



MAGIC OF THE WOODS PODCAST

Episode One Transcript

Synopsis: *Welcome to Episode One of our podcast. This is the first of many staff interview episodes. For this episode we're chatting with Nich, who is our Marketing and Enrollment Coordinator at Bradford Woods. We'll chat about his experiences here at Bradford Woods and get to know him a little better.*

Script: INTRO – Music by DarkMoloko called Adventure

Bailey (00:00):

Hey, all you Woodland creatures. Welcome back to the pod today. We have a very special guests. Very, very special. It's Nich say hi, Nich. We're super excited to have you here and by we, I mean me.

Nich (00:19):

Yes. I am super excited to be here.

Bailey (00:21):

Good. So Nich is our person behind all of our social media. Nicholas, Nich with an H for short is the Marketing and Enrollment Coordinator for Bradford Woods. His job is working with the two departments managing summer camp applications and overseeing marketing and social media content. And a fun fact about Nich is that he loves playing board games with friends and going shopping. Both of which I have done with Nich.

Nich (00:53):

I love me a good shopping date!

Bailey (00:56):

They're so great. He makes you feel really good about yourself. So Nich, welcome to the pod. Thank you. So we're just gonna do a few questions. You'll have a few answers for us and we'll wrap up. It'll be pretty quick. Sound good? Sounds great. Sweet. So speaking of podcasts, are you listening to any right now?

Nich (01:16):

I am. So I'm listening to the office ladies podcast. So it's Angela Kinsey and Jenna Fischer from the office. So they play Pam and Angela in The Office, of course, and one of our coworkers, Chad, he and his wife Cierra. They introduced me really to The Office. We started watching it. I bought the whole seasons on DVD. And so I made my way through it at this point. And then Cierra was talking about this podcast with these ladies who were in there.



And so I started listening to 'The Office Ladies'. And so I'm making my way through it. They go through episode by episode and talk about their experiences in it, who directed it, who was featured in it all the little fun facts and tidbits that they know about it because they were there. And so it's kind of that insider look into each episode of The Office and you know, all the funny facts about it, how many times it took them to do one, you know, they kind of point out when they notice each one of that actors or actresses starting to break and the telltale signs of like, oh, they'll put their hands up or they'll turn away from the camera. So all of that fun stuff.

Bailey (02:39):

Awesome. So what do you, what do you like about that podcast?

Nich (02:43):

It's great because it gives you an insider look at their experience on there. So obviously it's really well edited. They've got all that stuff in there, but you don't notice how many times they've done something or what the writers were thinking. And so there's a lot of deleted scenes that go obviously into anything that's created. And so they talk about some of the deleted scenes and why they weren't included or why some of the scenes were included and others weren't.

So it really gives you an entire look of like how things processed, how they worked and what they really wanted the show to say, and to do that, we don't really understand from an outside perspective, we just love it. We think it's funny, but there was a lot of thought that went into it. There was a lot of research and the way that they wanted to make it different from the UK version of The Office and what they really wanted to focus on here and what they really wanted to say.

And one of my favorite parts is they wanted to make Michael likable. They wanted to have some of these little things, little nuggets that you just go, oh, I like him as horrible as he is as a boss, as like just cringey, his jokes are and all that other stuff. There's those moments that you really just see him shine. And one of the things they mentioned was they wanted to make Michael, good at his job, not as a boss, but as a sales person.

And so you see that throughout there. And you know, when you watch it, you can theorize about, oh yeah, he was good at that. Or yes, he did that, but really getting into the nitty gritty of what they wanted that show to encompass and what they really wanted it to say was really cool hearing that throughout the episodes.

Bailey (04:35):

Well, and so Nich and I are working on this podcast together. And to me it sounds like the intent behind 'The Office Ladies' podcast is kind of what we're trying to do with this Bradford Woods.



Nich (04:51):

Yup. So we want to give like an insider look to what we do here. And it is because we do so much here. It's hard to describe to someone who hasn't experienced it from our side, what we do and all the work that goes into it and just how much we care for each participant and each camper that comes through and all of that work that putting out a program entails. Because again, just as you know, when you watch the show, it's clean, it's cut, it's beautiful, but we don't realize how much of that work really goes into it.

And so that's what I love about this podcast is that we can really do a deep dive into the history and the research of who we are, what we do and why we do it because we do just so much throughout all of the various departments and people. And just with all of our knowledge, like Jordan, one of our coworkers, she just graduated with her PhD. Not many people know that, but all of the research and all that and wealth that she knows, she's now bringing into her programs in here to Bradford Woods. And so that's what I think is going to be great about this podcast is that we can really do that deep dive into everything Bradford Woods.

Bailey (06:12):

Yeah. And well, it's not just Jordan. Chad is working on his PhD, our Rec Therapy side of the house, they have to keep up their certifications every year. So, you know, we've all gone through these different processes in different paths to really explain and justify why we do what we do to where it is fun for our campers, but it's beyond fun. It's therapeutic, it's intentional. It's recreational, it's developmental. It's all of these different things. That's more than just fun.

Nich (06:46):

So we've started, so before being the Marketing and Enrollment Coordinator, I worked really closely with our Recreation Therapy department. And one of the things we've always told all of the parents in any one inquiring and all the guests is that we are a summer camp. Yes. We're first and foremost, a therapeutic camp. We have goals and objectives that our recreation therapy interns do for each and every camper. And we're ensuring that they can accomplish those goals while they're at camp. So there really is, even though it's fun and we're out on the lake and we're hiking trails and we're sitting in the sun, it is therapeutic. But for a lot of people that don't understand or realize that because it's, we're just a summer camp kids come here and they parents drop them off. They leave them for a week and they come back and they've had a blast, but while they're here, they've learned something and they've gained that independence and whatever else they do here.

Bailey (07:42):

Yeah, definitely. So it's going to be really great to dig into all of this with you because you have this vast knowledge of Bradford Woods, I've been here just barely a year, but you've been



with us for a while. So talk about how you got here, why you're still here, and kind of the changes that you've seen in your position's and in Bradford Woods as a whole.

Nich (08:05):

Yes. So I graduated from Indiana University with a degree in Tourism, Hospitality and Event Management. Most of the programs that I knew and pretty much across the country to any university, you need to have an internship to graduate. And so I was not the most diligent person in getting it internship. And so I was a little late in getting one. My advisor had said that there was this really great opportunity that would allow me to step out of my comfort zone. Which is something that I typically do often. I like to do it, I think it makes me a better person, as corny as that sounds.

Bailey (08:45):

Yeah. Well, we talk about our stretch zone out here. So how are you stretching yourself to grow?

Nich (08:50):

And so that was one of the, she was like, it was just, it'll be a great opportunity for you. And that place was here. I brought the goods, so they had already hired a Retreat Specialist at the time. And so I was hired in as a Retreats Intern way back in 2015.

Bailey (09:07):

Way back Wednesday, Throwback Thursday, Flashback Friday.

Nich (09:11):

Yup. So I did my internship in the fall of 2015, and that was really exciting for me because I was in our OE or Outdoor Education world. But also as the intern that allowed me to step out and see what some of the other departments were doing. So I stepped out and belayed for a couple of our Adventure Education groups. I went out on the lake with some of our Environmental Education groups on a canoe and a pontoon boat, and really got to experience not only just the Retreats and the Events and all of that stuff, but the breadth of what Bradford woods does and following around some of our Professional Outdoor Instructors and they were giving lessons and seeing a campfire and really experiencing the Outdoor Education world.

So then I come back in the fall of 2016 because I just loved it so much. Still in the Retreats department. And so did that the fall of 2016. Then I applied for a new position that was opening up here in our Recreation Therapy side. So there was a big transition happening between some of the key players who ran Camp Riley and there was a new position opening up, the Rec Therapy team convinced me to apply for the position.



Bailey (10:35):

Was that a, was that a hard convince? Was it tough for them to convince you?

Nich (10:40):

It wasn't tough, but they were very persistent. It was like, they'd walk by the front desk and be like, so have you applied yet, looked at the application yet, so, what's going on with that? And so that was fun, but they thought it'd be a good fit for it. And I loved the people at Bradford Woods and just the work that we did at that time and this time so much that I was more than happy to apply for it. And so got the position.

So then I started full-time here in 2017 as the Recreation Therapy Administrative Assistant. And so that was working primarily with Camp Riley and all of the summer camp applications working really closely with our staff. Doing background checks and payroll and some of those administrative tasks for the department. And one of the things that I started out doing there was social media for not only Camp Riley, but for Bradford Woods as well. And so then three years later, this past January, I transitioned into my Marketing and Enrollment Coordinator position.

So I still do all of the enrollment for summer camps, but now I do a lot more marketing for Bradford Woods globally. So attending events, pushing out content, doing all that other fun stuff for social media, the whole shebang. And so it's been really great to just experience both sides of what we do here. So working really heavily in summer camp, being able to go through a staff training and really see the breadth of what we do at camp while also being able to understand the Outdoor Education side.

And so I think that's one of the things that I love most about it is that it's in my time here, I've seen both sides. I've seen a lot of transitions, a lot of staff, and really understanding the importance of what we do and how we do it. Is just really, really powerful. Because again, as I've said, and I'll say countless times during this podcast we do so much here that it's just impossible to really explain to someone what we do. But seeing both sides, I think helps me have a better understanding, especially when we're doing our marketing and we're trying to sell to donors or to staff or to incoming campers or guests, or participants. Just really having that handle on a little bit of understanding on both sides of just what makes Bradford Woods, Bradford Woods, is really great.

Bailey (13:16):

Yeah. And I think that's a perfect fit for you. One, because I know that you're really into social media and marketing. I know that that's something that you really care about, but we get to benefit from that because you are one of the few people who has worked on both sides and not just working in one area on one side, but you worked with a lot of our Outdoor Ed programs and now you're working with Rec Therapy with all of the camps, understanding all of the application processes and what it, what the team goes through to get folks out here.



So it's really cool that you get to take everything that you've experienced to market, to recruit, to bring folks in, to share our story. I know I'd have a really hard time doing that because again, been here a year. My position has a lot over in Adventure Education. I know a little bit about Environmental Education because Amran and I work so closely together, but I know Chad has a lot going on with Retreats and Jordan has had a lot with her Military and Family Programming, and it's just kind of like, even on my side of the house, I'm like, wait, what are you doing? Explain that to me again. I thought this was a different... Oh no, it's that program. Okay. Yes. Cool, great.

Nich (14:31):

It really helps me within our marketing, tell a very compelling story. Being able to pool bits and pieces from every department and hearing their stories and understanding really what they do to make this really one global you know, our term now is 'Outdoors for All.' And so really understanding everything that we do and selling that message is something, that's why I just love it so much. And I'm all for it. I can talk people's ears off about it is because I've experienced so much being here since then from both sides, both sides of the house, from everything, top to bottom and left to right. That when someone asks me a question I can just ramble on for hours and hours and hours about everything that we do. But for my purpose, it makes a compelling story. I can tell those stories in a way that, like you, may not fully understand, just because you haven't experienced all of it yet. And it does, it takes a whole lot of time to experience everything that we do here. At least a year, if not more...

Bailey (15:46):

Definitely more, especially now in times of COVID, when you don't even get to see a full year, you get your spring season put on pause.

Nich (15:54):

And we're just all busy, even when it's not your quote unquote defined season of doing your programming, there's still so much that you're doing. There's so much that you're preparing for. It's hard to really get out and see what everyone else is doing at that time. And obviously we're all busy enough that yeah, you can catch up in the hallway when you pass one another for five or 10 minutes, but it's a, you're running here to do this and I'm running there to do this, but we'll just sit and chat and say hello and catch up. But then all of a sudden we've got to run off and put out this fire or set up this program.

Bailey (16:29):

And even then it's more so like, can I get you anything? Do you need a snack? Have you eaten today? Like, can I get you some more water? Can I get you some coffee, maybe an energy drink of choice. Anything like that? So it's, yeah, it's really hard to understand.

And so I remember back in my undergrad days, there was a saying: "from the inside, looking out, you can't explain it and from the outside looking in, you can't understand it," which I used



to be like, Oh my God, that's so powerful. And now from a professional standpoint, that's really hard to sell a story that's really hard to be inclusive is because we want people to be able to understand and access our work. So I think it's really cool that you're really just trying to debunk that concept.

Nich (17:19):

Yes. Yep. And that's one thing, especially within our social media and our marketing that I've been attempting to do. And again, it is just so hard, but we're getting into our storytelling pieces now, with some of the videos and with some of the changes that I really want to see, we're getting into that point where we can start selling our story and telling people what we do, like for instance, with this podcast.

Which is a great idea on your part, really getting into, really just what we do and how we operate and debunking some of those myths of, oh yeah, you know, when we have a retreat, it's just, they come here, they check in and they leave, but it's so much more than that. Chad, just so much communication beforehand. And even after getting facilities ready with Housekeeping, coordinating with Food Service and Maintenance, if something happens, but even more so with like your program area or Amran's just the research that really goes into planning a teambuilding or facilitation activity, really understanding what that group wants to get out of their programs and how we can accomplish that with the knowledge that we have with our staff's knowledge, you know, with just all of the research and all of the background that goes into just creating a program. When someone comes here for half a day, they run around and they get to know one another and they climb this and they do that.

But it's so much more than just, yeah, you're here, here's our program outline. Okay, let's go. There's a lot of thought and work that goes into planning, even just a couple of hours of running around on property, not to mention the Rec Therapy side, that's got its whole long list of everything that we do.

And then our Environmental Education as well, where we're building curriculums based off of state standards, we're changing those things. We're getting into thematic learning. All of those lessons have a history and they're constantly changing and we're evolving and it's just hard to understand that from that outside perspective.

So yeah, it's been fun. I love it. And again, as I've said, I can talk someone's ears off about everything that we do here and why it means so much to the people. And that's really part of it too. Is we mean so much to people because of that work and yeah, we understand it and they understand it from that outside perspective, that they don't really know what work has gone into it and really what we do to ensure that they want to come back, that they love the magic of the woods because it is so widespread and just the breadth of what we do.

Bailey (20:06):

Yeah. I mean, I think that's what makes us great is that they don't see all the work that goes into it. They don't see the hours. They see us being on our game. They see us engaging with



everybody to try to make their both individual and collective experience magical. So I'm, I'm glad that we're getting this opportunity to get to know our staff better, our programs, better in our partners, in all of these things so that the community can understand as well.

Nich (20:38):

That's really a big part of it is really getting into the community involvement and especially with our staff who come from and you know, you can, I started doing a Feature Friday and a Staff Spotlight to really just explain where all of our staff come from, because not only within summer camp, but globally, Bradford Woods, especially with our Outdoor Education department, our staff come from across the world.

Bailey (21:06):

The UK. We've had folks from the Philippines, from Malaysia,

Nich (21:10):

Yes. From South Africa, from just all over the world that just come here because we do so much. And we're such a high standard for what we do here, that this is the place to be. This is where they want to come and they want to learn. And that's their goal is they want to come here. They want to learn what we do here, because it is so impactful, that they can then take back to their own countries. One of our staff, I remember the most Aziwoh. She runs her own Outdoor Education company in South Africa. Like she owns her own company there and does like Environmental Education and she heard about us and just wanted to come here and learn what we do here so she can take it back there.

And that's the same with like Bre. He has his own team-building facilitation, outdoor company in the Philippines and that's what he comes here for. Cause he comes here to learn and to reeducate himself. So he can go back and teach that to his staff.

And so really getting people to understand that, yeah, we hire college students. Yes, we do all this other fun stuff with all of our staff and yes, they come from across the world, but they come from across the world because they want to learn what we do here and take it back there.

So really highlighting that in our marketing and explaining that to people that, yes, we love having international students, especially for the campers and our participants too, because it introduces them to people from around the world, those different cultures and, you know, they can get to know one another in that means, but those people know a lot more than I do. Like I don't know my own company. I've worked here for the past three years. Just their wealth of knowledge coming here with facilitation and team building and environmental education that I'm not very familiar with. They do for a living in their home country.



Bailey (23:20):

Yeah, it's just, I think it also helps us grow when we have that different perspective, you know, even culturally knowing the differences between what our cultural norms are and what other folks is cultural norms are.

We get a whole different type of knowledge acquisition from folks of different places, different cultures. So I think that's, what's been really cool is to see, you know, in the past year we've had a few folks from the Philippines and Malaysia and watching them interact with our staff and show them more of a collectivist work, which is really cool. Even at the end of the day when they all cook together is really cool to see. I think that's what makes our POI Staff or Professional Outdoor Instructors so much closer, which means that it's easier for all of us to be on the same page because we have good working relationships and good living relationships with each other and that makes the camper experience better.

Nich (24:24):

It does. And we've heard it time and time again from teachers and chaperones and parents that they've loved having our international staff here, especially for their campers or their kids, because they can get that experience from a different culture that they may not, especially being here in Indiana, where we're not as culturally diverse as other places, but that their students can come and see someone of a different color of a different race and ethnicity and ask them about their home life. What is it like at home? What do you cook? What do you eat? What do you do on a day to day basis? That's different from what we do here. And not only the learning about trees and frogs and macroinvertebrates or whatever. But that they've got that cultural enrichment, even if it is just for a day while they're here, just those small talks and those different things.

Bailey (25:28):

Yeah. I mean, it really makes a big impact. I know it's impacted me in my, again, one year here. Well thanks Nich. That's about all the time that we have for today, but I'm excited to continue this podcast with you. I'm excited for you to come on the show a little bit more and cohost with me and bring a different voice to this, so that it's not just little old Bailey, even though I'm great. It's great to have a cohost. So thank you so much for going on this journey with me.

Nich (26:00):

Yes. I'm super, super, excited to begin to really do an in depth look at who we are and what we do and how we operate so we can share our story from our perspective from the inside. Just as The Office ladies do, we can do it from

Bailey (26:19):

The Bradford woods ladies right here!



Nich (26:21):

From our perspective and hear from the woods and just share our story. It's going to be great! Thanks for having me.

Bailey (26:30):

Absolutely. So next time on the podcast, we will be talking about inclusion and what that means for us here at Bradford woods under the slogan, under the ideology outdoors for all. So I'm super, super excited about that. That is one of my passions is understanding inclusion and making sure that folks feel comfortable and safe and empowered being outside with us. So be on the lookout for that. It's coming up and as we say goodbye, let's give one big clap to Nich on three, one, two, three. *claps*

Thanks. See you next time.

OUTRO – Music by DarkMoloko called Adventure