



KALEIDOSCOPE inc.

CASE STUDY



Overview

Lake James

In 2022, Lake James had survived the pandemic, and was welcoming a healthy number of users, but their financial situation was challenging. They knew there were structural issues, but didn't know how to focus their efforts on the right issues in order to get forward momentum.



Company Name

Lake James

Location

Angola, Indiana

Services

Full Organizational Assessment



Timeline

Our Work Together

November	Initial Consultation with Kaleidoscope Team
January - February	Assessment Work
March	Report Delivered



Assessment Focus Areas:

Finance:

- Review of Budget, P/L Statements
- Analysis of Systems

Staffing:

- Overview of Staffing Structure
- Critical Eye Toward Gaps and Needs

Marketing:

- Review of Marketing materials and Messaging
- Assessment of Marketing Plan

Facilities:

- Review of Facility Capacity and Amenities Relative to Audiences Served
- Assessment of Site and Facilities Related to Effectiveness at Supporting Programs

Governance:

- Analysis of Current Board Structure, Systems

KEY TAKEAWAYS

- The assessment highlighted gaps that staff and leaders couldn't put their finger on. Areas of governance and best practices in usage and finance required an expert outside perspective.
- The process allowed a space for conversation to get everyone on the same page regarding the key issues and areas to address.
- The assessment provided education to staff and board members, giving them the tools to understand, evaluate, and discuss operations in more productive ways.

"The Assessment Kaleidoscope did was so helpful for our staff and board team. It gave us the right words and the space to have the right conversations about moving Lake James forward. Kaleidoscope gave us a perspective we couldn't have gotten any other way. We'll be reaching out again soon to work on our next phase of growth!"
- Matt Love, Executive Director

Outcomes

How Lake James is Living their Plan

- With clear metrics and action plans, the Camp James board and staff is now working much more in alignment. Conversations and discussions in board meetings are also more focused- allowing the organization to tackle tough strategic discussions when needed.
- Camper registration is up since 2022. Financials are much stronger.
- By developing a system of metrics with staff and board to assess real time health, the staff and board are equipped to make better decisions.
- With greater clarity of Mission/Vision/Values, Camp James is more focused on running the right programs and welcoming the right guests.



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