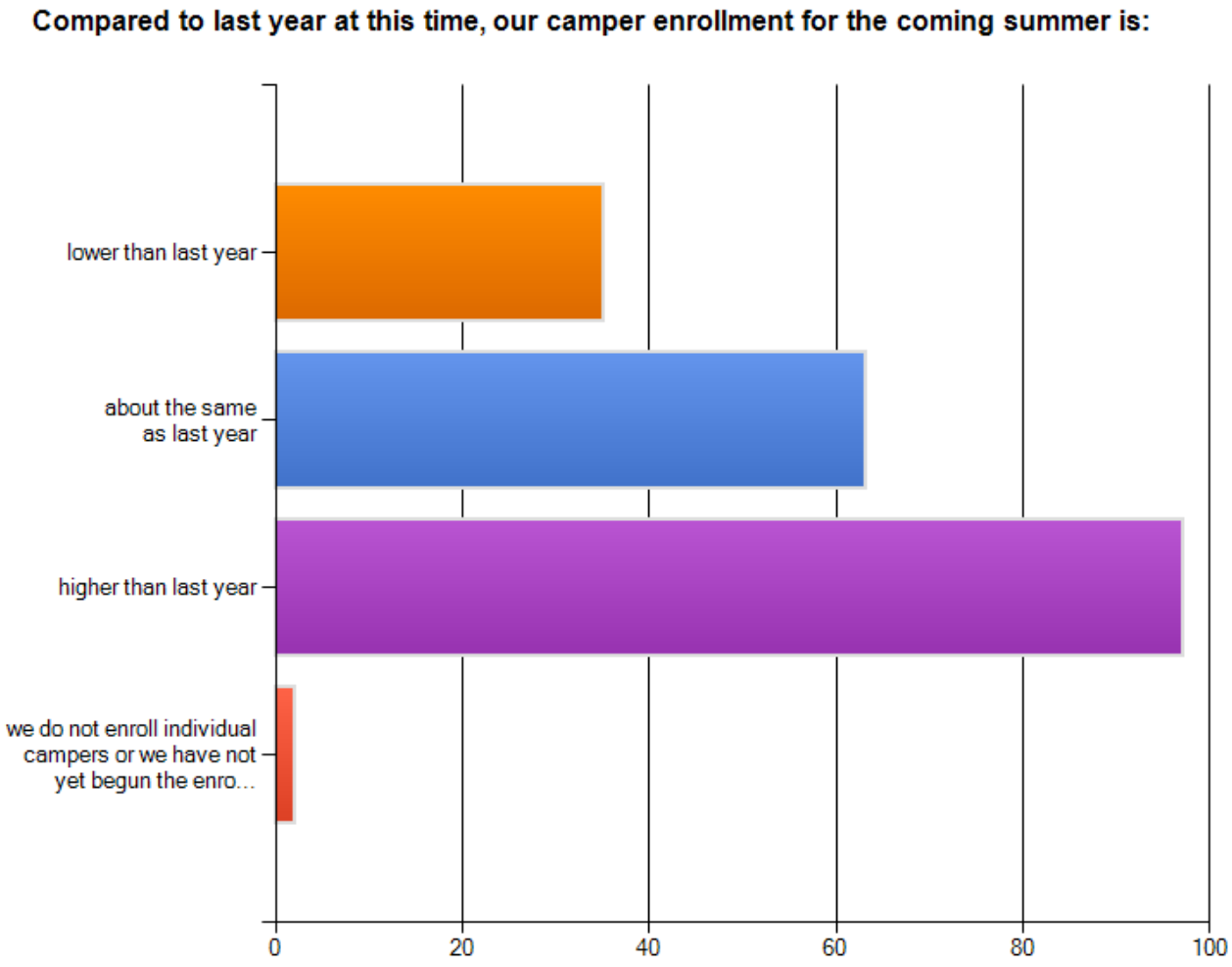
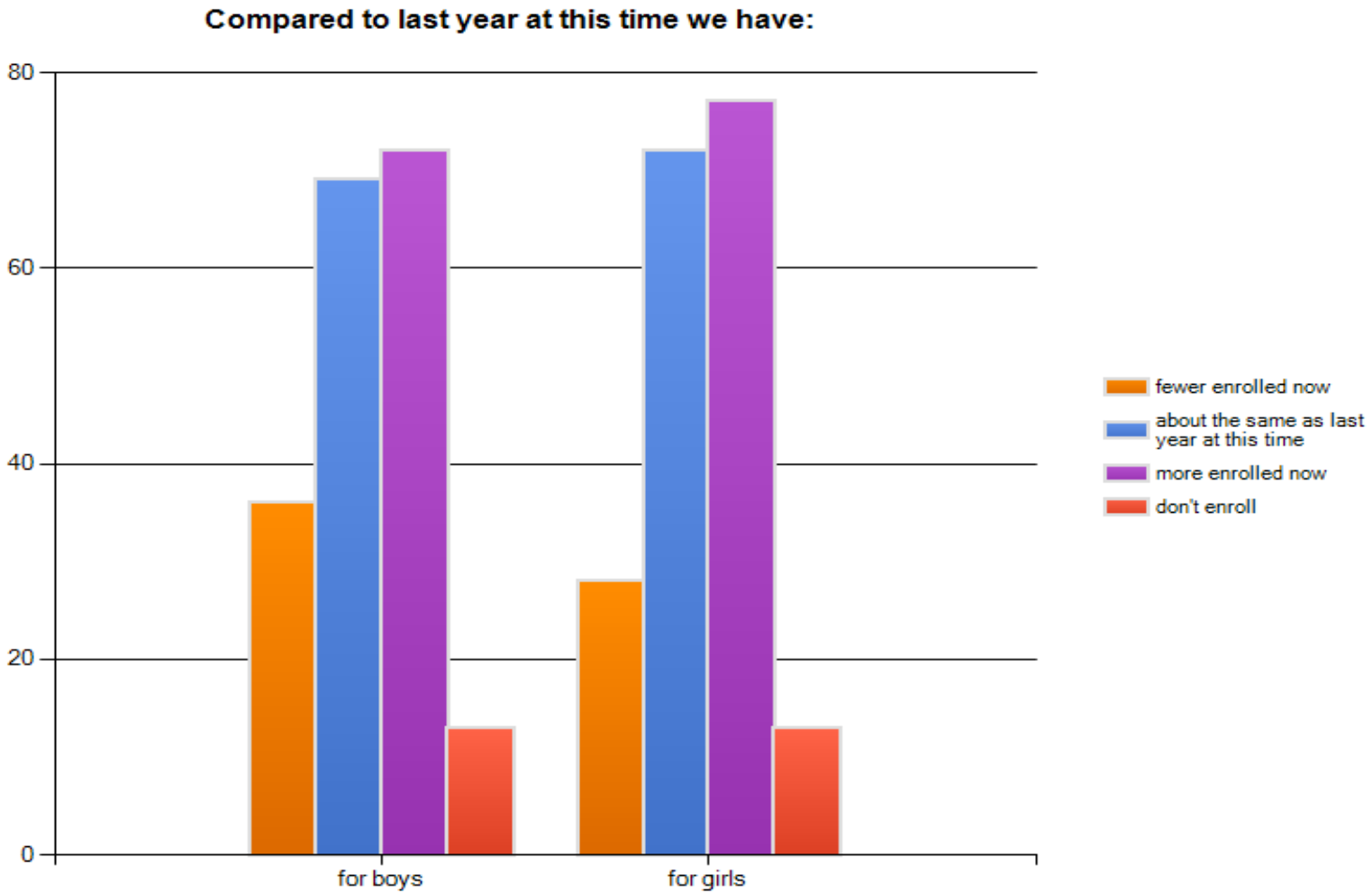
2011 Enrollment Outlook

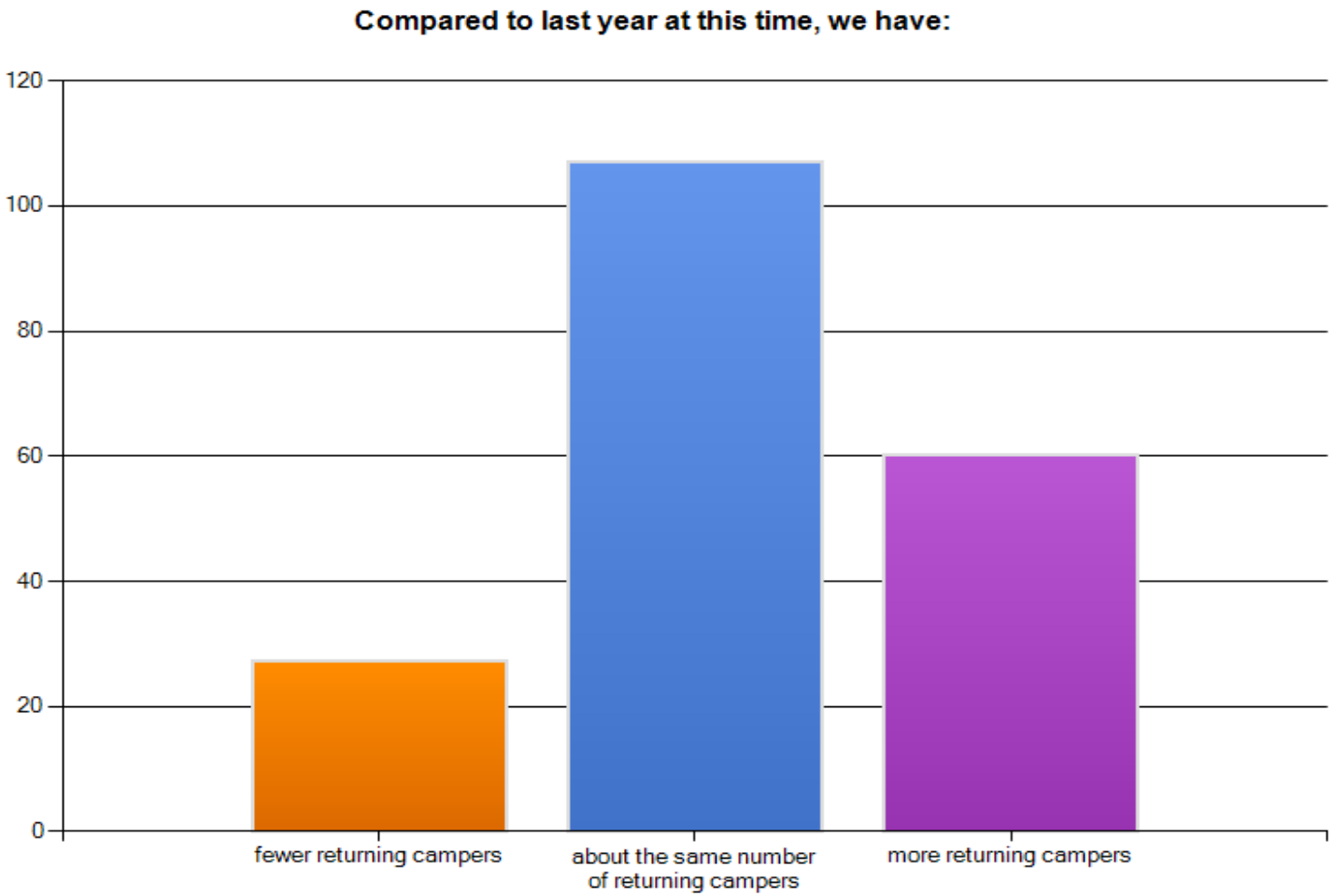
Overall Perceptions for 2011



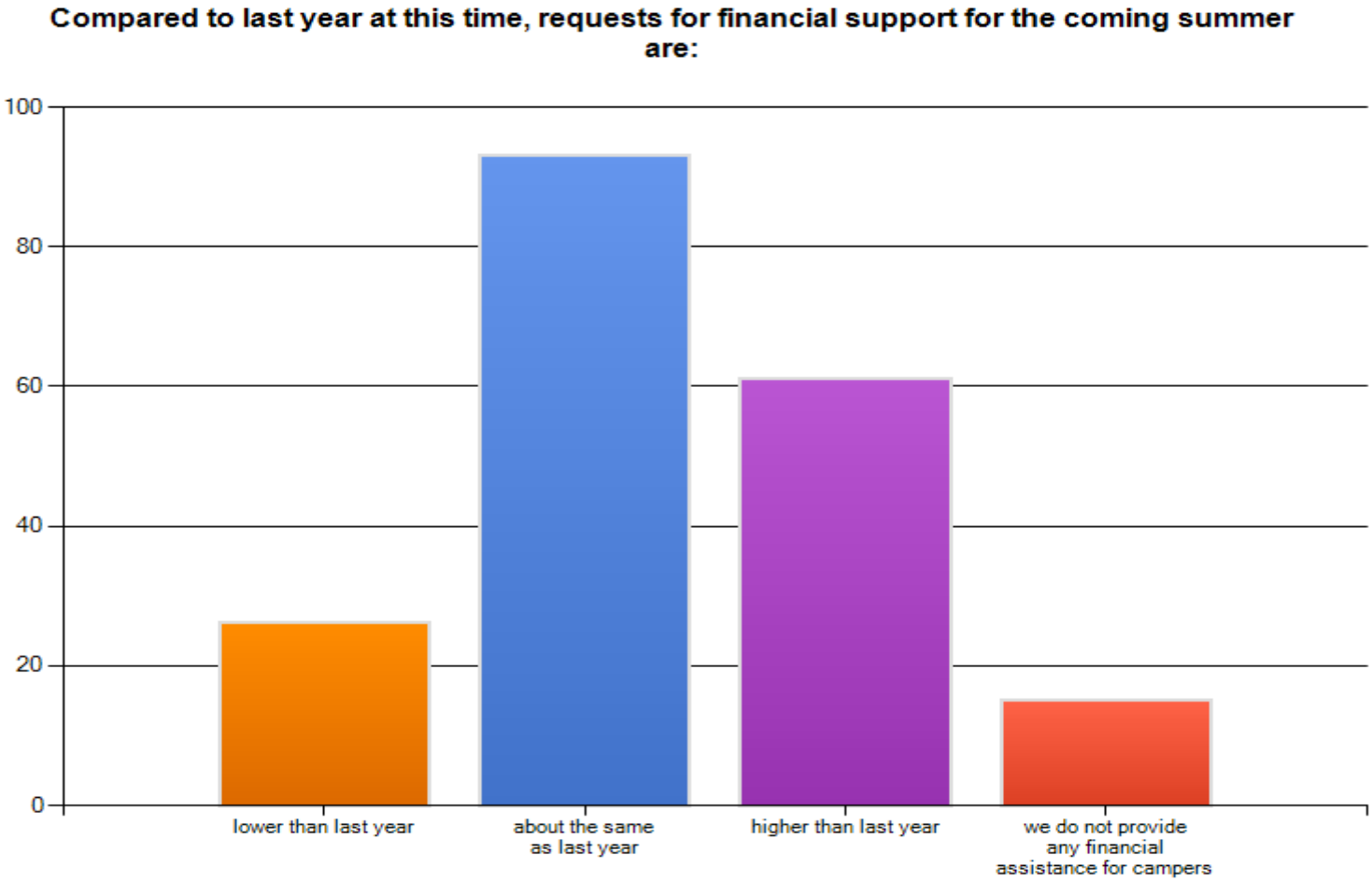
Enrollment Trends by Gender



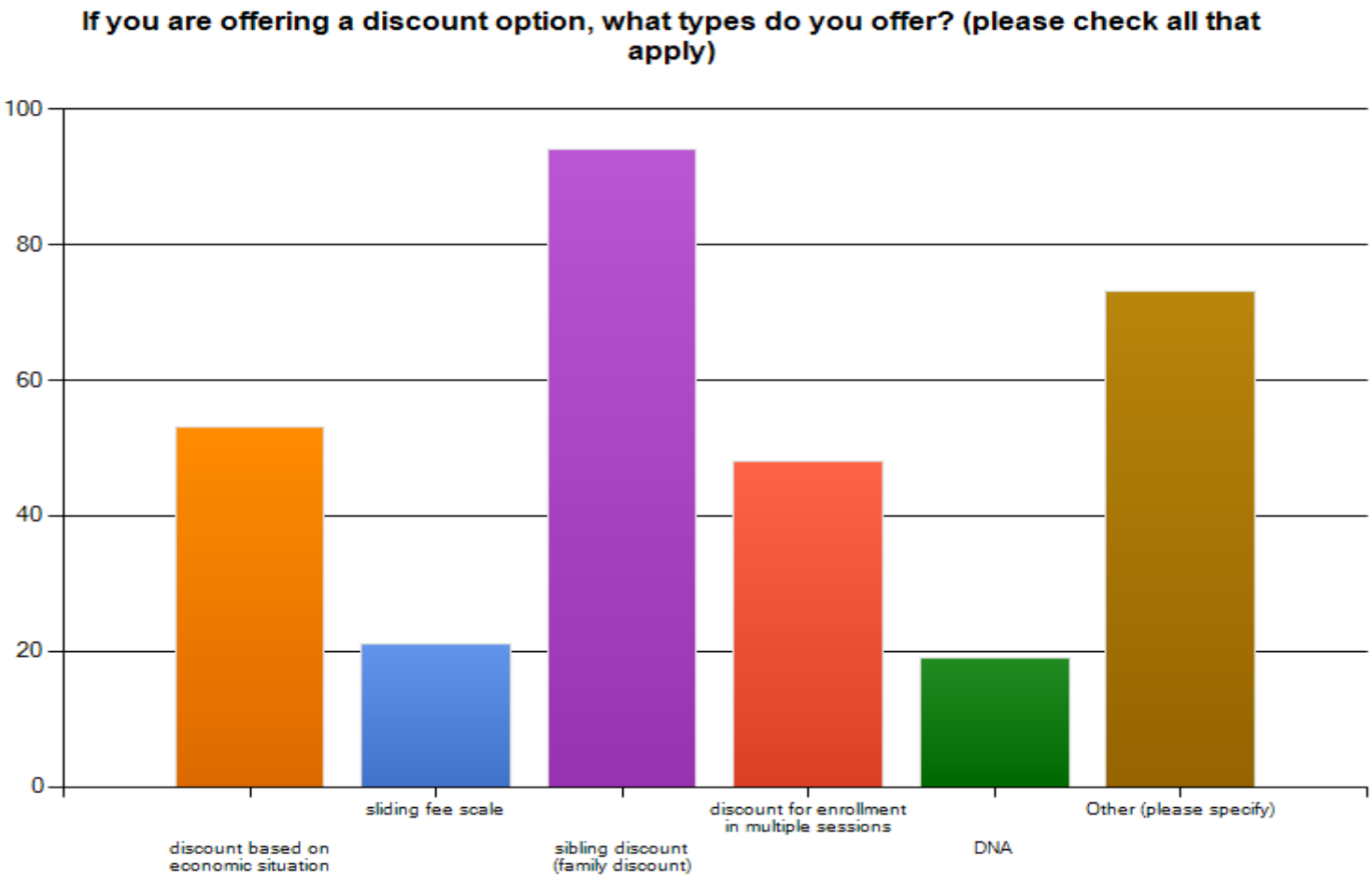
Enrollment Trend among Returning Campers



Trends in Support Requests



Trends in Discounts



Enrollment Trends: Key Points

- 194 camp directors responded to this survey (~10% response rate)
  - 74% resident camps & 26% day camps
  - 34% independent not for profit, ~20% agency, faith-based, and independent for profit.
  - 75% co-ed
  - 25% 1-300 campers
  - 34% 300-650 campers
  - 33% 650-2000 campers
- Over 80% of respondents felt their enrollments are higher or the same as this time last year.
- More than 55% say their enrollment of returning campers has stayed the same as last year and 30% say they have more returning campers than last year (up from 20% in 2010).

Key Points (continued)

- Almost 40% (up from 30% in 2010) felt their enrollments for both boys and girls is up from the previous year.
- Enrollments appear to be staying the same by session length, although more directors though enrollment in 2-week sessions increased than last year.
- Enrollments at resident camps are up 51% (compared to 45% last year) and 43% at day camps (up from 35% last year)

Key Points (continued)

- Requests for financial support appear to be leveling off: nearly 50% feel they are the same as last year and only 30% feel they are higher than last year (compared to 45% last year).
- When asked what they key enrollment concerns are, directors responded…
  - “The economy” and “Filling camp”
  - “Staying relevant when parents have so many other choices and priorities”
  - “Parents waiting longer to enroll and then withdrawing”
  - “Expanding service offerings” and “Reaching new markets”
  - “Families’ ability to pay and overall costs of enrollment”

Reminder

- The Fall Enrollment Survey will be available online in mid-September
- Every camp director needs to participate in order to get an accurate picture of enrollment trends
- Please look for the fall survey email and complete the survey!
- Questions? Contact Deb Bialeschki at dbialeschki@acacamps.org