



# Camp Counselor Career Catalyst Playbook



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# About the Playbook

## Welcome to the playbook for Girl Scouts of the USA's Camp Counselor Career Catalyst training program!

The Camp Counselor Career Catalyst program provides workforce development opportunities for underserved communities through camp counselor jobs. These communities include:

- LGBTQIA+ individuals
- People from rural populations
- Black, Indigenous, and people of color (BIPOC)
- People from low-income backgrounds

We designed this playbook to help councils:

- Position camp counseling as valuable career preparation
- Facilitate equitable access to income, skill development, career advising, and education pathways
- Empower individuals facing opportunity gaps to succeed personally and professionally

The playbook is a comprehensive resource created to support any council staff members involved in recruiting, hiring, and/or training summer camp counselors. Inside, you'll find:

- An overview of the program's mission, model, and strategic approach
- How the program is funded
- Actionable strategies for cultivating impactful community partnerships
- Best practices for inclusive recruitment, hiring, and training
- Sample resources like marketing materials and training curricula
- Guidance on supporting counselors in their professional development and career pathways
- Strategies for building on- and off-ramps to/from the program

By applying the guidance in the playbook, council staff can implement a truly transformative camp counselor program that expands access and changes more lives.

### Acronyms

**BIPOC** ..... Black, Indigenous, and people of color

**GSUSA** ..... Girl Scouts of the United States of America

**HBCUs** ..... Historically Black Colleges and Universities

**LGBTQIA+** ..... Lesbian, Gay, Bisexual, Transgender, Queer, Intersex, Asexual (The + represents the many other identities that may be part of the community, such as pansexual, agender, nonbinary, and gender fluid, as well as allies of the community)

**WIOA** ..... Workforce Innovation and Opportunity Act

**Intended Audience:** This playbook was designed for council staff members involved in recruiting, hiring, and/or training summer camp counselors.

# Why This Program?

This program is an initiative designed to provide members of underserved communities with workforce development opportunities through camp counselor jobs. It creates a model to strengthen youth workforce readiness through camp employment.

This is achieved by:

- Building sustainable partnerships with schools, employers, workforce boards, and community organizations
- Providing individuals with comprehensive training that builds essential skills like leadership, problem-solving, and adaptability
- Offering camp counselors guidance and resources for post-camp career exploration, higher education, and overall long-term success

## Program Logic Model

The logic model outlines goals, objectives, and intended outcomes of the Camp Counselor Career Catalyst program.

### Program Goals

1. Create a replicable, scalable model for expanding access to employment and training opportunities for underserved older adolescents and young adults who face barriers to employment, through on-the-job training experiences at Girl Scout sleepaway camps.
2. Expand national and local partnerships that promote increased alignment between Girl Scouts and workforce development boards, school systems, and employers to fuel sustainable, systemic changes that eliminate barriers to employment.
3. Increase access to work experiences and work readiness skill development among a more diverse body of camp counselor staff that will in turn deliver more equitable, inclusive experiences to Girl Scouts across the country.

### Challenges the Program Addresses

- Need for opportunity youth to have access to summer jobs and workforce training
- Growing industry/workforce demand for qualified camp counselors
- Barriers to inclusivity for underserved and marginalized groups
- Racial disparities in existing counselor workforce

### Inputs

- American Camp Association partnership and other strategic partnerships at all levels
- Dedication of Girl Scout council staff time
- Local camp facilities and residential camp programs
- Opportunity for underserved, marginalized youth ages 15–21



### Intended Program Activities

#### Girl Scouts of the USA

- A. Contract/grant subawards to Girl Scout councils, and provide ongoing oversight and support.
- B. Identify/track strategies and practices and develop a suite of resources and trainings on implementing the programming.
- C. Expand national workforce and education partnerships.
- D. Identify/secure funding partners to scale the program model for more councils.

#### Girl Scout Councils

- E. Expand alignment and partnerships with schools, workforce boards, higher education, HBCUs, and community partners to recruit/engage more youth.
- F. Deliver the training program: career exploration services, career counseling, work-based learning experiences, and connections to education and jobs.







## Outputs

### Program Implementation Suite

- Program toolkit/resource suite that provides guidance on community partnership building, supervisor training, pre-camp training, marketing resource development, hiring and onboarding, etc.

### Program Participants

- 640 participants complete a work-based learning experience
- 180 participants enter postsecondary education or occupational skills training
- 225 participants enter unsubsidized employment

### Partnerships

- 24 new workforce development partners engaged
- 45 new employer partners engaged
- 45 new education partners, including secondary and postsecondary, engaged
- 45 new optional partners engaged



## Intended Program Outcomes

### Short-Term

- Youth earn pay and room/board; get work experience, access to career counseling, access to higher education, and future job placement; and develop transferrable employment skills.
- Supervisors develop workforce readiness and career counseling competencies.
- A bigger talent pool for hiring to meet double-digit industry growth needs.
- Growing network of partnerships strengthens participant access to career training and overall workforce diversity, especially for underserved and marginalized groups.
- Girl Scout councils increase their capacity to deliver high-quality, inclusive youth development experiences and diversify staff.



## Long-Term

- Girl Scout councils have a sustainable, replicable model to strengthen youth workforce readiness through employment and training opportunities.
- Councils, schools, workforce boards, higher education institutions, and other community partners are more aligned and better able to support dropout reengagement and recovery.
- Adults from underserved and marginalized groups are better prepared to succeed in work and life.
- The program builds awareness and understanding of camp counselor impact on employment pathways.

## Program Funding

This program is funded through a combination of federal grants and non-governmental sources. It operates under the Workforce Innovation and Opportunity Act (WIOA Title I), which ensures equal opportunity for all participants. Detailed funding information and specifics about auxiliary aids and services for individuals with disabilities are available upon request.

# Community Partners

Cultivating strong community partnerships is essential to the success of this program. By strategically engaging with a diverse network of organizations, you (councils) can access a wider pool of camp counselor prospects and provide comprehensive workforce development resources for participants.

## Types of Community Partners

### Workforce Development Board Partners

Workforce Development Boards oversee and fund workforce development programs in their regions. They operate American Job Centers, which provide job seekers with employment resources, training opportunities, and connections to local programs.

These partners can support the program by sourcing potential candidates for camp counselor roles and serving as resources for participants seeking additional employment after their camp experience. Note that workforce boards may operate under different names depending on your location (for example, Workforce Solutions, CareerSource, Ohio Means Jobs).

When reaching out, consider contacting business service representatives, youth counselors, and career center managers.

### Employer Partners

Employer partners can come from various industries and sectors. In reaching out, remember that the key is aligning the employer's needs with the program's goal of developing individuals' transferable skills through camp counseling.

Ideal employer partners will recognize the value of individuals who possess skills cultivated in the camp environment—skills that can directly meet the employer's workforce needs, such as:

- Group management
- Activity facilitation
- Time management

### Education Partners (Secondary and Postsecondary)

- Public school partnerships can facilitate connections with high school guidance counselors to recruit graduating seniors interested in camp counselor roles as they transition from high school.
- College and university partnerships can provide:
  - Access to students seeking summer employment, and internships
  - Resources for connecting participants to educational opportunities post-employment
  - Potential appeal to college students looking for summer housing, as camp counselor positions often include room and board

**Note:** Depending on your region, you may have access to additional partners, such as Historically Black Colleges and Universities (HBCUs) or other specialized institutions.

- Trade and technical school partnerships offer pathways for participants to explore vocational training and certification programs after their camp experience.

### Optional Partners

- Local chapters of organizations that can bring unique value to your program should also be engaged, such as Dress for Success, YMCA, Boys and Girls Clubs, and other community-based spaces where young people from the focus communities might be engaging.

## How to Engage Community Partners

Engaging community partners is crucial for recruiting participants from varied social, cultural, and economic backgrounds and providing comprehensive workforce development opportunities through Girl Scout summer camps. Here are some strategies:

## Identifying Potential Partners

- Research local organizations, nonprofits, schools, places of worship, and community centers. Focus particularly on those serving segments of your community that are underrepresented in your council membership.
- Look for entities aligned with Girl Scouts' mission and values, such as those focused on youth development, education, and/or community empowerment.

## Building Relationships

- Initiate contact through email, phone calls, or in-person meetings to introduce the program and its goals.
- Highlight mutual benefits of collaboration and shared objectives.
- Offer to meet potential partners to discuss effective ways to work together.
- Attend community events and connect in person with leaders/members of organizations to understand the organizations' values and roles in the community. Find out how the program can both support their values and help you attain the desired program outcomes. This takes time, so plan for it!

## Tailoring Recruitment Strategies

- Host or cohost events with partners to share the benefits of the program. Make a point to engage with attendees rather than simply present information. Take time to understand attendees' interests and needs and be prepared to explain how the program might be a good fit for them. Be mindful of people's time.
- Leverage social media platforms to promote camp opportunities, especially to reach younger demographics. Create short videos that showcase the skills camp counselors learn.

## Providing Incentives

- Invite partners to promote their brand and share employment on-ramps by providing program participants with career coaching opportunities, facility tours, and/or educational workshops.
- Publicly recognize and celebrate the contributions of community partners through acknowledgments or awards.
- If you're hosting events, provide a meal or transportation vouchers.

## Collaborating on Workforce Development

- Connect with community partners to offer participants training in outdoor skills, leadership development, college applications, financial aid, financial literacy, career readiness, etc.
- Collaborate with community colleges or vocational schools to offer participants relevant certification programs or workshops as a part of an on-ramp or off-ramp to/from the program.

## Providing Resources and Other Support

- Assign a dedicated staff member or volunteer to serve as a liaison, providing community partners with ongoing support and guidance.
- Share relevant materials with community partners to support their efforts in recruiting program participants and providing workforce development training.

## Evaluating and Adjusting Strategies

- Regularly evaluate the effectiveness of recruitment and workforce development strategies by gathering feedback from participants, community partners, and staff, using various methods:
  - ☐ Formal surveys with a mix of multiple-choice and open-ended questions
  - ☐ Informal conversations during events and meetings
  - ☐ Anonymous suggestion boxes or online forms
  - ☐ Attendance and response rate data
  - ☐ Social media engagement metrics
- When designing surveys or feedback forms, consider including questions such as:
  - ☐ How well do you feel the program addresses the needs of our community?
  - ☐ What aspects of the program have been most beneficial to you/your organization?
  - ☐ Are there any barriers preventing fuller participation in the program?
  - ☐ How can we improve our communication and collaboration?
- Be reflective in your analysis. If response rates are low or feedback is consistently negative, consider whether the issue lies in your approach rather than with the respondents.

- Maintain open communication with community partners to address any challenges or barriers that may arise. Schedule regular check-ins to discuss progress and areas for improvement.
- Use the insights gained from feedback to continuously refine and improve your strategies, ensuring the program remains relevant and effective for all stakeholders.

Building strong partnerships with community organizations is key to expanding access and providing meaningful workforce development opportunities through Girl Scout summer camps. By establishing relationships, tailoring strategies, offering incentives, and continuously evaluating and adapting your approach, you can empower youth from diverse backgrounds to thrive.

## Sample Partnership Outreach Letters

The following letters are examples of how you can initiate relationships with potential partners. The templates can be tailored to highlight each partner's strengths and align with their specific areas of expertise.

### Employer Partner Letter

[Date]

[Recipient Name], [Recipient Title]

[Organization Name]

[Organization Address]

Dear [Recipient Name],

We recently secured funding for an exciting program called Camp Counselor Career Catalyst, through which underserved young people ages 15–21 can work at a Girl Scout camp and receive impactful career guidance. This is a mutually beneficial collaboration between GSUSA and local organizations like yours.

We believe [Organization Name] can offer valuable career growth opportunities for our focus group of young people. At our upcoming camp staff training in [Month], would your team be willing to:

- Discuss career paths at [Organization Name] and how participants can pursue similar careers;
- Host a training on resume building, interview prep, or applying camp skills to jobs; or
- Arrange an in-person tour to your organization for our youth?

We look forward to hearing from you about creating employment pathways for our program participants. Please let me know if you have any other ideas for collaboration.

Sincerely,

[Your Name]

[Your Contact Information]

The dollar amount of Total Grant Federal funds for the program is \$2,499,771. The percentage of the total costs of the program which will be financed with Federal money is 58% and the percentage and dollar amount of the total costs of the program that will be financed by non-governmental sources amounts to 42% or \$1,826,531.

"The Workforce Innovation and Opportunity Act (WIOA Title I) is an equal opportunity program. Auxiliary aids and services are available upon request to individuals with disabilities in recruitment brochures and other materials that are ordinarily distributed or communicated in written and/or oral form, electronically and/or on paper, to staff, clients, or the public at large, to describe programs financially assisted under Title I of WIOA or the requirements for participation by recipients and participants.

### Education Partner Letter

[Date]

[Recipient Name], [Recipient Title]

[School/University Name]

[School/University Address]

Dear [Recipient Name],

Thank you for considering a collaboration with [School/University Name] through the Camp Counselor Career Catalyst grant. This grant serves underserved youth ages 15–21 interested in working at Girl Scout camps. Our goal is to guide participants in applying their camp experience to future education and career opportunities.

We value the educational prospects [School/University Name] could provide our participants. During camp staff training in [Month], your team may:

- Discuss educational pathways aligned with participants' interests.
- Offer workshops on academic success, career planning, and skill development.
- Host an educational visit to your campus.

We appreciate your support in creating pathways to education and employment for our program participants. Please share any other collaboration ideas.

Sincerely,

[Your Name]

[Your Contact Information]

The dollar amount of Total Grant Federal funds for the program is \$2,499,771. The percentage of the total costs of the program which will be financed with Federal money is 58% and the percentage and dollar amount of the total costs of the program that will be financed by non-governmental sources amounts to 42% or \$1,826,531.



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## Workforce Development Partner Letter

[Date]

[Recipient Name], [Recipient Title]

[Organization Name]

[Organization Address]

Dear [Recipient Name],

Girl Scouts is excited to collaborate with [Workforce Organization Name] through the Camp Counselor Career Catalyst grant. This grant serves underserved youth ages 15-21 who are working at Girl Scout summer camps. Our goal is to advise participants on applying camp skills to future careers.

[Workforce Organization Name]'s workforce development expertise could greatly benefit our participants. During our [Month] camp staff training, your team may:

- Provide workforce readiness training (communication, teamwork, leadership).
- Offer guidance on job searching, resume writing, and interviewing.
- Discuss facilitating connections with local employers or internship opportunities.

We look forward to working together to create employment pathways for our program participants and welcome your suggestions for any other collaborations.

Sincerely,

[Your Name]

[Your Contact Information]

The dollar amount of Total Grant Federal funds for the program is \$2,499,771. The percentage of the total costs of the program which will be financed with Federal money is 58% and the percentage and dollar amount of the total costs of the program that will be financed by non-governmental sources amounts to 42% or \$1,826,531.

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# Program Participant On-Ramps

Recruiting participants into the Camp Counselor Career Catalyst program smoothly is important. To begin, you'll want to communicate the value of the camp counselor position. Below are some key points to include.

## Why Work at a Girl Scout Summer Camp?

Working at a Girl Scout camp is more than just a job—it's an adventure. Camp staff can look forward to...

- **Learning Valuable Skills:** Staff learn important skills like leadership, teamwork, communication, and problem-solving in an outdoor setting.
- **Developing Workforce Skills:** They build organization, time management, and adaptability skills while managing groups of campers.
- **Receiving Medical Training:** Staff often receive first aid, CPR, and other medical training, giving them lifesaving skills useful well beyond camp.
- **Earning Certifications:** Staff can get certified in outdoor activities like archery, canoeing, and lifeguarding, as well as programs like Leave No Trace.

Working at a Girl Scout camp offers abundant opportunities for personal growth, professional development, and positively impacting youth.

## What Camp Staff Can Expect at Camp

Every day at camp is filled with Girl Scout traditions, camaraderie, and adventure. Camp staff can look forward to...

- **Outdoor Immersion:** As outdoor stewards, staff nurture campers' love of nature through hiking, outdoor skill building, and the undertaking of conservation projects.
- **Communal Living:** Living in the camp community, staff guide campers and help them grow in a safe, inclusive environment.
- **Lasting Friendships:** Sharing in challenges and triumphs create lifelong friendships among staff members.
- **Fun, Safety, and Growth:** Beyond rewarding work with youth, staff engage in fun activities like campfires, songs, and team building, promoting personal growth and leadership while always prioritizing safety.

## Benefits for Participants

Program participants working as camp staff enjoy additional opportunities as well. These may include...

- **Focus on Diversity, Equity, Inclusion, and Racial Justice:** Camp staff may learn invaluable skills that help them cultivate welcoming and inclusive environments.
- **Skill Building:** Staff are able to develop skills essential to future employment and education, such as communication, teamwork, and conflict resolution.
- **Community Engagement:** Staff can enhance the impact of their camp experience by engaging with community partners—networking and building connections that extend beyond the camp setting.
- **Career Opportunities:** Camp staff can leverage the potential of their role to equip them for various career paths, like teaching and outdoor education.

# Recruitment

The Camp Counselor Career Catalyst program aims to reach young people from underserved segments of local communities who may not typically apply for summer camp positions. Make sure your recruitment efforts target all areas and demographics within your council's jurisdiction.

## Recruiting Participants for the Program

Consider these strategies to enhance your outreach:

### Diversify recruitment channels.

- Partner with nonprofits, community centers, and schools, focusing on segments of your community that are underrepresented in your council membership to extend your reach.
- Leverage social media, community newsletters, and local events to connect.
- Build partnerships with organizations that are connected to communities you're not already connected to.

### Engage education/workforce agencies.

- Collaborate with local workforce boards to access their networks.
- Work with career counselors and job specialists to promote the program as a workforce development opportunity.

### Leverage employer partnerships.

- Promote the program to employers as a way to build transferable professional skills for participants.
- Highlight how camp counseling teaches skills valuable across various industries.
- Invite council sponsors and funders to lead or participate in program workshops as a volunteer engagement opportunity.

### Promote community engagement.

- Host informational sessions/workshops in partnership with community organizations.
- Encourage current/former participants to share testimonials to inspire new recruits.

### Implement targeted outreach.

- Remember to focus your efforts on specific underrepresented groups.
- Work with experts in diversity, equity, and inclusion to develop inclusive messaging and materials.

### Offer incentives and highlight benefits.

- Provide financial assistance, stipends, certifications, equipment, and travel assistance to encourage participation.
- Emphasize long-term benefits like enhanced employability and career advancement likelihood.

### Provide ongoing support.

- Create program off-ramps from the role of camp counselor toward educational and workforce opportunities.
- Establish mentorship programs to support participants' continued learning.
- Offer continued career counseling, resume workshops, and networking opportunities.

### Continuously evaluate and improve.

- Monitor recruitment strategies based on data.
- Gather input from stakeholders to identify areas for innovation.

By establishing diverse partnerships and creative outreach strategies, your council can effectively recruit for the program and expand access to valuable workforce development experiences for underrepresented communities.

# Translate Camp Skills to Workforce Skills

When crafting job descriptions for camp staff roles, it's important to highlight how the experience builds valuable workforce skills that are highly transferable across various industries. This strategic positioning can appeal to candidates seeking professional development opportunities who are also excited about working at camp, positioning the roles as enriching experiences that prepare them for future career success.

Consider the following tips:

1. Lead with an overview emphasizing how the camp role cultivates critical competencies valued by employers, such as leadership, problem-solving, and communication skills.
2. Within the core responsibilities section, thoughtfully weave in language that ties specific camp duties to the development of transferable skills (for example: "Facilitate group activities that promote teamwork and interpersonal skills," "Oversee compliance with safety protocols, honing risk management abilities," "Maintain detailed records, showing attention to detail and organizational skills").
3. In the qualifications or requirements, include any preferred skills or experiences that align with the transferable competencies highlighted (for example: "Prior experience leading group activities and projects" for leadership skills, "Excellent verbal and written communication abilities" for interpersonal communication, "Ability to remain calm and level-headed in stressful situations" for adaptability).

4. Dedicate a separate section for listing the transferable workforce skills applicants can develop through the camp experience, using the examples provided in the list below (such as commitment to learning, adaptability, and attention to detail).
5. Consider including testimonials or quotes from past staff members who have successfully leveraged their camp experience in other professional settings.

By intentionally framing camp staff roles through the lens of professional skill development, you can attract a wider pool of candidates seeking enriching experiences that prepare them for future career success.

Prominent transferable workplace skills and attributes that camp staff can develop:

- Commitment to lifelong learning
- Planning and organization
- Leadership and teamwork
- Adaptability and problem-solving
- Interpersonal communication
- Safety and risk management
- Attention to detail and record-keeping
- Regulatory compliance
- Commitment to continuous improvement
- Long-term strategic thinking
- Managing groups of young people with diverse needs
- Mindfulness around identity and inclusion
- Creating cohesion across a diverse team



# For Supervisors: Camp Staff Training Guidance

The Camp Counselor Career Catalyst program aims to enhance Girl Scout summer camp counselor employment by integrating diversity, equity, and inclusion (DEI) practices into workforce development. This section outlines how supervisors can seamlessly incorporate the program playbook into existing camp staff training.

## Understanding the Program

The key objectives of the program include:

- **Elevating the impact of summer camp counselor employment programs**
- **Strengthening community partnerships to increase access to qualified candidates**
- **Positioning camp employment as valuable workforce development and training**

## Tips for Workforce Development Skills Training

The program can help camp staff recognize and leverage the valuable skills gained through their roles, preparing them for future career opportunities. Here's how you can facilitate:

### Key Strategies

1. **Reflective Activities:** Help camp staff connect camp responsibilities to in-demand job skills.
2. **Resume/Cover Letter Development:** Help staff showcase their transferable camp skills on job applications.
3. **Industry Research:** Guide camp staff in exploring the skills needed in the fields they're interested in.
4. **Guest Speakers:** Invite guests to share how they've transitioned from camp roles to other industries.
5. **Professional Collaborations:** Partner with local employers, educational institutions, and workforce agencies to support camp staff development.

6. **Career Connections:** Provide staff with access to internships, job shadowing opportunities, and mentorship programs.

## Translating Camp Skills to Workplace Settings

Help participants understand how their camp experiences translate to various industries and roles. Examples include...

- **Safety and Risk Management:** Valuable in healthcare, construction, and outdoor recreation
- **Group Management and Leadership:** Essential in team management, project coordination, and customer service roles
- **Planning and Organization:** Crucial in hospitality, event management, project coordination, and operations
- **Childcare and Supervision:** Relevant in education, social work, and customer service roles

## Implementing Workforce Development Principles

Reflect these principles consistently in the program's job descriptions, training materials, and surveys to align with workforce development goals.

- **Job Descriptions:** Highlight transferable skills gained, such as "Develop leadership skills by managing groups of 10-15 campers."
- **Training Materials:** Include exercises like "Skill Mapping," wherein counselors identify camp tasks and link them to professional competencies.
- **Surveys:** Ask questions like "What professional skills have you developed as a camp counselor, and how might you apply these in your future career?"

By providing this context and discussing the connections, camp staff can better understand how their experiences transfer to other jobs and be equipped to articulate their value to potential employers.

# Assessment Tools

Gathering feedback on the program from camp staff is essential to continuously improving curricula and supporting team members in their personal and professional development.

Below are examples of questions that can help you gather valuable insights as you evaluate the program and understand each staff member's experience during the summer camp season. Questions can be tailored to fit your camp and program needs.

## Girl Scout Summer Camp Staff Exit Interview

Name: \_\_\_\_\_

Position: \_\_\_\_\_

Date: \_\_\_\_\_

Thank you for taking the time to participate in this exit interview. Your feedback is important to us as we strive to improve our Girl Scout summer camp experience for both staff and campers. Please answer openly and honestly the following questions:

- What motivated you to apply for a position at our camp this summer?
- Reflecting on your time at camp, what were the highlights of your experience?

- What specific skills or knowledge did you gain during your time at camp?
- Did you achieve any certifications during your time at camp? If so, please list them.
- How do you plan to use the skills you learned and certifications you earned this summer in your future job or educational opportunities?
- How did you find the workforce development training, including resume training, interview techniques, financial advice, and applying camp-learned skills to the real world?
- Did you feel supported by camp management and your colleagues during your time at camp? Please explain.
- What suggestions do you have for improving the staff experience at our camp?
- Would you consider returning to work at our summer camp next year?
- Is there anything else you would like to share about your camp experience?

Thank you for your time and feedback.

Sincerely,

[Camp Director Name]

[Camp Name]

# Camp Staff Training Topics and Resources

Creating an unforgettable and meaningful Girl Scout summer camp experience begins by providing thorough and engaging training for the leadership team and new/seasonal supervisors. This section highlights essential topics to make sure staff are well-prepared. It also includes ways to embed the Camp Counselor Career Catalyst program into existing camp training and recruitment programs.

## Girl Scout Leadership Team Training Topics

### Girl Scout Mission and Values

- Embrace the heart of Girl Scouts by exploring our mission and values, with an emphasis on inclusivity and nurturing leadership.

### Program Planning and Implementation

- Discover how to design fun, age-appropriate programs that deliver the Girl Scout Leadership Experience.
- Get hands-on tips for creating activities that build teamwork, spark creativity, and encourage personal growth.

### Safety and Risk Management

- Engage in comprehensive safety training, covering routine protocols, emergency procedures, and risk assessments tailored to camp settings.
- Understand the importance of maintaining a safe, welcoming environment for everyone.

### Girl-Led Leadership

- Dive into the Girl Scout leadership model, empowering girls to take charge in decision-making and problem-solving.
- Learn effective strategies for facilitating girl-led activities and nurturing the development of leadership skills.

## Diversity, Equity, Inclusion, and Racial Justice (DEIRJ)

- Gain insight into DEIRJ principles, learning how to tackle biases and help create inclusive spaces.
- Participate in activities and discussions that celebrate diversity and embrace differences within our community.

## Training Topics for New/Seasonal Supervisors

### Leadership and Team Management

- Master the art of leading a team with effective communication, conflict resolution, and team-building techniques.
- Learn best practices for delegating tasks, providing constructive feedback, and creating a positive work environment.

### Camp Operations and Logistics

- Get a comprehensive overview of camp operations, from scheduling and budget management to facility maintenance and logistics coordination.
- Be familiar with camp-specific policies and procedures, including camper registration and equipment management.

### Staff Training and Development

- Explore strategies for training and mentoring seasonal staff, ensuring everyone feels supported and capable.
- Use tools to gather constructive feedback, conduct performance evaluations, and promote professional growth.
- Encourage staff to explore how everyday interactions, activities, and routines convey important lessons and values.
- Help staff cultivate skills of or involving teamwork, responsibility, resilience, and empathy through structured activities and reflective discussions.

# Camper and Parent Communication

- Learn effective communication techniques for interacting with campers and their caregivers, addressing inquiries and concerns and sharing camp updates.
- Build strong relationships with campers and their families, promoting a sense of community.

To accommodate busy schedules, consider which trainings can be done online.

By addressing these key topics in your training, you can help camp staff uphold a positive camp culture rooted in Girl Scout values and principles.

## Integrating the Program into Existing Camp Training and Recruitment Plans

This table outlines ways to integrate the Camp Counselor Career Catalyst program into your camp staff training as well as on an ongoing basis after camp.

Training Topic	Activity Examples	Expected Outcomes	Benefits to Participant	Value to Council
Resume Building	<ol style="list-style-type: none"><li>1. Workshop on highlighting transferable skills</li><li>2. Online resume builder resources</li></ol>	<ul style="list-style-type: none"><li>■ Effective resumes tailored to future jobs</li></ul>	<ul style="list-style-type: none"><li>■ Market readiness for employment</li><li>■ Articulate strengths/ experiences</li></ul>	<ul style="list-style-type: none"><li>■ Develop workforce-ready talent pipeline</li></ul>
Interview Skills	<ol style="list-style-type: none"><li>1. Mock interviews</li><li>2. Tips on communication, including body language</li></ol>	<ul style="list-style-type: none"><li>■ Confidence in interviewing</li><li>■ Ability to convey strengths</li></ul>	<ul style="list-style-type: none"><li>■ Preparation for professional opportunities</li></ul>	<ul style="list-style-type: none"><li>■ Represent council's workforce development</li></ul>
Job Search	<ol style="list-style-type: none"><li>1. Intro to job boards</li><li>2. Application submission guidance</li></ol>	<ul style="list-style-type: none"><li>■ Familiarity with job search process</li><li>■ Ability to pursue opportunities</li></ul>	<ul style="list-style-type: none"><li>■ Transition to future careers</li><li>■ Continued personal/ professional growth</li></ul>	<ul style="list-style-type: none"><li>■ Showcase program impact</li></ul>
Transferring Skills	<ol style="list-style-type: none"><li>1. Safety/risk management drills</li><li>2. Group leadership</li><li>3. Planning/budgeting</li><li>4. Childcare techniques</li></ol>	<ul style="list-style-type: none"><li>■ Understanding applications of camp skills in real world</li></ul>	<ul style="list-style-type: none"><li>■ Relevance of experience</li><li>■ Diverse skill acquisition</li></ul>	<ul style="list-style-type: none"><li>■ Substantiate value of program</li><li>■ Recruit future participants</li></ul>
Career Exploration	<ol style="list-style-type: none"><li>1. Invite guest speakers</li><li>2. Campus/workplace visits</li><li>3. Counseling resources</li></ol>	<ul style="list-style-type: none"><li>■ Exposure to potential paths</li><li>■ Goal setting</li></ul>	<ul style="list-style-type: none"><li>■ Informed decision making</li><li>■ Motivation for continual development</li></ul>	<ul style="list-style-type: none"><li>■ Partnership building</li><li>■ Program advocacy</li></ul>

By integrating relevant Camp Counselor Career Catalyst components as outlined above, your camp training can equip staff with workforce skills while highlighting the diverse applications of their experience—enhancing participants’ future prospects and demonstrating the council’s investment in our country’s workforce.



# Program Participant Off-Ramps

Off-ramps play a vital role in transitioning participants from the immersive camp counselor experience to future endeavors. They provide camp staff with structured opportunities to:

- Reflect on their personal growth, accomplishments, and skills acquired at camp.
- Facilitate the integration of camp experiences into upcoming educational or professional pursuits.
- Understand how the camp role can serve as a stepping stone toward broader pathways.

Off-ramps allow participants to understand the transferable value of their camp experience and its potential to fuel personal and professional advancement.

## Connecting Participants with Community Partners

Establishing connections with community partners is key to providing effective off-ramps. Consider the following undertakings.

**Mentorship Programs:** Connect participants with mentors who can provide guidance, advice, and resources tailored to individual goals.

**Workshops/Training:** Host sessions on resume writing, interview skills, and career exploration facilitated by staff or industry professionals.

**Networking Events:** Coordinate events during which participants can connect with alumnae, partners, and professionals across various fields.

**Reflective Discussions:** Facilitate group discussions for participants to share experiences, articulate skills, and identify goals.

**Resource Hub:** Curate an online platform with information on education and job opportunities, scholarships, and related community resources.

**Individualized Support:** Offer personalized coaching, goal-setting support, and ongoing communication opportunities to empower each participant in their transition.

## Continuing Education Pathways

Extend the impact of the camp experience with continuing education initiatives that empower participants to explore diverse pathways for personal and professional growth.

### Connecting to Higher Education Institutions

- Organize campus tours, information sessions, and workshops in collaboration with colleges, universities, and technical schools.
- Expose participants to various academic/vocational programs, admission requirements, and career trajectories.

### Building College Readiness

- Facilitate workshops on time management, study habits, academic goal-setting, and effective communication.
- Enhance participants' critical-thinking, problem-solving, and self-advocacy skills for academic success by providing them access to trainings from partners in the education field.

### Providing Financial Literacy and FAFSA Support

- Offer guidance on budgeting, student loans, scholarships, and financial aid, including FAFSA completion.
- Collaborate with financial aid experts to ensure participants can make informed decisions about educational financing.

By thoughtfully implementing off-ramps and facilitating connections to community partners and educational institutions, you can empower participants to use their camp experience as a launchpad for future success, in alignment with the goals of the Camp Counselor Career Catalyst program.

# Conclusion

We hope this playbook empowers more and more council staff to effectively recruit, hire, and train summer camp counselors—emphasizing diversity, equity, and inclusion while investing in our collective workforce. By applying the

resources and strategies provided, you can emphasize the camp counselor program as a prominent platform for personal and professional growth, particularly for underserved communities.

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