

2007-2008



**Community
Service**



**Career
Exploration**



**Leadership
Development**



**College
Preparation**



**Student/Youth
Nomination & Selection Guide**

C5? What Happened to Camp Coca-Cola?

The Camp Coca-Cola Foundation is now the C5 Youth Foundation! While Coca-Cola continues to be an important supporter of our work, our former name placed too much emphasis on the importance of “camp” as part of our 5–year progression.

“C5” helps us more clearly communicate what we do. We help high-potential youth from lower income families and risk-filled environments become...

- **C**haracter-Driven
- **C**ommunity-Focused
- **C**hallenge-Ready
- **C**ollege-Bound
- **C**ommitted to a Better Future

Since 2001, the Camp Coca-Cola Foundation has provided quality youth leadership programs in cities like Austin, Boston, Los Angeles, and Atlanta. About 1300 families are currently involved with C5.

To review C5’s mission and other information, please visit www.c5youthfoundation.org.

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Selecting youth is our most important job!

C5 prepares young people to be leaders in their communities. The 5-year progression emphasizes skill building, college preparation, and career exploration. To select youth who are a good fit for the program, we require help from organizations that understand C5 and who know their youth well.

Youth who are well-prepared when they enter C5 continually exceed our expectations. For the “right” nominees, we offer unparalleled opportunities to build a vision for the future and to develop the skills needed to turn that vision into reality.

C5 isn't for everyone, though. In our experience, youth who lack motivation or who are not emotionally ready to commit to such an intensive experience tend to achieve significantly less success.

Who C5 serves and why!

Too often, high-performing young people, especially those with little to no financial resources, fail to achieve what they are capable of achieving because they lack support, opportunities, and adequate direction. C5 provides a support network and 5 years of enriching experiences designed to support talented youth who have the drive to be successful but who lack resources to access the experiences that will fully prepare them for college and career.

The C5 Foundation believes that the best way to strengthen communities is to provide quality leadership training for youth. C5 provides this experience at no cost to participating families.

Partner Organizations are the Gatekeepers to C5

Youth are identified through “Nominating Partners. Only youth affiliated with these organizations are eligible. These schools and youth-serving agencies, chosen because their values are aligned with C5's, nominate 300 7th graders each year.

Nominating partners are responsible for managing an equitable nomination process. This includes appointing a “coordinator” to manage paperwork and communications with parents and youth. The coordinator, working with his/her school or agency, identifies students and then works closely with nominees and their families through the selection process. Other duties include hosting information meetings and coordinating student interviews.

Partners are allocated nominations based on their ability to nominate youth who are “high-potential”, “need support”, and “challenge ready”. We do not expect for all nominees to apply for C5, but we do expect for all nominees to meet our eligibility criteria.

We can't guarantee any students from a particular school or agency will be accepted.

Partnerships are reviewed and [hopefully] renewed each year. C5 hopes to create groups of youth within the same school district or organization who can work together to impact their community. To make this possible, we limit the number of nominating partners and prefer multi-year partnerships.

C5's SELECTION PROCESS — Overview

We take selection very seriously. Through the 5-year progression, C5 invests about \$13,000 in each individual. We invest in youth who are likely to make the most of the C5 opportunity.

Selection is competitive. From the thousands of students affiliated with our 12-15 partners, we solicit 300 nominations. From this group, 150 are invited to interview and 72 are selected to join C5 each year. We will not accept anyone who does not meet our eligibility criteria or who does not participate in the full application process.

To gain the maximum benefit, youth need to stick with the program over time. Nominating a student who is not likely to continue may prevent another from taking advantage of the experience. The “right” nominees are those who are likely to make C5 a priority and who are ready for the challenges of C5. “Readiness” is demonstrated through a track-record of successful involvement with school and community organizations and through responsible interactions with others.

The C5 selection process has 4 key components:

- **Step 1: Nomination**
- **Step 2: Application**
- **Step 3: Interviews**
- **Step 4: Evaluation & Selection**

Each step of the process is explained in the sections following.

General Selection Timeline

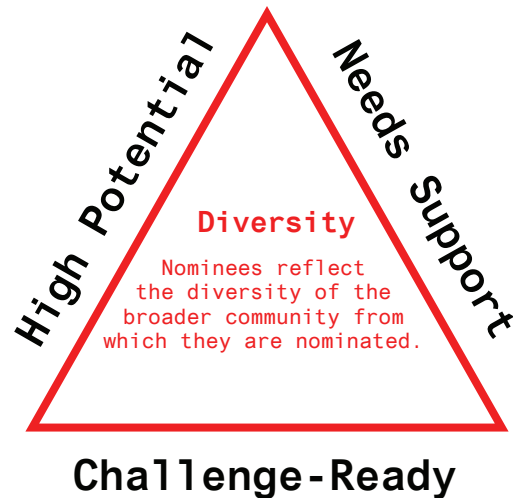
(Each C5 program publishes their own specific timeline)

October:	Teachers / counselors / administrators meet with C5
November:	Partner organizations orient their staff who are involved with nominating youth.
Mid-December:	Completed nominations are due to coordinators
Late January:	Applications, reference letters, grades, & essays are due to C5
March:	Parent meetings and student interviews
Early April	Organizations & youth are notified of selection results
Early May	Mandatory information meetings for all selected
Late May	C5 orientation (parents & students)

STEP 1: NOMINATIONS

It's important to identify individuals who can effectively be served by the experiences we offer and who can "fit" within our high expectations for conduct and continued involvement.

C5 uses what we call the "selection triangle" to identify young people who will benefit most from our program and who are most likely to commit to the program over time. We are looking for young people who meet qualifications in 3 essential areas:



Youth are more likely to succeed if a significant adult actively supports their C5 involvement. When deciding whether to nominate a student, consider whether they have the support needed to be successful. Necessary "support" includes help with transportation, encouragement to attend events & complete community service commitments, assistance with paperwork, and help with staying focused on C5 as a path to a success.

"Adult support" is not synonymous with "parental support." Guardians, older siblings, and established mentors may be able to provide the necessary support.

The next sections explain what C5 looks for in nominees who are "High Potential", "Needs Support", and "Challenge-Ready."

Make Nominations a Big Deal!

C5 nominees are good people who are doing good things in their schools and organizations. Celebrate them! The message to nominees should be: *"We are proud of you. You are on the right track!! Keep up the good work and you'll continue to create opportunities for your future."*

Use the nomination process to recognize individual contributions to the community. Announce them to the whole school! Give out certificates! Put an article in the newsletter! Throw a party! Be sure superintendent, principal, or executive director is on hand to shake hands and say "Congratulations". Help students feel good about being nominated — even if they are not accepted.

Please do not ask youth if they want to be nominated or announce that they have been nominated until C5 has provided applications for you to distribute — Usually after December 1.



What C5 Looks for in “High Potential” Nominees

☒ Academic Ability

Though C5 is not an academic program, students will journal, read, conduct internet research, and make presentations as part of C5. We target students with a “B” average who are excited about learning.

Youth who have a GPA below 2.8 must submit an additional letter of reference that identifies other achievements that support their nomination.

☒ Responsible Interactions with Peers and Adults

Youth must be able to live, work, and play in a group setting to succeed with C5. We recognize teens are working to develop these skills at this stage, but we also expect that our time is devoted to leadership development and not to dealing with inappropriate behavior. We seek youth who demonstrate:

- Leadership skills
- Positive attitude
- Respect for people, property, and rules
- Ability to manage conflicts in positive ways

☒ Involved in Organizations & Extracurricular Activities

Successful nominees are likely to have a successful track-record of *regular* participation in extracurricular activities (clubs, athletics, faith-based activities, etc.), ongoing community service, or school-sponsored groups like student council or advisory groups.

☒ Recognized for Achievements & Contributions

We look for youth who have been recognized for accomplishments like leadership roles in organizations, honor role, science fair ribbons, awards for service or academic excellence, and advancement in organizations like scouts. We seek youth who have dedicated themselves to developing skills & talents like dance, music, art, or creative writing.



What C5 Looks for in Nominees that “Need Support”

☒ Financial Need

While not a requirement that nominees qualify for free or reduced lunches, this is a good place to start identifying potential nominees. C5 serves families that earn less than \$10,000 per household member.

We make few exceptions to this guideline — No more than 5% of those accepted. Before nominating someone who exceeds the family income limit, contact the C5 director.

☒ Growing Up in Risk-filled Environment

C5 seeks youth who have the raw potential to succeed but whose success is threatened by circumstances beyond their control. Growing up in a neighborhood where schools and other institutions lack supportive and positive youth programs places young people at greater risk for not graduating from high school.

Risk-filled neighborhoods tend to be characterized by low employment, failing businesses, a lack of services and recreation facilities, high crime rates, and low income levels.

Indicators that a Nominee “Needs Support” (cont’d)

☒ **First Generation College Student**

60% of C5 spaces are reserved for youth from families where neither parent has graduated from college with a 4-year degree.

☒ **From a Family Managing Significant Challenges**

Growing up in a single-parent home increases the risk that a young person might not complete high school. Intact families, too, can face significant challenges that threaten a young person’s success such as serious health issues or a member’s disability.



What C5 Looks for in “Challenge-Ready” Nominees

Review “*What to Expect During the Summer — Years 1–3*” on page 11.

☒ **Highly Motivated to be a Leader**

Successful C5 nominees want to be leaders. They have a strong interest in making their communities better.

Motivated students tend to take advantage of resources at like tutoring or mentor programs. They demonstrate high personal standards and commitment to developing skills such as photography or learning to play a musical instrument.

☒ **Likely to Make C5 a Priority**

We seek youth who understand that C5 is much more than “camp” and who see the opportunity as a long-term investment in their future.

Students who are singularly focused on sports or dance or who are committed to an organization that requires a significant summer commitment may not be able to devote the required time to C5.

☒ **Maturity & Mental Readiness**

Positive participation is essential to success. Successful nominees value learning and personal development. They welcome membership in a positive community and view C5 as an investment in their future.

Success with C5 requires positive attitude, emotional maturity, and being able to work productively with others.

☒ **Prepared for Outdoor Living & Challenging Activities**

Predicting whether an individual can adjust to living away from home for four weeks is difficult. Some individuals may find the more primitive aspects of “camp” unacceptable. C5 summers include outdoor activities, encounters with bugs (etc.), and a very structured schedule.

Many activities are physically as well as mentally challenging — Backpacking, climbing, horseback riding, etc. Please consult with the C5 director if there are questions relating to physical requirements or accessibility issues.

STEP 2: APPLICATIONS & RECOMMENDATIONS

Without an insightful essay, a strong letter of recommendation, and their most recent grade report, it is unlikely that a student will be invited to interview with C5. Incomplete, inappropriate, or carelessly written applications will undermine a student's chance of being invited to interview. Essays should be typed if possible.

We encourage teachers and others to coach candidates towards success. Explain the importance of the written application and then allow students to do their best work.

C5 reviewers are sensitive to essays written by youth for whom English is not their primary language. Contact C5 or attach a note to applications that deserve special consideration.

At least one recommendation letter is required with the application. Recommendations should be written by someone who knows the youth well — preferably for 1-2 years. We do not accept recommendations from the same person who nominated them or from immediate family.

Late applications cannot be accepted.

STEP 3: INTERVIEWS

From the applications received, we select about 150 youth to participate in the interview process. Each youth participates in an individual and a group interview. Individual interviews involve speaking with two C5 representatives for 20-30 minutes. Group Interviews involve participating in games problem-solving activities while being observed by representatives from C5.

Without a successful individual & group interview, it is unlikely that a student will be selected.

Be sure students understand the importance of being on-time, being respectful, taking time to think about responses, and being honest. We encourage partners to use the interview process as an opportunity to talk to students about how to create positive impressions. *There's nothing unfair about coaching young people to be successful.*

The C5 director will work with each partner to schedule interviews at your location. Please provide a space that is:

- Free from distraction
- Large enough for 2 or 3 simultaneous interviews
- Equipped with chairs and tables
- Available for the entire interview period
- Close to water fountain and restrooms

After reviewing applications, the C5 director contacts the nomination coordinators with the names of students who have been selected for interviews.

It is the partner's responsibility to contact youth and parents, schedule interviews, and insure students have permission to leave class for their interview. The C5 director will confirm details about the interview date like start time, schedule, and appropriateness of the space available.

C5 receives written permission from parents to interview youth as part of the application. We encourage partners to telephone parents to be sure they still want their son or daughter to continue with the selection process.

Optional: On the day of the interview, we encourage partners to schedule a parent information meeting immediately following the group interviews. Specific arrangements should be made with the C5 Director.

Tips for a Successful Interview Day

- Be sure parents know in advance the date and time of the interview
- Be sure candidates know when and where they are to meet
- Be sure students have hall passes or permission slips to leave class
- Be sure teachers who did not play a role in nominating students understand the importance of being on time
- Have someone on hand to track down campers who miss or who are late
- Be sure there are no conflicts with tests or field trips
- Be sure students know at least a day in advance

STEP 4: EVALUATION & FINAL SELECTION

After all youth have been interviewed, C5 staff evaluate each youth's application materials. To be considered, C5 requires the following:

- Nomination Form
- Completed Application
- Essay
- Recommendation Letter
- Recent Report Card(s)
- Individual Interview Report
- Group Interview Report

36 boys and 36 girls are invited to join C5 each year. The C5 director sends a list to each nominations coordinator announcing the selection results. Youth receive written confirmation of their status by mail. Youth who are selected also receive a follow up phone call from C5 staff.

C5 maintains a waiting list of qualified applicants who were not initially accepted. If a space opens up, an alternate from this list will be invited to join C5. In the past, we have accepted individuals from the waiting list as late as the 1st or 2nd day of camp.

Youth who are not selected do receive a certificate and token of recognition from C5. We encourage partners to use the nominations process to acknowledge young people for their positive involvement in the school and community.

What to Expect During the Summer, Years 1—3

Camp experiences are an important part of the first 3 years of C5. Having an accurate understanding of what “camp” is like is an important part of nominating youth who are a good fit.

C5 opens eyes to new worlds, possibilities and experiences.

Camp is fun, but fun is not the sole focus. We develop tangible leadership skills like self-awareness, problem solving, and effective communication. While at camp, youth participate in daily “Leadership U.” classes and weekly “SAP” sessions—C5’s *Social Awareness Program*. Parts of camp may feel “school-like” to students who are not invested in C5’s true purpose.

“Challenge” is an intentional part of C5. Moving people out of their “comfort zones” is an essential part of building skills and self-awareness needed to meet challenges like those along the road to college and career. Enthusiastic participation is a minimum expectation, however, student’s are never forced to accept challenges they are not ready for.

We incorporate outdoor activities like backpacking, canoeing, horseback riding, and high ropes courses into summer programs. We include non-physical challenges, too, like working with people who are different from you, planning events, speaking in public, leading activities, and meeting high standards for conduct and attitude.

Walking, climbing, paddling, getting dirty, being outside, trying new things, learning new skills, encouraging others, following rules, and pitching in are all part of a day at camp.

Camp is highly-structured and very busy. Camp is characterized by a tight schedule and high expectations for conduct, attitude, dress, and interactions with others. The day begins at 6:30 am, evening activities end by 10:00 pm, and lights are out by 10:30 pm.

Most activities are planned for youth. Decision-making, however, is an important part of most activities. C5 youth are kept busy with a full schedule of outdoor activities, leadership classes, and special projects. Cookouts, overnight camping trips, off-site field trips, wilderness treks, and games and competitions, are regular parts of camp.

C5 youth live in cabins with 5 others and adult staff. Cabins are single-gender; boys and girls live in separate parts of camp. Youth work together to keep cabins clean and decide the best way to share responsibilities. Daily chores include straightening belongings, making beds, sweeping and mopping cabins, and emptying trash cans. Youth do their own laundry at camp.

There is a 30-minute period each day for completing “camp chores” such as sweeping the dining hall, picking up litter, or (in some camps) cleaning horse stalls. Responsibility for jobs like setting tables before meals or washing dishes rotates among cabin groups.

C5’s quality program depends on quality adult staff. We recognize that the C5 program is only as good as the staff who make it happen. We hire “top notch” college students, grad students, teachers, and other professionals to work in our camps. Our staff reflects the diversity of our students. We devote significant time to screening applicants through interviews, reference checks, background screens, and ongoing observations.

C5 invests in training. Staff spend about two weeks preparing for their summer roles. Supervisors and instructors like lifeguards or ropes course leaders spend 3 weeks in training.

C5 adheres to national and internal quality standards.

Each camp is accredited by the American Camping Association. To earn ACA accreditation, sites comply with over 300 standards for health, safety, and program quality.

C5 also conducts our own program review of each camp twice during each summer. This practice reflects our commitment to providing a quality environment and an outstanding experience for each C5 member.