

Structuring Summer Camp for Long Term Growth

ACE EdCon, October 2024

Mary Jessica Hammes & Ana Madrid

Meet Your Presenters



Mary Jessica Hammes

Canopy Studio

she/her

instructor@canopystudio.org



Ana Madrid

Canopy Studio

she/her

instructor@canopystudio.org

Timeline

2002-2005

2 weeks of summer camp, ~10 kids/week

During this time, camp was an advertising tool more than an income generator

2014

1 Week of After Camp, Winter Camp introduced

2008

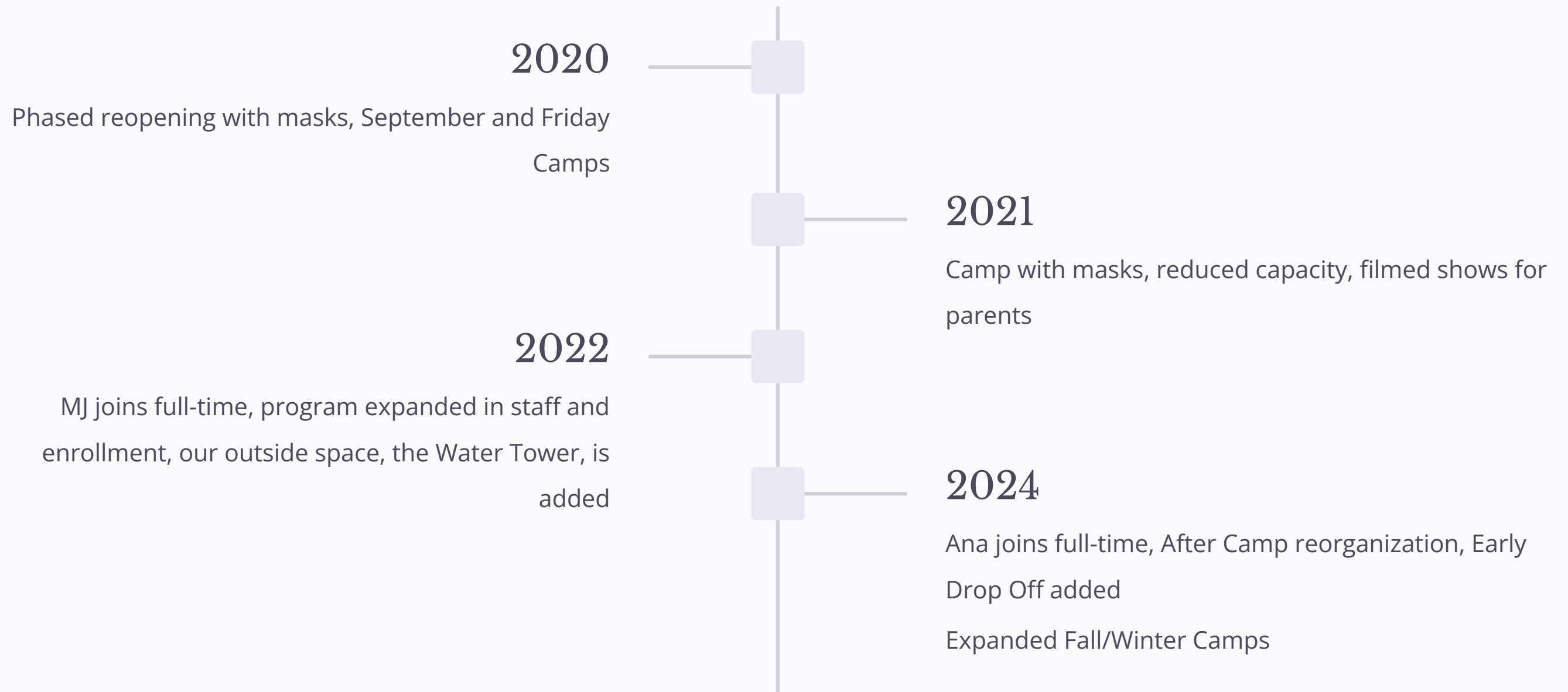
6 weeks of camp, ~20 kids/week, 5 teachers on staff

This is when camp began to pay for itself

2018

Teens age up, staff expands

Timeline Continued



Number Snapshot for Camp

Morning Camp Registrants	474
After Camp Registrants	234
Early Drop Off Instances	156
Repeat Customers	48
Financial Aid Recipients	4
Disability Scholarship Recipients	6
Rotating Teachers	22
Campers Enrolled in Fall Classes	70

Financial Overview of Canopy



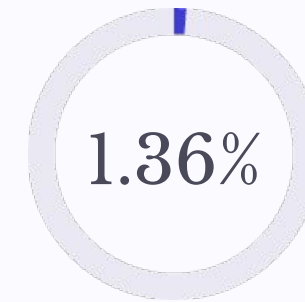
Summer Camp 2024



Summer Session 2024

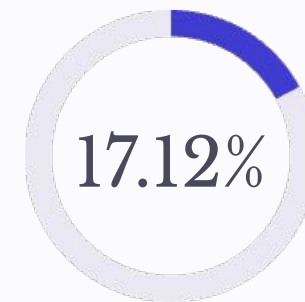


Summer Session with Camp



Fall & Winter Camp 2024
(Projected)

- Camp keeps us in line with our other sessions.
- We operate in one of the counties with the highest poverty in Georgia.
- Because of this, we are committed to having our prices accessible to our community.
- Even with our prices reduced, we are still able to be successful year round.



Fall 1 Session 2024



Fall 2 Session 2024

Morning Camp Schedule

	Red	Green	Blue	Black
9:00 - 9:05	Check In	Check In	Check In	Check In
9:05 - 9:35	Trapeze in main	Water Tower/Studio B (if rain)	9:00 - 10:00 Stilts	9:00 - 10:00 Trapeze in Main
9:40 - 10:10	Water Tower/Studio B (if rain)	Wire on loading dock (main if rain)		
10:15 - 10:45	Wire on loading dock (main if rain)	Trapeze in main	10:00 - 11:00 Trapeze in main	10:00 - 11:00 Stilts
10:50	Snack	Snack	Snack	Snack
11:10 - 11:30	Main Space Games	Juggling/Circus Games in Studio B	Juggling/Circus Games in Studio B	Juggling/Circus Games in Studio B
11:35 - 11:50	Juggling/Circus Games in Studio B	Main Space Games	Main Space Games	Main Space Games
12:00	Dismissal Staff break down/clean up	Dismissal Staff break down/clean up	Dismissal Staff break down/clean up	Dismissal Staff break down/clean up

Early Morning



Early Morning Stations

Campers choose their own stations while a teacher proctored.

Students bring their own activities

Campers were allowed to bring their own non-electronic activities

Completely independent

There was only one camper per activity.

Morning Camp Prep



Assign Groups

We group campers based on age



Prepare Spaces

We prepare all spaces used during our 4 rotations



Assign Staff to Groups

Each staff member is told their specific role for camp

Morning Camp Rotations



Trapeze/Aerial Skill Learning

Campers learn trapeze and sling skills that they perform on Friday in our show!

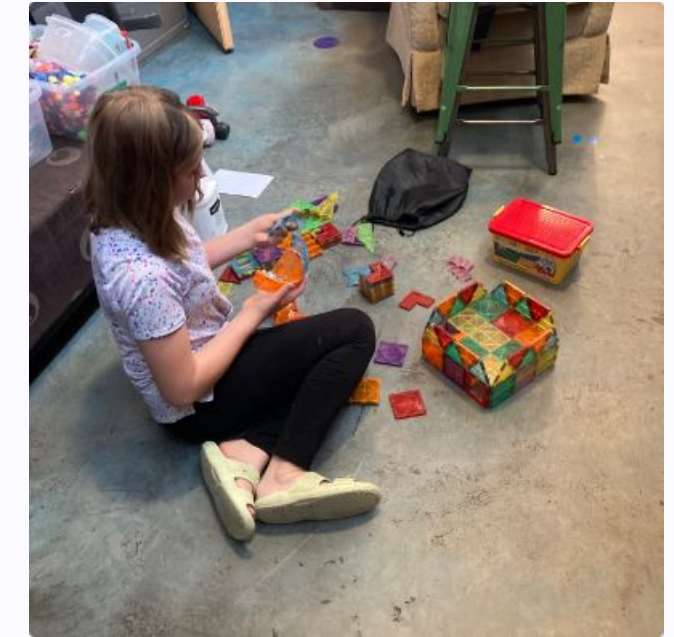


Art/Stilts



Water Tower

Our outside campus with trapeze points. We also bring hula hoops and other lawn games out with us.



Studio B

A room inside our main studio where students play games or work on other circus skills.

Morning Camp Gallery



After Camp Schedule

Sharing the Main Space with 2 Classes

MONDAY	Group A	Group B	Group C	Group D
12:00 - 12:30	Lunch w/ Activity Sheets	Lunch w/ Activity Sheets	Lunch w/ Activity Sheets	Lunch w/ Activity Sheets
12:30 - 12:40	Clean Up	Clean Up	Clean Up	Clean Up
12:40: 12:55	Read Aloud in Studio B	Read Aloud in Studio B	Read Aloud in Studio B	Read Aloud in Studio B
12:55 - 1:15	Slings	Studio B	Trapeze	Studio B
1:20 - 1:40	Studio B	Slings	Studio B	Trapeze
1:45 - 2:05	Trapeze	Studio B	Slings	Studio B
2:10 - 2:30	Studio B	Trapeze	Studio B	Slings
2:30 - 2:50	Whole Group Game	Whole Group Game	Whole Group Game	Whole Group Game
3:00	Dismissal	Dismissal	Dismissal	Dismissal

After Camp Prep



Reassign Groups

We make smaller groups still based on age



Assign Staff to Rotation

Each staff member leads 1 of 3 rotations



Prepare Non-Aerial Activities

We choose the activities that will be offered in studio B



Coordinate with Summer Session Classes

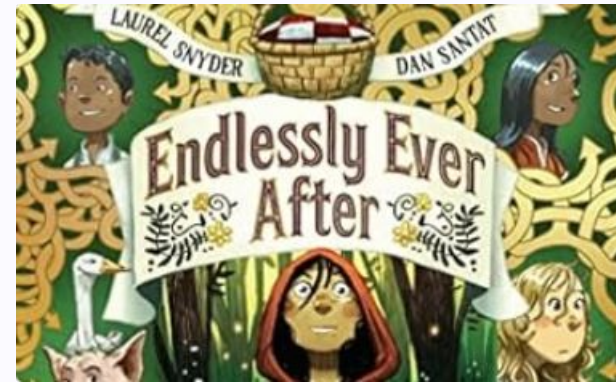
We plan how to share the space with regularly scheduled classes

After Camp



Lunch

We have lunch outside at shaded picnic tables. We offer activity sheets for early finishers



Whole Group Activity

Read Alouds and Group games were popular activities.



Trapeze/Sling

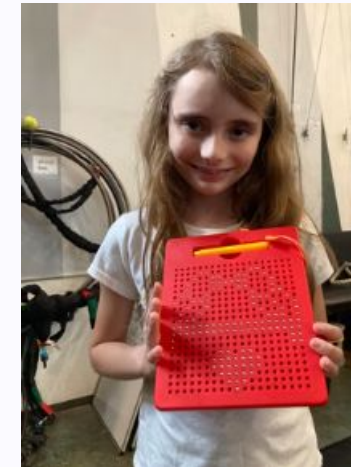
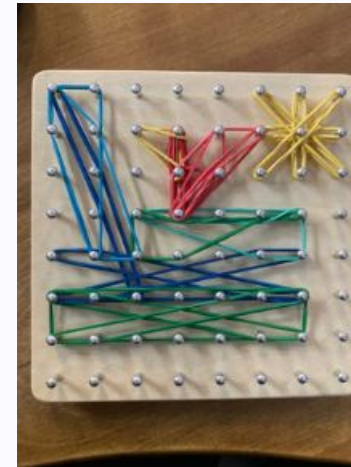
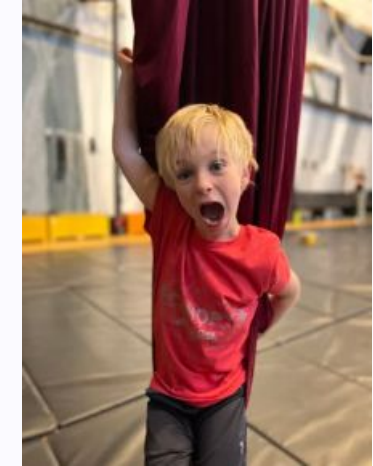
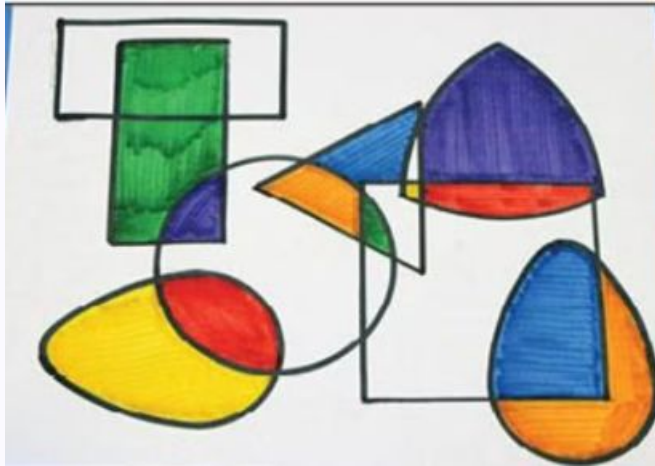
This time is for review or "free time". No new material is taught.



Studio B

Campers choose non-aerial activities.

After Camp Gallery



Different Types of Staff at Camp



Group Leader

- Leads group through rotations
- Plans instruction
- Leads group during Friday show



Station Leader

- Leads a station during after camp
- Adjusts station as needed for specific group needs



Volunteers (must be 14+)

- Help with transitions
- Engage and encourage students
- Don't demo, rig, teach or spot unless authorized



1 to 1

- These teachers are for inclusion of students with disabilities
- Are the go-to person for their specific student

Grow Your Staff

- How to home grow your staff within the studio
- How to use non-aerialists
- Avoid burnout

Focus on the Content of Your Camp

Camp grows your whole studio

- High Quality Teaching (Best Teaching Practices)
- No dead time during camp
- Use SEL to teach the whole camper
- Make sure the staff feels supportive so they are excited to come back and teach every summer
- We use a trick progression list, but teachers are trained on how to differentiate instruction in groups so that experienced campers can deepen their skill and new campers can feel at home

Getting the Word Out

- We've been around long enough that the community helps by word of mouth
- Advertising in Macaroni KID (there are chapters of this website in almost every state)
- Social Media (organic posts and paid advertising)
- Community events (we take the outdoor rig and make sure to bring camp flyers!)
- Free event calendar listings in local print media (that also have websites)
- Tabling at camp fairs
- Making sure our current student base knows what we offer (sending blasts, fliers in the studio, flyers sent home with kids)

Q & A Time