

Summary Research Reports
September 18, 2006

Enrollment Survey (Fall)

- Fall survey (mid-Sept/mid-Oct) that asks for actual numbers of campers and staff (from camp director)- "heads-up" to Section Execs so they can support efforts!
- Slight tweaks on camper weeks and added one question on numbers of minority campers (race/ethnicity)
- Second fall of these data- comparisons will be started between the fall data sets and also the Jan. and April data.
- Products: Article for Jan-Feb Camping Mag; maps by Jon; web access to data; PPT for presentation and posting on web

Outcomes Tools update

- Worked with the Non-Profit Council on this project (they contributed half the \$ and helped locate some of the pilot camps)
- Had 10 camps participate with over 900 campers (glitch with one version not having enough complete to meet optimal psychometric testing)
- Gary & Jim are completing the psychometrics and the report for us
- ACA purchased the software to have this go web-based
- Hard copy of the final set to be printed and mailed to ACA camps
- Should be up and ready for use by end of this year (use in "testing mode" this next summer)

Web-based Research Helps (CARE Pkgs, Briefing Papers, Bibs)

- Starter set of CARE Pkgs are ready to upload
- Four briefing papers (by Karla) are ready to upload
- Bibliography has had 7 topic areas added with current (1990+) references BUT with some problems yet...
- Paul still working to make the database searchable

Camp version of YPQA (with High Scope)

- Talking with High Scope staff on the plan and timeline
- Make revisions this fall-winter
- Pilot the Camp-YPQA summer of '07
- Need to think through training and education around the tool

Business Operations Survey (conducted fall '05 with Readex) [Year 1 in 3 yr. cycle.]

- The reports of this survey have now been posted on the web (www.acacamps.org/research/business_operations.php). Jon wrote an article about this for Camping Magazine which is also posted there, and has already been published in CM. It is also available through the bookstore to non-members. We had a response rate of 40-45% using a \$1 incentive plus a post card announcement, a survey, and a follow-up if the survey was not received.
- As we were dealing with this information, we made contact with Tony Stein and Scott Ralls (independent camp owners and business gurus) to write a book for camps on business operations. They are doing that as we speak/read!

Salary Survey (being conducted in fall '06 with Readex) [Year 2 in 3 yr. cycle.]

- This survey is now at the printer and in process of being prepared to mail to a stratified random sample of camps based on type (day/resident) and sponsorship (agency/religious/IFP/INP). Results will be weighted to match the ACA demographics. This is **the FIRST TIME** we are trying a random sample so that every camp isn't surveyed every year.
- The survey instrument was reviewed by Tony Stein, Scott Ralls, Jon Malinowski (CARE), and several of the questions/concepts were discussed with section executives so that our information would match the questions people get from the field.
- The plan is that this survey report will be complete (data accepted through 10/30) by the time Marge retires. Dissemination will still need to occur, but the report will be ready, and our "business" with Readex will be done on this project.

Industry Program and Enrollment Survey (being planned for 09/07) [Year 3 in 3 year cycle.]

- It is suggested that we again engage Readex to help with this survey. This data collection **SHOULD** coincide with a new computer system at ACA for member data. This should help us populate fields **AND** track

trends related to minority participation, camp programs and activities, persons served at various times of year and other camp characteristics to be determined. It is suggested that we (CARE and Staff) work with membership, section staff, and public relations to identify the information needed and the ways to get a VERY HIGH return rate.

Inspirations: Developmental Supports and Opportunities of Youths' Experiences at Camp

- This booklet was written by Chris with the support of ACA staff and YDSI staff. It reports on the benchmarking study using the YDSI Youth Survey tool in 80+ camps with almost 8000 youth in the summer of 2004. Being mailed to membership no later than 10/06.

Innovations: Improving Youth Experiences in Summer Programs

- This booklet was written by YDSI staff and Marge, with support from Deb. It reports on the Program Improvement Project (PIP) with 23 of the benchmark camps and 2500 youth in the summer of 2005. It is being mailed to the membership no later than 10/06. It will also be polybagged with Youth Today in their October issue to 12-15000 youth workers across the country.

Insights and Evidence (now being written)

- Search Institute has asked us to write a summary of our recent research efforts for this online publication. Chris and Karla are developing this 8000 word document to summarize what has been learned in the outcomes study and the benchmarking/improvement work with YDSI. It will be a technical piece and will be available only in an online format.

Healthy Camps Study (funded through a sponsorship with Markel)

- This is a 5 year study of injuries and illnesses of campers/staff that result in missing camp program participation for 4 or more hours. Over 200 camps registered to participate in this study over the spring of 2006. Data is being collected and analyzed using (primarily) an internet-based reporting system that has been developed by and is being administered by the Columbus Children's Research Institute of the Ohio State University.

- We had some administrative glitches in year one, with almost 60 of the 200 camps not making any of the required weekly reports. In phone follow-up, we are finding some practical hurdles (getting email contacts to the right people in camp), some personnel hurdles (the director left in the spring and we didn't find that out till the fall), and some communication challenges. We have an Advisory Committee working on those as we speak.
- The plan is to gather data for 5 years, suggesting intervention strategies as patterns become clear. Educational sessions and special newsletter inserts to CampLine (currently referred to as "PreventLine") are being planned to disseminate information broadly. Participants include camps from ACA, CCCA (formerly CCI), and NRPA. We are unsuccessful in enrolling non-accredited resident camps in the project. We will need to recruit more camps so that we end up with representative data.