

HOST FORUM

2023

cīee[®] | SEASONAL EXCHANGES

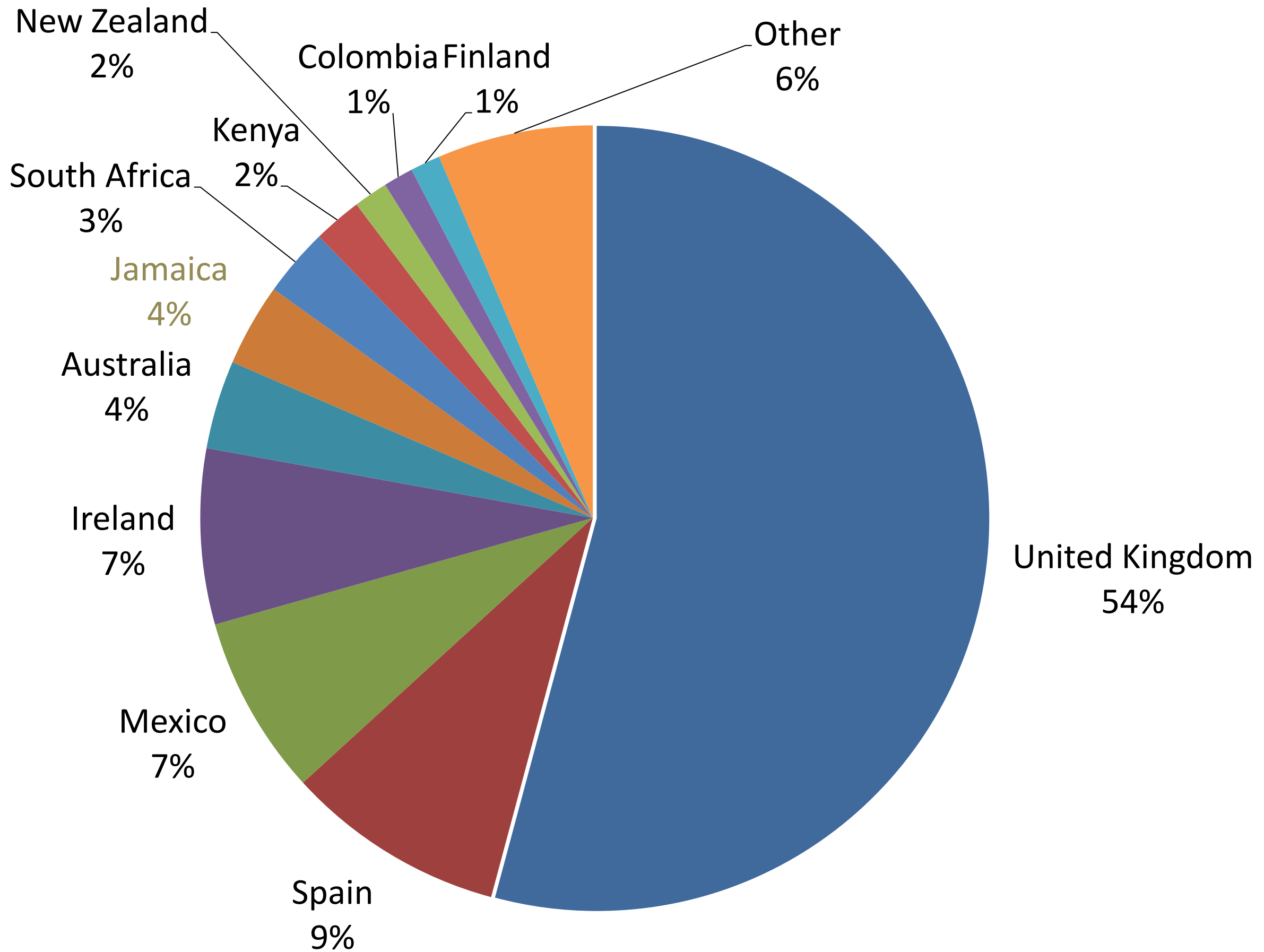


Sending Countries Market Shifts and Trends Showcasing Your Jobs

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Caroline Glovsky



Camp
Exchange
USA
Sending
Countries:
Summer
2023



Camp Exchange USA Sending Countries

Africa

Kenya
South Africa

Asia & Oceania

Australia
China
India
Kazakhstan
Malaysia
New Zealand

Europe

Azerbaijan
Finland
Germany
Greece
Hungary
Ireland
Jordan
Lithuania
Netherlands

North Macedonia
Norway
Poland
Romania
Slovenia
Spain
Turkey
United Kingdom

Americas

Argentina
Brazil
Chile
Colombia
Costa Rica
Dominican Republic
Guatemala
Honduras
Jamaica
Mexico
Panama
Peru

Camp Exchange USA Market Trends



Summer Predictions

- Early Applications
- Diverse Applicants
- Returner Interest

Industry Trends

- Virtual Hiring
- Participant Driven Hiring
- Early Placements





QUESTIONS?



Showcasing your jobs

Why it's important



Showcasing your jobs – why is it important?

Want to attract the best of
the best participants

Competitive landscape
with other camps

Want to paint a realistic
picture of what to expect

Stand out!

First impressions count

Create BUZZ around your
place and camp

How do participants see your jobs?

HOST PORTAL - BEACON

MY ACCOUNT

User Name *

BeaconFan@SunnyDayCafe.com

Password *

Log In

[Reset your password?](#)

cīee



CAMP: In Beacon, this is what YOU see:

ciee.org | Explore | Host Profiles | Manage Users | Welcome Caroline Glosky | Log Out

CAMP WALDEN ME


Select a Site:

Select a Season/Year:


Select a Profile Status:

Order By:


[Reset Filters](#) [Start a New Profile](#)




CAMP WALDEN ME
Camp Exchange USA Host 2024
Profile Status: Under Review



CAMP WALDEN ME
Camp Exchange USA Host 2023
Profile Status: Accepted



CAMP WALDEN ME
Camp Exchange USA Host 2022
Profile Status: Accepted



CIEE Camp Consultant
CIEE Staff

Main Program Contact
Camille Ridge

Primary Point of Contact for Participants
Camille Ridge









Agassiz Camp Road, Poland, ME, 04274

PROFILE MANAGEMENT

- YOUR CAMP [Edit](#)
- PHOTOS AND VIDEOS [Edit](#)
- CONTACT INFORMATION [Edit](#)
- CULTURAL OPPORTUNITIES [Edit](#)
- ARRIVAL INFORMATION [Edit](#)
- CAMP POLICIES AND HOUSING [Edit](#)
- WORKSITE DOCUMENTATION [Edit](#)

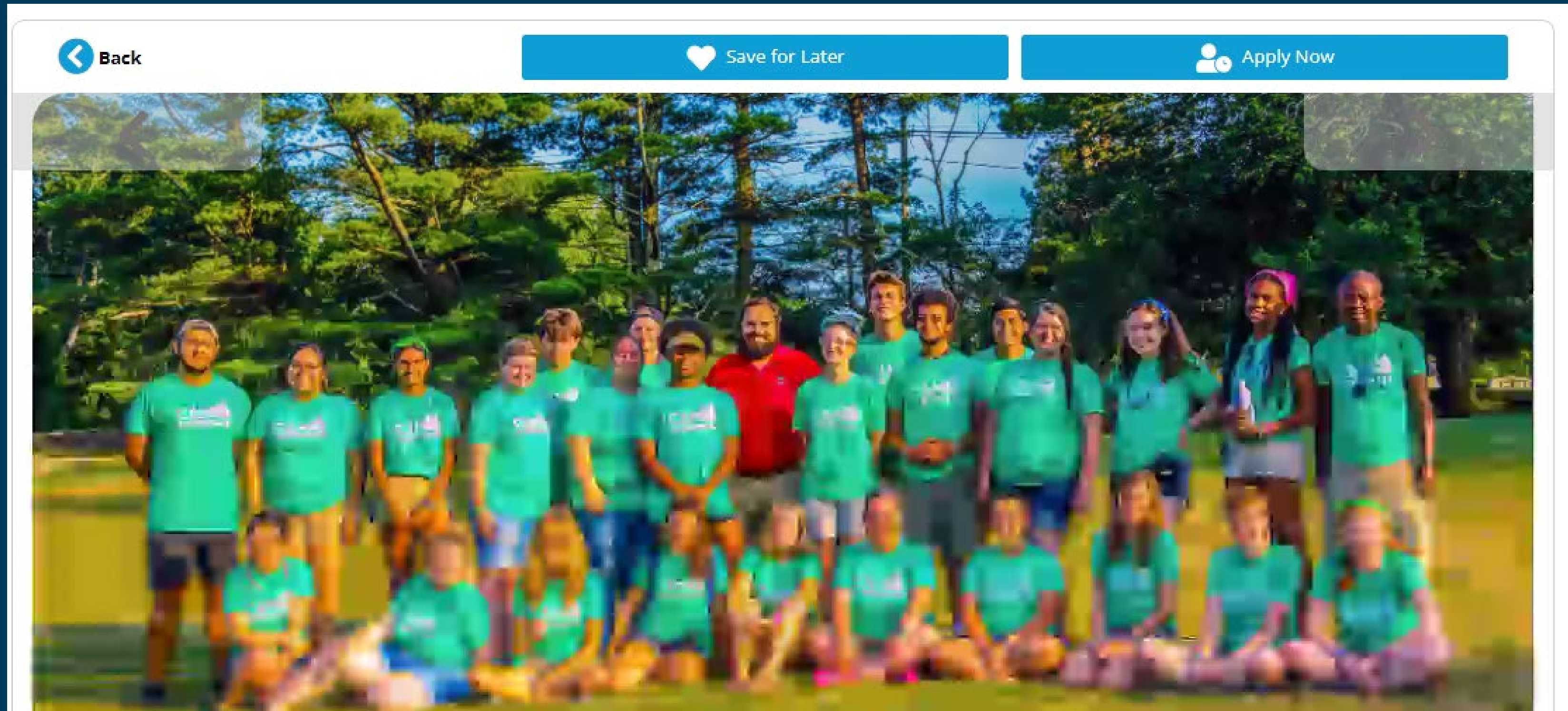
Camp: This is what your applicant sees:

SEARCH RESULTS

| | | | |
|---|--|---|---|
|  <p>AGASSIZ VILLAGE SUMMER CAMP Poland, Maine</p> |  <p>ALDERSGATE CAMP AND RETREAT CENTER North Scituate, Rhode Island</p> |  <p>ALFORD LAKE CAMP Hope, Maine</p> |  <p>ALOHA Fairlee, Vermont</p> |
|  <p>BARBARA C. HARRIS CAMP Greenfield, New Hampshire</p> |  <p>BIRCH ROCK CAMP Waterford, Maine</p> |  <p>BRANT LAKE CAMP Brant Lake, New York</p> |  <p>BREEZEMONT DAY CAMP Armonk, New York</p> |

Find the photo that grabs attention!!

Camp: This is what your applicant sees:



What attracts participants:

Camp Specifics

Camper Demographics

Camper and Staff Numbers

Housing Options

Leadership Opportunities

End of season bonus option

Location & Proximity

Are you close to a city, area attractions, the ocean, national monuments and landmarks?

What makes your area amazing?

Opportunities for shopping

Area transportation

Cultural opportunities

Does your camp host fun cultural opportunities like holiday celebrations, staff parties/picnics, and/or group activities? Talk it up!

Do you help organize a group trip to an activity/destination?

Will they interact with other cultures on the job?

Market your full program potential!

Focus on:

Perks of working with you

Formattting! Bullet out the details, making them easy to read

No long paragraphs

Scenery, Location, Proximity

Accuracy

Make sure you're painting an accurate picture of the job, camp, and area

Be clear about rules and regulations like smoking onsite, visible tattoos and piercings, grooming habits like facial hair or unnatural hair colors

Visuals – photos & videos

Upload photos of:

- Location
- Participants working
- Housing (inside and out)
- The overall area
- Outside of the main buildings
- Staff Only areas
- Dining Hall

Include links to videos, training tutorials, testimonials

Highlight what makes your company stand apart from the rest!

Speaking of photos, videos (and more!) ...

What kind of videos?

- Activity Areas
- Camp Special Events
- Housing
- Local area/attractions for time off
- Meet the Directors

Participant testimonials

Interview current participants, or ask them to submit a video summarizing their experience. Upload to YouTube and include that link in your profile for future year's participants to watch**

Hold a Video Contest with this year's group of participants, choose a theme, give a prize**

Calendar of Events

Incorporate employee events as well as community events.

What were some of the activities previous year's staff did?

**Remember, always make sure to include a disclaimer or ask your participants if it's ok to use their video//photos for future marketing materials!

Don't forget to include...

Marketing materials

A 1-2 pager drawing out important information such as:

- Company Overview
- Housing Info (what to bring, what is provided, how much it is, a realistic snapshot of how bougie or rustic it is)
- Additional costs and what is included
- Arrival Info: Best arrival airport. EXACTLY how and when they need to arrive. If they need to get from the airport to a closer location via a bus or train.
- Uniform requirements? What do they bring, what is provided?
- PHOTOS OF APPROVED ITEMS!
- Dress code (hair, piercings, tattoos..)

Know your audience

This generation does well with short, action-packed snippets of consolidated information:

Version one

During your time at CIEE you will be living minutes from the Atlantic Ocean, enjoy an employee lobster bake, sail around the Maine islands, have lots of pot luck dinners with new friends and celebrate with an end of season trip to Boston!

Version two

This summer with CIEE you will:

- ✓ Live minutes from the Ocean
- ✓ Enjoy an employee lobster bake
- ✓ Sail around the Maine Islands
- ✓ Have Pot Luck Dinners with new friends
- ✓ End of Season Boston Trip



Spice it up!

Sales pitch

It's more than a job –it's an
EXPERIENCE

Does your 18+ year old self want to
go there?



Social Media Platforms

JUL
2023

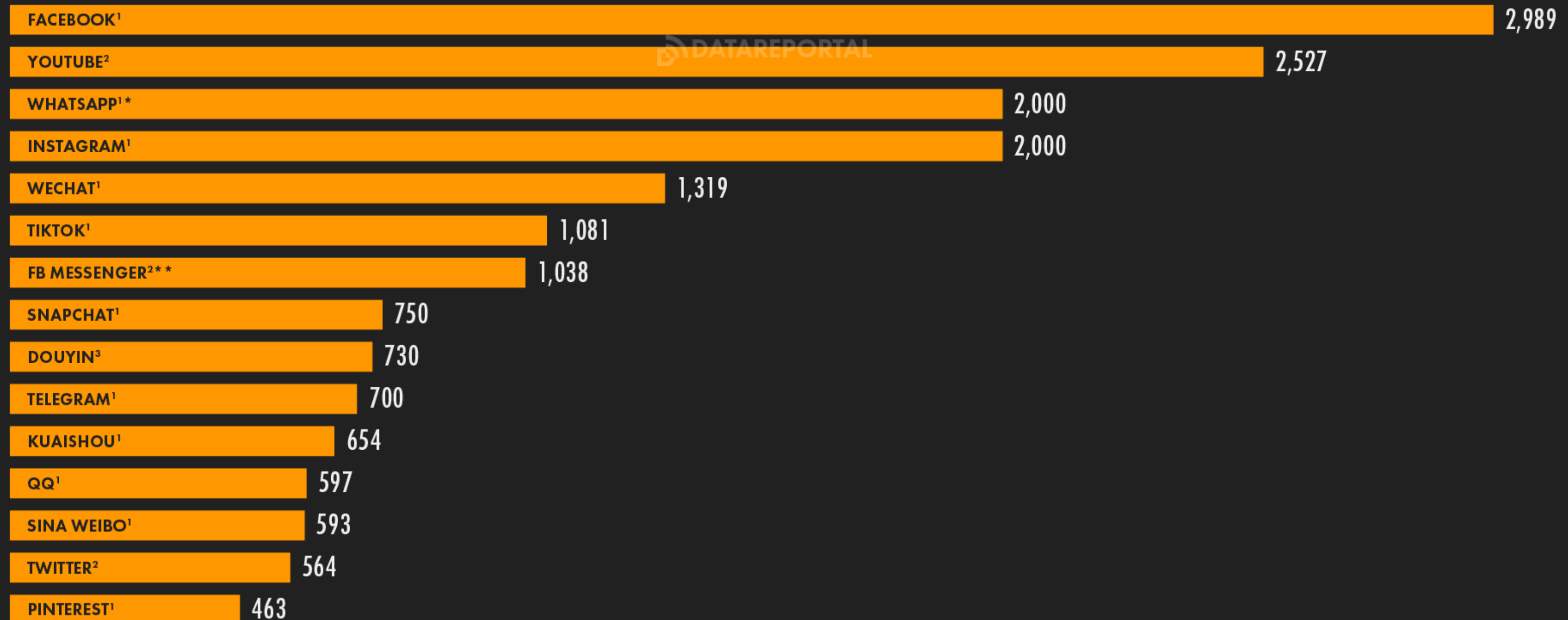
THE WORLD'S MOST USED SOCIAL PLATFORMS

RANKING OF SOCIAL MEDIA PLATFORMS BY GLOBAL ACTIVE USER FIGURES (IN MILLIONS) (NOTE: USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS)

NOTE: SIGNIFICANT ANOMALIES IN THE DATA PUBLISHED IN TWITTER'S OWN AD TOOLS MEAN WE ARE CURRENTLY UNABLE TO REPORT A RELIABLE FIGURE FOR TWITTER USE, SO IT DOES NOT APPEAR IN THIS RANKING



GLOBAL OVERVIEW



Social Media Platforms

JUL
2023

MAIN REASONS FOR USING SOCIAL MEDIA

PRIMARY REASONS WHY SOCIAL MEDIA USERS IN EACH AGE GROUP USE SOCIAL MEDIA PLATFORMS

NOTE: GWI HAVE REVISED THEIR METHODOLOGY. PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW

16 TO 24 YEARS OLD

FRIENDS & FAMILY 45.6%

FILL UP SPARE TIME 42.1%

FIND CONTENT (E.G. VIDEOS) 33.4%

SEE TRENDING TOPICS 31.3%

READ NEWS STORIES 30.0%

IDEAS: THINGS TO DO & BUY 28.2%

INFLUENCERS & CELEBRITIES 24.5%

FIND PRODUCTS TO BUY 24.1%

MAKE NEW CONTACTS 23.8%

AVOID MISSING OUT 23.6%

25 TO 34 YEARS OLD

FRIENDS & FAMILY 46.2%

FILL UP SPARE TIME 37.5%

READ NEWS STORIES 33.7%

FIND CONTENT (E.G. VIDEOS) 31.2%

SEE TRENDING TOPICS 29.8%

IDEAS: THINGS TO DO & BUY 27.6%

FIND PRODUCTS TO BUY 26.7%

WATCH LIVE STREAMS 24.8%

SEE CONTENT FROM BRANDS 24.3%

WATCH OR FOLLOW SPORTS 24.0%

Social Media Platforms





THANK YOU!

QUESTIONS?