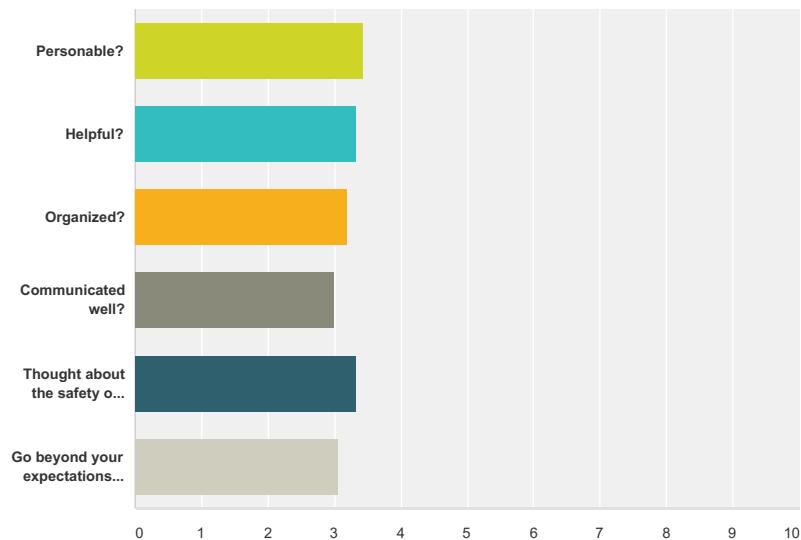
Answer Choices	Responses	
Yes	85.71%	36
No	14.29%	6
Total		42

#	If no, please explain	Date
1	I was very disappointed in the amount of screen time my child had. She generally watched a portion of a movie and played a dance video game at Columbia house then when I picked her up at after hours she was usually watching a movie or video game there. If I wanted her to watch that much screen time I would leave her with her grandmas. My expectation is the programming minimizes screen time no matter the weather. In the winter months she generally has 1 afternoon where there is screen time.	9/14/2015 9:18 AM
2	Yes, for the most part. However, there was an incident that involved a counselor swearing at a student that has me questioning whether we should return next year. I was also very disappointed that I had to hear about the incident from my child and didn't receive a communication from camp until I inquired about it and then it took a couple days to get a disappointing response. This is not the quality of program I expected.	9/8/2015 9:13 AM
3	Programs tend to be the same thing from year to year. Field trips are recycled and some are repeated (bowling). Yet the cost of the programs had increased significantly.	9/3/2015 4:47 PM
4	Sally took the class as recommended by CSG; however, only two other girls were in her class. She was behind them so it did not make for a positive experience. If the class was going to be that small I would have preferred individual tutoring. Also did not appreciate Sally being thrown in with another random class when the teacher had to leave. She could have come home (not using as daycare) or brought her swim suit and been able to swim with everyone else.	9/3/2015 4:37 PM
5	Overall, yes, but I wish there was more variety than just Zoom or tennis for grades 1-3. If you decide to spend all summer with CSG it makes the summer monotonous.	9/3/2015 3:43 PM
6	N/ A	9/3/2015 2:54 PM
7	Not really applicable	9/3/2015 2:35 PM
8	My son sat in the classroom and played on the playground for 5 days. One of the field trips was cancelled and was not made up and the pool was closed for 2 days of the camp. Nothing else was planned to make up for the days	9/3/2015 2:34 PM
9	Was very disappointed in the computer class that my daughter took. Didn't know she would be given a sheet of paper with web-sites and then they could find what might interest them. That week was not worth it.	9/3/2015 2:00 PM

CSG Summer Programs

Q7 Was CSG Summer Programs staff:

Answered: 42 Skipped: 0



	Needs improvement	Somewhat lacking	Met Expectations	Amazing!	Total	Weighted Average
Personable?	2.38% 1	7.14% 3	33.33% 14	57.14% 24	42	3.45
Helpful?	2.38% 1	9.52% 4	40.48% 17	47.62% 20	42	3.33
Organized?	4.76% 2	9.52% 4	47.62% 20	38.10% 16	42	3.19
Communicated well?	11.90% 5	7.14% 3	50.00% 21	30.95% 13	42	3.00
Thought about the safety of your child first?	0.00% 0	4.76% 2	57.14% 24	38.10% 16	42	3.33
Go beyond your expectations in any way?	9.52% 4	7.14% 3	50.00% 21	33.33% 14	42	3.07

#	Please feel free to comment here	Date
1	The boys all loved Chris - what a great role model for my boys! But everyone is always nice.	9/19/2015 2:42 PM
2	During the weekly emails it was often that attachments were missing or not in a PDF format. Not everyone has microsoft publisher on their phone or tablet. Again the amount of time my daughter spent in front of a screen.	9/14/2015 9:18 AM
3	There were times where I felt there could be more intentionality of time spent. On a rainy afternoon, they had the students vote and they watched a Disney movie vs. a more creative plan of creating, art, legos, etc.	9/9/2015 9:56 PM
4	Pick up was a little chaotic without a clear hand-off of child to parent/guardian.	9/4/2015 2:11 PM
5	We will do the swimming camp again. We would love to do other sports camps as well, if they were offered in afternoons.	9/3/2015 9:11 PM
6	The swim instructors are great! My son was really happy with the third grade instructors too.	9/3/2015 7:56 PM

CSG Summer Programs

7	I was disappointed with this year's camp. This was our third year and had a positive experience to this point. Class subjects offered little in the way of new topics and field trips lacked in variety. The camp quality seems to have decreased but costs have risen exponentially. There was an incident where a staff member used curse words with one of my sons and his group of friends (in addition to making a bigoted comment about a family not associated with the camp visiting the field trip site) during a field trip this year. We were told the incident involved that staff member and one camper in the group. My son's version differed than the explanation we received.	9/3/2015 4:47 PM
8	Sally was late the first six days because I thought it started at 9:30 instead of 8:30. A quick email or call the second day would have been appreciated. I would also have liked an overview or note about what was covered in the three week class.	9/3/2015 4:37 PM
9	My girls loved camp and the staff!	9/3/2015 4:31 PM
10	It is nice to see the same counselors return and be familiar with the campers from previous summers.	9/3/2015 3:54 PM
11	I was not a fan of the weekly email. I understand that some information needs to be communicated but honestly it was overkill and very hard to find the information that was for me specifically.	9/3/2015 3:02 PM
12	My daughter was very shy when it came to trying new things, sometimes a different approach is needed. She was pushed sometimes in a good way, then towards the end she was pushed in a more negative manner.	9/3/2015 2:39 PM
13	I feel that the cost of the summer program was not worth the actual experience. I must add that I was very disappointed . When I phoned to express my concerns my phone call was not returned.	9/3/2015 2:34 PM
14	Love the program!	9/3/2015 2:14 PM
15	Having an actual person stand outside to greet the campers on their way in everyday is a great touch. Drives home the point that the people at CSG really care.	9/3/2015 2:12 PM
16	We are a CSG family. We enjoy the curriculum. However it seemed there were only 1-2 choices per week per child. If we were only attending week 4, and my child was in 4th grade, there were only 2 things to pick from (an example not actual).	9/3/2015 1:54 PM

CSG Summer Programs

**Q8 We strive to make the experiences at
CSG Summer Programs unique. What sets
us apart from other programs?**

Answered: 42 Skipped: 0

#	Responses	Date
1	Having only boys, the summer program is the only way for us to get the CSG experience. We love the facilities. Your pool is great - maybe more morning free swims - they would like that. We want to come back and for sure Cayden will be I need better morning choices for Conor and Kieran. Happy to be a sounding board or help in any way.	9/19/2015 2:42 PM
2	As far as the Zoom program the only thing that was different is that you offered a different activitiy everyday. Some better than others.	9/16/2015 11:40 AM
3	Swim Lessons (daily), including food, hours of care. Loved the facebook posts	9/14/2015 9:18 AM
4	The pool is definitely a wonderful perk! The staff clearly cares about the students! Sports programs are wonderful!	9/9/2015 9:56 PM
5	Honestly, the program offering was a little less than what was offered at Academy or Wellington camps. I'd like to see a more robust schedule of activities and some "intensive" courses in art, theater, music, sports, etc.	9/9/2015 10:22 AM
6	A variety of offerings	9/9/2015 10:21 AM
7	The staff was extremely energetic and friendly.	9/9/2015 10:16 AM
8	I don't have much to compare to - but you do a great job!	9/8/2015 9:59 AM
9	unsure.	9/8/2015 9:13 AM
10	not sure	9/4/2015 2:11 PM
11	The wide variety of programming options; the zoom program with its wide variety of options; lunch included is great to have; swimming class option is very nice	9/4/2015 10:50 AM
12	The quality of teachers and the aids. Important to note that many of the summer teachers were here before. Love that the program is run/hosted by teachers and college students	9/4/2015 9:36 AM
13	N/A	9/4/2015 9:06 AM
14	education and fun as well as a safety from more supervision than other camps like Jeffrey	9/4/2015 9:02 AM
15	don't know	9/3/2015 11:20 PM
16	Convenience. Sports camp taught by CSG coaching staff.	9/3/2015 9:11 PM
17	Great topics, especially science	9/3/2015 8:14 PM
18	The structure and artistic opportunities.	9/3/2015 7:56 PM
19	The choices of different half day programs.	9/3/2015 7:40 PM
20	Ratio kids to staff - very nice	9/3/2015 5:25 PM
21	Frankly this year, not much. We will potentially explore other options for next year.	9/3/2015 4:47 PM
22	lunch	9/3/2015 4:37 PM
23	Daily swim and field trips	9/3/2015 4:31 PM
24	mix of inside/outside time, flexible schedule	9/3/2015 4:29 PM
25	Very inviting environment with great activities.	9/3/2015 4:13 PM
26	The environment and staff.	9/3/2015 3:54 PM
27	Online scheduling; amazing facility; excellent staff	9/3/2015 3:43 PM
28	Quality of programing and staff.	9/3/2015 3:02 PM
29	There is a general feeling of ease and calm that I love at CSG, and it is an extremely warm, nurturing environment. I have nothing but positive things to say.	9/3/2015 2:57 PM

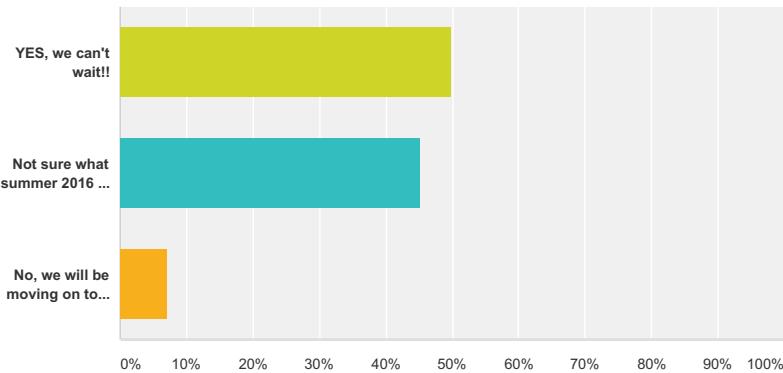
CSG Summer Programs

30	Good Teachers.	9/3/2015 2:54 PM
31	The availability of credit courses for upper school students enabled my daughter to take more classes during the school year.	9/3/2015 2:50 PM
32	I've never sent my daughter to another program, so it's hard to compare. Another school I worked at seemed to offer a larger variety of athletics.	9/3/2015 2:39 PM
33	It's CSG – love this place!	9/3/2015 2:35 PM
34	No comment	9/3/2015 2:34 PM
35	Haven't participated in any other programs	9/3/2015 2:25 PM
36	CSG offers a large number of programs for all ages.	9/3/2015 2:17 PM
37	The overall environment. It truly appears as if each counselor enjoys the children and the activities	9/3/2015 2:14 PM
38	I like the structured weekly units that focus on a particular area/topic.	9/3/2015 2:12 PM
39	High standards for combining learning and fun	9/3/2015 2:07 PM
40	-	9/3/2015 2:05 PM
41	N/A	9/3/2015 2:00 PM
42	I like the people.	9/3/2015 1:54 PM

CSG Summer Programs

Q9 Do you plan to return to CSG Summer Programs for summer 2016?

Answered: 42 Skipped: 0



Answer Choices	Responses	
YES, we can't wait!!	50.00%	21
Not sure what summer 2016 has in store for us yet	45.24%	19
No, we will be moving on to other opportunities	7.14%	3
Total Respondents: 42		

Appendix C Wellington Summer Registration

THE WELLINGTON SCHOOL 2015 SUMMER OPTIONS

Wellington Summer Options Registration Form

Please complete a registration form for each child.

Student's Name _____ Date of Birth _____ Grade in Fall 2015 _____ Sex _____ School _____

Street Address _____ City _____ State _____ Zip _____

Home Phone _____ Student Resides with (check all that apply) Mother Father Stepparent Other (please name) _____

Mother/Guardian Name _____ E-mail _____ Daytime Phone _____ Cell _____

Father/Guardian Name _____ E-mail _____ Daytime Phone _____ Cell _____

Emergency Contact Name _____ Emergency Contact Phone _____

Does your child speak English? Yes No I would like more information about The Wellington School

Allergies or Chronic Medical Conditions: _____

Medications: _____

Check one: Taking medication at home Will take medication at camp*

* Please visit our website at www.wellington.org/summer for an Administration of Medication form or call 324-8882.
If reasonable attempts to contact me at the above telephone numbers have been unsuccessful, I hereby give my consent for (1) the administration of any treatment deemed necessary by a licensed physician or dentist; (2) the transfer of my child to any hospital reasonably accessible; (3) surgery, only if two licensed physicians agree that it is necessary to proceed without me. Wellington cannot assume responsibility for the care of ill or injured students beyond the administration of first aid.

Date: _____ Signature: _____

How did you hear about the Wellington Summer Program? (check all that apply) Current TWS Family Word of Mouth Web Search Columbus Parent Magazine Camp Fair
 Prior Attendance Other

*** Things you should know before you register ***

Register according to the grade your student will enter in Fall 2015. Full tuition must accompany each registration.

Late Fees: \$25/student/session for late payment or registering after payment deadlines.*

Extended Day: Please check AM and/or PM for the week of camp. Payment is due the first day of each week of use.*

Lunches: Check "yes" to order a school lunch.*

*See "What You Need to Know" on page 2 for details. You may also register online at www.wellington.org/summer.

Send registration to Wellington Summer Options, 3650 Reed Road, Columbus, OH 43220
(OVER)

Please fill out reverse side and
enter total amount below.

Tuition: \$ _____
Registration Fee: \$ 15.00 _____
Add Late Fees*: \$ _____
Lunch Fees: \$ _____
Total Fee: \$ _____
Check # _____

Please make your check payable to
Wellington Summer Options.

19

THE WELLINGTON SCHOOL 2015 SUMMER OPTIONS

Student Name _____ Register according to the grade your student will enter in Fall 2015.

SPECIAL CAMPS AND ENRICHMENT CLASSES BY WEEK

	Option #	Class Name	Amount \$	
JUNE 8-12	1	_____	_____	Extended Day <input type="checkbox"/> AM <input type="checkbox"/> PM Lunch (add \$25) <input type="checkbox"/> Yes
JUNE 15-19	2	_____	_____	Extended Day <input type="checkbox"/> AM <input type="checkbox"/> PM Lunch (add \$25) <input type="checkbox"/> Yes
JUNE 22-26	3	_____	_____	Extended Day <input type="checkbox"/> AM <input type="checkbox"/> PM Lunch (add \$25) <input type="checkbox"/> Yes
JUNE 29-JULY 2	4	_____	_____	Extended Day <input type="checkbox"/> AM <input type="checkbox"/> PM Lunch (add \$20) <input type="checkbox"/> Yes
JULY 6-10	5	_____	_____	Extended Day <input type="checkbox"/> AM <input type="checkbox"/> PM Lunch (add \$25) <input type="checkbox"/> Yes
JULY 13-17	6	_____	_____	Extended Day <input type="checkbox"/> AM <input type="checkbox"/> PM Lunch (add \$25) <input type="checkbox"/> Yes
JULY 20-24	7	_____	_____	Extended Day <input type="checkbox"/> AM <input type="checkbox"/> PM Lunch (add \$25) <input type="checkbox"/> Yes
JULY 27-31	8	_____	_____	Extended Day <input type="checkbox"/> AM <input type="checkbox"/> PM Lunch (add \$25) <input type="checkbox"/> Yes
AUGUST 3-7	9	_____	_____	Extended Day <input type="checkbox"/> AM <input type="checkbox"/> PM Lunch (add \$25) <input type="checkbox"/> Yes
AUGUST 10-14	10	_____	_____	Extended Day <input type="checkbox"/> AM <input type="checkbox"/> PM Lunch (add \$25) <input type="checkbox"/> Yes

| 20 The Wellington School reserves the right to cancel any class due to insufficient enrollment.

TOTAL: \$ _____

CSG Summer Programs

Learning one adventure at a time

www.columbusschoolforgirls.org/school-life/summer-programs

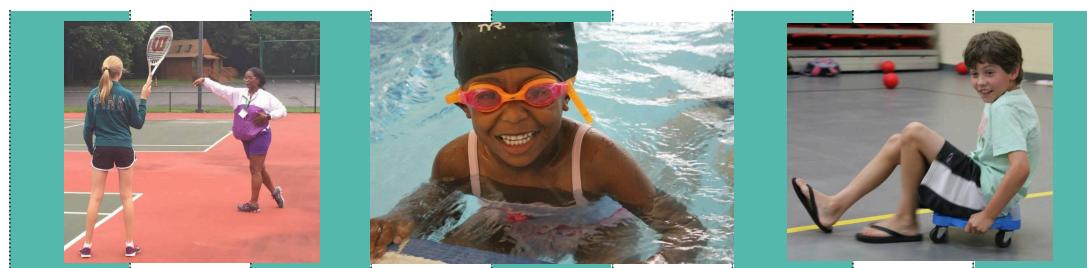


Open to Boys
and Girls,
ages 3 -
Grade 12.

Registration is
now open! Be
sure to secure a
spot for summer
2016!

With brand new
classes and
themes there is
something for
everyone.

\$25 Early bird
discount for those
registered before
April 1st!



CSG Summer Programs

Sign up for weekly sessions from June 13 - August 5, 2016



Whether your children are artists, actors, scientists, writers, athletes, or anything in between, we welcome them to explore their many talents and interests with us!

For age 3 through Grade 12

Our goal for the summer is to provide a comprehensive, co-ed experience in which children may explore many of their educational and extracurricular interests.

Grades 1-8

We offer co-ed sports camps as well as several co-ed academic enrichment classes and experiential programs for adventures off the beaten path.

Grades 9-12

We offer credit courses for high school students, such as art, public speaking, Civics, and physical education classes. We also offer non-credit classes to help students prepare for testing and college applications.

Come enjoy summer's casual atmosphere in CSG's state-of-the-art facilities. The summer is designed to help students develop new interests and friendships in a fun, stimulating, learning-centered environment blended with challenges and adventures that offer unique, confidence-building experiences!

General registration will be available in February 2016!

CSG SUMMER PROGRAMS

Social Media Post
[to be copied and pasted by Director of Summer Programs]

Week 1 (Feb. 15)

- Twitter
 - What is your child doing this summer? Registration is officially open. Sign up now at <http://tinyurl.com/hdpnpx> #CSGSummer2016
 - This year we have new classes that boys & girls of all ages will love. Check out our online brochure for more information! #CSGSummer2016
 - Make sure your child has a summer full of learning and adventure by registering with CSG Summer Programs! #CSGSummer2016
- Facebook
 - What is your child doing this summer? Registration for CSG Summer programs is officially open. Sign up before April 1st to receive a \$25 discount!
<http://tinyurl.com/hdpnpx> #CSGSummer2016
 - This year we have several brand new classes that boys and girls of all ages will love. Check out our online brochure for more information!
<http://tinyurl.com/hdpnpx> #CSGSummer2016
 - This is going to be a summer full of learning one adventure at a time! Make sure your child has the best summer yet by registering them with CSG Summer Programs! We have openings for boys and girls ages 3-grade 12! #CSGSummer2016

Week 2 (Feb. 22)

- Twitter
 - So many new learning opportunities and adventures to experience this upcoming summer at CSG! Make sure you secure your spot! #CSGSummer2016
 - It's that time of year to start planning for your summer! Come learn new things and have some fun at CSG! #CSGSummer2016
- Instagram/Facebook
 - We are as excited as the Explore! Program is on Red White and Blue Day for this upcoming summer! With new classes, sports programs, and adventures, make sure to register your kiddos at <http://tinyurl.com/hdpnpx>. Those registered before April 1st will receive an early bird discount of \$25! #CSGSummer2016
 - #tbt to Summer 2015 when our second graders made animal masks for safari week! Make sure to register to secure your spot! #CSGSummer2016

Week 3 (Feb 29)

- Twitter
 - We still have plenty of spots open for Summer of 2016. Sign up at columbusschoolforgirls.org/summer to secure your spot now! #CSGSummer2016
 - Kids of all ages will love the new classes we've added to our curriculum! Take a look at our brochure and sign up today! #CSGSummer2016 [link to brochure]
 - Want your kids to have a summer full of fun? Register them for the CSG Summer Programs #CSGSummer2016
- Facebook

- Not sure what to do this summer? We can help! CSG Summer Programs has plenty fun, educational opportunities for your kids to enjoy! Sign up today at <http://tinyurl.com/hdpnpx> ! #CSGSummer2016
- It's never too early to start planning your summer. At CSG Summer Programs we are committed to a curriculum that is both educational and fun. From cooking classes, to science classes, to credit courses for kids in high school we have plenty of different opportunities for boys and girls of all ages! Find out more by looking through our catalog and register online at <http://tinyurl.com/hdpnpx> !#CSGSummer2016
- [Picture] Don't miss out on all the fun that CSG Summer Programs has to offer! #CSGSummer2016

Week 4 (March 7)

- Twitter
 - This year promises to be a summer full of learning, one adventure at a time! Register: <http://tinyurl.com/hdpnpx> #CSGSummer2016
 - We're busy preparing to make this the best summer yet! See all the new classes we've added to ensure a summer full of fun! <http://tinyurl.com/hdpnpx> #CSGSummer2016
- Instagram/Facebook
 - At CSG we make sure that our kids are not only learning, but having fun. Last summer we took our 7th and 8th graders to a high ropes course, where they had a blast learning about the course and the different ways to climb! [insert picture] #CSGSummer2016
 - [picture] #tbt to last summer when the our 1st and 2nd graders had some fun in the sun at the zoo! We've have plenty more great adventures planned this summer just like this one! #CSGSummer2016

Week 5 (March 14)

- Twitter
 - Choosing CSG Summer Programs ensures your child will be learning and having new adventures everyday! #WhyCSGSP
 - The CSG Summer staff cares about your child and their needs! We make sure every child has the summer experience of a lifetime! #WhyCSGSP
 - The CSG facilities offer every time of adventure from swimming to yoga to soccer! There's something for everyone! #WhyCSGSP
- Facebook
 - This summer make sure your child is learning new things and having an adventure everyday by registering them for the CSG Summer Programs. With several new classes and sports programs there is something for everyone to enjoy! #WhyCSGSP #CSGSummer2016
 - With only a couple months left until summer is officially here, the CSG staff is preparing for a summer full of learning and fun! Our attentive and caring staff is working hard to make sure your child has the best summer yet! #WhyCSGSP #CSGSummer2016

-- Here at CSG Summer Programs our facilities offer your children a variety of different opportunities to explore new adventures such as swimming, yoga, basketball, tennis, soccer, and so much more! Check out our catalog for more information at our website <http://tinyurl.com/hdpnpx> !#WhyCSGSP
#CSGSUMMER2016

Week 6 (March 21)

- Twitter
 - CSG Summer is fun for boys & girls of all ages! From science classes to acting to field trips in the afternoon, we've got it all! #WhyCSGSP
 - At CSG Summer we encourage the kids to try new things. With a variety of classes, there's something new to learn everyday! #WhyCSGSP
- Facebook/Instagram
 - [insert picture of the front page of the catalog]. With new classes being offered this year, there is something for everyone! Check out what is being offered at <http://tinyurl.com/hdpnpx>
 - [insert picture] #tbt to last years super games. While the weather may not have cooperated, that didn't stop us from having a blast on the blow up obstacle course! We can't wait for more adventures like this during #CSGSUMMER2016!

Week 7 (March 28)

- Twitter
 - This year our kiddos age 3-grade 3 will be learning about pirates, mermaids, food, nutrition, the human body & so much more! #WhyCSGSP
 - We've added brand new classes this summer for our kiddos grades 4-12 including Photography, Yoga, Guitar, Chess, and more! #WhyCSGSP
 - If you still aren't signed up for #CSGSUMMER2016 there's still time! We can't wait to see you in June! Register: <http://tinyurl.com/hdpnpx>
- Facebook
 - With themes like Wings and Stings, Seaside Escape, Wild About Animals, and Bronze, Silver, and Gold #CSGSUMMER2016 is going to be the best one yet! The kiddos age 3-grade 3 will love learning all about insects, the ocean, wild animals, and the Olympics along with many other subjects! Check out all the new themes at <http://tinyurl.com/hdpnpx> #WhyCSGSP
 - The kiddos in grades 4-12 will have plenty of opportunities to learn all new skills like yoga, guitar, chess, photography, and designing apps! There's something for everyone here at CSG Summer Programs! Check out all the classes today at <http://tinyurl.com/hdpnpx> #WhyCSGSP #CSGSUMMER2016
 - It's never too early to be thinking about summer! Ensure your spot in one of the many awesome classes we have to offer for kiddos age 3-grade 12 at <http://tinyurl.com/hdpnpx> . Last week to sign up and receive a \$25 discount!
#CSGSUMMER2016

Week 8 (April 4)

- Twitter

- CSG Summer Programs will be offering several different sports options in the afternoon such as basketball, soccer, and swimming! #CSGSummer2016
- At CSG our kiddos are able to take advantage of our pool and learn about water safety! [insert picture] #WhyCSGSP #CSGSummer2016
- Instagram/Facebook
 - [Insert picture of logo] This summer is going to be a lot of fun with brand new classes waiting to be filled! We have classes about the Olympics, a Technology camp focusing on apps, an engineering class focusing on 3D printing, and a writing class in which your child will write their own story and create a pop-up book to go along with it! There are so many learning opportunities to have a summer full of adventure! #CSGSummer2016 #WhyCSGSP
 - [insert picture] #tbt to last summer when our 5/6 kiddos created their own adventure at COSI!

Week 9 (April 11)

- Twitter
 - We are so excited about this upcoming summer! We have a lot of fun activities planned! #CSGSummer2016
 - This summer is going to be one for the books! Make sure you register at <http://tinyurl.com/hdpnpx> to secure a spot today! #CSGSummer2016
 - Summer is approaching fast! Make sure your child has the best summer ever by registering at <http://tinyurl.com/hdpnpx> #CSGSummer2016!
- Facebook
 - What will your child be doing this summer? Maybe they'll learn to play Chess, paint a landscape, or write an awesome book! The adventures are endless at CSG Summer Programs! Register today at <http://tinyurl.com/hdpnpx> #CSGSummer2016
 - The staff here at CSG is working hard to make sure every child has an adventure this summer! We can't wait to see everyone in June!
 - How excited are we about this upcoming summer? About as excited as some of the 3rd grade girls after finishing their cup tower! [Insert picture]. Make sure you register at <http://tinyurl.com/hdpnpx> for a summer full of learning and fun!

Week 10 (April 18)

- Twitter
 - Making plans for this summer? Make sure to include CSG Summer Programs! We have plenty of adventures for kids ages 3-grade 12 to choose
 - At CSG Summer Programs we make sure kids are learning and having fun everyday! Register for #CSGSummer2016 at <http://tinyurl.com/hdpnpx>
- Facebook/Instagram
 - We cannot wait for this summer! In just a couple of months we get to begin all new adventures, from swimming, to drawing, to writing, to acting! There's an adventure for every at CSG Summer Programs! [insert picture]

-- #tbt to the adventure that was last summer! We've got all new adventures planned for this summer and we are getting more and more excited with each passing day! [insert picture]

Week 11 (April 25)

- Twitter
 - Secure a spot in one of our many classes! Spaces are filling quickly!
#CSGSummer2016 <http://tinyurl.com/hdpnpx>
 - With weekly session registration, it's easy to pick and choose what you want at CSG Summer Programs! Sign up at <http://tinyurl.com/hdpnpx>
 - We are really excited about all the new classes and themes we'
- Facebook
 - With the Olympics coming up this summer, we've added some Olympic classes and even an Olympic weekly theme! If your kid loves sports, make sure to register them for CSG Summer Programs! #CSGSummer2016 <http://tinyurl.com/hdpnpx>
 - Don't miss out on all the fun that CSG Summer Programs has to offer! Sign up today for weekly session from June 13- August 5! We can't wait to see you this summer!
#CSGSummer2016 <http://tinyurl.com/hdpnpx>
 - Our classes are filling up! Make sure you register soon to secure a spot for a summer full of adventure and learning! #CSGSummer2016
<http://tinyurl.com/hdpnpx>

Week 12 (May 2)

- Twitter
 - As the school year is coming to an end make sure your child is ready for summer. Register for #CSGSummer2016 at <http://tinyurl.com/hdpnpx>
 - We have a little more than a month until summer begins, and we are so excited it's almost here! We can't wait to see you! #CSGSummer2016
- Facebook/Instagram
 - Don't have plans yet for this summer? Come hang with us at CSG! Our Summer Programs has something to offer for boys and girls ages 3- grade 12! Our weekly sessions allow you to create the summer you and your kids wants! Check out our online catalog for more information on classes and register online at <http://tinyurl.com/hdpnpx> #CSGSummer2016 [insert picture]
 - #tbt to the last days of summer 2015! We are getting ready for this summer and can't wait to see everyone! #CSGSummer2016 is going to be one awesome adventure! [insert picture]

Week 13 (May 9)

- Twitter
 - If you're registered for #CSGSummer2016, you can find more details at <http://tinyurl.com/hdpnpx> so you're prepared for your first day!
 - It's not too late to register. There are still spots open! Sign up today for a fun filled summer! #CSGSummer2016 <http://tinyurl.com/hdpnpx>
 - Have questions about how summer runs? Check out our website for answers and important information! <http://tinyurl.com/hdpnpx> #CSGSummer2016

- Facebook
 - If you're registered for #CSGSUMMER2016, we want to make sure that you are well prepared for your first day! Make sure that you have all the appropriate forms filled out and understand how the program is run by checking out our website for all the necessary information! <http://tinyurl.com/hdpnpx> #CSGSUMMER2016
 - Whether its your first time at CSG Summer Programs or you've been here before, check out the website for important information and to make sure all necessary forms are filled out! See you soon! <http://tinyurl.com/hdpnpx> #CSGSUMMER2016
 - Summer is coming up quick, but we still have room in our classes and programs! It's never too late to sign up for #CSGSUMMER2016! Check out the online catalog and register your child at <http://tinyurl.com/hdpnpx> See you soon! #CSGSUMMER2016.

Week 14 (May 16)

- Twitter
 - Let the countdown to summer officially begin! With one month left, we can't wait to see you! #CSGSUMMER2016
 - Remember to check out our website if you haven't yet! Lots of important information to answer all your summer questions! #CSGSUMMER2016
 - Is it June 13 yet? We can't wait for the start of summer! If you haven't registered, it's never too late! #CSGSUMMER2016
- Facebook/Instagram
 - [insert picture] Make sure you check out the website for information on how the summer programs operates, what your child should bring with them each day, and double check to make sure you have all the appropriate forms filled out! We can't wait to see you all! #CSGSUMMER2016 <http://tinyurl.com/hdpnpx>
 - #tbt to all the fun we had last summer. While we had a great time, we can't wait for all the fun we are going to have this summer. The first day of summer programs is approaching quickly and we're excited for it to start!

Week 15 (May 23)

- Twitter
 - 3 weeks until #CSGSUMMER2016 officially begins! We're excited for our veterans and new kiddos to be joining us this summer!
 - If you're registered for the summer & have questions, check out our website for more information! #CSGSUMMER2016 <http://tinyurl.com/hdpnpx>
 - If you haven't registered yet, it's not too late! Sign up today at <http://tinyurl.com/hdpnpx>! #CSGSUMMER2016
- Facebook
 - With only 3 weeks left until the start of #CSGSUMMER2016, the staff here at CSG is preparing and getting excited to welcome kiddos, both new and familiar! It's going to be a great summer! #CSGSUMMER2016
 - If you're registered for this summer and you have any questions or want to know how to prepare for the first week of camp, check out our website. Lots of information including check lists, drop off and pick up, and important forms! <http://tinyurl.com/hdpnpx>! #CSGSUMMER2016

--If you're not registered with CSG Summer Programs, there's still time! While some classes have filled up, we still have plenty of room for kiddos of all ages!

<http://tinyurl.com/hdpnpx>! #CSGSummer2016

Week 16 (May 30)

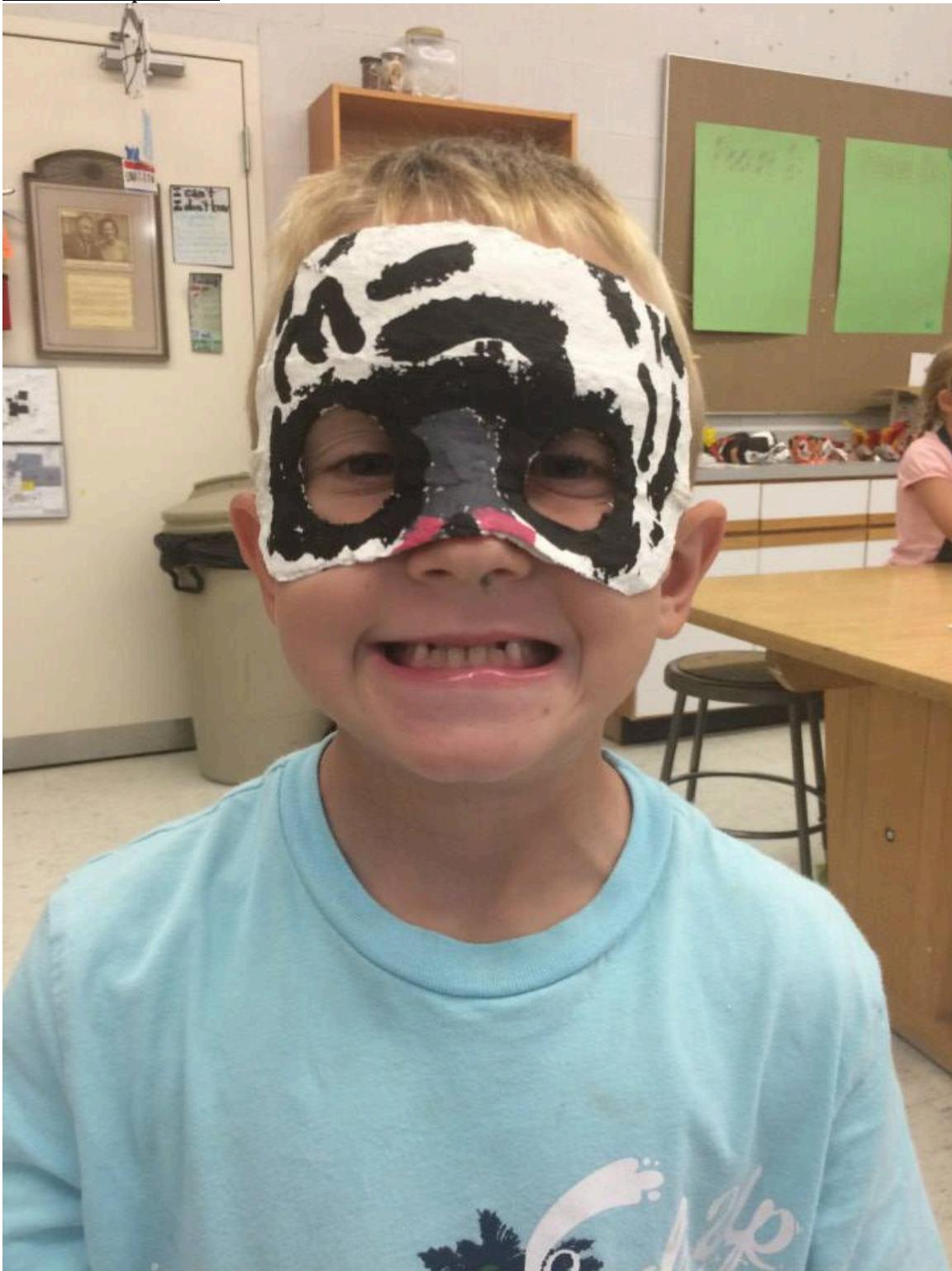
- Twitter
 - 2 weeks left until the best summer ever is finally here! We hope you're just as excited as we are! #CSGSummer2016
 - This summer is going to be awesome! Be ready to have new adventures everyday! #CSGSummer2016
- Instagram/Facebook
 - With just 2 weeks left until summer begins, make sure you have everything ready for your first week of camp! Visit our website for all the information you need!
<http://tinyurl.com/hdpnpx>! #CSGSummer2016 [insert picture]
 - #tbt to last summer when some of our kiddos had the opportunity to visit The Honorable Judge Laurel Beatty! At CSG Summer Programs, the kiddos get to learn and have fun adventures like this one, everyday! #CSGSummer2016 [insert picture]

Pictures for Instagram/Facebook

Week 2 first post:



Week 2 tbt picture:



Week 3 facebook post:



Week 4 first post:



Week 4 tbt:



Week 6 #tbt picture:



Week 8 Twitter Picture:



Week 8 first instagram/facebook picture:

CSG SUMMER PROGRAMS



Week 8 #tbt picture:



Week 9 Facebook picture:



Week 10 first FB/instagram post:



Week 10 #tbt picture:



week 12 Instagram/Facebook first post:



Week 12 #tbt post:



Week 14 Instagram/FB first picture:

Summer Programs



Program Sessions

- Week 1:** June 13-17
- Week 2:** June 20-24
- Week 3:** June 27-July 1
- Week 4:** July 5-8
- Week 5:** July 11-15
- Week 6:** July 18-22
- Week 7:** July 25-29
- Week 8:** August 1-5

WELCOME TO CSG SUMMER PROGRAMS!

CSG's Summer Programs offer a comprehensive, coeducational experience for children age 3 through Grade 12, in which they may explore many of their educational and extracurricular interests.

Course Catalog
coming soon!

week 14 #tbt picture:



Week 16 first Instagram/FB post:



Week 16 #tbt post:



Columbus School for Girls Fact Sheet **[To Be Used on Website/Catalog]**

Registration: Register according to the grade your student will be entering in the fall. There are several ways to register for the summer programs.

Online:

- *CSG Parent*— register using your ‘My Backpack’ account.
- *Non CSG Parent*— create a new account.
- Registration is complete when payment is received.
- When paying by check, select the button that says ‘Pay by Check.’ This way we know that your payment is on its way.
- You will receive a confirmation e-mail once your registration has been received.

Mail/Drop-Off Registration:

- Downloadable registration forms for each program will be available when registration is open.
- If you mail in forms please address the envelop as follows:

CSG Summer Programs
56. S Columbia Ave.
Columbus, OH 43209.

- Once we receive and verify your registration, we will send you a confirmation letter with the courses we have your child registered for and your due balance. Registration is complete and your child’s space is confirmed once all deposit payments and forms are received.

Forms Check List: Make sure you have all these forms filled out and completed before coming to camp on the first day.

1. Emergency Medical and Student Authorization Forms [All Ages]
2. Grades 1-3 Registration Form
3. Grades 4-8 Registration Form
4. Grades 9-12 Registration Form
5. Explore! Program Registration Form (including immunization form from doctor)

Late Fees: Late fees will be applied per student for late payments and late registrations¹. If you are registered for the at least one of the first four weeks of camp (June 13 – July 8), and have not paid by the first day of camp (June 13), a \$25 late fee will be applied. If you register for one of these weeks after the first day of camp, a \$25 fee will also be applied. If you are registered for any of the second four weeks of camp (July 11-August

¹ Registration is not the same as amendment. You may still make amendments if you are already registered and fees will only be applied if you switch to a more expensive program.

5), and do not pay by July 11, a \$25 late fee will be applied. If you register for one of these weeks after July 11, a \$25 fee will also be applied.

Cancellations and Refunds: Cancellations will be subject to a fee of 10% of the total tuition, or \$50, whichever is greater. This applies to a deposit made and to those who have paid full tuition.

Amending Registrations: Amendments to registered courses may be made through course exchanges at any point before or during Summer Programs. If a parent wishes to switch their child from one class to another or from one week to another (rather than withdraw the child) they may do so at any time without penalty if there is room in the new course. Amendments to a student's registration will not be made without direct parental consent. Students are not permitted to submit changes to their own registrations.

Discounts:

The Early Bird Discount—if a student is registered and tuition is paid in full by April 1 \$25 will be deducted. *The Early Bird Discount does not include Credit Courses, Sports Camps, or any of the Kaplan SAT/ACT Prep courses.*

Family Discount—if two or more children are enrolled for full-day programs for at least six weeks, a family discount of \$150 will be refunded. *This excludes Credit Courses and any of the Kaplan SAT/ACT Prep Courses.*

Drop Off/Pick Up: Drop off and pick up will occur at the Athletic Entrance located on Drexel Ave. Drop off will occur between 7:00 a.m. and 8:30 a.m. Pick up will be at 4:30 p.m. (parents will be notified of any field trips that will run past a 4:30 pm pick, so as to plan accordingly). If a child is not picked up by 4:45 p.m., they will be sent to the after hours room located on the corner of Broad and Drexel.

Extended Hours: Before Hours will be from 7-8:30 a.m. and will be located in the Gymnasium. After Hours will be from 4:30- 6 p.m. and will be located in the __ room off of the corner of Broad and Drexel. Any student that is not signed up for these hours, but regularly attends, will be billed. Cost of Extend Hours:

- Before Care -- \$25
- After Care -- \$65
- Both -- \$85

Lunches: Lunch will be provided for students who attend the full day program. If a child is only attending half day (either morning or afternoon) they are able to eat lunch with the rest of the children. They can either bring their own lunch or eat the lunch provided by CSG for an extra \$25 per week.

Photographs: We take photographs to use for CSG Summer Programs promotions, future catalogs, and our social media. When registering, there is a section for you to check if you do not want your child photographed.

Medication: If your child must take a medicine while here, please bring in information from their doctor. This information will be what it is for, what it is, when it needs to be taken, and contact with the nurse. We will keep the medication with our nurse during our morning programs, and the counselors will keep it with them during the afternoon programs and sports programs.

What To Bring: Each day will be different at CSG Summer Programs, but it is important to be prepared. Some things to consider when packing for camp:

- Bathing Suit
- Sunscreen
- Tennis Shoes
- Socks
- Change of Clothes (especially for Explore! program)
- Towel
- Goggles
- Swim Cap
- Water Bottle
- Packed Lunch (if not eating CSG Lunch)
- Backpack
- Medications
- Bug Spray