



Christina Clemente
Professor Scott Jensen
VC-499 Senior Project
May 4, 2016

During the Fall semester of my senior year, I enrolled in American Sign Language 1 as an elective course. Only a few weeks into the course, I found myself wondering:

I am 21-years-old.

Why am I being introduced to this *now*?

Although I was happy to be learning something as useful as new language, I began to question how things could be different if I had been introduced at a much younger age; perhaps even while I started learning English.

I have distant memories from elementary school of fellow students who were deaf and hard of hearing. I feel that never learning to communicate with them was a missed opportunity for everyone involved.

Developing Camperspective is my way of allowing children to find the opportunity that I had missed.

Christina Clemente
Senior Project VC-498
Creative Project Proposal
Revised – 1.29.16

This final project will most heavily involve the study of brand development and continuity across several formats, as my interests lie primarily in the realm of brand/identity conception. The basis of this project is derived from a summer camp that involves the integration of both hearing and deaf/hard of hearing children. A lack of prevalence for this type of organization calls for a strong name, logo, tagline and other brand elements in order to solidify its reach to mainstream audiences. The target audiences are split into two categories that include the parents or guardians of deaf/hard of hearing children along with the parents of hearing children. For this reason, two different strategies will be implemented in order to communicate to separate audiences.

This project will be accompanied by a series of printed and electronic marketing materials, outdoor advertising as well as branded merchandise used at the facility. More specifically, I intend to develop an advertising campaign using 3-5 ads throughout sectors such as magazine, transit, billboard as well as an electronic ad using kinetic typography. Informational materials such as a brochure, at least two direct mailers and/or an info graphic will be included for a better understanding of the camp's objectives. Facility merchandise includes camp signage, a t-shirt, water bottle and camp counselor name tags. Also, a functional website will be established that presents 3-5 active pages. Prompts for additional components will be consulted with the instructor and professional contact. Upon completion, all items will be presented in print form, on mounted boards unless presented in the art gallery.

Christina Clemente

Scott Jensen

CAMPEDup

HIGH MEADOWS CAMP

ABOUT US PROGRAMS OUR STAFF REGISTRATION SUPPORT



EXPLORE. ACHIEVE.
CONNECT. HAVE FUN.
what camp should be.

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CAMP KOREY

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Expressive atmosphere focused on arts and outdoors

Balance of structure and freedom Lots of camper choice

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ASPEN CAMP OF THE DEAF AND HARD OF HEARING


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- XTREME RETREAT
- BACKPACKING
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**Summer
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**LIFE'S
BETTER
AT THE
VILLAGE
FITNESS
CAMPS**

Senior Project RESEARCH!

1/18/16

Problem : Summer camp that integrates* hearing and deaf children in a fun, educational setting.

* There must be some form of REDUCE THE DISCONNECT interaction / exchange among groups.

- not constant

- mandatory "training/briefing" prior to attending

Gallaudet.edu * as of Feb. 2014

* Deaf population by state (U.S. total ... 13%)
38,225,590

① West Virginia ...	4.2%	47,463
② Alaska ...	3.6%	16,552 *isolated
↑ Kentucky ...	3.1%	82,461
③ Maine ...	3.1%	25,705
↓ New Mexico ...	3.1%	38,856
④ Arkansas ...	3.0%	52,197
↑ Idaho ...	2.9%	27,539
↓ Wyoming ...	2.9%	10,256

* includes Deaf to hearing impaired



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INDUSTRY MARKET RESEARCH

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Summer Camps in the US: Market Research Report

Market Research • Market Size • Industry Statistics • Industry Analysis • Industry Trends

Summer Camps Market Research Report | Consumer Goods & Services | Sports & Recreation | **Aug 2015**

Summer fun: Improving expenditure on recreational activities will fuel industry growth

IBISWorld's Summer Camps market research report provides the latest industry statistics and industry trends, allowing you to identify the products and customers driving revenue growth and profitability. The industry report identifies the leading companies and offers strategic industry analysis of the key factors influencing the market.

Report Snapshot

Market Share of Companies

There are no companies with a dominant market share in this industry

Industry Statistics & Market Size

Revenue **\$3bn** Annual Growth 10-15 **1.3%** Annual Growth 15-20 **XX%**

Employment **23,072** Businesses **2,710**

Industry Analysis & Industry Trends

The **Summer Camps** industry is tied closely to overall economic indicators, such as per capita disposable income, population growth and leisure time. Disposable income has grown since 2010 and unemployment has fallen, contributing to industry revenue gains. In the coming years, the industry is expected to experience a marginal increase in the number of children and adolescents. Several rapidly expanding sub-sectors on recreational activities and marginal gains in sports participation. **By the same time, participation from day camps is projected to increase, especially on programs offering a niche focus on a sport (e.g. basketball, tennis).** purchase to read more

Industry Report - Industry Locations Chapter

The numerous establishments within the Summer Camps industry are spread generally according to the US population distribution. Many camps choose their location based on the population of the region, the popularity of the landscape or the closeness to specific organizations. The three regions with the largest shares of industry establishments are the Southeast, Mid-Atlantic and West regions. These three regions generally hold the largest shares of the total US population and are therefore more easily able to advertise to and cater to a local or regional consumer base. The New England region, given its natural landscape in states like Maine and Vermont, is home to many traditional overnight camps. On the other hand, the Southeast and West are home to many specialty camps. purchase to read more

Marshall & Stevens

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Industry Products

What is the Summer Camps Industry?

This industry includes overnight recreational and instructional camps for adults and children. Camps may have themes, such as hunting, acting or academics, and the industry includes outdoor adventure retreats. Camps generally provide accommodations and other amenities, such as cabins, field campsites, food services, recreational facilities and equipment, and organized activities. Campgrounds

Related Reports

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Deaf population of the U.S. - Deaf Statistics - LibGuides at Gal...

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Library > LibGuides > Deaf Statistics

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Deaf Statistics Topic: deaf, d/h

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Deaf population of the U.S. Comments(0) Print Page Search:

Local and regional deaf populations

Holt and Hottel, in Demographic aspects of hearing impairment: questions and answers, say that demographic statistics for individual U.S. states and localities are not available, due to difficulties in current demographic sampling surveys.

However, the Bureau of the Census has made its own estimates for both deaf and hard of hearing populations in each of the 50 U.S. states and the District of Columbia. These estimates shown below have been extracted from the Bureau's many charts posted on the World Wide Web, and compiled here. Note: When using this data, it must be remembered that it is not based on any actual counting of deaf people, and could be different from reality.

Some other estimates or "guesstimates" may (or may not) be available from the various state associations of the deaf and/or the state office on disabilities, if the state has one. The American Annals of the Deaf, in the same AACD issue, under "Regions and Local Programs", are listed various agencies, some of which may be able to provide estimates for their areas. The following figures are most based estimates based on American Community Survey 1 Year Estimate data for 2012, for "non-institutionalized civilian" (e.g., those in the prison system are not counted). This is the latest information available as of February 2014. All of this data is available at Census.gov and the Annual Disability Statistics Collection for 2013, in Table 1-8, covering working-age civilians, ages 16-64. For a discussion on why this limit is imposed, see page 6 in the NTID Collaboratory report.

Note that the U.S. Census Bureau identifies only "hearing difficulty" in its ACS estimates, as such, the following figures are estimates that include a wide range of hearing loss from deafness to "slight difficulty hearing on the telephone".

State	Population ages 18-64 with hearing disability (est)	Total population ages 18-64 (est)	Deaf pct (est)
Alabama	63,376	2,977,330	2.1
Alaska	18,543	606,346	3.0
Arizona	62,244	3,659,894	1.7
Arkansas	62,197	1,761,965	3.5
California	363,508	23,739,381	1.5
Colorado	67,322	3,270,163	2.1
Connecticut	38,730	2,233,169	1.6
Delaware	9,656	661,217	1.7
District of Columbia	4,412	642,390	1.0
Florida	211,049	11,578,913	1.8
Georgia	119,214	6,117,277	1.9
Hawaii	15,657	633,610	1.9
Idaho	27,658	944,699	2.9
Illinois	126,710	8,006,505	1.6
Indiana	58,209	3,998,258	2.5
Iowa	37,882	1,862,753	2.0
Kansas	42,974	1,729,836	2.5
Kentucky	62,461	2,695,735	3.1
Louisiana	71,461	2,804,801	2.5
Maine	25,709	696,707	3.7
Maryland	65,235	3,708,246	1.9
Massachusetts	70,848	4,246,935	1.7
Michigan	137,702	6,104,749	2.3

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Deaf population of the U.S. - Deaf Statistics - LibGuides at Gal...

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Minnesota	63,688	3,344,084	1.9
Mississippi	49,323	1,753,844	2.8
Missouri	99,982	3,661,457	2.7
Montana	16,554	616,796	2.7
Nebraska	24,715	1,121,026	2.2
Nevada	36,405	1,709,729	2.3
New Hampshire	18,443	844,577	2.2
New Jersey	69,426	5,520,629	1.3
New Mexico	38,655	1,340,364	3.1
New York	185,731	12,402,577	1.5
North Carolina	130,810	5,996,410	2.2
North Dakota	8,476	436,041	2.2
Ohio	159,814	7,076,483	2.2
Oklahoma	71,442	2,281,244	3.1
Oregon	160,696	2,408,162	3.9
Pennsylvania	164,001	7,867,912	2.1
Puerto Rico	56,198	2,216,215	2.8
Rhode Island	12,427	696,700	1.9
South Carolina	67,426	2,868,533	2.3
South Dakota	14,074	490,054	2.8
Tennessee	103,809	3,971,009	2.6
Texas	357,674	15,688,474	2.3
Utah	30,716	1,677,068	1.8
Vermont	10,869	401,078	2.7
Virginia	79,940	5,085,461	1.6
Washington	106,879	4,321,655	2.4
West Virginia	47,463	1,142,973	4.2
Wisconsin	70,800	3,542,369	2.0
Wyoming	15,296	568,028	2.9
Total	4,022,334	196,697,202	2.1

Deaf people, as deaf people, have not been counted in the U.S. Census since 1930. The last census of the U.S. deaf population was privately conducted in 1971, sponsored by the National Association of the Deaf. For figures since then, only estimates are available. See the introduction for a short discussion of the problems and cautions about deaf demographic statistics.

The Gallaudet Research Institute offers an excellent summary of the estimated population of deaf individuals in the United States in their 2005 answer to the perennial question: Some of their results are here reproduced.

Note that the Gallaudet Research Institute conducts demographic surveys only for deaf and hard of hearing children of school age. It does not manage surveys of the adult deaf and hard of hearing population. Nevertheless, because of repeated inquiries, it has developed its own rough estimates based on 1997-2000 data.

"Have hearing problems" (includes both deaf and hard of hearing)		
Total U.S. population: 294,040,000	38,225,990	13%
<16 years old	691,693	1.6%
Ages 18-34	2,300,000	3.4%
Ages 35-64	3,000,000	6.3%

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Deaf population of the U.S. - Deaf Statistics - LibGuides at Gal...

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Ages 45-54	2,634,000	10.3%
Ages 55-64	3,275,000	15.4%
Ages 65 and over	6,729,000	28.1%

How many of the above are specifically deaf and not hard of hearing? Note how the numbers in the Gallaudet Research Institute's figures from an older analysis, below, change, depending on which of three different definitions of "deaf" is used.

Deaf (definition: "is both deaf")	431,000	0.18%
Deaf (definition: "cannot hear and understand any speech")	552,000	0.23%
Deaf (definition: "at best, can hear and understand words shouted into the better ear")	1,152,000	0.49%

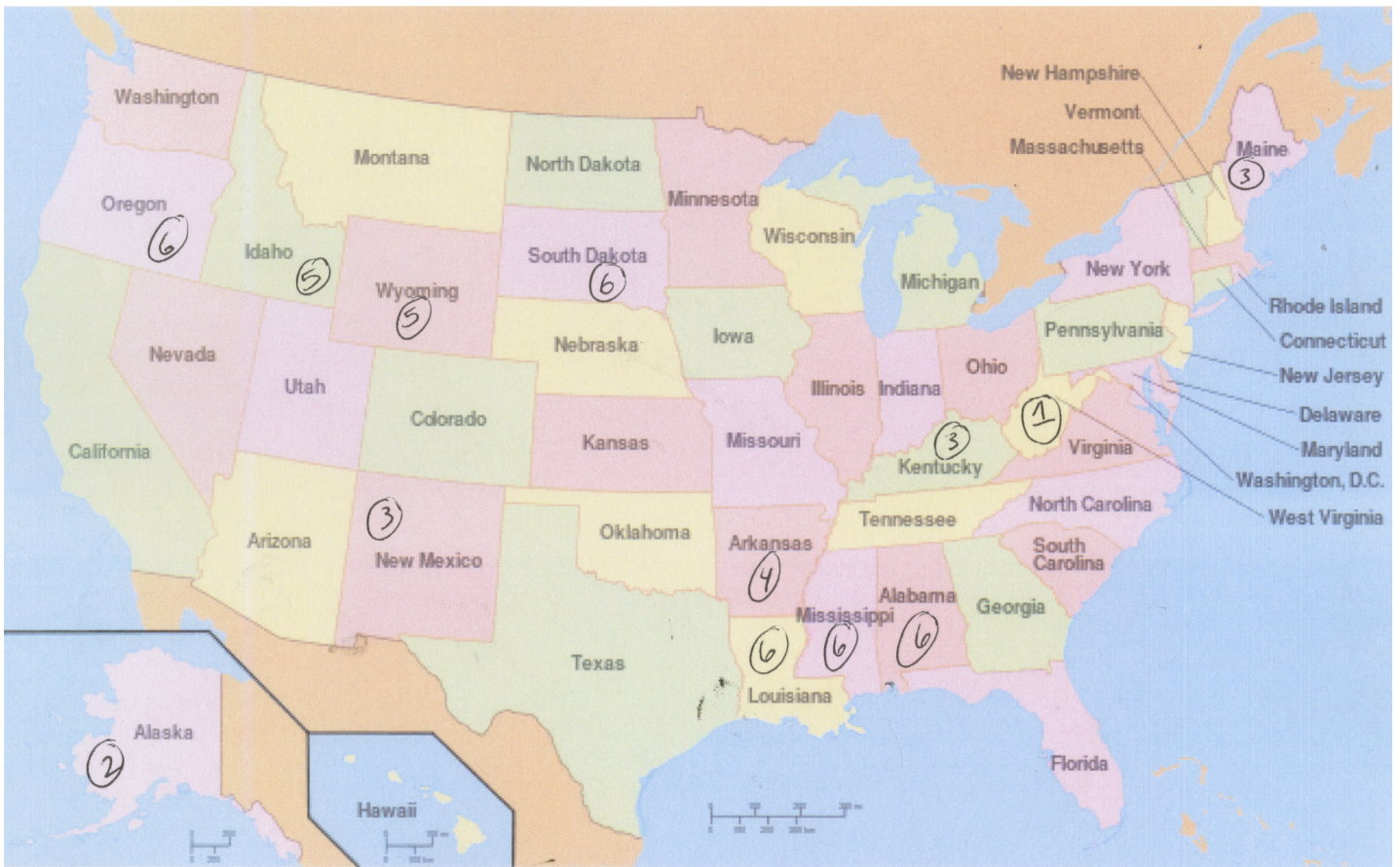
The Gallaudet Research Institute offers additional breakdowns of these figures in Demographic aspect of hearing impairments: questions and answers, third edition. <http://researcher.gallaudet.edu/DemographicFactSheet.php>.

Prepared by Tom Harrington
Reference and Instruction Librarian
July, 2014
Updated: June, 2016
Updated: February 2014

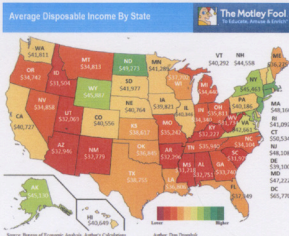
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RESEARCH 7



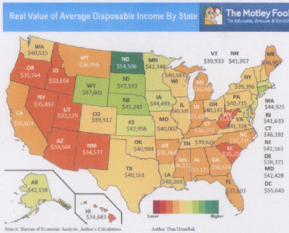
Which States' Residents Have the Most Cash to Spend? -- The ... <http://www.fool.com/investing/general/2014/10/05/which-states...>



SOURCE: BUREAU OF ECONOMIC ANALYSIS
 Though it's not a state, D.C. ranks No. 1 by per-capita disposable income at \$65,770. The state with the highest per-capita disposable income is Connecticut, at \$48,834, followed by North Dakota, at \$49,273, Massachusetts (\$48,163), New Jersey (\$48,108), and Maryland (\$47,222) round out the top five. This only tells one side of the story -- the income side.

On the cost side, cost of living varies greatly by state with the Northeast, as well as both coasts, generally having a higher cost of living. I've shown before that most of the difference is due to the cost of housing, as people want to live on the coasts and near other people. If you take into consideration the different costs of living, some states move higher when ranked by disposable incomes, while others drop. The moves can be significant.

The "real" value of average disposable income
 If you account for the differences in cost of living, you get a much different picture from the one above. Again, the data is current as of 2012.



While D.C. still has the highest per-capita disposable income, it also has the highest cost of living, so its real per-capita disposable income is \$56,643. That's a \$10,000 drop from its nominal per-capita disposable income!

On the flip side, you have North Dakota. While the state had a nominal per capita income of \$49,273, its real per-capita disposable income was the highest of all states, at \$56,643. That's a \$5,233 jump from its nominal per-capita income. Basically, its cost of living is so low that dollars go much further in the state compared to the national average.

Following North Dakota are Wyoming and South Dakota, both with real per-capita disposable incomes of roughly \$47,500. South Dakota sees the largest income boost of any state, with a \$5,816 difference between its nominal and real per-capita disposable incomes. Connecticut, which is No. 1 in nominal terms, drops to No. 4 on a cost-of-living-adjusted basis, down \$4,342 to \$46,192. Rounding out the top five is Nebraska, at

Which States' Residents Have the Most Cash to Spend? -- The ... <http://www.fool.com/investing/general/2014/10/05/which-states...>

\$45,243, with a jump of \$4,479 between its nominal and real per-capita disposable incomes.
 Of the original top five, the biggest drop came from New Jersey, which fell from No. 4 in nominal per-capita disposable income to No. 11 in real per-capita disposable income, at \$42,163. The \$5,945 drop was matched only by New York and Hawaii, which each dropped comparable amounts. While Hawaii is one of the happiest states in the U.S., it is in the bottom five as ranked by real per-capita disposable income.
 Overall, differences in per-capita disposable income between the top-earning and lowest-earning states shrank nearly 27% when adjusted for cost of living. That's an important thing to keep in mind if you're still working. While a salary in a different state may be higher than your current salary, the cost of living can translate to dramatic differences in how far that salary goes, as well as your overall well-being. If you're living on a fixed income, the cost of living by state is important to consider, as well as the taxes -- or lack thereof -- that you'll face if you move.
Something big just happened
 I don't know about you, but I always pay attention when one of the best growth investors in the world gives me a stock tip. Motley Fool co-founder David Gardner (whose growth-stock newsletter was the best performing in the world as reported by *The Wall Street Journal*) and his brother, Motley Fool CEO Tom Gardner, just revealed two brand new stock recommendations. Together, they've tripled the stock market's return over the last 13 years. And while timing isn't everything, the history of Tom and David's stock picks shows that it pays to get in early on their ideas.
[Click here](#) to be among the first people to hear about David and Tom's newest stock recommendations.
 "Look Who's on Top Now" appeared in *The Wall Street Journal* which references Hubert's rankings of the best performing stock picking newsletters over a 5-year period from 2008-2013.
[Dan Doornik](#) can be found on Twitter @[DanDoornik](#), on his Facebook page [DanDoornik](#), or on his [blog](#) where he writes about investing, happiness, life, and success. Try any of our Foolish newsletter services [free for 30 days](#). We [Fools](#) may not all hold the same opinions, but we all believe that [considerate & diverse](#) [opinions of investors](#) makes us better investors. [The Motley Fool has a disclosure policy.](#)

Forget Netflix! We Think These 3 Companies Are Ready to Take Off

Let's face it... cable television is on its way out and the "death of TV" means the \$2.2 trillion entertainment industry is ripe for the picking. Right now, there's a golden opportunity to hijack cable's profits as Americans continue ditching cable. Because we think three stocks are poised to surge now that cable TV's days are numbered. And you'll be surprised... Netflix and Amazon.com aren't even on the list. [Click here to learn the three companies set to rise from cable's ashes.](#)

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AUTHOR

Dan Doornik has written for The Motley Fool since 2008. He covers value investing, investing process, and success among other things. You can follow him on Facebook or Twitter by clicking the buttons below or head over to his blog at <http://www.DanDoornik.com>

Climate Gillette - Wyoming and Weather averages Gillette <http://www.usclimatedata.com/climate/gillette/wyoming/united...>

Temperature - Precipitation - Sunshine - Snowfall

Home United States Wyoming

Monthly History Geo & Map Weather Forecast

Climate Gillette - Wyoming °C | °F

	Jan	Feb	Mar	Apr	May	Jun
Average high in °F:	37	39	48	57	67	77
Average low in °F:	14	16	23	31	40	49
Av. precipitation in inch:	0.47	0.59	1.06	1.85	3.15	2.56
Days with precipitation:	-	-	-	-	-	-
Hours of sunshine:	-	-	-	-	-	-
Average snowfall in inch:	7	8	11	10	2	0

	Jul	Aug	Sep	Oct	Nov	Dec
Average high in °F:	87	86	74	60	45	35
Average low in °F:	56	55	44	33	22	13
Av. precipitation in inch:	1.81	1.3	1.34	1.5	0.67	0.63
Days with precipitation:	-	-	-	-	-	-
Hours of sunshine:	-	-	-	-	-	-
Average snowfall in inch:	0	0	1	4	7	9

Gillette weather averages

Annual high temperature:
Annual low temperature:
Average temperature:
Average annual precipitation - r
Days per year with precipitation
Annual hours of sunshine:
Av. annual snowfall:

Climate Graph - Wyo

Climate data for gillette 6 se, Longitude: -105.492, Latitude: 44.2644

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Climate Cumberland - Maryland and Weather averages Cumberland <http://www.usclimatedata.com/climate/cumberland/maryland/un...>

Temperature - Precipitation - Sunshine - Snowfall

Home United States Maryland

Monthly Daily History Geo & Map Weather Forecast

Climate Cumberland - Maryland °C | °F

	Jan	Feb	Mar	Apr	May	Jun
Average high in °F:	41	46	56	68	76	85
Average low in °F:	22	24	32	41	51	60
Av. precipitation in inch:	2.68	2.36	3.39	3.31	4.02	3.27
Days with precipitation:	-	-	-	-	-	-
Hours of sunshine:	-	-	-	-	-	-
Average snowfall in inch:	9	8	6	0	0	0

	Jul	Aug	Sep	Oct	Nov	Dec
Average high in °F:	89	87	80	69	57	45
Average low in °F:	65	63	55	43	34	26
Av. precipitation in inch:	3.54	3.19	3.23	2.56	2.99	2.83
Days with precipitation:	-	-	-	-	-	-
Hours of sunshine:	-	-	-	-	-	-
Average snowfall in inch:	0	0	0	0	1	6

Cumberland weather average

Annual high temperature:
Annual low temperature:
Average temperature:
Average annual precipitation - r
Days per year with precipitation
Annual hours of sunshine:
Av. annual snowfall:

Cumberland Climate Graph -

Climate data for cumberland 2, Longitude: -78.7561, Latitude: 39.6419

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Summer Camps in the US Market Research | IBISWorld <http://www.ibisworld.com/industry/summer-camps.html>

and instructional day camps are excluded.

Industry Products

Overnight recreational camp tuition or fees

Other services

Food items prepared for immediate consumption

Room or unit accommodation for travelers and others

Membership dues and fees

Industry Activities

Providing overnight recreational camping

Safety meals, snacks and nonalcoholic beverages prepared for immediate consumption

Providing room or unit accommodation for travelers and others

Collecting tuition or fees and membership dues

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West Virginia

- Webster Springs

Wyoming near airport

- Pine Haven (very unpopulated)
- Saratoga (w/ Saratoga Lake)

Bandenburg Loop

Maryland

- Savage River State Forest
- Pleasant Valley (Lalce Habsch)

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What's the Best Age for Camp?



<https://sunshineparenting.files.wordpress.com/2014/04/whats-the-best-age-for-camp-2.jpg> You probably want a number here. If you're only going to read these first two sentences, then I'll pick the age of nine.

But my real answer is a bit more complex. When to start sending your child to sleep-away camp is a decision that depends on you, your parenting style, and your child's temperament. Many kids have extremely fun and successful camp experiences as young as six years old, but that's too young for most kids. And, for some parents, the thought of their child EVER going to camp (without them) is unimaginable. If you're one of those parents, please read [Five Reasons Great Parents Send Their Kids to Camp](https://sunshineparenting.wordpress.com/2014/03/28/five-reasons-great-parents-send-their-kids-to-camp/) (<https://sunshineparenting.wordpress.com/2014/03/28/five-reasons-great-parents-send-their-kids-to-camp/>). Sometimes, "he's not ready for camp" actually means you're not ready. Realizing that your child can be okay without you is sometimes hard on parents, and it's a big step to let them have the independent experience of summer camp.

These are the guidelines I recommend to parents who are ready to send their child to camp but aren't sure what age is best.

Your child is 5 or under, that's too young for overnight camp alone. Go to a family camp together, or try an American Camp Association accredited (<http://www.aacamps.org/accreditation/whatdoes>) day camp program in your area, which is a great way to get the feel for what camp is all about!

Only send your 6-8 year old to camp if:

Your child is a fairly independent kid (not clingy to you) and can take a shower on his/her own. If your child happily goes to school and is fine at (https://sunshineparenting.files.wordpress.com/2014/04/IMG_1190-1.jpg) day camps and other activities without you constantly by his/her side, then he/she's probably ready for camp. Parents often worry about the logistical stuff with young kids. "Will someone make sure he eats? Puts on sunscreen? What if he wets the bed?" Know that, at a well-run, accredited (<http://www.aacamps.org/accreditation/whatdoes>) camp program, counselors are trained to take care of young children well. Counselors will make sure your camper gets enough water, eats properly, and puts on sunscreen. Most camps work with families of bed wetters to help them feel comfortable coming to camp. You just need to make a plan on how to manage the bed wetting with the staff at your child's camp (using a pull-up and keeping small plastic trash bags in the bottom of the sleeping bag for the counselor to throw away privately works well).



Your child is ASKING to go. This usually occurs with younger siblings who visit or hear about camp from older brothers and sisters. They've been watching and hearing about the fun for a few years and they want "in." I've often seen at camp events where older kids are coming to hear about camp, and the younger siblings in attendance end up begging their parents to let them go to camp.

You, as the parent, are confident in your child's ability to be away from you. And you are able to express that confidence to your child. And YOU can handle the separation.

For young kids, focus on if your child is ready. This is not the age to force camp upon a hesitant child.

<https://sunshineparenting.files.wordpress.com/2014/04/s-c13-2857.jpg>



Once your child is 9-10 years old, I have three different guidelines, depending on your child and you.

1. If your 9-10 year old is excited to go to camp, go for it! Find a camp and sign him/her up!
2. If your 9-10 year old is hesitant about going to camp:

- Talk with other families whose kids go to camp to expose him/her to the idea. Hearing how much other kids like camp might encourage him/her to want to go.

- Attend camp information sessions and browse websites. Watch camp videos to show your child the fun that happens at camp.

- If exposing your child to the idea of camp gets him/her excited, then forge ahead with signing up and sending your child to camp. If he/she gets "cold feet," use these [discussion strategies](https://sunshineparenting.wordpress.com/2012/07/05/messages-for-an-anxious-camper/) (<https://sunshineparenting.wordpress.com/2012/07/05/messages-for-an-anxious-camper/>) to let him/her know why camp will be good for him/her.

3. If your 9-10 year old child is STILL hesitant, you have two choices:

The Hard Choice (I think [Michael Thompson, Ph.D.](http://www.michaelthompson-phd.com/books/homesick-and-happy/) (<http://www.michaelthompson-phd.com/books/homesick-and-happy/>) would say the better one): Tell your child, "I know you're ready for this experience and it will be a good experience for you that I

<https://sunshineparenting.files.wordpress.com/2014/04/s-c13-2062.jpg> don't want you to miss out on. I know you're nervous, but this is something that is important for you to do." Read the book [Homesick and Happy](http://www.michaelthompson-phd.com/books/homesick-and-happy/) (<http://www.michaelthompson-phd.com/books/homesick-and-happy/>) as your homework before you broach the subject with your child. Explain all the benefits of camp and how you think camp will be great for him/her and how it is an important step in his/her growth and development. Let your child know that you, as the parent, think it's an important experience that you don't want him/her to miss out on. And then, sign up for camp that is a



good fit for your child and offers activities he/she is interested in! Making this choice requires being able to stand your ground and not give in to whining. Better to not dwell on the topic until it gets closer to summer. Sign up but don't talk about it too much, too far in advance if your child is especially anxious about it.

The Easier Choice (for now): Give your child a one year "pass," but follow through! "Okay, no camp this summer, but next year you're sure going to a camp we choose together that is a good fit for you. I know you're ready, and it will be a great experience for you that I don't want you to miss out on. I know you're nervous, but this is something that is important for you to do." Read the book [Homesick and Happy](http://www.michaelthompson-phd.com/books/homesick-and-happy/) (<http://www.michaelthompson-phd.com/books/homesick-and-happy/>) as your homework over the year! Follow through and make going to camp next summer non-optional. Talk with your friends and research an accredited camp program that's a good fit for your child. Attend "meet and greet" events or camp tour days to meet other camp families.

Know that kids who are hesitant about camp at 9 or 10 are likely to still be hesitant at 13, and possibly hesitant at 18 about going to college. Kids who are nervous about being away from home and parents need to figure out how to work through those feelings, and a week or two at camp is an easy way to start! It's actually easier to start camp at 9 or 10 and work through those difficult homesick emotions without also contending with puberty. So... knowing that it's great to get your child some independent experience early, forge ahead (<https://sunshineparenting.files.wordpress.com/2014/04/sailing-0232.jpg>) confidently (or at least pretend you're

confident).

If your child is 11,

it's REALLY time. See above steps but don't do the easier choice. Remember when you were 11? Your best memories were not hanging out with your parents. Time to get some fun, independent experience!

If your child is 12 or older and has never been away to camp, please let them go! Seriously, I've been at camp fairs, where a mother with a child taller than she is tells me, in front of her child, "He's WAY too young to be away from me for two weeks." I look at the young person standing next to her and want to say, "He's not too young. You just don't want him to be away from you." But, I can't say that unless it's a friend who I can be really frank with. So, I just feel badly for the kid, who longingly looks at camp pictures but knows that his mom won't ever let him go.



Your older child will likely not be the only first year camper his/her age. There will be fewer new kids at camp in that age group, but camp kids are welcoming, so don't worry. Let your child be part of the process of picking a camp, but please send them to camp! I've met many families who waited until their child was 12 or 13 years old to start camp, only to be disappointed that they had so few summers to enjoy at camp before they were too old. Plus, the kids who tend to have the most extreme homesickness are the older ones who've never been away. But, if your child is one who may experience that extreme homesickness, isn't it much better that it happen during a 2-3 week summer program than when they're a freshman in college? Too many kids are not making it in college because they don't have the coping skills to be away from home. Give your child the gift of early independence to help them develop the skills they need to thrive as a young adult!

So now you see why I couldn't give a short answer. I hope this helps you make the decision of when is the best age to send your child to camp!

enjoy your kids today!

Resources:

[Homesick and Happy, Michael Thompson, Ph.D. \(http://www.michaelthompson-phd.com/books/homesick-and-happy/\)](http://www.michaelthompson-phd.com/books/homesick-and-happy/)

[Camp Parents, American Camp Association \(http://www.campparents.org/\)](http://www.campparents.org/)

[Find a Camp, American Camp Association \(http://find.aacamps.org/\)](http://find.aacamps.org/)

[Five Reasons Great Parents Send their Kids to Camp, Sunshine Parenting \(https://sunshineparenting.wordpress.com/2014/03/28/five-reasons-great-parents-send-their-kids-to-camp/\)](https://sunshineparenting.wordpress.com/2014/03/28/five-reasons-great-parents-send-their-kids-to-camp/)

[Why Kids Flourish at Camp, Sunshine Parenting \(https://sunshineparenting.wordpress.com/2013/04/29/why-kids-flourish-at-camp/\)](https://sunshineparenting.wordpress.com/2013/04/29/why-kids-flourish-at-camp/)

By Sunshine • Posted in [Benefits of Camp](#), [Happiness Help](#), [Parenting Tips](#), [Raising Independent & Responsible Kids](#)
• Tagged [benefits of camp](#), [best age for camp](#), [homesick and happy](#), [how do young kids do at camp](#), [is it too late to send my child to camp](#), [Michael Thompson Ph.D.](#), [Summer camp](#), [what age is too young for camp](#), [whats the best age for camp](#), [whats the best age to go to sleep away camp](#), [when do most kids start going to camp](#)

- [eNewsletters](#)
- [eGuides](#)
- [PSAs from 1973 to 1998](#)
- [Newsletters \(1973-1998\)](#)

Types of Hearing Loss

A comprehensive audiologic evaluation must be completed in order to determine the types and severity of hearing loss to make appropriate recommendations for each patient. Pure tone and speech audiometry as well as the immittance test battery must be completed, in addition to any additional assessments necessary for an exhaustive profile of the hearing system. A balance test called electronystagmography (ENG) might also be needed if dizziness or imbalance is also a complaint. Some patients who are bothered by tinnitus only might have a complete tinnitus evaluation. Finally, the audiologic data provides a clinical foundation for recommendations on hearing aids and other assistive devices suitable for treating the types of hearing impairments listed below.

In general terms, there are two types of hearing loss, conductive and sensorineural. A combination of both is also seen as a mixed hearing loss. Each is discussed below.

HEARING LOSS TYPES

Conductive Hearing Loss

Conductive hearing loss is caused by any condition or disease that impedes the conveyance of sound in its mechanical form through the middle ear cavity to the inner ear. A conductive hearing loss can be the result of a blockage in the external ear canal or can be caused by any disorder that unfavorably affects the middle ear's ability to transmit the mechanical energy to the stapes footplate. This results in reduction of one of the physical attributes of sound called intensity (loudness), so the energy reaching the inner ear is lower or less intense than that in the original stimulus. Therefore, more energy is needed for the individual with a conductive hearing loss to hear sound, but once it's loud enough and the mechanical impediment is overcome, that ear works in a normal way. Generally, the cause of conductive hearing loss can be identified and treated resulting in a complete or partial improvement in hearing. Following the completion of medical treatment for cause of the conductive hearing loss, hearing aids are effective in correcting the remaining hearing loss.

The audiometric profile that indicates a conductive hearing loss is the presence of air-bone gaps (better hearing by bone conduction than by air conduction), excellent word recognition at a comfortable listening level, and evidence of a middle ear dysfunction on immittance. For situations where a blockage is noted in the external ear canal, hearing testing is deferred until the canal is cleared.

Sensorineural Hearing Loss

The second type of hearing loss is called sensorineural hearing loss. This word can be divided into its two components - sensory and neural - to allow us more clarity in specifying the type of hearing loss. The comprehensive audiometric assessment and supplemental tests can yield the information needed to differentiate between a sensory and a neural hearing loss, although they can co-exist in the same ear. Neural hearing loss is another name for retrocochlear hearing loss.

Alert: See [University Status \(x77164.xml\)](#) for more information News

- [Archive \(news/archive.html\)](#)
- [Calendar \(http://www.gallaudet.edu/calendar.html\)](http://www.gallaudet.edu/calendar.html)
- [Daily Digest \(http://www.gallaudet.edu/daily_digest.html\)](http://www.gallaudet.edu/daily_digest.html)
- [Gallaudet Today \(x28657.xml\)](http://www.gallaudet.edu/news/today.html)
- [In the News \(news/in-the-news.html\)](#)
- [Athletics \(http://athletics.gallaudet.edu\)](http://athletics.gallaudet.edu)
- [Clerc Center News \(http://clerccenter.gallaudet.edu/Clerc_Center.html\)](http://clerccenter.gallaudet.edu/Clerc_Center.html)

Contact: Mercy Coogan mercy.coogan@gallaudet.edu (<mailto:mercy.coogan@gallaudet.edu>)

[Home \(\)](#) > [News \(news.html\)](#) > [MR_Benefit_Early_Sign_Language_Acquisition](#)

Early Sign Language Acquisition Helps Deaf Children Learn Spoken and Written Languages

Washington, DC (February 21, 2011) – “To sign or not to sign” is a question that has long been a source of disagreement among medical and educational professionals who work with very young deaf and hard of hearing children.

While some hold that teaching a deaf child to communicate in sign language before he/she learns to read lips or is provided with a cochlear implant (or some other assistive hearing device) significantly decreases his/her ability to acquire spoken or written language, research conducted at Gallaudet University shows the opposite to be true.

A recent [Research Brief](#) published by [Gallaudet's Visual Language and Visual Learning Center \(VL2\)](#) and authored by Sharon Baker, states that [early sign language acquisition by deaf and hard of hearing children](#), actually [helps them learn spoken and written language later on](#).

“Sign language is sometimes withheld from deaf children in the [belief that it interferes with speech development](#),” Baker writes. “However, there is [no evidence \[that proves this\]](#).”

What is fact is that a child's early language experiences provide him/her with a lifetime ability to learn. The key is for the child to develop fluency in a first language as early as possible in his/her life.

Encouraging deaf children to communicate in sign language at a very early age will not impede their ability to learn English or any other spoken language. Indeed, VL2 researchers are [trying to understand exactly why and how so many deaf and hard of hearing students whose first language is ASL achieve such high levels of English literacy](#).

Gallaudet's VL2 is a Science of Learning Center (SLC) on Visual Language and Visual Learning, one of six SLCs funded by the National Science Foundation. The purpose of VL2 is to gain a greater understanding of

Top benefits for learning sign language

Learning sign language brings a number of benefits. Here are some top reasons for learning it!

Growing popularity

American Sign Language (ASL) is the [4th most studied modern/foreign language at colleges and universities](#) in the U.S., according to the Modern Language Association's statistics. In addition, it has a higher percent of enrollments above the top three.

Among hundreds of signed languages around the world, up to [two millions people speak ASL in North America alone](#) -- the 3rd or 4th most used language in the U.S. after Spanish and English.

Bilingualism boosts brain

Bilingualism of any languages (whether signed or spoken) is a great booster for brains. It [enriches and enhances your cognitive processes](#), [higher abstract and creative thinking](#), better [problem-solving](#), greater [cognitive flexibility](#), better [listening skills](#), [greater academic achievement](#), and more! It also promotes [cultural awareness](#), [literacy](#), and other intellectual benefits.

Not just bilingualism, but also why not bimodalism too? [Bimodal](#), that is using [visual-spatial medium](#) expands your [visual-perceptual skills](#), [spatial awareness](#), [mental rotation skills](#), [visual sensitivity](#), and more!

Communicating with deaf babies

Speech is not a language. It's a medium. It's extremely crucial that deaf babies are exposed to a natural language (e.g. ASL, Auslan, or another signed language) within the first two years of life ("two year window"). [Even to hearing babies eye is to deaf babies mouth](#) and [deaf babies can access to their own languages from birth](#) both acquire their own languages equally on the same milestones, and develop literacy skills via different means (by eye or by ear). [Essentially, deaf toddlers can learn a second language -- e.g. English -- at once](#).

Cuz it's a beautiful language

People simply find it fascinating, beautiful, unique, graceful and/or expressive. The more signers learn ASL, the harder, the more complex, and the more challenging it gets they realize. But, in the end, it's all worth it and it's a fulfilling experience.

Spelling practice

Fingerspelling is exactly not a language per se. It is a set of the alphabetical letters corresponding to spoken words. But, I will mention it nevertheless. After all, it's visual.

[Fingerspelling helps students learn how to spell a word letter by letter](#). Some teachers (and students) use fingerspelling in spelling lessons in class. Receptive skill is also a bonus.

Appreciating literary arts

Do you think Deaf people miss out on music? Not really. What hearing people miss out is literary arts in sign language for its linguistically creative language play, poetry, and storytelling.

Visual-spatial language with its rich capabilities of cinematic devices, rhymes, rhythms, calligraphic movements, and many others adds a dynamic spice to language arts.

Communicating with animals

Human interest in communicating with animals (and possibly vice versa) has been around for a long time, via speaking, signing, and/or painting.

Using sign language with chimpanzee Chimpsky and gorilla Koko in scientific studies is one example. Another thing is talking with a pet using one of signed languages -- no different from using spoken languages.

the biological, cognitive, linguistic, sociocultural, and pedagogical conditions that influence the acquisition of language and knowledge through the visual modality.

Gallaudet University, federally chartered in 1864, is a bilingual, diverse, multicultural institution of higher education that ensures the intellectual and professional advancement of deaf and hard of hearing individuals through American Sign Language and English. Gallaudet maintains a proud tradition of research and scholarly activity and prepares its graduates for career opportunities in a highly competitive, technological, and rapidly changing world.

50% MILD HEARING LOSS CAN CAUSE A CHILD TO MISS AS MUCH AS 50% OF CLASSROOM DISCUSSION

Children can start signing intentionally between 8-11 months old



100% OF THE HEARING IMPAIRED WOULD LOVE TO BE ABLE TO COMMUNICATE BETTER WITH EVERYONE

Children who sign higher average IQ by 12 points

MENTAL/HEALTH BENEFITS

It might make you feel pretty darn smart, but can knowing multiple languages really improve your health?

Yes! Really!

Bilinguals are often found to be:

- More creative
- Better complex problem-solvers
- Better planners

Bilingual immigrants are healthier from mentally and physically than those who only speak their native language.

Bilingualism may slow aging of the brain. One study showed dementia occurred about 4 years earlier in monolinguals than bilinguals.

Parents who sign

- feel less stressed
- have a deeper connection with their toddler
- Respond easier to their children when they are upset



The vocabulary advantages of monolingualism could shine in the workplace, but...

- ~30% of US economy involves international trade
- Bilingualism results in about a 2.8% increase in hourly wages
- 2010 - 2020: Translation/interpreter jobs are projected to increase 42% - significantly faster than the average occupation

Did you know? Hearing aids can...

- sync with TV, Computers, Stereos, Phones
- reduce the effects of Alzheimer's and dementia.

BETWEEN 250,000 AND 500,000 AMERICANS KNOW THE ASL (AMERICAN SIGN LANGUAGE). IT REPRESENTS 1.07% OF THE 35 MILLION AMERICANS WITH HEARING LOSS WHICH IS ONLY 0.125% OF THE TOTAL AMERICAN POPULATION

GENERAL DESC.

Our founders believed that the effort put toward educating our children will ultimately come full-circle and benefit the world.

Through a four week interactive experience, [camp name] enlightens both hearing and deaf children during an impressionable time of their lives in order to develop capable, open-minded individuals.

Exposing our campers to American Sign Language along with Deaf culture provides the necessary education and empowerment needed in order to break the long-standing communication barrier between the hearing and deaf populations.

Our primary objective is that rather than feeling defined by hearing and speaking capabilities, [camp name]'s campers leave our location feeling defined by their friendships, interests and dreams.

Brand Personality:

- optimistic
- informative
- triumphant
- accomodating

This brand requires both a serious and playful tone. The concept of the camp's development is derived from addressing a serious sociological obstacle.

However, because this camp is intended for the benefit of children, approaches must remain lighthearted.

VALUES

Integration of...

- children from varying backgrounds/lifestyles
- learning (ASL/culture) and typical camp activities

Forward Thinking

- growing need for interpreters/translators
- campers sharing knowledge with others
- preventing prejudice and misinformation

Fun

- redefine the campers idea of a "learning" setting
- more likely to recall information

Maturity/Empowerment

- higher chance that campers are there willingly
- opportunities for leadership roles
- celebration of culture

Belonging

- opportunity to return following year(s)
- campers are able to keep in touch following summer session
- affiliation extends further than appearance/capabilities

MISSION STATEMENT DEVELOPMENT 2/5/16

too harsh? (ending) your child to [camp name] means allowing them to expand their understanding of the various cultures (lifestyles) exposing

Giving your child a summer at [camp name] means exposing them to the different lifestyles of their peers. Here, our campers are given the necessary tools and confidence needed in order to break the communication barrier between the hearing and deaf populations. Enlightening our campers not only during an impressionable time of their lives but also within a safe, outdoor setting is how we develop more capable, open minded individuals.

geared toward parents of hearing impaired children.
* Evenly *

From their perspective...

- belonging, acceptance
- confidence
- strengthened communication
- probably don't spend much time w/ hearing children their age
- new friends, mentors

instill a sense of equality
• breath of fresh air
reminders of the endless capabilities

Educating campers in groups where they find

Promoting a sense of belonging for those who struggle
Facilitating an environment sense of belonging for all children
Instill a safe place

MISSION STATEMENT DEVELOPMENT 2/5/16

too much like a tagline?

- Celebrating ASL as a first and second language

CAMP (name) - Facilitating an exchange of language and culture generating a more open-minded future.

- Producing a more open-minded generation.

Camp (...) strives to bring hearing children and children with and without hearing impairments together during an impressionable time in their lives. Beneath the warm summer sun, children gain a better understanding of ASL and Deaf culture without the distractions of everyday life. Whether learning ASL as a first or second language, our campers leave with friends and knowledge to last far beyond the summer.

In a safe, outdoor setting, our campers discover 'all of the possibilities within their own hands.' With a better understanding of their peers, campers take away friends and knowledge that enables them to be capable, open-minded individuals.

Sending a child to Camp [name] means giving them the opportunity to meet children who experience a different culture. Here, campers are given the tools they need in order to communicate with knowledge and confidence needed to break a communication barrier between those who are hearing and deaf.

- Exposing them to the different lifestyles of their peers
- Given necessary tools and confidence needed in order to break the communication barrier between hearing / deaf
- Enlightening during an impressionable time of lives
- Develop capable open-minded individuals
- Empower children that often feel that they are on the outside looking in +
- Instill the values of integration that campers will apply long after their time with us.
- Campers will leave a mature sense of respect that will benefit them long after their time spent w/ us.
- Our campers will redefine themselves based on their potential as an individual and a friend rather than their communication abilities or inabilities.
- Rather than feeling defined by hearing / speaking capabilities, our campers are encouraged to define themselves allow their personalities, interests and dreams to define them. (accomplishments)

enlightens or

[camp name] welcomes both hearing and hard-of-hearing children during an impressionable time of their lives in order to develop capable, open-minded individuals.

Exposing our campers to American Sign Language and Deaf culture educates and empowers them provides the necessary education and empowerment needed in order to break the long-standing communication barrier between the hearing and deaf populations.

Our objective is that [camp name] campers leave our month-long program feeling defined by their personalities, interests and dreams. (4 week?)
rather than feeling defined by hearing / speaking capabilities

↑ inclusive open minded
Goal / About US Mission Statement is more literal

Taglines:
• breath of fresh air

Senior Project
Word Listing

1/22/16

Deaf	audient	accept	tide
Hard of Hearing	audible	equality	gathering
Hearing Impaired	language	balance	woods
Auditory	— prefix aud, audi, etc =	fist	pine
Sensory	Latin: hearing, listening, perception	grip	trees
Senses	of sounds	Canopy	fair
Noise	Communication	identity	constellation
Sound	Verbal	Sunatcher	Smores
Speech	feel	twigs	fire
Speak	see	plants	Flowers
Talk	• vision	Vegetation	grass
Conversation	witness	helo	seeding
• Exchange	together	Sprout	Shape
Yell	team	nourish	enrich
Shout	join	Cultivate	Sustain
Scream	• align	nurture	logs
Whisper	project	baric	stump
Listen(er)	destination	uproot	chimes
Nod	objective	resonate	air
Relate	trajectory	string	yarn
Understand	destiny	woven	stone
• Comprehend	focus	rocks	slipping
Vibrations	progress		
loud	advance		
quiet	breakthrough		
speaker	growth		
audience	momentum		
Crowd	pace		
	rise		
	Stmde		
	boost		
	gesture		

Senior Project
Word Listing

1/22/16

greetings	lift	stayaway
facial	pinch	independent
expressions	bend	fulfillment
eyesight	claws	rainbow parachutes
assimilate	stiff	knots
respect	judge	breeze
Knowledge	knuckles	brease
informed	grab	Seen
unite	critters	wist
Combine	land	pnde
language	acres	importance
learn	meadows	awake
Schedule	hills	glow
crafts	terrain	luminosity
peers	fields	beacon
counselor	nest	clouds
Campen	clouds	clear
overnight	wind	path
warm	marker	Cliff
nature	Pond	Stream
Salvation	handprints	Clasp
free	clips	entwine
trails	interlocking	current
hike	mountain	range
swim	smile	mouth
fresh	lips	wave
friends	meet	• binoculars (w/looped hands?)
meet	grasp grounds	vision
lantern	grasping grounds	eyesight
Switch	fingerprints	
illuminate	print	Camp
caps	imprint	Print
spark		
trail		
course		
fresh		

— restores camp light/guidance

— hand/self knowledge

camp wave

HOOT = what a hoot (fun)
binocular (Latin perspective)
hand/sign for owl

Harnessing Our Outdoor Traveler Options

Helping Honest Honorable

Having overnight Open

Holding

Objectives

Having Outdoor Objectives Together

Hearing Objectives of Teamwork

Hearing Our Objectives Together

Hearing Other Options Together

Harnessing Objectives of Tolerance

Harvesting Openminded Objectives Together

Harnessing Our Objectives Together

Generating Giving Grasp(ing) Going Getting Gathering Grabbing Snipping

Preparing Adventurers

L Worthwhile

M Worthwhile

Need importance pride reinforce

Hearing enlighten expand

Grasping Language Objectives Worthwhile

- Project Palm

- Project Solstice

- Camp Harmon

- Project Resonate

- Uproot Project

- Pitch Project

- Solstice

Signature

Prepare

A

L like

M ind

S

Project

Align

like

M ind

Project

Prepare

Preparing

Projecting

producing

aim

available

activate

align

adjust

gesture

gesture across meadows

align

adjust

Project Palm

Grasping Grounds

Camp Solstice

language

likelihood

liking

light

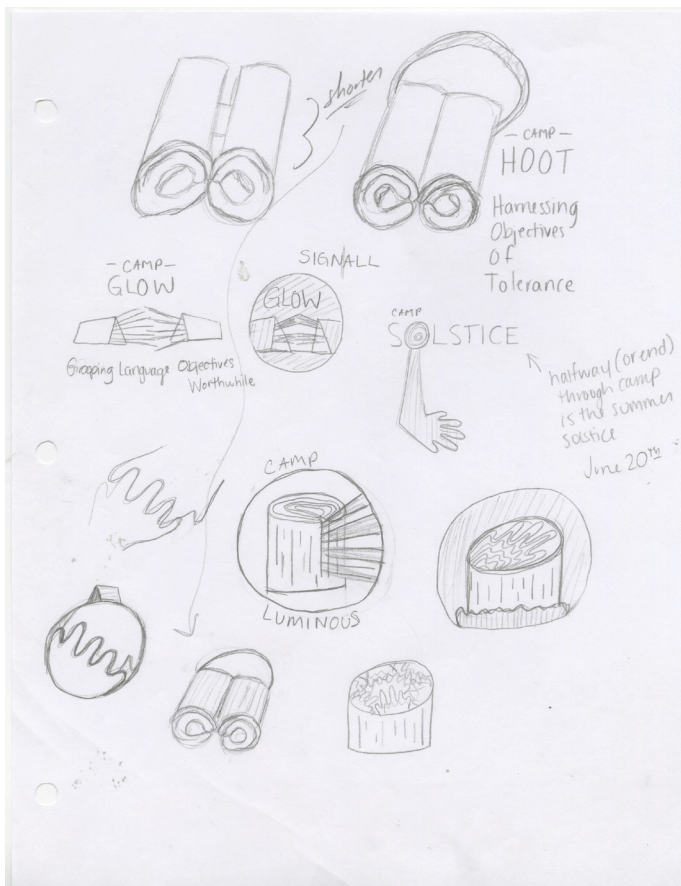
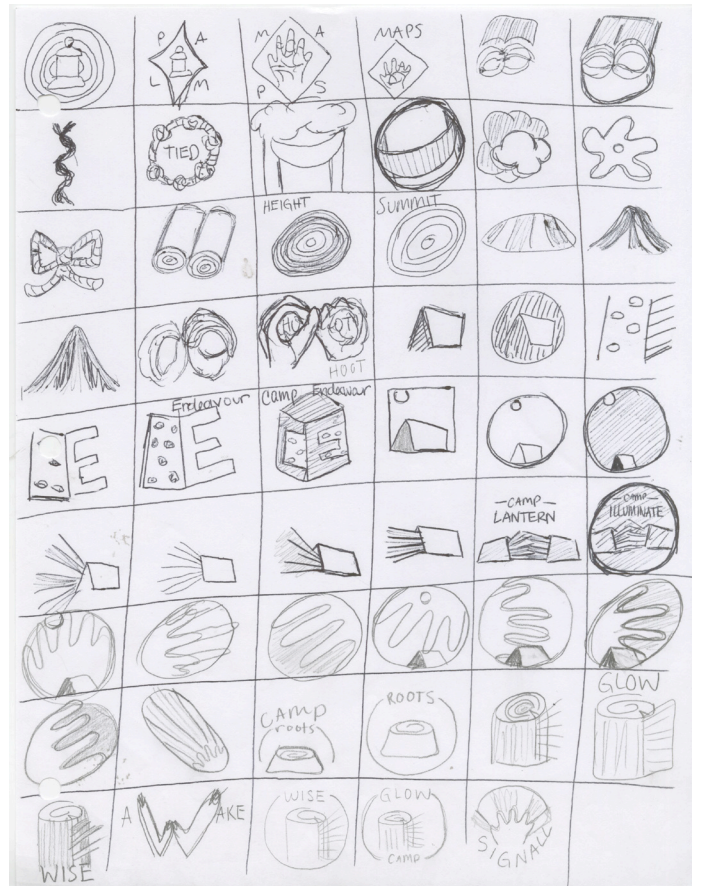
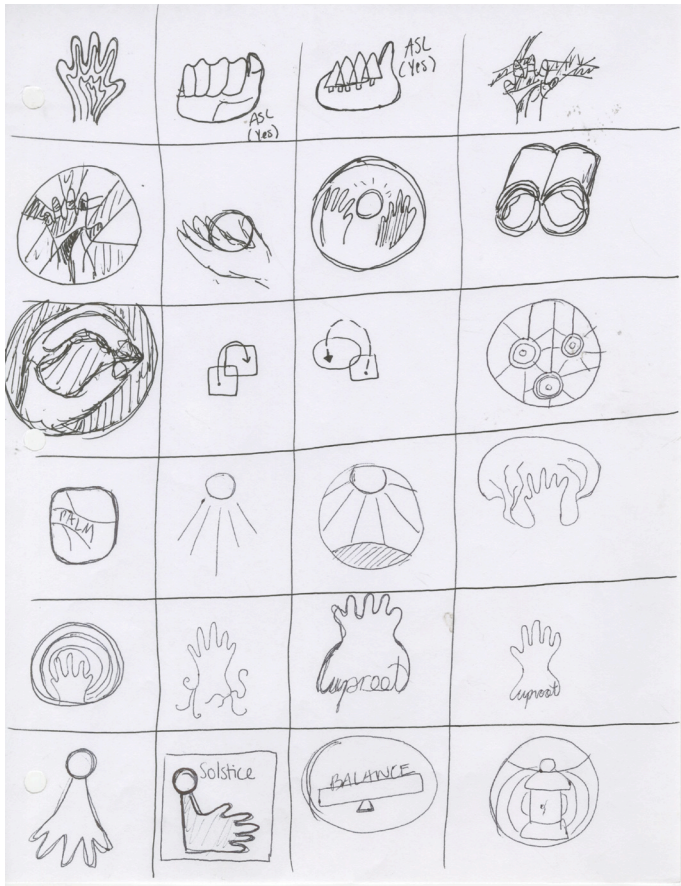
Preparing

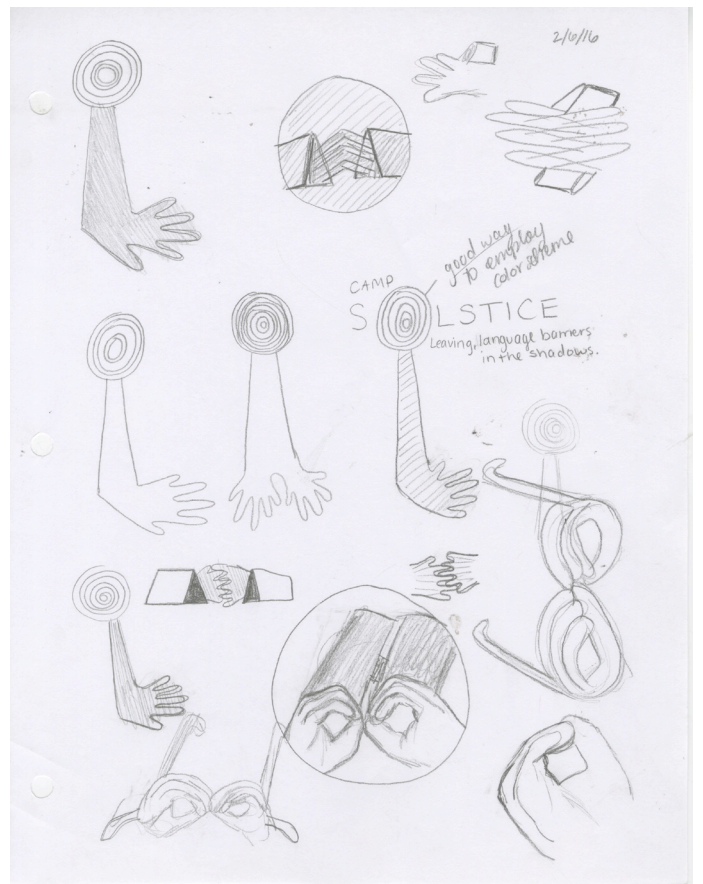
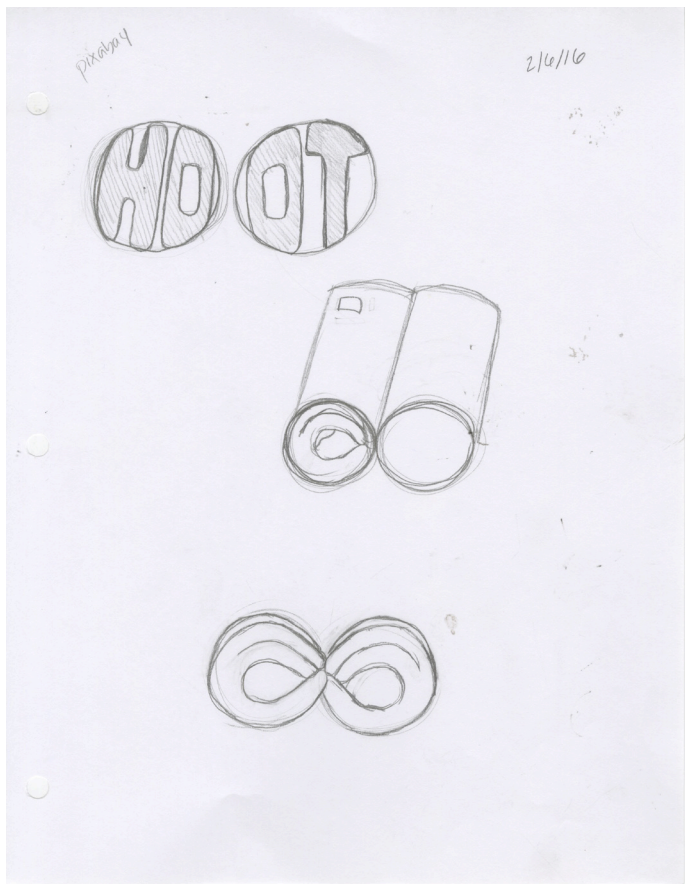
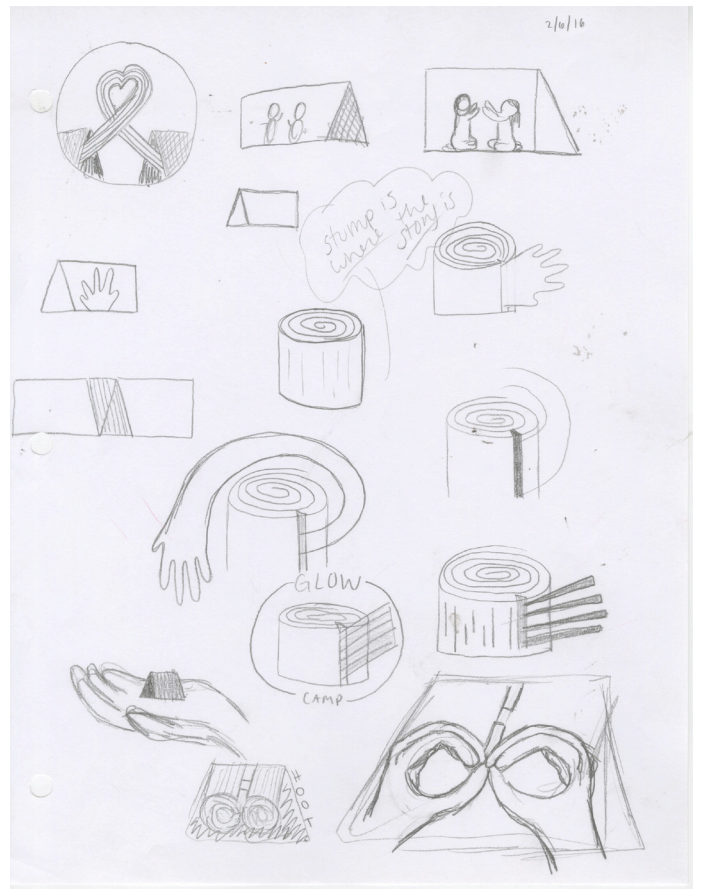
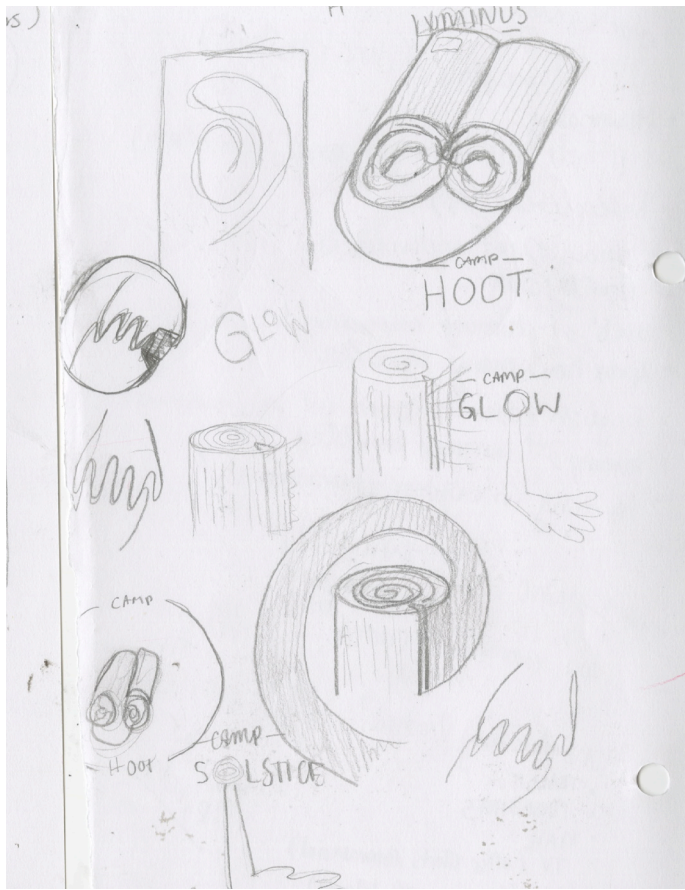
Align

log placement w/ hands

Fix the tent

write the potential names next to logo







< THE ORIGINAL SKETCH THAT IS LATER REFINED TO EVENTUALLY BECOME THE FINAL LOGO!



CAMPERSPECTIVE



CAMPERSPECTIVE



CAMPERSPECTIVE



CAMPERSPECTIVE



CAMPERSPECTIVE



CAMPERSPECTIVE

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Camperspective



Camperspective

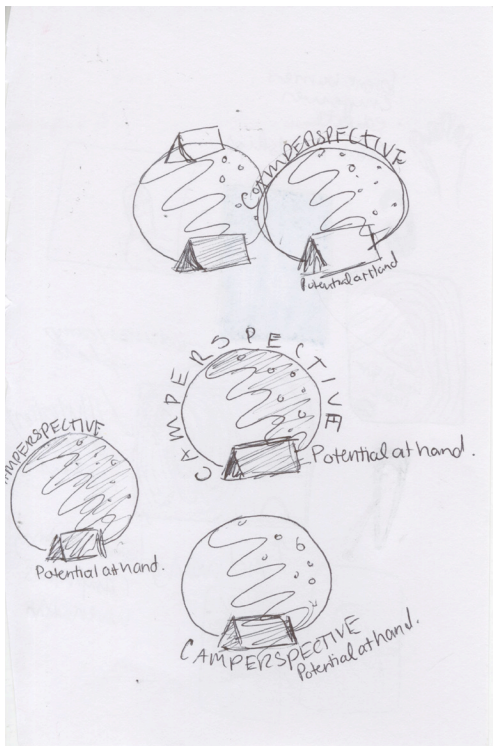
TAGLINE BRAINSTORMING

The quietest broken barrier.
Breaking barriers. Quietly.
A new view.
Making a statement without words.
Making a statement. Silently.
A silent statement.
Hands on.
Heads up. Hands on.
Offering a hand.
Lending a hand.
Breaking barriers with our bare hands.
Bare hands, breaking barriers.
The greatest show of hands.
Taking change into our own hands.

At hand:
Empowerment at hand.
Friendships at hand.
Expansion at hand.
Connections at hand.
Potential at hand.

Experience it first hand
Discovery and nature, hand in hand.
ASL and adventure, hand in hand.
First-hand adventure
Adventure, first hand
Sharing hands, expanding minds





HOORAY!



C: 21.01%
M: 0%
Y: 29.2%
K: 0%



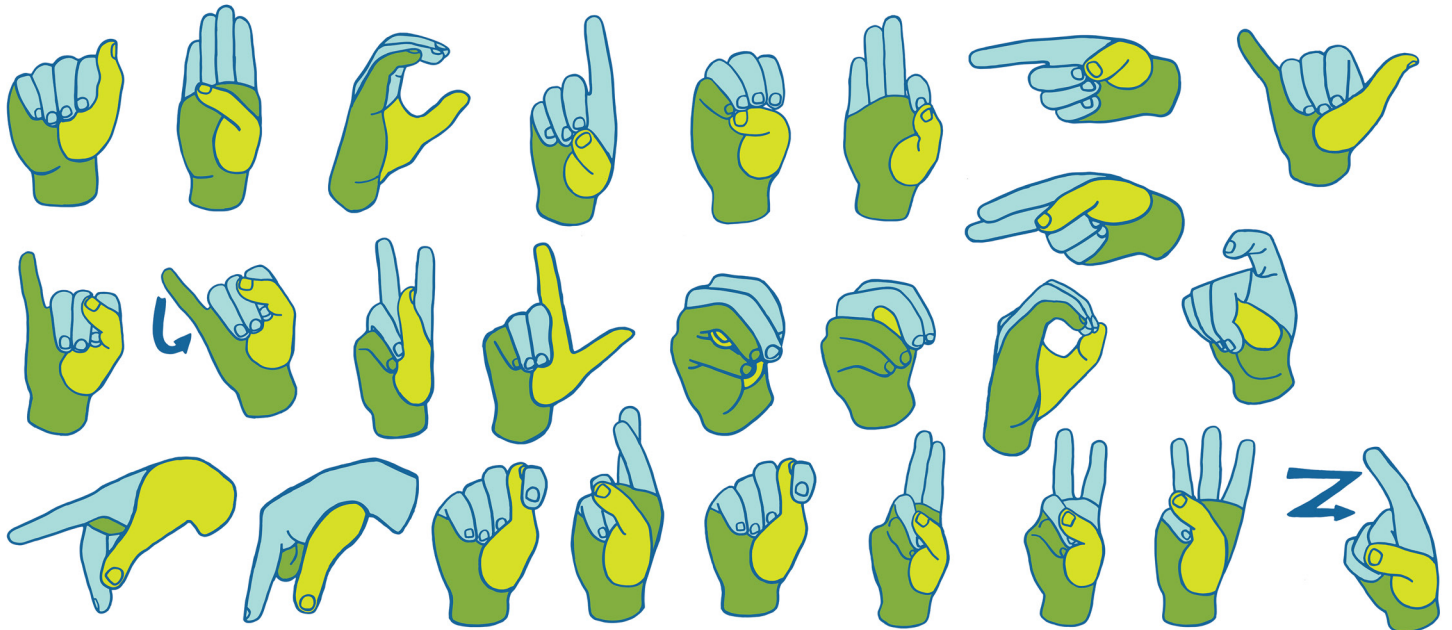
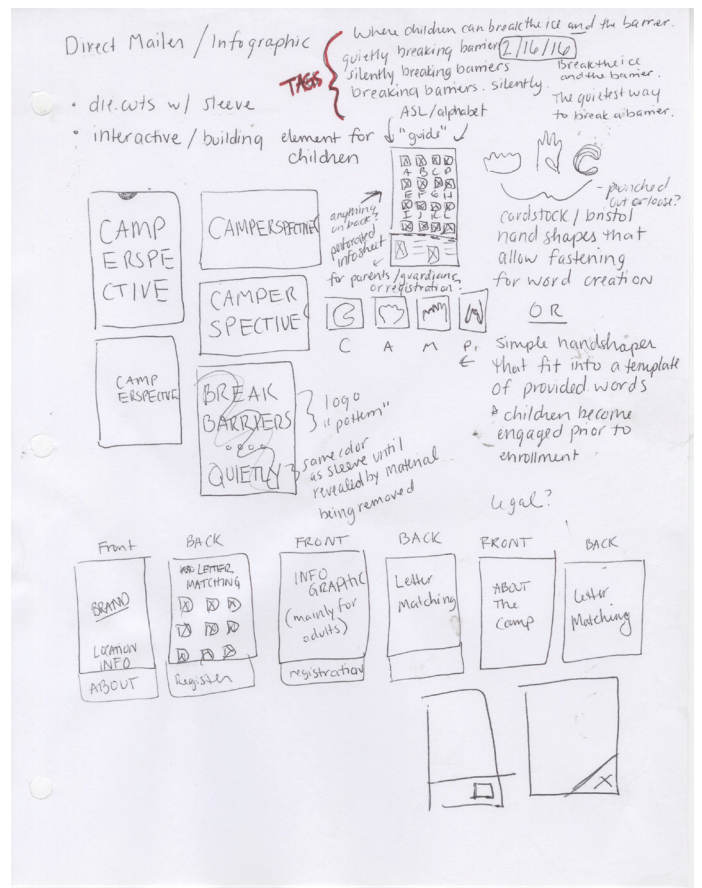
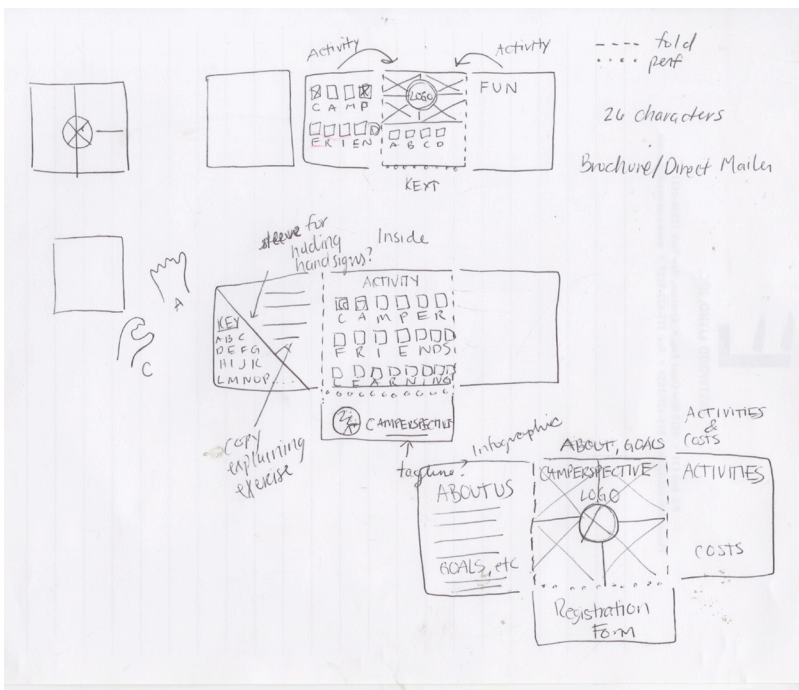
C: 19.79%
M: 0.3%
Y: 98.82%
K: 0%



C: 82.56%
M: 37.07%
Y: 5.1%
K: 0%

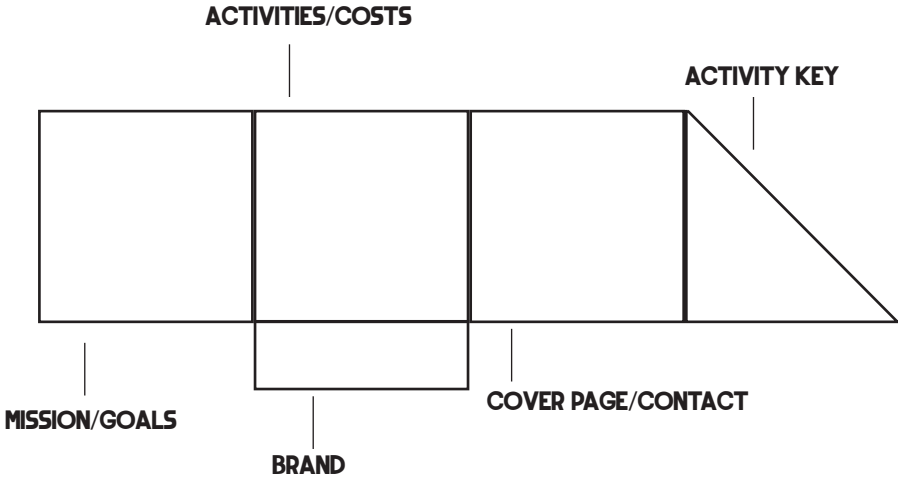
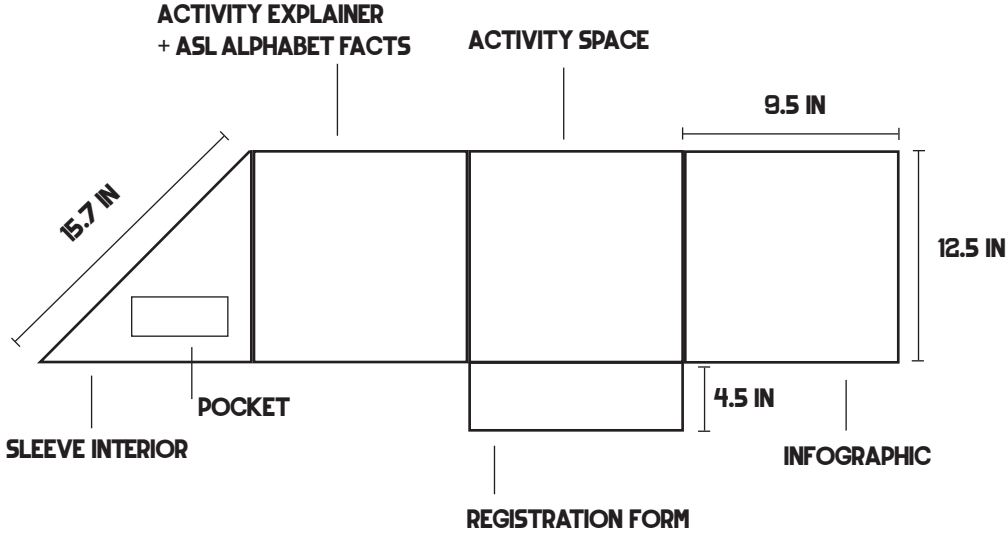


C: 55.37%
M: 12.3%
Y: 100%
K: 0.36%



DIRECT MAILER

DIMENSIONS + PANEL CUES





CAMPSPESCSUMMER.COM

LEARNING ASL AT CAMPERSPECTIVE

IS ALL ABOUT MAKING CONNECTIONS
BETWEEN WORDS AND VISUAL FORMS.

**ARE YOU READY
TO GIVE IT A TRY?**

USING THE HAND SIGNS PROVIDED,
COMPLETE OUR ACTIVITY TO REVEAL
THE THREE MOST IMPORTANT
STEPS FOR A SUCCESSFUL SUMMER
AT CAMPERSPECTIVE.

- MATCH EACH SPACE WITH THE CORRESPONDING HAND SIGN
- RECORD THE ENGLISH LETTER IN THE WHITE SPACE

KEY



CAMPERSPECTIVE INTRODUCTORY ALPHABET MATCHUP!



YOUR TURN!

USING THE KEY, CREATE YOUR OWN WORDS.
START OUT WITH YOUR NAME, A PET'S NAME OR
MAYBE YOUR FAVORITE COLORS.

ABOUT 10% OF THE 35 MILLION AMERICANS WITH HEARING LOSS KNOW AMERICAN SIGN LANGUAGE

TRANSLATION AND INTERPRETER JOBS ARE PREDICTED TO INCREASE 42% BETWEEN 2010-2020

CHILDREN WHO SIGN HAVE A HIGHER AVERAGE IQ BY **12 POINTS**

BILINGUALISM RESULTS IN ABOUT A 2.8% INCREASE IN HOURLY WAGES.

BILINGUALS ARE OFTEN:

- BETTER PLANNERS
- MORE ATTENTIVE
- BETTER PROBLEM SOLVERS
- MORE CREATIVE

WE ARE CAMBERSPECTIVE

As a month-long sleepaway summer program, Camperspective invites both hearing and deaf children to learn American Sign Language and the fundamentals of Deaf culture in an inclusive environment.

Here, children become eager to break a long-standing language barrier.

OUR VALUES

INTEGRATION: Children from varying backgrounds and lifestyles come together at Camperspective to develop a better understanding of the community around them.

FORWARD THINKING: At Camperspective, we understand that instilling children with excitement for learning will follow them through adulthood and beyond. We strive to be a foundation for our camper's successful futures.

EMPOWERMENT: Opportunities at Camperspective are designed to expose campers to independent thinking that they would not normally experience in a classroom setting.

FUN: Campers retain information and learning techniques much more easily when they coincide with their favorite outdoor activity.

CAMP STAFF

Camperspective employs a team of over 40 full-time and part-time camp counselors and professionals each year. This allows us to have at least one staff member for every three campers.

Each session, we ensure that at least 75% of the staff is proficient in both English and ASL. Several full-time counselors are also fluent in Spanish.

Prior to employment, all staff members undergo an extensive background check and perform drug tests based on the regulations of their given state.

BRIAN SHAFFER, Rock Climbing Coach

MELANIE VEGAS, Camperspective Co-Founder, Ph.D., Linguistics

TAYLOR FINCH, Counselor, Craft Director

ACTIVITIES!

Campers Sarah and Brandon throwing their first cast of the day

DEVELOP INTERESTS AND EXPLORE NEW ONES!

During each of our supervised programs, campers participate in familiar activities while using ASL to communicate, celebrate and create connections.

Activities include:

ARCHERY	POTTERY
COOKING	ROCK CLIMBING
CRAFTING	SWIMMING
FISHING	BIRD WATCHING
HIKING	KICKBALL
TENNIS	YOGA

Day 1 of the Pottery unit and campers let their creativity flourish

Just some of our many keepsakes

Campers may select up to five activities during their stay with us!

CAMP SPEC SUMMER. CAMPERSPECTIVE.COM/ACTIVITIES

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Finger prints = Topographic Maps
AD CAMPAIGN!

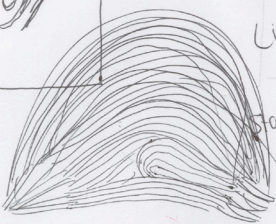
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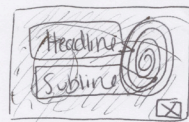
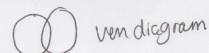
Unique
Height
Elevation
Distinct
Individualized
rare
exclusive
specific
definite
clear-cut
hill
loftiness
peak
solstice
summit



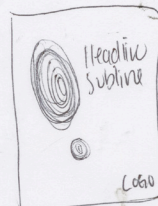
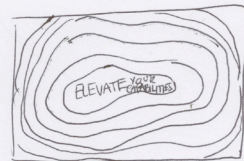
Using prints to
leave a print.
Use your prints to
leave a mark.



List what they
would learn
in lines
Start from one
single message



Distinct
Elevate
Unique
Heightened



where
Nature's
Print meets
yours

topographic
map = nature's
"finger print"?



USING
YOUR MARK

USE YOUR
MARK
TO LEAVE
A MARK

Patterns

T is for together

1 umbrella is "in brand" TOGETHER



deposit of
background?

Double
magazine
spread

2
by 5
waxed hands



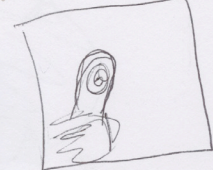
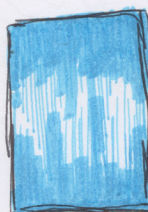
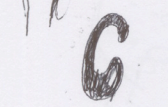
copy

logo

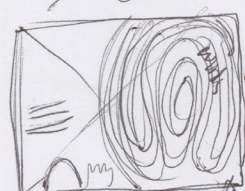
"The 'IS FOR' campaign"



- break barriers
- Empower
- Educate
- Create friendships



wilderness/camp
photo



kid waving

words describing
Camp values
woven within



If your marks
 Turn into a mark
 LEAVE OR
 A MARK
 OR
 A MARK

Hearing
 Sending your Child Will:

- mature
- empower
- educate
- open mind
- increase acceptance
- make friendships
- gain a valuable skill
- improve communication

An experience
 as unique
 as your own

deaf + hearing
 kid

Ph
 many nice
 camp photos

Copy

Take a call to us

dainty illustration over photo

Breaking Barriers

color color

Breaking Barriers - careful color coding

WELCOME, camper!

camp fun

WELCOME, camper!

STOCK PHOTOGRAPHY SAMPLES





IS FOR EVERYONE.



IS FOR INSIGHT.



IS FOR PREPARE.



IS FOR CONNECTION.



IS FOR JOURNEY!

Hi Grandma,

Guess what?
Today at Morning Gathering,
we found out that learning
ASL helps us learn other
languages too!

Could you teach us the
language that you use with
Grandpa and Daddy?

After we learn enough,
we can all visit there!




CAMPERSPECTIVE
POTENTIAL AT HAND

**GIVE THEM A SUMMER THAT LASTS!
REGISTRATION DEADLINE JUNE 1ST**

811-503-2121 | CAMPSPESUMMER.COM



IS FOR CONFIDENT!

Hi Mom and Dad,

Guess what?
Today we learned that ASL
isn't just for big kids like me!

Camp Leader Abby told us that
babies can start learning before
they turn 1-year-old.

That means when my little sister
is finally born, I can use ASL to
find out how she is feeling and
what she needs!




CAMPERSPECTIVE
POTENTIAL AT HAND

**GIVE THEM A SUMMER THAT LASTS!
REGISTRATION DEADLINE JUNE 1ST**

811-503-2121 | CAMPSPESUMMER.COM

IS FOR TOGETHER!

Hey Dad!

Guess what?
One of my cabin mates goes hunting on the weekend with his dad just like we do!

After today's lesson, we figured out that using ASL will make it easier to keep quiet when the animals are nearby.

Don't worry, we can start practicing once I'm home!

CAMPERSPECTIVE
POTENTIAL AT HAND

GIVE THEM A SUMMER THAT LASTS / REGISTRATION DEADLINE JUNE 15

811-503-2121 | CAMBERSPECTIVE.COM

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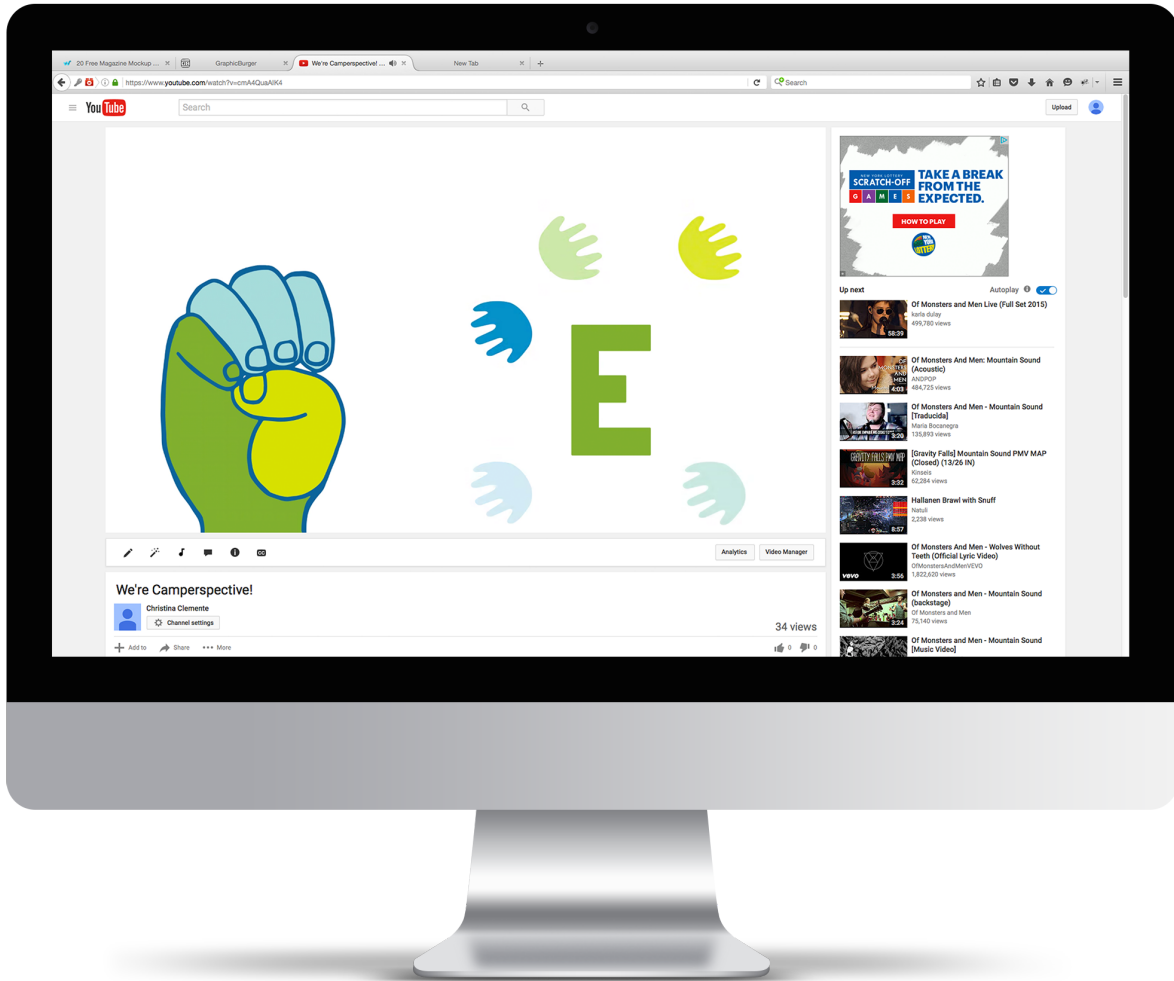
Could you teach us the signs with Grandma and Daddy?

After we learn enough, we can all visit there!

CAMPERSPECTIVE
POTENTIAL AT HAND

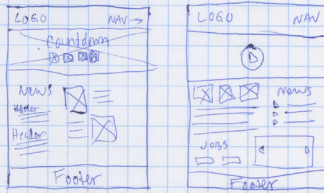
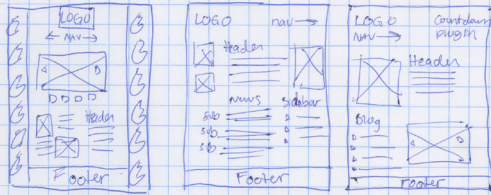
GIVE THEM A SUMMER THAT LASTS / REGISTRATION DEADLINE JUNE 15

811-503-2121 | CAMBERSPECTIVE.COM

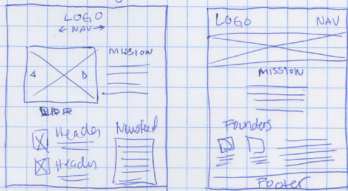


<https://www.youtube.com/watch?v=cmA4QuaAIK4>

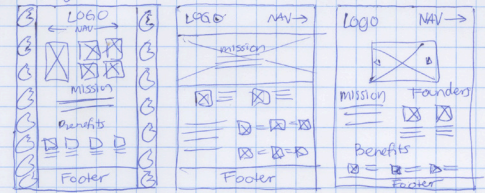
Home Page - Camperspective



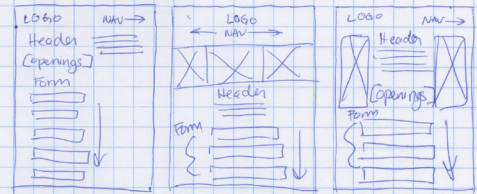
About page



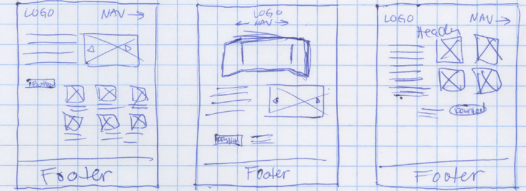
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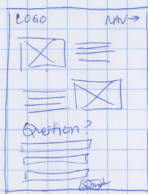
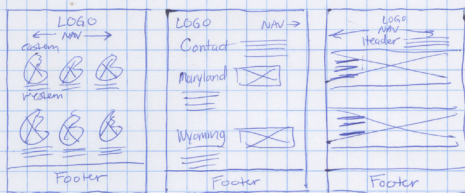
Application page



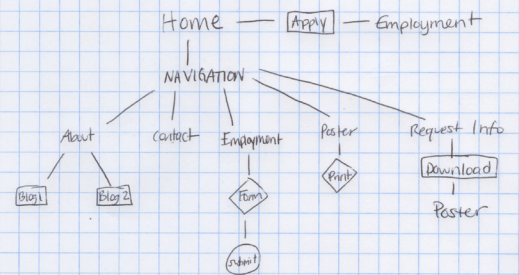
Request Info Page



Contact Page



Camperspective Flouchart





MISSION

As a month-long sleepaway summer program, Camperspective invites both hearing and deaf children to learn and celebrate American Sign Language in a truly inclusive environment.

Here, children become eager to break a long-standing language barrier.

BEGINNINGS



Melanie Vegas, Co Founder
Ph.D Linguistics
B.F.A. Communications
[View blog](#)

Christopher Hines, Co Founder
Ph.D Cultural Studies
M.F.A. Business
[View blog](#)

Founders Melanie Vegas and Christopher Hines believe that the effort that is put toward educating our children will ultimately arrive full-circle and benefit the world.

These co-founders crossed paths in an intermediate level ASL class at Keuka College. As a senior thesis program, Hines and Vegas worked together to organize a series of liberal arts classes in which hearing and hard-of-hearing college students learned alongside one another- something that is not commonly done.

Their research and positive feedback led to a few important questions. One of which being- What would it take to make this into something more realistic and widespread?

Three years of planning, gathering community feedback and strategizing later, Camperspective reaches its realization.

Our primary objective is that rather than feeling defined by hearing and speaking capabilities, Camp Spec campers leave our location feeling defined by their friendships, interests and dreams.

CONSIDER THIS!

As the summer season reaches its close, dozens of campers leave our 4-week program with more than just sun-kissed cheeks and muddy sneakers! The access that Camp Spec provides to a new form of communication such as American Sign Language opens countless doors for children regarding their development, expression, creativity and confidence.

Many parents and loved ones of Camperspective campers often speak of recognizable independence and maturity that flourishes in their little one upon returning home.

We have plenty to mention about the benefits of learning ASL! For instance, did you know...



LIFESTYLE

Bilinguals are often:
- Better planners
- More attentive
- Better problem solvers
- More creative

CAREER

Translation and interpreter jobs are predicted to increase 42% between the years 2010-2020

INTELLIGENCE

Children who sign have a higher IQ by 12 points.

FINANCIAL

Bilingualism results in about a 2.8% increase in hourly wages.

OPPORTUNITY

About 107% of the 35 million Americans with hearing loss know American Sign Language

HEALTH

Parents who sign experience less daily stress

GET IN TOUCH

Our sister locations in Maryland and Wyoming provide campers with an equally engaging experience. Establishing two locations was a decision based on our belief that all children should have an opportunity to spend a summer with us, no matter where they call home! With a location on both ends of the United States, we hope to ease any travel hassles or expenses that our prospective campers and their families may experience.

With that in mind, our research landed us in the scenic locations of Pleasant Valley, Maryland and Pine Haven, Wyoming!



PLEASANT VALLEY, MARYLAND
1 Campers Hill Drive
Rocky Gap Lake
MD, 21502

Jonathan Wilson
Camperspective East Headmaster
811-503-2121 ext. 741 | wilson@camperspecsummer.com

Michelle Trabler
Director of Housing
811-503-2121 ext. 623 | mtrabler@camperspecsummer.com

Ebony Johnson
Senior Event Coordinator
811-503-2121 ext. 608 | ejohnson@camperspecsummer.com

Bryce Maffei
Health & Safety Coordinator
811-503-2121 ext. 211 | bmaffei@camperspecsummer.com



PINE HAVEN, WYOMING
1 Whitetail Drive
Bradenburg Loop
WY, 82721

Catherine Greene
Camperspective West Headmaster
811-503-2121 ext. 631 | cgreene@camperspecsummer.com

Marin O'Hara
Director of Housing
811-503-2121 ext. 443 | mohara@camperspecsummer.com

Jennifer Corning
Senior Event Coordinator
811-503-2121 ext. 256 | jcorning@camperspecsummer.com

Stephen Fortworth
Health & Safety Coordinator
811-503-2121 ext. 809 | sfortworth@camperspecsummer.com

EASTERN LOCATION
1 Campers Hill Drive
Rocky Gap Lake
Pleasant Valley, MD 21502

WESTERN LOCATION
1 Whitetail Drive
Bradenburg Loop
Pine Haven, WY 82721

CAMPERSPECTIVE
As a month-long sleepaway summer program, Camperspective invites both hearing and deaf children to learn American Sign Language in a truly inclusive environment.

Here, children become eager to break a long-standing language barrier.

REACH OUT TO US!
811-503-2121
contact@camperspecsummer.com

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ABOUT | INCLUSION | ACTIVITIES | REGISTER | CONTACT

EASTERN LOCATION
1 Campers Hill Drive
Rocky Gap Lake
Pleasant Valley, MD 21502

WESTERN LOCATION
1 Whitetail Drive
Bradenburg Loop
Pine Haven, WY 82721

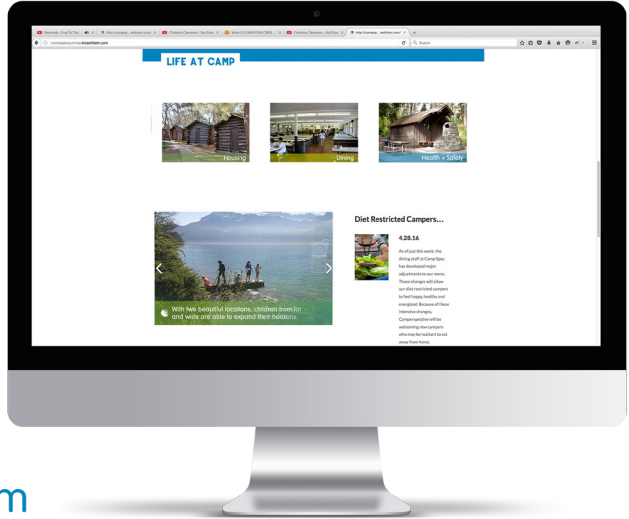
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ABOUT | INCLUSION | ACTIVITIES | REGISTER | CONTACT





WELCOME TO CAMPERSPECTIVE,

BENJAMIN!



Guess what? We have a spot reserved for you at Camp Spec! So get ready for a month of new friends, new experiences and the beginning of a new journey!

We can't wait to meet you,



CAMPER ID: 35290

AGE: 10

HOMETOWN: NASHVILLE, TN

MOVE IN DATE: JUNE 12, 2016

YOUR AGENDA!

Move in Day, JUNE 3

First Sunrise, JUNE 4
Meet and Greet

Start Week 1, JUNE 5
Selected Activity: Archery
Signing Lesson: Letters & Numbers

Start Week 2, June 12
Selected Activity: Cooking
Signing Lesson: Colors & Animals

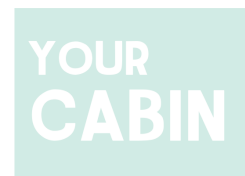
Start Week 3: June 19
Selected Activity: Swimming
Signing Lesson: Directions & Nature

Start Week 4: June 26
Selected Activity: Fishing
Signing Lesson: Family & School

Final Sunset, June 27
Surprise Activities

TAKE A PEEK!

Here's a look at what's in store for you at Camperspective.



MEET YOUR CABIN MATES!

Feel free to get in touch with your cabin mates before Move In Day!

CABIN: E



JOSHUA

Email: jharr19@yahoo.com
Phone: 408-761-1200



HADEED

Email: keyonari12@aol.com
Phone: 716-304-8192



DUSTIN

Email: dclinds@aol.com
Phone: 503-321-9945



CLOSING

I would like to extend my gratitude to the Visual Communications faculty for the endless consideration and enthusiasm they have displayed for the creative endeavors of their students.

Also, I would like to thank my professional contact, Karanya Aksornkoe for her thoughtful suggestions throughout the process of completing this project.

I could not forget to thank my fellow designers for making this the enjoyable, insightful and hilarious experience that it was.