



KALEIDOSCOPE inc.

CASE STUDY



Overview

Camp Wesley Pines

Camp Wesley Pines has provided summer camp and retreat ministry for more than 60 years. When they began this process with Kaleidoscope, they were asking the following questions:

- Building on a long history, how should the ministry be shaped to continue to be relevant for today and the future?
- What is possible for growth in each program model (summer camp, retreats (hosted and directed))?
- How does Wesley Pines align with the best practices of the camp and retreat industry?
- What are the current needs of the community (United Methodist Churches and surrounding area)?
- Are there new markets or operational models that should be more fully supported?
- What are the steps for growth in utilization and a sustainable future ministry operation?

Company Name
Wesley Pines

Location
Hazlehurst, Mississippi

Services
Comprehensive Assessment and Strategic Direction Plan

Timeline

Our Work Together

| | |
|-------------------|--|
| February | Initial Consultation with Kaleidoscope Team |
| May | Contract Signed |
| August - December | 3 Workshops with Planning Team |
| December | Strategic Plan Report Delivered |



Workshop #1: Building Common Understanding

As we dove into our work together, Kaleidoscope lead the Wesley Pines team through an assessment process where we created a common understanding about the current state of your organization, as well as where they stacked up in relation to the rest of the industry.



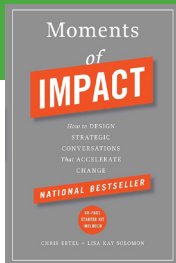
Workshop #2: Shaping Choices

Often referred to as the messy middle, this workshop put everything we knew on the table and guided us in sorting it out. We were creative, yet intentional; playful, yet on-purpose; visionary, yet rooted.



Workshop #3: Making Decisions

The team ended the process with clarity and focus for next steps. The leadership of the organization can now clearly articulate the vision and plan to achieve it.



The Kaleidoscope Workshop Process is informed by Moments of Impact, by Chris Ertel and Lisa Kay Solomon



THE FINAL REPORT

• Presentation

The Kaleidoscope presented the full plan to the leadership team and board.

• Report

Wesley Pines received a full pdf report with all of the information they need to live out the plan.

“Working with Jody and Ryan at Kaleidoscope was well worth the time and energy. The Strategic Plan gave our staff and board a clear direction on where we needed to focus our efforts in order to make the greatest missional impact- both now and in the future”

- Chap Fenwick, Executive Director at Wesley Pines

Outcomes

How Wesley Woods is Living their Plan

- Groups coming to Wesley Pines throughout the year have grown in number and in the diversity of groups because of the intentionality that came from the Strategic Plan.
- Fundraising efforts were more fruitful because we could better articulate the mission/vision and power of camp. We secured the largest donation ever for Wesley Pines.
- Staff have greater clarity about our purpose, vision, and what Wesley Pines can uniquely do for children and families we serve.
- Increase in quality of summer camp program to better achieve the goals and outcomes of our mission. Definite increase in positive camp experiences!



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