SUMMER YOUTH PROGRAM SUPPORT

ADDING VALUE FOR DIVERSE STAKEHOLDERS

OPPORTUNITY

Every summer UNH hosts thousands of youth (ages 5-18) for a diverse range of athletic, educational, and recreational camp experiences. The level of commitment the staffs show to the University’s mission of “Becoming a Partner for Life” is to be commended and celebrated. UNH’s VP for Academic Affairs established a central coordinating role to help address shared opportunities and problems experienced by the diverse program providers and stakeholders of UNH’s Summer Youth Programs.

2014 STATISTICS

- Over 6,700 youth enrolled in the “typical” summer programs
- 27 umbrella programs offered UNH camp experiences
- 40 subject/skill areas offered over 112 separate sessions
  - 27 sessions offered overnight options in UNH Residence Halls;
  - 9 additional overnight sessions were held at off-campus sites

STAKEHOLDER NEEDS

Campers and Their Families
- Easily accessible information on the variety of camps offered
- Straightforward registration and payment processes
- Confidence in camper care and safety while at UNH

Program Directors
- Improved registration and data management tools
- Increased clarity and standards for medical, liability, and safety forms and protocols
- Increased marketing reach to potential campers, especially for small or new programs

UNH Service Providers (Housing, Dining, UNH Police, Transportation)
- Predictable process for requests of services needed for camps across varied programs
- Information sharing about youth presence on campus (numbers and timing)

University of New Hampshire
- Increased visibility into how and who UNH is serving through our summer camp programs
- Identification of and relationship building with campers to increase future UNH enrollment
- Ensure compliance with institutional, state, and federal requirements relating to youth
- Comprehensive view of the value UNH delivers through these programs to local & state communities.

SELECTED IMPROVEMENTS AND ENHANCEMENTS

MARKETING and PROMOTION
- Development of an SYP website gives camper families detailed information on all programs in a central place.
- The e-newsletter maintains SYP visibility between seasons with past and potential campers. This is especially helpful for smaller or new UNH program offerings.
- Bright, directional signs aided parents in getting to various drop off and pick up sites and showed the variety of programs going on throughout campus.

INFORMATION MANAGEMENT
- Developed common parent waivers as a resource for program managers.
- Established ability to handle waivers online within existing registration system:
  - Fewer paper forms for program managers & parents to manage
  - A centralized solution that can be utilized across SYP programs
- Informative sessions with UNH Data Security to assist program managers in correct collection and storage of personal information.

RISK MANAGEMENT
- UNH adopted new policy & procedures for the protection of minors.
- SYP staff underwent criminal background checks in accordance with new NH State Law.
- Increased training
  - SYP staff completed child safety training
  - 45 youth program staff were certified in First Aid/CPR

RECRUITMENT
- Increased involvement with Admissions Office in program with high school students.
- HS summer participants entered into the Admissions CRM tool for recruitment communications.
  - 492 participants added to Admissions’ tracking tool
  - 375 had SYP as primary lead

CAMPUS COLLABORATION
- Provided central source and schedule for communications to UNH police and Transportation.
- Monthly SYP meetings address new and existing concerns of program managers
- Increased awareness of program needs & challenges to upper administration