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# How Does Your Camp Measure?

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# Today's Goals

- Overview of data available from the Site-Facilities-Program Survey
- cursory look at general data plus several “slices” by region and sponsorship
- Discuss usefulness of data
- Generate profile ideas for future dissemination



# Survey Focus (types of questions)

- Camp Grounds
  - Setting
  - Ownership
  - Acreage
  - Water body types (+ frontage footage)
  - Other natural features
- Camp Facilities
  - Dining facilities
  - Lodging (+ bed numbers)
  - RV accommodations
  - Other facilities/amenities (camp use, rental, expansion)
  - Computer access

# Survey Focus (types of questions)

- Program Offerings
  - Academic/technology activities (by detail-12)
  - Sports/recreation activities (by detail-41)
  - Arts & hobbies (by detail- 9)
  - Environmental activities (by detail- 22)
  - Other activities (by detail- 10)
- Training curricula used



# Survey Focus (types of data)

- Sessions and “guests”
  - # of weeks/year as well as during camp season
  - Session lengths
  - Communities served
  - Economic levels served during camp
  - # of youth and adults served (camp and rentals)
  - Return rates for camp and rental groups
  - Clientele of camp
  - Race/ethnicity of campers
  - Distance traveled by campers to reach camp
  - Age groups of campers
  - Disabilities served (by detail- 23)

# Survey Focus (types of questions)

- Staffing
  - # of paid full-time and seasonal staff
  - # of full-time and seasonal volunteer staff
  - International staff numbers
- Environmental Practices
  - Recycling efforts
  - Land stewardship initiatives
  - Compost efforts
  - # of nature/environmental staff (FT & seasonal)
  - Nature as part of promotional materials
  - # of hours spent outside

# Survey focus (types of questions)

- Camp Characteristics
  - Year founded
  - Sponsorship (by detail)
  - Operation type (seasonal, year around)
  - Types of modes of operation offered (by detail-12)
  - Operations' targets (day, resident, rental)



# Background Info

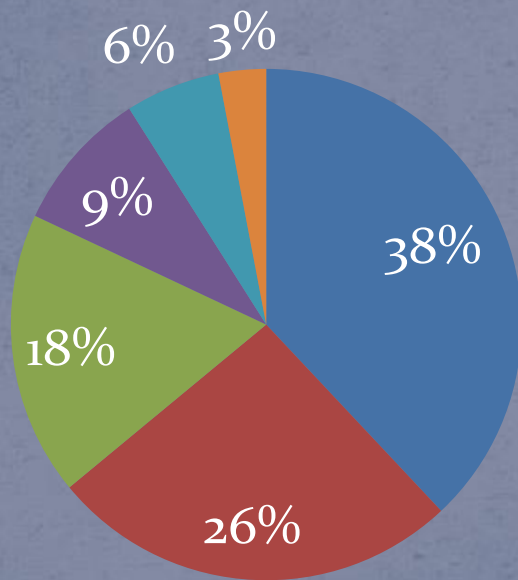
- Survey Process
  - Systematic sample of 1,350 camps in Oct-Nov 2007
  - Response rate 52% (700 camps)
    - 16% resident camp only
    - 24% day camp only
    - 1% rental only
- Camp type
  - Primarily resident camp= 370
  - Primarily day camp= 209



# Camp Profile

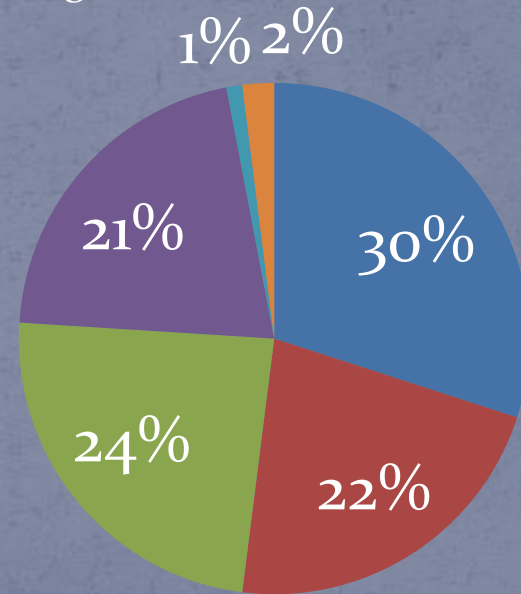
## Day Camps

- Agency
- Ind non-profit
- Mun-gov
- Ind. For Profit
- Rel-affiliated
- Other



## Resident Camps

- Agency
- Ind non-profit
- Mun-gov
- Ind. For profit
- Rel-affiliated
- Other



# Camp Grounds

## Resident

391 acres (median= 200)

### Purpose of land:

- 66% program
- 26% conserve

### Water bodies

- 65% = lake
- 4300' frontage (2400' median)

### Natural Resources

- 78% forest
- 55% open fields
- 39% wetlands

## Day

88 acres (median=27)

### Purpose of land:

- 53% program
- 29% conserve

### Water bodies

- 30% = ponds
- 2570' frontage (500' median)

### Natural Resources

- 38% forest
- 32% open fields
- 21% wetlands

# Grounds- Resident Camp Unique

- Other Program Uses
  - Family camp= 42%
  - OE/EE= 39%
  - Retreats= 39%
  - Special Events= 34%
  - Rentals by other camps= 34%

- Lodging
  - Cabins= 88%
  - Tents= 34%
  - Lodges= 32%
  - Dorms=25%

Average # of beds= 245

Median # of beds= 200

# Camp Programs

## Resident- Program base

- Primarily outdoor=74%
- Primarily indoor= 1%
- Equal on both= 25%

## Day Program base

- Primarily outdoor=53%
- Primarily indoor= 5%
- Equal on both= 43%

## Program areas

- Acad/Science= 54%
- Sports/Rec= 97%
- Arts & crafts= 95%
- EE= 81%
- Other= 75%

## Program areas

- Acad/Science= 56%
- Sports/Rec= 98%
- Arts & crafts= 99%
- EE= 64%
- Other= 67%

# Session length

## Resident

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- Weeks per session
  - $\leq 1$  wk= 27%
  - 2-4 wks= 24%
  - 5-8 wks= 31%
  - $>8$  wks=17%Mean and median= ~5 wks
- Resident that offered day
  - $\leq 1$  wk= 37%
  - 2-4 wks= 24%
  - 5-8 wks= 23%
  - $>8$  wks=13%Mean = 4.6 wks  
Median= 3 wks

## Day

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- Weeks per session
  - $\leq 1$  wk= 17%
  - 2-4 wks=12%
  - 5-8 wks= 35%
  - $>8$  wks=33%

Mean = 6.5 wks

Median= 8 wks

# Camper Characteristics

## Resident

- Economic Level
  - 56% high income
  - 79% middle income
  - 50% low income
  - 26% poverty
- Number Youth Served
  - mean= 1015 (med= 500)
- Clientele
  - Co-ed= 73%
  - Girl-only= 26%
  - Boy-only= 15%

## Day

- Economic Level
  - 45% high income
  - 80% middle income
  - 37% low income
  - 15% poverty
- Number Youth Served
  - mean= 619 (med= 400)
- Clientele
  - Co-ed= 89%
  - Girl-only= 11%
  - Boy-only= 7%

# Camper Demographics- con't

## Resident

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- Race/ethnicity
  - Caucasian=76.8%
  - AfAm= 10.3%
  - His/Lat= 6.5%
  - Asian= 2.3%
  - Other= 4.1%
- Distance traveled
  - 47.8% within 100 miles
  - 1 in 10 > 500 miles
  - 46% did NOT have children from <25 miles
- 4-5 had campers with disabilities (but most at less than 5% of their total campers)

## Day

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- Race/ethnicity
  - Caucasian=70.3%
  - AfAm= 12.8%
  - His/Lat= 7.8%
  - Asian= 3.9%
  - Other= 5.2%
- Distance traveled
  - 91% within 25 miles
- Campers with disabilities at 85% of camps

# Staff Information

## Resident

Full time paid staff= 5.3  
(median= 3)

Seasonal paid staff= 64.4  
(median=45)

Seasonal volunteer staff= 31.2  
(median= 1)

Return rate= 56.3%

International staff= 11  
(median=4)

## Day

Full time paid staff= 5  
(median= 2)

Seasonal paid staff= 68.4  
(median=40)

Seasonal volunteer staff= 8.7  
(median= 0)

Return rate= 57.4%

International staff= 1.5  
(median=0)

# Environmental Practices

## Resident

### Program

- Nature center= 46%
- Mention nature program in promotional materials= 58%

Stewardship = 81%

Recycles= 85%

Composts= 35%

Seasonal EE staff= 5 (median=1)

68% spend more than 8 hours in outdoor activities

## Day

### Program

- Nature center= 38%
- Mention nature program in promotional materials= 54%

Stewardship = 44%

Recycles= 77%

Composts= 19%

Seasonal EE staff= 3.4 (median=1)

91% spend more than 3 hours in outdoor activities (mean & median= 6 hrs)



What if we look more  
specifically....



# By Regional views

## Mid-Atlantic means

### Participants

- Camp Youth= 633
- Camp Adults = 69.6
- Total youth (camp+ rentals)= 2210
- Grand Total= 2870

## South means

### Participants

- Camp Youth= 1124
- Camp Adults = 142.1
- Total youth (camp+ rentals)= 2940
- Grand Total= 3770

# Regional Comparisons - con't

## Mid-Atlantic Mean %

### Economic Level served

- Middle Income= 70%
- High Income=53%
- Low Income= 41%
- Poverty=21%

## Mid-America Mean %

### Economic Level served

- Middle Income= 88%
- High Income=44%
- Low Income= 57%
- Poverty=27%

# Regional Comparisons- con't

## Mid-Atlantic means

### Staff numbers

- Seasonal paid= 96.1
- Seasonal vol= 10.5
- FT/yr paid= 5.2
- FT/yr vol= 1.6
- Total yr round= 6.8
- Total seasonal= 106.6
- Grand total= 113.2

## New England means

### Staff numbers

- Seasonal paid= 75.2
- Seasonal vol= 10.6
- FT/yr paid= 3.7
- FT/yr vol= 1.6
- Total yr round= 5.2
- Total seasonal= 85.8
- Grand total= 90.8

# Regional Comparisons- con't

## Mid-Atlantic

### Distance traveled (miles)

- 500+ = 7.8 %
- 250-499= 14.3%
- 100-249= 29.4%
- 50-99= 25.7%
- 25-49= 12.3%
- <25= 10.5%

### Clientele

- Co-ed= 75%
- Girls Only= 23%
- Boys Only= 16%

## New England

### Distance traveled (miles)

- 500+ = 14.5 %
- 250-499= 19.1%
- 100-249= 31%
- 50-99= 16.9%
- 25-49= 9.3%
- <25= 9.3%

### Clientele

- Co-ed= 55%
- Girls Only= 29%
- Boys Only= 35%

# Regional Comparisons- con't

## Mid-Atlantic

### Campers' Race/Ethnicity

- Caucasian= 76.5%
- Black/AfAm= 13%
- Hisp/Lat= 4.9%
- Multi/Bi-racial= 3.4%
- Asian= 1.9%
- Amer Ind= .1%
- Native Islander= 0.2%

## Western

### Campers' Race/Ethnicity

- Caucasian= 71%
- Black/AfAm= 6.2%
- Hisp/Lat= 13.1%
- Multi/Bi-racial= 3.1%
- Asian= 4.3%
- Amer Ind= 1.6%
- Native Islander= 0.8%

# What about sponsorship?



# Sponsorship Comparisons (R)

Economic Level Served	Agency	Religiously-affiliated	Independent Non-Profit	Independent For-Profit
Middle Income	92%	91%	72%	54%
Higher Income	47%	35%	53%	91%
Lower Income	66%	49%	69%	10%
Poverty	32%	18%	47%	4%

# Sponsorship Comparisons (R)- con't

Campers' Race/Ethnicity	Agency	Religiously-affiliated	Independent Non-Profit	Independent For-Profit
Caucasian/ White	77.4%	<b>81%</b>	65.5%	<b>84.4%</b>
Black/ AfAm	10.2%	8.7%	<b>16.8%</b>	4.6%
Hispanic/ Latino	6.4%	4.9%	<b>11.1%</b>	3.7%
Bi/Multi-racial	2.4%	1.7%	1.7%	<b>4.1%</b>
Asian	2.2%	1.8%	<b>2.7%</b>	2.6%
American Indian	1.2%	1.6%	<b>2%</b>	0.3%
Native Islander	0.4%	0.2%	0.3%	0.3%

# Sponsorship Comparisons (R) - con't

Disabilities- % served	Agency	Religiously- affiliated	Independent Non-Profit	Independent For- Profit
25-100%	13%	9%	39%	4%
6-24%	20%	21%	9%	9%
5%	11%	25%	10%	15%
2-4%	20%	13%	12%	14%
1%	16%	21%	10%	11%
none	11%	10%	12%	43%
Mean %	12%	9%	40%	5%

# Sponsorship Comparisons (R)- con't

Distance traveled -miles	Agency	Religiously-affiliated	Independent Non-Profit	Independent For- Profit
500+	3.7%	3.5%	10.9%	22.5%
250-499	6.4%	11%	14.7%	24.1%
100-249	26.8%	29.8%	28.9%	32.6%
50-99	30%	30.5%	19.1%	13.9%
25-49	20.2%	15.9%	14.4%	2.6%
<25	13%	9.3%	12%	4.2%

# Double Comparisons (R)

## International Staff (Sponsorship)

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Sponsor	Mean	Median
Agency	9.5	5
Religiously-affiliated	8.2	1
Ind-non-profit	5.9	2
Ind for-profit	23.3	20

## International Staff (Region)

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Region	Mean	Median
New England	17.4	11
Mid-Atlantic	20.5	11
Mid-America	5.8	2
South	7.4	1
West	5.5	2

# Example of Analysis By State- NJ (all)

<b>Income Level</b>	<b>Average %</b>
Poverty Level	10.9%
Low Income	20.2%
Middle Income	39.5%
High Income	29.5%

<b>Race/Ethnicity</b>	<b>Average %</b>
White/Caucasian	72.2%
Black/AfAm	13.1%
Hisp/Lat	8.5%
Bi/Multi-racial	3.4%
Asian	2.7%
Indian/Islander	0.1%

# Take a Break!

- Have you had any “ah-ha” moments while thinking about this information?
- What other questions pop out at you that you would like to have answered?
- What ways could you use these data?



# Where to find more of these data...

- This Power Point Presentation at ACA Research Website: [www.acacamps.org/research](http://www.acacamps.org/research)
- The detailed breakout tables (day/resident/rentals by sponsorship, total number served, operational season, region) free to ACA members: [www.acacamps.org/research](http://www.acacamps.org/research)
- CDs of detailed tables for sale from ACA publisher, Healthy Learning



# Other useful business information

- ACA Camp Business Operations report: 2006  
[www.acacamps.org/research/improve/budget\\_finance.php](http://www.acacamps.org/research/improve/budget_finance.php)
- ACA Camp Salary and Compensation Report: 2007  
[www.acacamps.org/research/improve/salary\\_study.php](http://www.acacamps.org/research/improve/salary_study.php)
- ACA Camp Enrollment Survey (annual)  
[www.acacamps.org/research/improve/enrollment.php](http://www.acacamps.org/research/improve/enrollment.php)



# For more information...

- Visit the ACA Research Webpage (this PPT there) [www.acacamps.org/research](http://www.acacamps.org/research)
- Contact Deb Bialeschki , ACA Senior Researcher [dbialeschki@acacamps.org](mailto:dbialeschki@acacamps.org)

