

Masse Moro Task Force- Cheryl Wille-Schlesser or Robert Schuck

The work of the (MMTF) has concluded. The report of the Task Force from Robert Schuck follows.

Report of the Sons of Norway Fifth District Norwegian Heritage Camp Masse Moro Task Force

To: Sons of Norway Fifth District Board of Directors

From: Masse Moro Task Force

Date: April 25, 2025

Subject: Review and Recommendations Regarding Masse Moro Norwegian Heritage Camp

Executive Summary:

The Masse Moro Task Force was convened to review current operations, promotion, recruitment, and staffing of the Sons of Norway Fifth District Norwegian Heritage Camp, Masse Moro. Furthermore, the task force was tasked with reviewing and exploring potential options for the District Board regarding camp scheduling, duration, and other operational details.

Following a thorough review, the task force recommends maintaining the current program and schedule for Masse Moro, with considerations for improvement detailed below.

Current Program and Schedule:

Masse Moro provides a valuable opportunity for youth to connect with their Norwegian heritage through language, culture, and traditional activities. The current program effectively balances educational components with engaging recreational activities, fostering a positive and enriching experience for campers. The existing schedule of a two-week-long camp during the summer in the month of July has proven successful in attracting and accommodating campers and staff.

Review of Operations:

The task force found the current camp operations with two camp co-administrators to be well-managed. Masse Moro benefits from resolute staff and volunteers who are enthusiastic about sharing Norwegian heritage.

Review of Promotion and Recruitment:

While Masse Moro has a dedicated core of returning campers, the task force believes that outreach efforts can be enhanced to attract a broader audience.

Recommendations include:

- Targeted Marketing: Utilizing social media, local community events like the American Birkebeiner ski race, Hayward, WI, and Scandinavian Day Festival in South Elgin Illinois. Partnerships with schools and cultural organizations also promote the camp. Continued communication and outreach to current and past campers occur throughout

the year. Outreach and marketing to all lodges, especially in District 1 and District 5, occur throughout the year.

- Alumni Network: Developing an alumni network to encourage past campers to return as staff or volunteers and to promote the camp within their communities is in progress.
- Scholarship Opportunities: Continuing to support funding and offering scholarships and matching grants with the local lodges to make camp more accessible to families with financial constraints.

Review of Staffing:

Masse Moro's success hinges on its dedicated staff. The task force recommends the camp co-administrators continue to mentor and encourage the counselors as they move along the path from junior counselors to counselors and then up to senior staff.

Recommendations:

1. Maintain Current Program and Schedule: The task force recommends retaining the present two-week program and summer schedule for Masse Moro, recognizing its proven success.
2. Enhance Promotion and Recruitment: A targeted marketing strategy, development of an alumni network, and continuing District Five Lodge support and funding of scholarships and matching grants with local lodges are recommended to broaden camp participation.
3. Strengthen Staffing: Continuing to encourage volunteer recruitment, and competitive compensation for staff to ensure the continued quality of the camp experience.

Conclusion:

The Masse Moro Norwegian Heritage Camp plays a vital role in preserving and promoting Norwegian heritage and culture for children within and beyond the Sons of Norway Fifth District.

By implementing the recommendations outlined in this report, the camp can continue to thrive and provide enriching experiences for future generations. The task force commends the dedication of the current camp staff and volunteers and believes that these recommendations will further enhance the camp's success.