



## On-Campus Summer Programs Serve as Community Outreach and College and Career Prep

**Summer camp often signifies canoeing, horseback riding and campfires.** These days the concept can encompass a lot more: enrichment programs focused on activities as varied as STEM labs, media arts, emotional resiliency, equity and entrepreneurship all geared toward helping young people prepare for college and careers and rewarding and engaged lives.

With support from Lilly Endowment, Indiana colleges and universities are ramping up their summer camp offerings for youth. In 2021, the Endowment launched Indiana Youth Programs on Campus (IYPC), a multiyear, \$31 million initiative aimed at helping Indiana colleges and universities create new and expand existing educational and experiential on-campus summer programs or camps for young people. On-campus summer camps are a vital means of outreach for colleges and universities, especially as they seek to better serve more first-generation college students, students from communities of color and students from families with limited resources.

The Endowment's initiative is, in part, a response to the significant decrease in the number of Hoosiers pursuing post-secondary education. In 2015, 65 percent of Indiana high school graduates were pursuing some form of post-secondary education. That rate has dropped steadily since. By 2020, only 53 percent of Hoosiers were pursuing post-secondary education the year after high school graduation.

Calumet College of St. Joseph student Dylan Hill helped lead a sports and wellness summer camp on campus for middle school students.



To help interested institutions develop high-quality camp programs, the IYPC initiative included a planning phase, with grants of up to \$50,000 available to help underwrite the costs associated with camp planning. Those plans then became the basis for proposals the institutions submitted for implementation grants of up to \$1 million per college or university. Through the initiative, the Endowment awarded 27 planning grants and 35 implementation grants.

### Time to rethink, reimagine

Calumet College of St. Joseph in Whiting, Ind., used a \$50,000 planning grant to rethink its approach to summer camps. The private college of nearly 700 students had a history of holding summer camps for young people in the northwest region of the state, but the COVID-19 pandemic led to a two-year shutdown. The IYPC planning grant reinvigorated the camps program, says Calumet President Amy McCormack.

“It was great to have the opportunity to engage faculty in revitalizing former camps and discussing ideas for new camps to serve our youth,” McCormack says. “It allowed us to take an institutional approach.”

As part of its planning phase, Calumet held three pilot camps in June and July 2022. One focused on reading enrichment for elementary students. Another was aimed at helping middle schoolers learn physical and mental resiliency. The third was a media camp for high school students.

For its pilot camps, Calumet turned to its student body for counselors. “We wanted to hire students to be role models for the young people coming to the camps,” McCormack says, “and we wanted to be able to pay them competitive wages. The planning grant allowed us to do that, as well as to hire administrative help.”

One of Calumet’s counselors was Mackenzie Pickens, an education major. She worked with a group of the youngest campers in the four-week reading camp. Because her campers were first graders, there wasn’t a lot of attention paid to college life, Pickens says, but she gave them a sense of being at summer camp by setting up beach chairs and a tent in her classroom. “The kids came in excited every day,” Pickens says. “And it was a great experience for us as teachers.”

Tabitha De Lion, a senior at Calumet with a double major in digital and studio arts and English and media communications, worked with older students in the summer media camp, a week-long intensive session focused on digital and media literacy and social justice. As part of their experience, says De Lion, the campers met with faculty members in their classrooms and experienced what it would feel like to be treated like a college student. “Everyone was fully engaged,” she says. “At the end, when we asked if they would come back again, everyone said they would.”



Dylan Hill had a similar experience. A Calumet basketball player and campus leader, he was a student counselor in the camp for middle schoolers. Created in collaboration with Maroon Village, a sports performance program in nearby Gary, the camp used yoga, breathwork and mindfulness, to teach resiliency, an important component of success not only in sports but in school and life as well. At the same time, the campers got a sense of the community at Calumet, Hill says. “They were in our new gym and outside on the campus. They loved it.”

The college learned a lot by having the pilot camps, according to Ginger Rodriguez, Calumet’s executive director of grants and strategic initiatives. “We learned more about timing outreach to the community, developing partnerships, engaging with families, and evaluating youth programs.”

The result of the planning was a proposal that led to a three-year, \$565,495 implementation grant. For its 2023 summer program, Calumet will not only be repeating the themes of the three pilot camps, but it also will add earth camp, activities exploring the science of sports, a program focused on Shakespeare, and a math jump start program. While continuing its partnership with Maroon Village, the college is developing new collaborations with elementary schools in the Catholic Diocese of Gary, the Gary Shakespeare Company and the Dunes Learning Center, an education partner of the Indiana Dunes National Park.

Such an ambitious program was possible because the planning grant enabled Calumet to be intentional about developing its camps. “With funding to pay faculty, we were able to develop specific curricular structures and the assessment instruments that went with them,” Rodriguez says.

One of the unexpected outcomes of the camps was a chance to connect with parents, many of whom stayed on campus during their children’s camp sessions. As a result, the college’s librarian is developing resources that align with each of the camps that Calumet will offer in summer 2023. “We’ve also decided to have parent coffees,” Rodriguez says, “which will give us an opportunity to talk not only about Calumet College, but college in general and how they get from wherever their children are now to where they want them to go.”



President Amy McCormack of Calumet College of St. Joseph (opposite) says summer camps on campus are thriving again. Summer programs on campus are part of a strategic effort to inspire young people to consider college, says DePauw University President Lori White.

## Listening and responding to youth

At DePauw University in Greencastle, Ind., a planning grant was vital to the university’s ability to develop a successful implementation grant proposal, according to President Lori White. Through the initiative, DePauw received \$49,700 for planning and a \$1 million implementation grant to fund three years of a multi-faceted summer camp program set to begin in 2023.

“We have not had a robust cadre of youth camps on our campus,”



White says of the university, which has more than 1,750 students.

“The planning grant enabled us to survey potential participants and our community as to what kind of youth camp would best align with student passions, our strategic plan and our institutional values.”

DePauw introduced a new strategic plan in spring 2022 that called for expanding its longstanding College of Liberal Arts to The College of Liberal Arts and Sciences. It also included a commitment to create a school of business and leadership and a multi-faceted media school, as well as a focus on institutional equity. All those elements became foundational to the planning for DePauw’s summer camp program, which will include sessions on science and technology; creativity and innovation; art and performance; business and leadership; and equity, sustainability and social change.

Equally important, White says, was how the planning grant gave the university the ability to survey 1,700 high school students to determine what would be of interest to them. Based on the survey results, university leaders decided to offer two-day camps rather than more traditional week-long sessions. Many high school students have summer jobs or are caring for younger siblings and couldn’t commit to more than a two-day program.



The survey also revealed a need to educate students about the myths and realities of college life. That led to a sixth summer offering: College 101. It will cover such topics as how to prepare for college, how to be successful as a college student and how to ensure success after graduation.

“We have a particular interest in first-generation students and students who want to go to college but may not know how to get there,” White says. “We wanted to make sure that what we offered, and our program length, aligned with the students whom we most want to attract to our campus.”

The planning grant enabled White and DePauw faculty and staff members to consider the best way to design and deliver a high-quality youth program. “I’ve often seen grant opportunities and thought, ‘That’s a great idea.’ And yet, who has the time? The planning grant allowed us to take the time and have the resources for thoughtful, intentional planning,” White says.

DePauw also sees this as an opportunity to connect with parents, families and our community-based organization partners. “DePauw’s summer experiences will include sessions tailored to families in addition to the programs offered to students. We want to help families navigate the college admission process.”

In the end, White adds, the benefit of the IYPC initiative is that it is encouraging individual colleges and universities to showcase what they have to offer and what higher education has to offer young students throughout the state. “The net positive result of our camps and all the camps sponsored by the Lilly Endowment

initiative is that hopefully when these young people leave any of our campuses, they can see themselves as college students.”



Calumet College launched new summer programs on campus (above left). As part of DePauw University’s youth outreach, physics professor Jacob Hale (above) works with Greencastle, Ind., students Claire Langdon, 9th grade (left) and Chloe Jackson, 7th grade.

## AT A GLANCE

### Indiana Youth Programs on Campus

Indiana Youth Programs on Campus (IYPC) is a Lilly Endowment initiative designed to help Indiana colleges and universities in their efforts to create new or expand and enhance existing high-quality, on-campus programs for Hoosier youth, ages 5–18. Beginning in 2021, the Endowment awarded planning grants to 27 Indiana colleges and universities and in 2022, the Endowment awarded implementation grants to support 35 Indiana colleges and universities in developing programs to help young people further explore their interests, learn new skills and envision a future for themselves in college.

Goals of the initiative are to:

- Increase opportunities for Indiana youth to participate in learning experiences on college campuses that will expose those youth to Indiana’s higher education institutions while providing them with experiences that will, among other things, help prepare them for success in college and later life.
- Increase the numbers of Indiana youth who successfully attend Indiana colleges and universities and obtain valuable postsecondary degrees and credentials and thereby help strengthen the institutions and improve the education levels of Indiana residents.
- Address the decline in the percentage Indiana adults with a bachelor’s degree or a meaningful post-secondary credential and to help Indiana colleges and universities recruit and educate more students of color, first generation college students, and students from families with limited resources.

The Endowment made a \$2.2 million grant to American Camp Association (ACA) to provide technical support to colleges and universities participating in the IYPC initiative. ACA is a national organization based in Martinsville, Ind., that provides training, technical support and other resources to organizations that offer camp programs to youth, including higher education institutions.



# Gaining Fresh Perspectives to Support More of Today's Youth



Planning grants help youth organizations find deeper insights about barriers to participation

Girl Scouts of Central Indiana Troop 9073 meets at Elace Academy, a westside Indianapolis school.

**As CEO of Girl Scouts of Central Indiana,** Danielle Shockey regularly checks data related to the well-being of youth—especially girls. Much of the research reveals troubling trends; among them are an increase in the number of youth experiencing anxiety, depression and suicidal tendencies.

Yet, she also is familiar with another data set—one that shows the impact that youth organizations can have on a young person's development and sense of well-being, which leads to higher rates of high school graduation, college attendance and gainful employment. That type of research gives Shockey hope that Girl Scouts and other youth-serving organizations can make inroads in providing the support children and teens need for improved well-being.

Through Lilly Endowment’s initiative, Strengthening Youth Programs in Indiana: National Organizations and Affiliates, the Girl Scouts of Central Indiana and five other Girl Scout councils across the state, in concert with the Girl Scouts of the United States of America (GSUSA), are collaborating to better serve girls in Indiana. In 2022, GSUSA was one of nine national youth-serving organizations with affiliates and chapters in communities throughout Indiana that received planning grants. The \$100,000 planning grants helped the organizations understand better the perspectives and challenges of youth in Indiana and design strategic approaches to strengthen their programs and reach more youth, especially youth who have been underserved in the past. The nine organizations then received implementation grants, which are helping them respond to the needs of Indiana youth in a variety of ways. They are developing new programs for teenagers, improving support for students facing mental health challenges, addressing barriers that prevent young people from accessing their programs and renovating buildings and constructing new facilities.

## Identifying barriers

An important aspect of the Strengthening Youth Programs in Indiana initiative was a planning grant that helped Girl Scout leaders across Indiana gain crucial insights about what keeps children and teens from joining youth organizations. According to Shockey, Indiana affiliates reach less than five percent of the population that could join Girl Scouts.

“The grant gave us the opportunity to go out into the communities to reach families that we want to serve better,” Shockey says.

“But, instead of showing up assuming they want to be in Girl Scouts, we asked questions like, ‘How can we, together, help Hoosier girls, specifically those you care about, to have a healthy and happy childhood? A supportive teen experience? And how can we support you and this community?’

“Before the planning grant, we never came together to ask, ‘How can we do this differently or go at this in a way that we’ve never done before?’,” Shockey says. “The planning grant allowed us to partner with research experts, people who could help us with understanding the barriers that keep girls from participating.”

The other Girl Scout councils included in the collaborative are the Girl Scouts of Greater Chicago & Northwest Indiana, Girl Scouts of Kentuckiana, Girl Scouts of Northern Indiana Michiana, Girl Scouts of Southwest Indiana, and Girl Scouts of Western Ohio.

“Thanks to the collaboration across six Indiana-serving Girl Scout councils, we are reaching a comprehensive population of girls across regions and demographics,” says Sofia Chang, who was CEO of GSUSA at the time the Strengthening Youth Programs in Indiana

initiative began. “This allows us to gain a more holistic view of all the challenges to participation so that we can meet the needs of all girls in Indiana and then scale those learnings nationally.”

## Listening to the voices of youth and their families

Research and listening sessions funded by the Girl Scouts planning grant provided comprehensive insights that informed an implementation grant proposal from GSUSA. In September 2022, the national organization received a \$15 million grant to support a three-year collaboration among Girl Scout councils in Indiana. During that grant period, which runs through September 2025, the coalition will serve as an incubator of creative solutions on how to reach and better support Hoosier girls and families in all 92 Indiana counties. Across the state, regional Girl Scout organizations will use implementation grant funds to improve staff training, strengthen offerings that are connected to after-school programs and develop outreach, particularly to girls from immigrant populations, communities of color and families with limited resources.

The coalition was able to analyze data about poverty, literacy and academic performance from various sources, including information from the Girl Scout Research Institute, to develop a gap analysis, says Nancy Wright, CEO of Girl Scouts of Greater Chicago & Northwest Indiana. That process helped Girl Scout leaders understand how to better serve and reach girls and their families in different types of communities—including urban, suburban and rural.

When surveyed about why they did not participate in youth organizations, four out of five families said costs—both upfront costs and ‘hidden’ costs, such as activity fees—were barriers. One Indiana mother who was surveyed recounted showing up to a Girl Scout registration meeting with her 6-year-old daughter only to leave without making a commitment. “I never did sign her up because the \$50 (fee) would be just to get started,” the mother responded. “I didn’t have that yet. So we’re kind of waiting, for now.”





Another mother underscored the difficulties of navigating work demands, fighting rush hour traffic, and ensuring that her three children had transportation to three different after-school programs. This perspective illustrated the need to support after-school Girl Scout programs hosted at schools as a way to eliminate barriers to participation.

During the planning phase, the Girl Scouts collaborative identified the need to better equip youth workers to support young people who have experienced trauma, especially because mental health issues are among the top concerns for both girls and their families. “We realized that we needed to train our staff differently,” Wright says. “We have first aid and CPR training but, we started talking about psychological first aid. What does that look like for our young people at this pivotal time?”

Girl Scouts of Greater Chicago & Northwest Indiana piloted a mental health training program for staff and adult leaders that will be rolled out statewide. The training will be supplemented by community conversations and peer learning groups. Girl Scouts councils across Indiana will then bring training to key volunteers serving their organizations.

## Research ready

When a planning grant opportunity emerged in 2022, the Boys & Girls Clubs of America (BGCA) was ready to explore how to strengthen its programs to reach more youth. In 2020, it had taken a deep dive into data about youth in Indiana and about the availability of out-of-school time programs across the state. Through that 2020 study, BGCA learned that:

- **There is a need for more programs serving Indiana teens. Teens make up less than one fifth of enrollment in Indiana Boys & Girls Clubs. Almost half of youth served are ages 6 to 9.**
- **Geographic areas with more than 1,000 youth have fairly good access to out-of-school time programs, but areas with fewer youth have limited opportunities.**
- **One in five of Indiana’s youth are living in poverty, and an additional 23 percent are living in low-income families.**
- **Rates of reported anxiety and depression among youth are on the rise.**



In 2022, BGCA used a \$100,000 planning grant from the Endowment to explore responses to these data. It brought together leaders of the Atlanta-based national organization with leaders of all 31 Club organizations in Indiana. Through a series of virtual and in-person meetings, they created together a statewide implementation plan that includes capacity building, constructing new or improving existing facilities, and developing and expanding quality programs

targeting youth in low-income families, youth from communities of color, teens (ages 13 to 18) and youth who have an acute need for a safe environment with adult mentors. An overarching goal of the plan is to increase the number of youth served by 30 percent during the next two years. The Endowment made a \$30 million implementation grant to BGCA to support this strategic effort.

“The planning grant enabled us to look holistically at the needs of kids, families and communities throughout the state of Indiana, and now we have a chance to make an unprecedented impact in Boys & Girls Clubs across the state,” says Jim Clark, BGCA’s president and CEO. “We are grateful for this support and look forward to sharing some incredible outcomes in the coming years.”

In late 2022, the 31 Club organizations in Indiana assessed needs in the local communities they serve and evaluated how they could address, according to Josh Westfall, national director of foundation relations at BGCA. Then, Indiana Club organizations submitted funding proposals focused on two-year strategic and sustainable growth plans with performance-based goals tied to these funding categories:

- **Capacity building to reach more young people and break down barriers that prevent youth in most need of programs and services from participating.**
- **Capital projects, such as opening new sites or improving existing facilities.**
- **Program development to strengthen existing programs or develop new programs that are relevant to the needs of youth.**
- **Collaborative efforts, including shared services for functions like data management, communications and human resources.**

Letecia Bernal works with Girl Scouts in Troop 9073 (opposite).

Jim Clark, president and CEO of Boys & Girls Clubs of America, and Maggie Lewis, CEO of Boys & Girls Clubs of Greater Indianapolis.

Club organizations are eligible for subgrants from BGCA ranging from \$200,000 to more than \$2 million depending on each Club's performance-based goals within the funding categories. A steering committee of 11 members representing Club organizations in Indiana is helping BGCA with the funding process.

"The support from the Endowment grant to BGCA is about improving access so that all of our Clubs offer high-quality programs, better understand the lives of young people and make sure kids can have safe and enriching places to be in the important after-school hours and during summertime," says Maggie Lewis, CEO of Boys & Girls Clubs of Greater Indianapolis.

A member of the steering committee, Lewis has led the Club organization serving Indianapolis since 2018. Joining colleagues from Clubs across the state in the planning process with BGCA was crucial to helping leaders think carefully and strategically about how to do better.

"I think we get busy in the not-for-profit space doing the work, having so much to do each day," Lewis says. "To have the time to pause and step back and gather the data, to have conversations about how to be better, it really has helped us and motivates us to do even more and do it effectively."

For Boys & Girls Clubs of St. Joseph County in northern Indiana, doing more and doing it effectively means helping the 624 children and youth on the organization's waiting list find a place in a local Club. "Those kids on that waiting list keep me up at night," says Jacqueline Kronk, CEO of the Club organization since 2020. It serves 3,000 youth each year.

Getting those young people off of the waiting list and into programs is critical. Then comes strengthening and expanding academic support offerings. New funding through the grant to BGCA can be used to help the local Club organization strengthen STRIVE, its program that helps students with reading, math fluency, emotional well-being and college and workforce readiness.

Additionally, Boys & Girls Clubs of St. Joseph County hopes to use new funding to renovate its flagship Club in South Bend, build a teen center, and bring Club programs to rural communities in nearby Pulaski, Cass and Fulton counties. Currently, these areas have little to no enrichment programming for youth.

Kronk says she has seen the often life-changing impact Boys & Girls Clubs can have in the lives of young people and in their families. "Right now, there are parts of Indiana where there are no Boys & Girls Clubs. This funding can help us change that so that more kids will have places to go when they're not in school where they feel they belong and they know they are cherished."



Jacqueline Kronk, CEO of Boys & Girls Clubs of St. Joseph County.

AT A GLANCE

## Strengthening Youth Programs in Indiana: National Organizations and Affiliates

Lilly Endowment designed the Strengthening Youth Programs in Indiana: National Organizations initiative to help youth-serving organizations in communities across Indiana better meet the needs of children and youth, ages 5 to 18, in communities statewide. The Endowment encouraged organizations to prioritize reaching more youth who are in low-income households or are members of communities of color or immigrant populations or who lack adult supervision and protection or are exposed to trauma or other adverse childhood experiences.

During 2022, the Endowment made grants totaling \$91 million to nine national youth-serving organizations to propose ways in which their Indiana affiliates or chapters could enhance and expand their collective impact on Indiana youth. The total grantmaking included nine planning grants of \$100,000 each and implementation grants ranging from \$3 million to \$30 million. The organizations and implementation grant amounts are as follows:

Big Brothers Big Sisters of America, Tampa, Fla.  
\$5 million

Boys & Girls Clubs of America, Atlanta  
\$30 million

Girls Incorporated, New York  
\$3 million

Girl Scouts of the USA, New York  
\$15 million

Junior Achievement USA, Colo.  
\$7.5 million

National Boy Scouts of America Foundation, Irving, Texas  
\$10 million

National Council of YMCAs of the USA, Chicago  
\$15 million

National FFA Foundation Inc., Indianapolis  
\$3 million

YWCA USA, Inc., Washington  
\$3 million