





Pillar 4:

ENHANCE LAKE HUGHES SITE AND RECALIBRATE PROGRAM OFFERINGS TO SERVE MORE KIDS

RATING	 5/5 STARS	 5/5 STARS	 5/5 STARS	 5/5 STARS
OBJECTIVE	<p>Develop comprehensive master plan for proactive site maintenance and enhancements that maximizes accessibility, safety, and future growth</p>	<p>Expand Outpost Program through new channels, and increased programming across CA</p>	<p>Refresh onsite program through innovative elements that deliver Camp magic in new ways</p>	<p>Recalibrate camper recruitment process to ensure we are filling sessions with operational efficiency</p>
PROGRESS MADE	<ul style="list-style-type: none"> • First DRAFT of The Painted Turtle Site Maintenance Plan completed. • Site Improvement Committee organized w/ first meeting early February 	<ul style="list-style-type: none"> • Developed 2024 plan based on audit of 2023 activity with identified opportunities to reach more kids • Developed pilot program for Home Visits to test Q3 2024 • Developed Internship program in conjunction with Loma Linda University for testing Q2 	<ul style="list-style-type: none"> • Developed 2024 plan with focus on improved indoor programs (Discovery, Creative Arts) and Equestrian Experiences • Created strategies for more effective summer staff recruiting • Created ways to integrate TPT Values into onsite programming 	<ul style="list-style-type: none"> • Developed 2024 Camper Recruitment Plan with targeted session specific plans • Made improvements to Camper Application process while managing upfront expectations/requirements • Developed plan for enhanced transportation assistance to eliminate this as a barrier for participation • Streamlined Camper applicant website experience and developed new communications tools toward increasing awareness and camper applications
LONG-TERM OUTCOMES	<ul style="list-style-type: none"> • All buildings meet accessibility and comfortability standards by 2025 	<ul style="list-style-type: none"> • 30% increase in in-person Outpost campers served across the state. • Home Visit and Internship programs piloted and rolled out based on pilot learnings. 	<ul style="list-style-type: none"> • Increase in Discovery and Creative Arts ranking in Camper Surveys 	<ul style="list-style-type: none"> • 10% increase in camper applications per session, year on year • Ultimate goal—every session is full with a waiting list by 2025