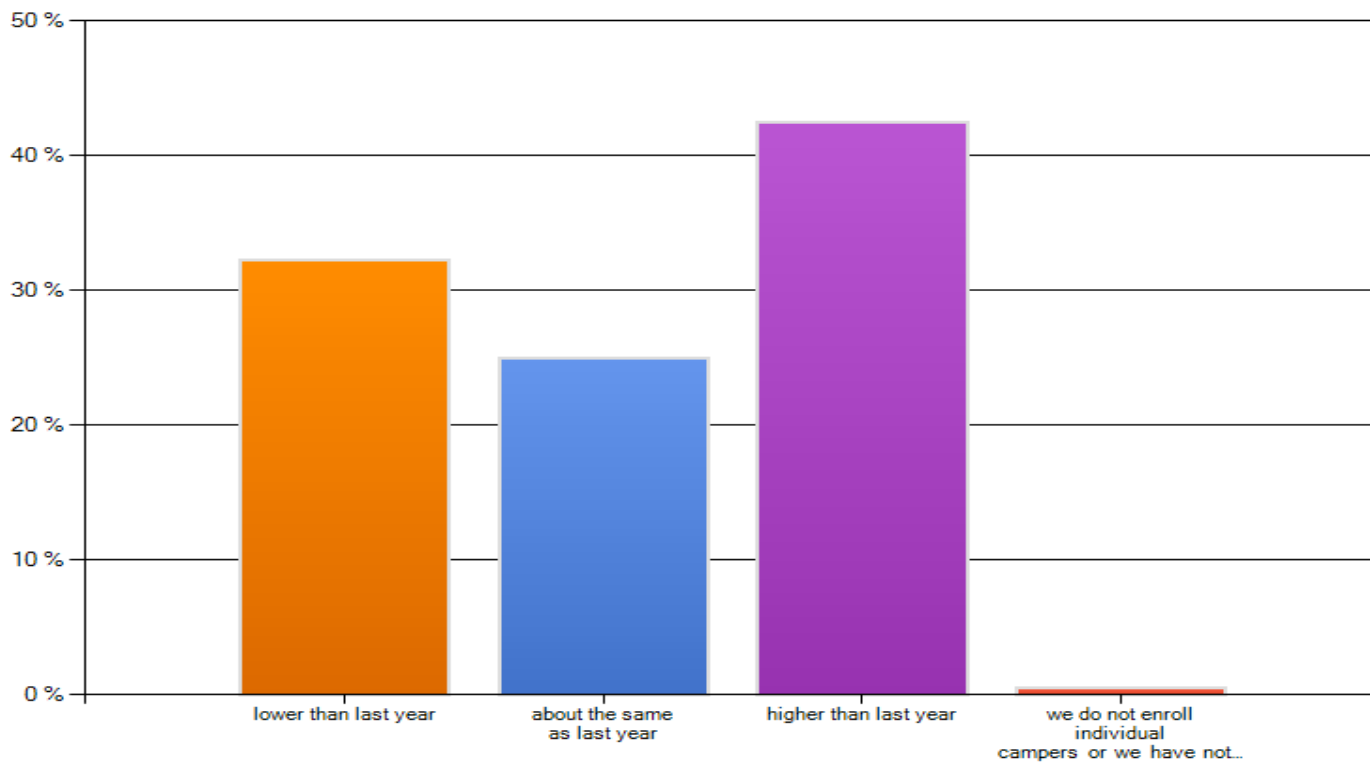




**Taking the Pulse: Perceptions
about Summer 2010 Enrollment
(Based on 2010 Spring Enrollment Survey)**

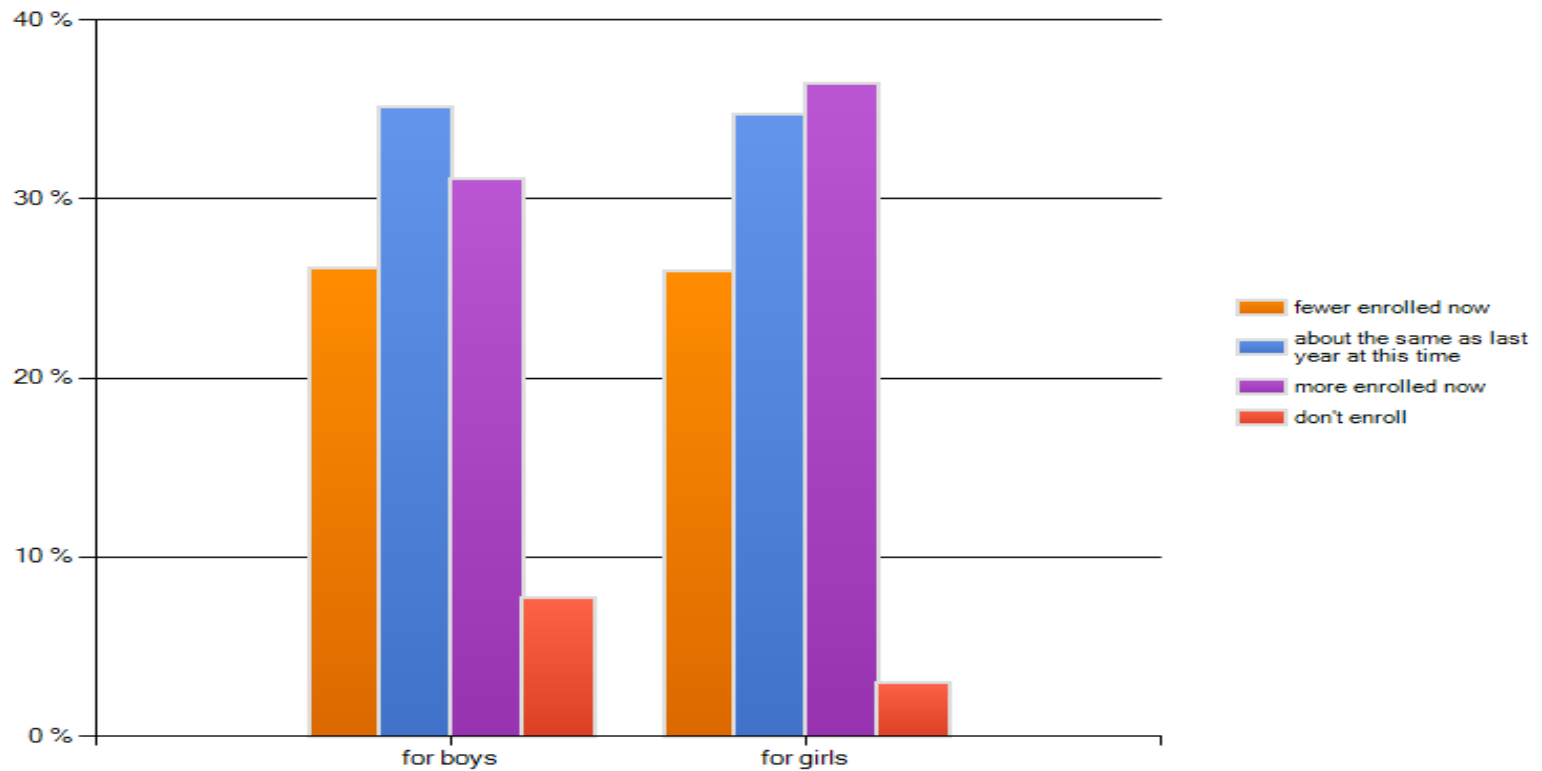
Overall Enrollment Trend For Summer 2010

Compared to last year at this time, our camper enrollment for the coming summer is:



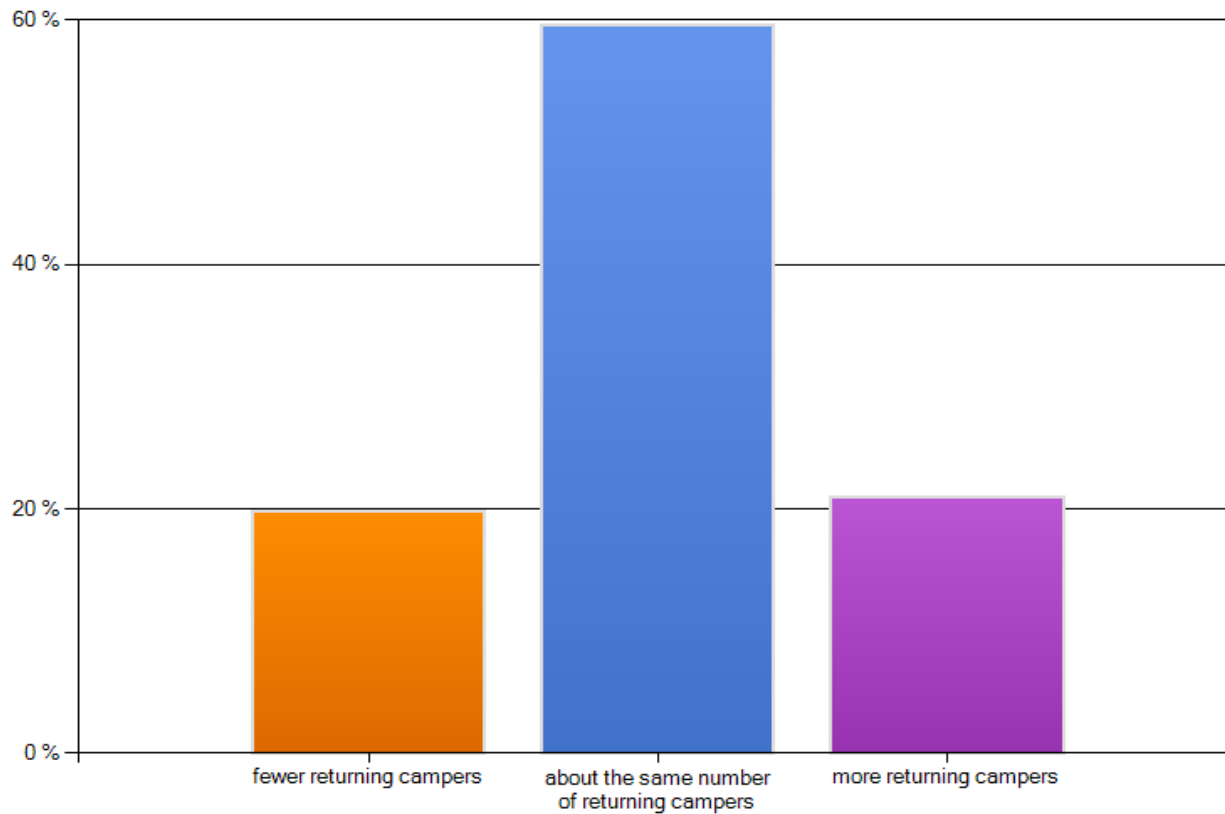
Enrollment Trend by Gender Summer 2010

Compared to last year at this time we have:



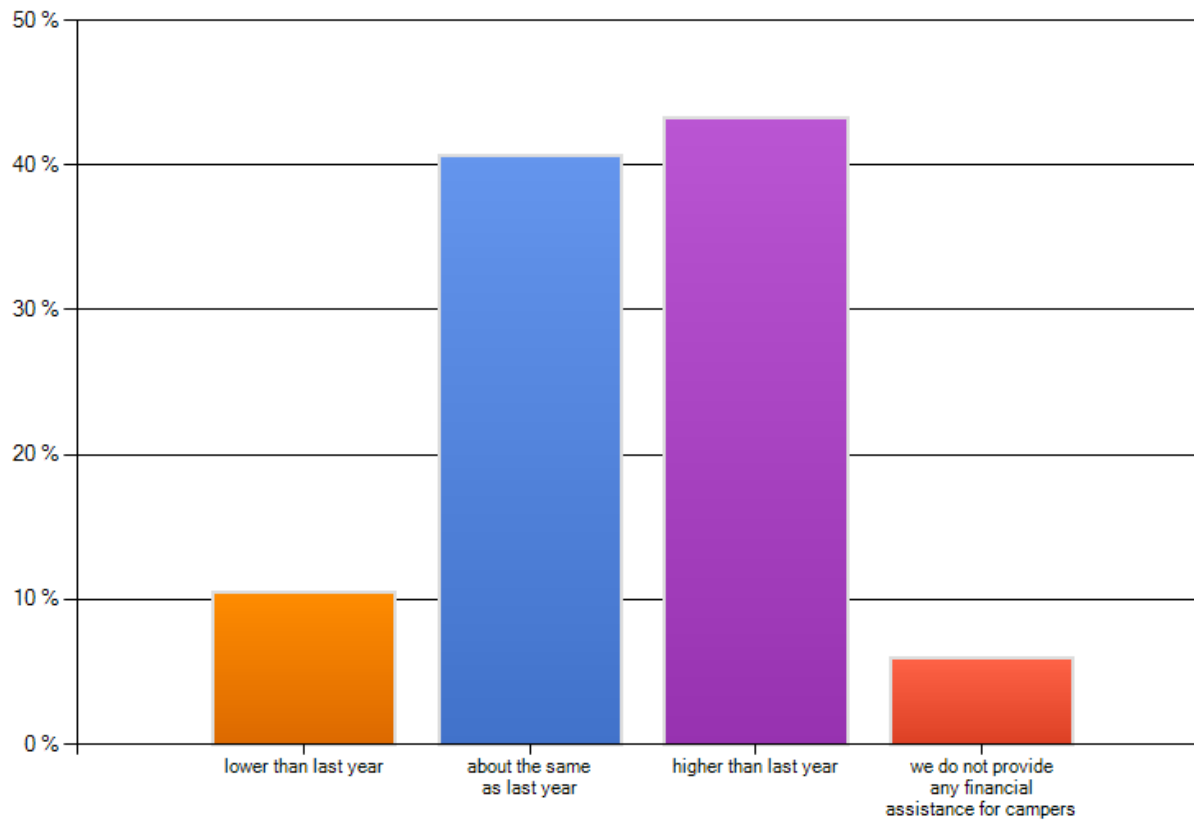
Returning Camper Trend Summer 2010

Compared to last year at this time, we have:



Trend in Financial Support Requests Summer 2010

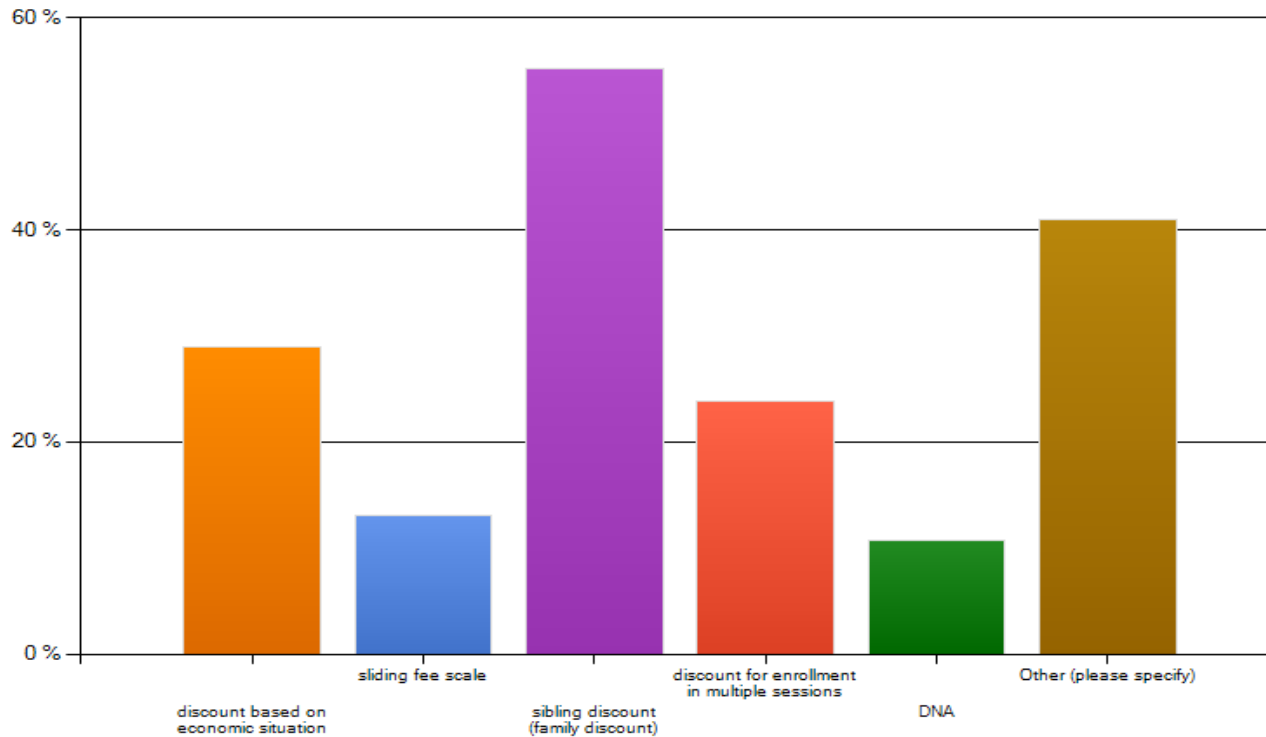
Compared to last year at this time, requests for financial support for the coming summer are:



Trend in Discounts

Summer 2010

If you are offering a discount option, what types do you offer? (please check all that apply)



Key Points for Enrollment Trends for Summer 2010

Note: 430 camp directors responded to the Spring 2010 online enrollment survey (~20% response rate), so caution is needed when interpreting the findings

- **About two-thirds of respondents are experiencing enrollments that are higher or the same as this time last year**
- **Almost 60% of the respondents say their returning camper numbers are about the same as last year and 20% have more returning.**

Key Points- con't

- Over one-third of the respondents are up on the enrollment of both girls and boys
- Shorter session lengths are up more than longer sessions
 - 1 wk = 37% higher than last year
 - 2 wk = 41%
 - 3-4 wk = 37%
 - 5-6 wk = 24%
 - 7-8 wk = 18%
- Resident camps are up on enrollments (45%) more than day camps (35%)

Key Points- con't

- Almost 45% of the camps are experiencing increased requests for some kind of financial support.
- Over two-thirds of the respondents are giving discounts with the most popular being:
 - Sibling (family) discounts (55%)
 - Economic-based reasons (29%)
 - Multiple session discounts (24%)

REMINDER!

- The online Fall Enrollment Survey will once again be available to all directors to complete in mid-September.
- The participation of every camp director is needed if we are to have accurate data to trend.
- Please look for the fall survey email notice and complete the survey!
- Questions? Contact Deb Bialeschki at dbialeschki@acacams.org