

Returning Year after Year: The Motivation and Retention of Coaches at
Madawaska Volleyball Camp

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ABSTRACT

As the popularity of attending summer camps continues to rise, it is important that Camp Directors understand what motivates employees to choose to work at camp each summer. In this study, I implemented a qualitative approach using interpretive phenomenological analysis (IPA) to examine the motivational factors that keep coaches at Madawaska Volleyball Camp (MVC) coming back each summer. Eight participants shared their unique experiences at Madawaska Volleyball Camp (MVC) through semi-structured interviews. Four themes emerged that solidified their motivations to return to work at camp each year: alignment, tradition, opportunities for reflection and personal growth, and the surrounding environment.

KEY WORDS: summer camp; counsellor; motivation; interpretive phenomenological analysis; job satisfaction

KEY REFERENCES

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