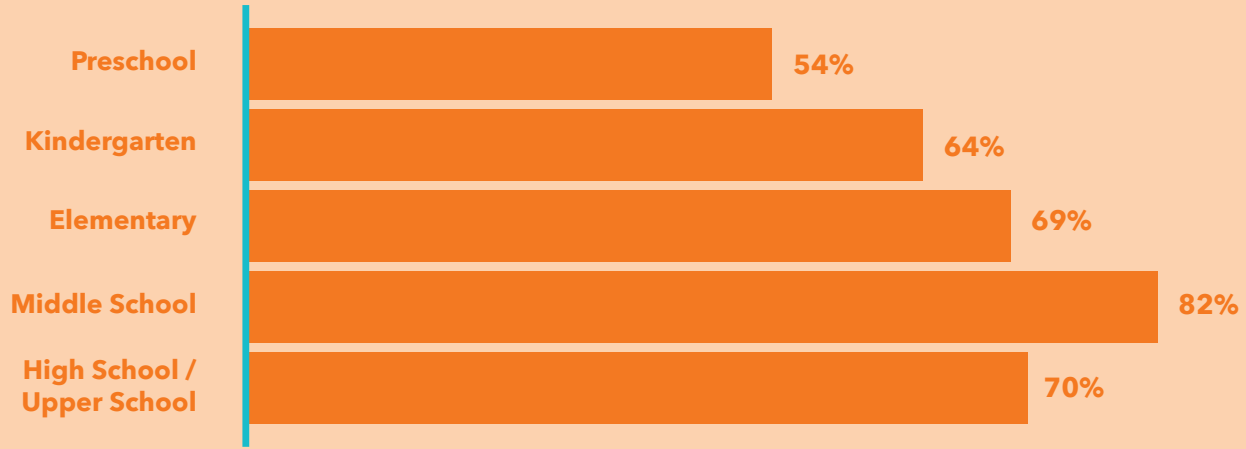
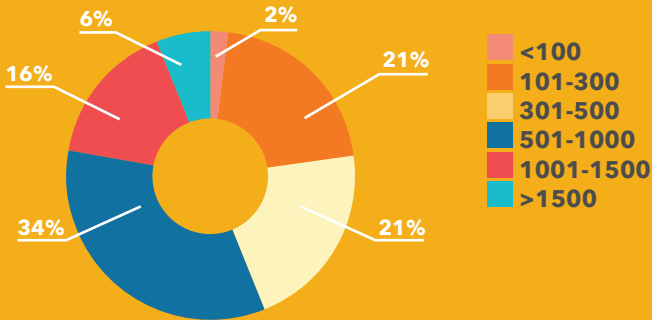


# 2017 Summer Programs Enrollment Survey Report

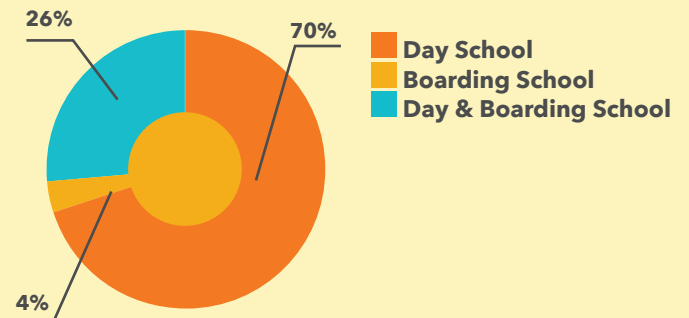
**Which grades does your school serve during the school year?**



**What is your total school enrollment during the academic school year?**



**Which classification best describes your school?**

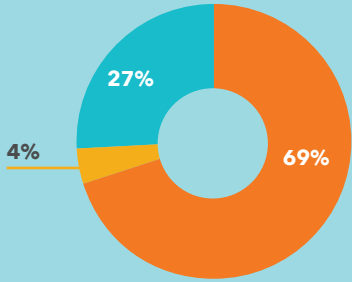


**133**  
Respondents

**Respondent Locations**

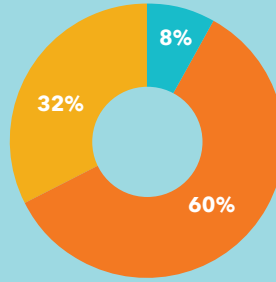
31 ..... Massachusetts	4 ..... Rhode Island	1 ..... Minnesota
12 ..... California	4 ..... Virginia	1 ..... Missouri
10 ..... Texas	3 ..... New Hampshire	1 ..... Mississippi
9 ..... Washington DC	3 ..... Florida	1 ..... North Carolina
9 ..... Maryland	2 ..... Georgia	1 ..... Oregon
8 ..... New Jersey	2 ..... Illinois	1 ..... South Carolina
8 ..... Pennsylvania	2 ..... New Mexico	1 ..... Wisconsin
6 ..... Connecticut	2 ..... Tennessee	
4 ..... New York	2 ..... Washington	
4 ..... Ohio	1 ..... Arizona	

**Our school offers the following summer programs:**



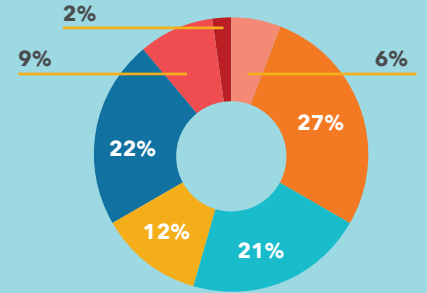
■ Day Programs Only  
■ Overnight Programs only  
■ Day & Overnight Programs

**During how many weeks did you offer summer programming in 2017?**



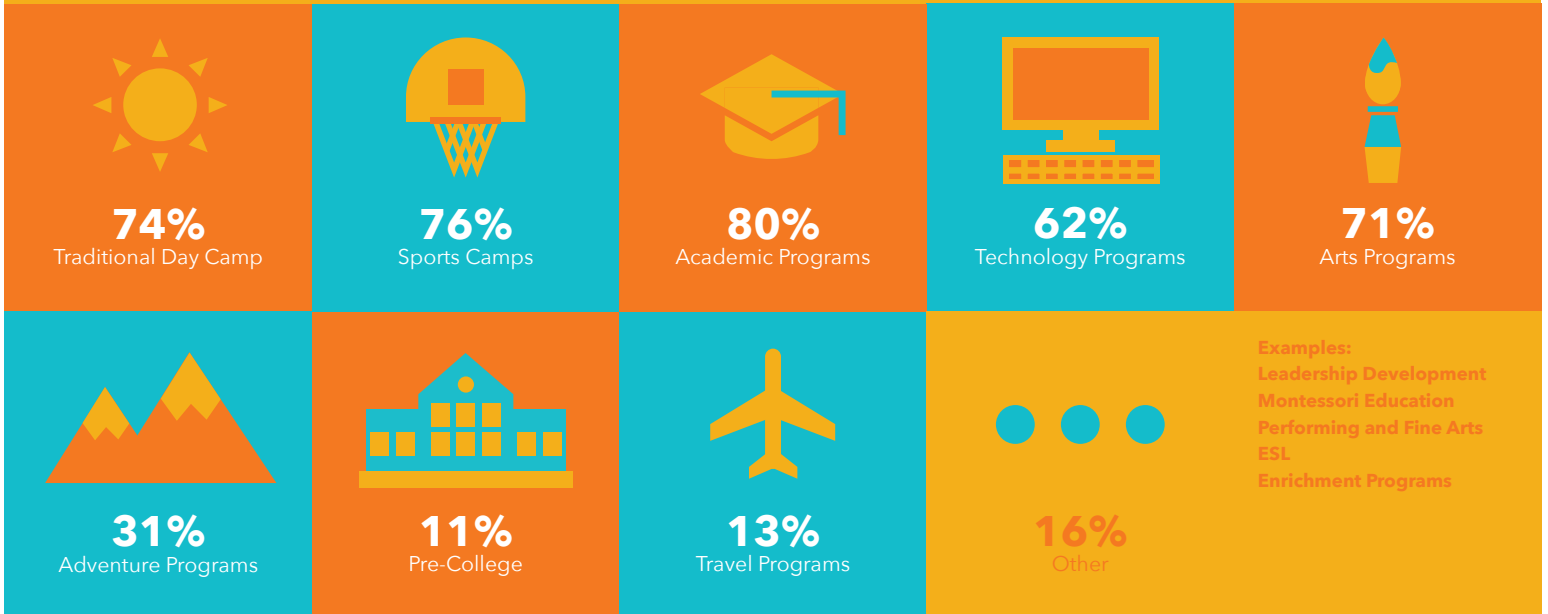
■ 1-4  
■ 5-8  
■ 9-12

**Approximately what percentage of students from your school also participated in your summer program?**

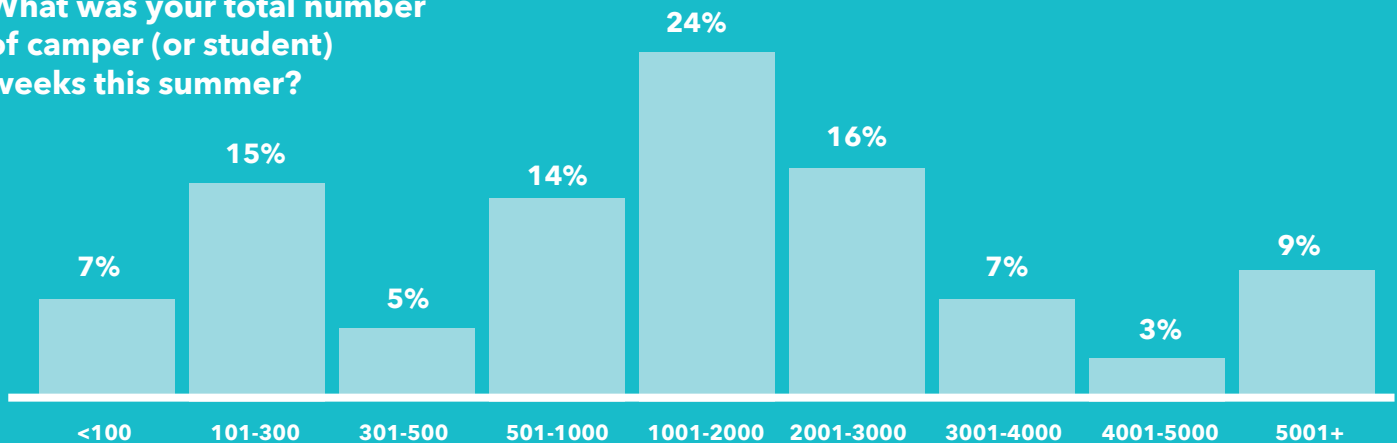


■ 0%  
■ 1-10%  
■ 11-20%  
■ 21-30%  
■ 31-50%  
■ 51-76%  
■ 76-100%

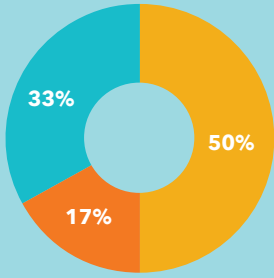
**What summer programs does your school offer?**



**What was your total number of camper (or student) weeks this summer?**

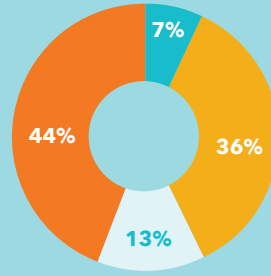


**Did your total summer programs enrollment increase or decrease from 2016-2017?**



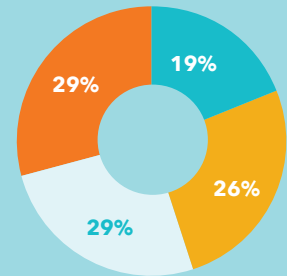
Increased  
Stayed the same  
Decreased

**If increased by how much?**



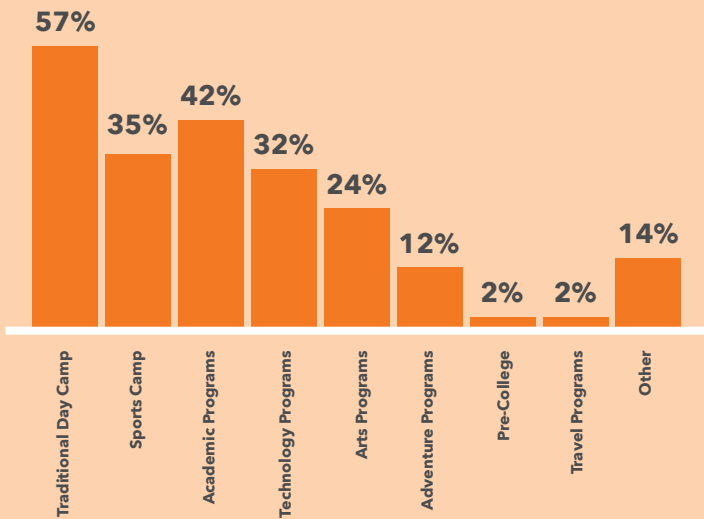
<1%  
2-4%  
5-7%  
>7%

**If decreased by how much?**



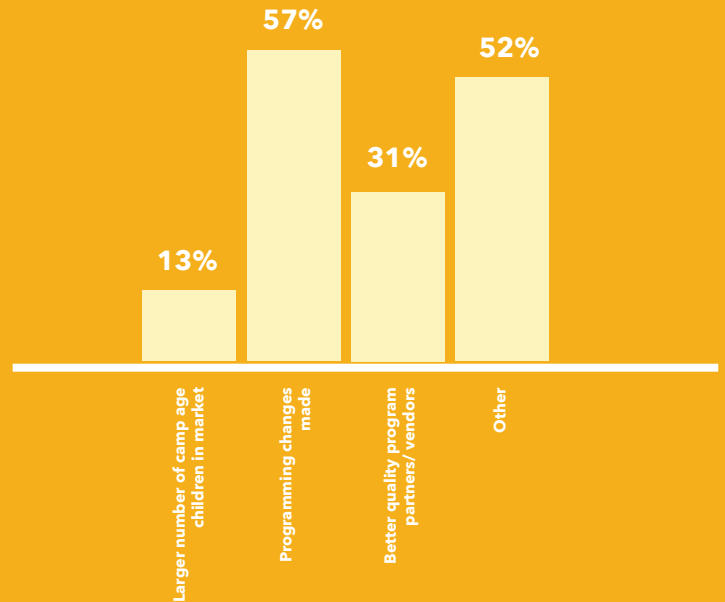
<1%  
2-4%  
5-7%  
>7%

**What specific summer programs saw increased enrollment from 2016-2017?**



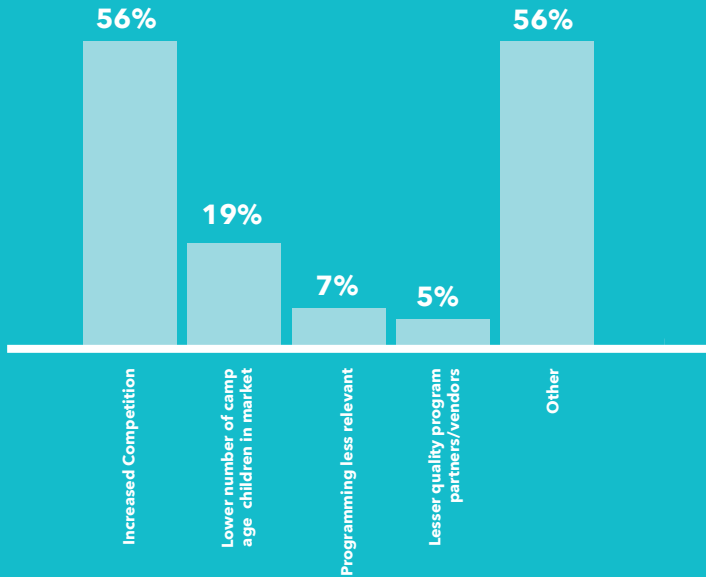
Other:  
Performing Arts • ESL • Cultural Immersion Program For Chinese • Adult Programs • Science • Fashion Arts • Programming For Ages 3 To 7 Increased • Language Programs • STEAM Programs • Early Childhood Programs • Debate • Equestrian • Play Camp • Mini Camps • Academic Enrichment Camps

**If you experienced an increase from last year, what do you attribute this change to?**



Other:  
Earlier Launch • Increased Marketing Efforts • Better Marketing • Word Of Mouth • More Staff Training • Continually Improving Our Programs • New Programs • Better Capture Of Previous Year Students • Increased Amount Of Offerings • Construction Concluded • Start Of School Delayed • Emphasis On Retention • Transportation • Required Courses Offered • Better Pricing • Large Outside Rental • Quality Staff • Increased Communication • Increase In Weeks Offered

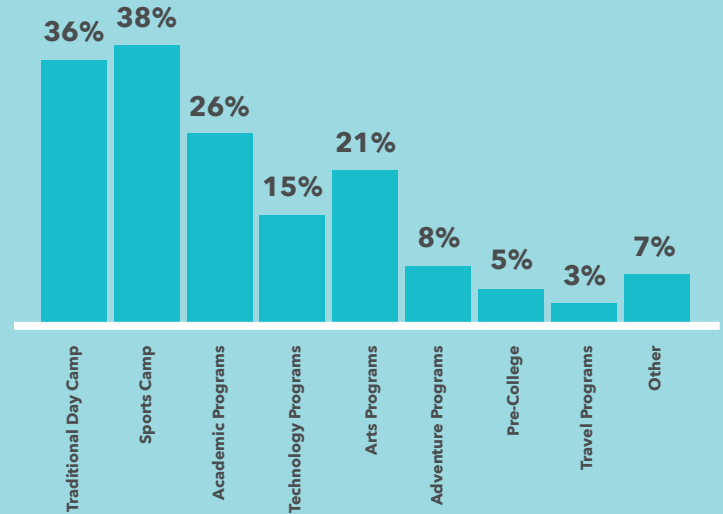
## If you experienced a decrease from last year, what do you attribute this change to?



Other:

Tuition • Campus Construction • Increased Minimum Age • Less Weeks Of Camp • Pool Closing • Change In Programming • Decreased Program Offerings • Conflict With Public School Schedule • Pricing • Program Length • Families Looking For Camp/Program Variety • Visa Denial • International Exchange Rates • Marketing Strategy • Intentionally Limited Admissions From China • Discontinued Programs • Change In Camp Format

## What specific summer programs saw decreased enrollment from 2016-2017?



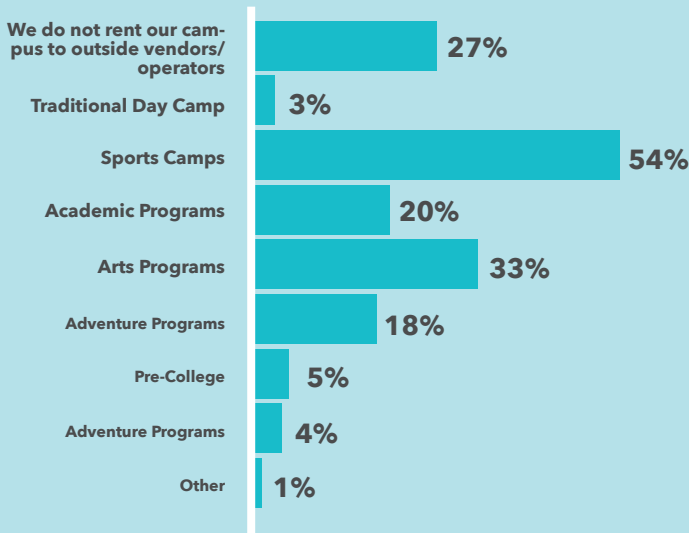
Other:

Arts programming • Science Camp • English Language • Dance

## What new programs are you planning to launch next summer?

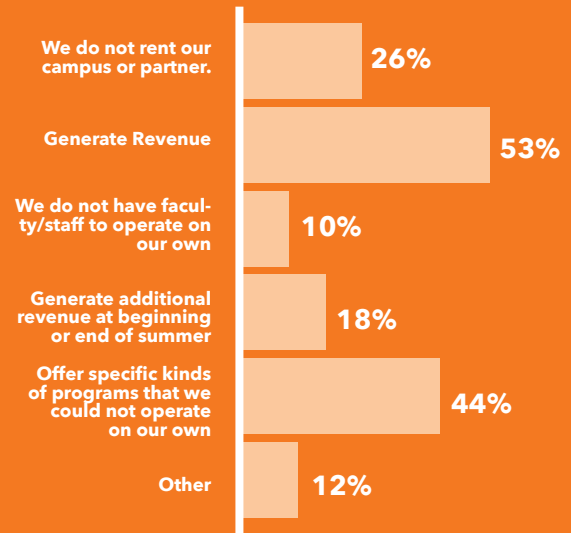
Japanese Language Program • More Enrichment and Academic Camps • Camps Aimed at the International Audience • Marine Science Program • Additional Sports Camp • Leadership Programs • Theme-based Classes • Art Courses • Technology Camps • Cooking Camps • Programming with University Partnership • Wrestling • Soccer • Spanish • 3D Printing • Drone Camp • Mural Camp • Chinese Makers Lab • Academic Programming • Coding Camp • Maker Classes • Fine Arts • STEAM • Technology • Paint Ball • Nature Programs • Financial Literacy • Baby Sitter Certification • Photography • Printmaking • Mountain Biking • Overnight Sports Camps • Fencing

### For what programs does your school rent their campus or partner with vendors/operators?



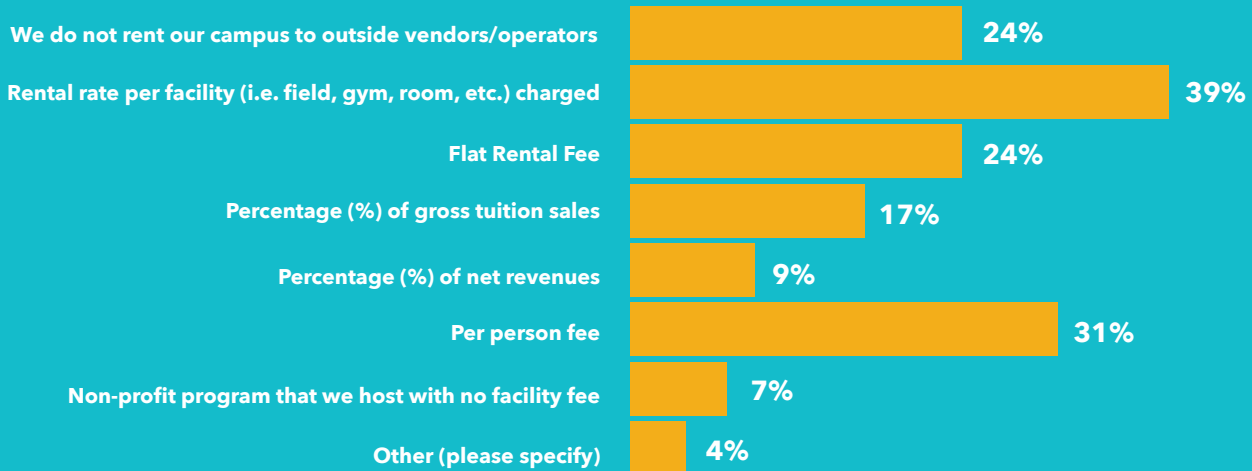
Other:  
Chess • Professional Development for Teachers • Community Seminars • International Academic Program • Occupational Therapy Program • Cooking • Symphony • Yoga • Band • Driver's Ed • Professional Conferences

### We rent our campus or partner with outside vendors/operators for the following reason



Other:  
Goodwill with the Community • Weddings • Offering a Community Service • Attracting New Campers • Community Engagement • Attract Qualified Instructors • Bring new Families to Campus

### We charge the following for use of our facility





### **About Auxiliary Services Organization**

The Auxiliary Services Organization (AUXS) was founded to support independent private schools, colleges and universities. Our mission is to help the institutions we serve in this changing environment with expert knowledge and proficiency. AUXS Advisors have extensive experience working with and for schools. Our team of advisors is made up of individuals from the business sector, entrepreneurs as well as school administrators.

[auxs.org](http://auxs.org)



### **About SPARC**

SPARC is the premier national conference serving the professional development needs of independent school summer and auxiliary program leaders. Through two and half days of collaborative workshops, keynotes, panels, and discussions, attendees will develop ideas and strategies to implement in their own communities. Our program is designed for professionals with all levels of experience, from those just beginning in their role to others with years of experience.

[sparcnational.com](http://sparcnational.com)