

Summer Fun Camp 2003

Proposal

The Town of Didsbury's Summer Fun Camp's key purpose is to provide both physical activity for children, as well as an opportunity for children to make new friendships and strengthen old ones. In order for the program to reach this goal as best as possible, the activity time should not be hampered at all by administrative duties. This proposal will outline how the program will be set up so that the primary focus during the camp will be on the children, and what steps will be used to get to that point.

As Proposed by Joel Windsor

Aspects of the Program

The key aspects of the program will include Marketing, Planning, Evaluation and Improvement, Communication, and of course, Activities. Each of these aspects will address the program in terms of advertisement, enrollment, staffing, assessment, feedback and suggestions, teamwork, and planning of activities.

Marketing of course will be one of the first aspects of the program addressed, focusing on who, where, and when to expose the program. As with any marketing program, it will emphasize a point of difference between this summer program and other options available to children and parents. Recognizing not only a target audience of 6 - 12 year old children, but also parents of these children will be key to the Marketing aspect. It will also address the enrollment of children, developing a quick and easy process to enrol children.

Setting up a system that makes planning events and activities quick, efficient, and easy will be another thing that will need to be set up. How the responsibilities of each stage of planning (activity organization, resources and materials, etc.) will be addressed will need to be organized in advance, and this can be made easy by setting up a template for each activity.

Any good program is self-reflective. It evaluates what it is doing well, and what it isn't doing well. It gets feedback from both children and parents, as well as staff members. The feedback does not only regard the activities themselves, but also the service from the staff, how well the staff works as a team, and whether or not the program is reaching its goals of physical activity and social interaction. The Evaluation and Improvement aspect encompasses all of these things, as well as addressing complaints from clients, and addressing accidents and other such tasks requiring immediate attention.

Communication is an extremely important aspect that is key to ensuring the program meets its goals. It involves proper communication between all of the employees involved in the program, straight from the Community Services Director down to the Summer Program Assistants. It also involves effective communication with the children enrolled in the program, as well as with the parents of the children enrolled in the program. It is key that every individual involved in the program is kept informed, so as to receive proper feedback on the program.

Finally, the Activities of the program must be addressed. They must be safe, fun, and relatively easy to manage. Each week will have it's own theme, and each activity during that week must pertain to its theme. Most importantly, both the staff and the children will have an impact on what activities will be done, and how they will be approached.

This program has a great deal of work involved in it, but can be easy to maintain, should it be set up properly. Ensuring that each of these aspects of the program are addressed fully will allow the program to operate efficiently and be as self-managing as possible.

Program Materials - Marketing

Toward the beginning of the program's implementation, a marketing plan will be designed. It will address four main aspects of the program, and how it will be exposed to the public. It will address what the points of difference will be for this program, which would entice consumers to want to take part. It will address what target audiences there will be, and characterise each target audience so that we can market to them more efficiently. It will also address what venues the marketing plan will use, as well as when best to introduce different aspects to the marketplace. An efficient marketing plan will not only help attract a higher enrollment, but will also allow a clearer picture of what the program will look like come July and August, and do so within a specific budget.

Materials needed for this aspect: Marketing Plan and Timeline, Webpage within Town Website, any Advertising materials, Budget.

Program Materials - Planning

A template for planning activities will be designed, making it easier for staff members to address all aspects of each activity. This template will allow staff to easily prepare the materials and resources needed for each activity, organise the materials, organise a timeline for the activity, anticipate any challenges, and pre-determine a method of evaluating the activity.

Materials needed for this aspect: Registration Forms, Activity Plan Template.

Program Materials - Evaluation and Improvement

We will need to be able to address situations that require immediate attention throughout the program. There will be a number of such situations that we must be prepared for, including accidents, complaints, and any other unexpected occurrences that may arise and require troubleshooting.

We will also need to know how well each activity, each day, and each week goes from many different perspectives. Compiling feedback from the children, the parents, and the staff will be key to identifying both strengths and weaknesses. We will also need to address any business arising from this feedback as required.

Materials needed for this aspect: Release Forms, Accident Reports, Complaint Forms, Daily Wrap-up Reports, Weekly Reports, Children Feedback Forms, Parent Feedback Forms, FeedBackPack (Suggestion Box).

Program Materials - Communication

Communication between all levels of staff members, staff and children, and staff and parents must be fostered. A team environment must be fostered amongst the staff members, to reflect the attitudes expected during the camp, so meetings should be quick and efficient, as well as fun. Much of the communication between staff and children will occur during the activities, but training will be required for all staff members to help foster this communication, and children will have the opportunity to fill out feedback forms regarding the camp. Also, a final end-of-week meeting with parents should help the communication between staff and parents.

Materials needed for this aspect: Staff Training Programs, Meeting Minutes and Agendas, Daily Wrap-up Reports/Meetings, Weekly Reports/Meetings, Camp Questionnaires, Family Reports, Staff Timesheets.

Activities

During the Staff Training Program, the staff will have the opportunity to provide suggestions for activities and themes. However, these are some activities and themes that may be used during the course of the program.

Themes

Rodeo Week
Harry Potter Week
Around the World Week
Wilderness Week
Canada Week
Disney Week
Jurassic Week
Royal Kingdom Week

Field Trips & Events

Children's Festival (Olds)
Calgary Stampede (Calgary)
Westerner Days (Red Deer)
Mountain View County Fair (Olds)
Didsbury Fair and Rodeo (Didsbury)
Spare Time Bowling Alley (Olds)
Calgary Zoo (Calgary)
Heritage Park (Calgary)
Moonwalkers (Red Deer)
Overnight Camping Trip (Anywhere)
Go Karts (Calgary)

Physical Activities

Soccer
Baseball/T-ball
Capture The Flag
Ball Hockey
Swimming
Story Time
Scavenger Hunts
Music Circles
Rollerblading/Biking
Water Fights
Facepainting
Playground Trips
Skateboard Park Trips
Library Trips

Crafts

Finger/Hand Painting
Cardboard Box Fort
"Foundation of Fun" Wall
Create Necklaces/Bracelets
Sidewalk Art

Projected Timeline and Goals

May 6 - Summer Fun Coordinator Position Start, Training Day
May 8 - Marketing Plan designed, including budget
May 15 - Marketing materials designed and ready to be implemented
May 25 - Leader Training Program designed
May 30 - Begin advertising for Summer Program Assistant position(s)
June 2 - Summer Fun Leader Position(s) Start, Training Day
June 4 - Summer Program Assistant Training Program designed
June 11 - All other materials designed
June 13 - Deadline for Summer Program Assistant applications
June 16 - Begin interviewing and hiring Summer Program Assistants
June 18 - Begin correspondence with registered families
June 20 - Confirm all resources, facilities, and staff required
June 21 - Summer Fun Camp Training Day for all staff members
June 27 - All materials prepared
June 30 - Week #1 Begin
July 3 - Week #1 Review Meeting
July 7 - Week #2 Begin
July 10 - Week #2 Review Meeting
July 14 - Week #3 Begin
July 17 - Week #3 Review Meeting
July 21 - Week #4 Begin
July 24 - Week #4 Review Meeting
July 25 - One-month Review Meeting and Staff Function
July 28 - Week #5 Begin
July 31 - Week #5 Review Meeting
August 4 - Week #6 Begin
August 7 - Week #6 Review Meeting
August 11 - Week #7 Begin
August 14 - Week #7 Review Meeting
August 18 - Week #8 Begin
August 21 - Week #8 Review Meeting
August 22 - End-of-Summer Review Meeting and Staff Function
August 26 - Wrap-up of statistics, evaluations, assessments, and reports
August 28 - Program End

Please Note...

This program proposal is not final. As new developments and information come about, this program can easily be tailored to include them. This proposal is a basic direction as to how the program would be organized. Should you have any questions regarding this proposal, please contact Joel Windsor at your convenience. Thank you for your time and consideration regarding this proposal.

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