

**Tennis and Life Camp National Advisory Board  
Crown Council Report  
April 2013**

**Summary of Discussion Topics**

A highlight of each Tennis and Life Camp National Advisory Board meeting is the opening reflection and song done by Neal Hagberg.

**2012-2013 Focus Areas for TLC National Advisory Board**

**Marketing**

A marketing small group has helped Neal update TLC communications. Email and print communications more contemporary and give the camp a better “look”. Next is to improve presence on public media.

**TLC Brand**

- There is a difference between TLC the camp experience and TLC the philosophies taught at camp – looking to develop a marketing plan for both as they are interconnected
- In process of developing a consistent TLC Logo
- The Book Mark is collaborating with TLC to enhance the camp pro-shop/merchandise by providing display materials and helping with shop set up. In the future will look as changing merchandise options.

**Spreading the TLC values/Building TLC Network**

- Neal Hagberg has been working the last two years speaking to spread the Three Crowns philosophy (Effort, Attitude, Sportsmanship) beyond camp. Could develop this into a more intentional plan of which organization to reach.
- Considering how to get core TLC message to those who have not attended but could still influence and touch people
- With the formation of the NAB, members and Neal have been inspired to promote the TLC message places it has not been promoted before. The “work of mouth” machine is in a higher gear.
- Considering creating TLC Continuing Education for philosophy and also tennis skills (Already had a brainstorming meeting with a board member about creating a “How Can I Best Serve” Corporate Leadership Training)

**Filling the Camps Earlier**

- Camps do fill, goal is to fill camps before the summer so staff resources can be directed at other areas (TLC is on track to fill earlier this year, but work to be done)
- Created and executing an email marketing plan to camper alumni to drive more campers to register earlier

**Camper Alumni Engagement**

- Considering many ways to stay connected to camper alumni. Hoping these connections will drive future registration from camper alumni and further promotion of the camps and TLC philosophy.
- Will work to create a plan that involves communication and events to connect with camper alumni.
- Considering creating a TLC Tip of the month program where alum get an email with a tennis tip, and a life tip.

### Tennis Events

There is a small group brainstorming “events” like tournaments for Alumni and Junior varsity players, maybe some skills clinics and demonstrations. These events can be viewed as a way to maintain and grow our participation in and influence on the tennis community.

### **Promote diversification of camper profile**

A priority of Neal Hagberg’s is to diversify the camper profile.

The main way to do this is provide camp scholarship to those who could not afford to attend – this brings in students from small, rural town and the inner city.

### Winter TLC Retreat

- In January 2013 TLC hosted the first winter retreat with 24 - 8<sup>th</sup> grader campers, six chaperones from six organizations in Minnesota
- All participants were on full scholarship
- Used the entire Swanson Tennis Center and stayed on campus
- Tennis brought the group together
- The “life” portion was focused on tough topics such as: prejudices, race, gender, religion, poverty (Are looking to expand to two such camps in 2013-2014 to reach 60 full scholarships in the winter alone)

### Fundraising for Camper Scholarships

- Consider how to expand way to increase support for camper scholarships
- This is important specifically in meeting the goal of bringing the TLC experience to a wider and more diverse group of campers
- Need to create some basic fundraising pieces – power point, brochure, outcome stories, etc.
- Need to create a working plan... We have generous untapped resources out there, and have not put the time to develop this

### **Research**

- TLC has unique content – could use research to understand this further
- Research project underway utilizing two interns who are gathering data from scholarship recipients and their parents and coaches
- Developing ways to evaluate TLC is another part of this concept
- TLC has a lot of data about campers (who attends and who returns and how often)
  - Data could be analyzed to find trends and opportunities

### **Emerging Ideas/Future Discussion Topics**

The group is not meeting as a whole this spring, yet Mike and Neal are meeting in small groups or individually with NAB members to discuss fund raising for camper scholarships and to further advance the ideas listed above.

The Fall 2013 meeting will be focused on a review of the tennis skills portion of the TLC camper experience. TLC is revamping the age 10 and under drills and tournament players camp prior to summer. The group will focus first on the areas that have need been revamped lately and other areas of skill development.

### **Items to Move Forward to Board of Trustees**

There are no items to move forward to the Board of Trustees.

What is most important for the Board to know is that amazing opportunities are being created for TLC because it is now a part of Gustavus. It is easier to create partnerships and raise money for camper scholarships because the camp is no longer privately owned.

### **Members**

Marcia Bach

Jeff Baill

Tim Butorac '75

Becky Cantellano

Mike Goldammer

Bruce Gullikson '85

Neal Hagberg '81 – Campus Facilitator

Dennis Hykes

Nicole LaVoi '91

Michael Lynne

Tom Matson

Mike Senescall '81 - Chair

Michael Sigel

Deb Sundal

Cindy Walz

Stephanie Wilkinson '91

Margot Willett