



2014 ACA National Conference NCOL Meeting

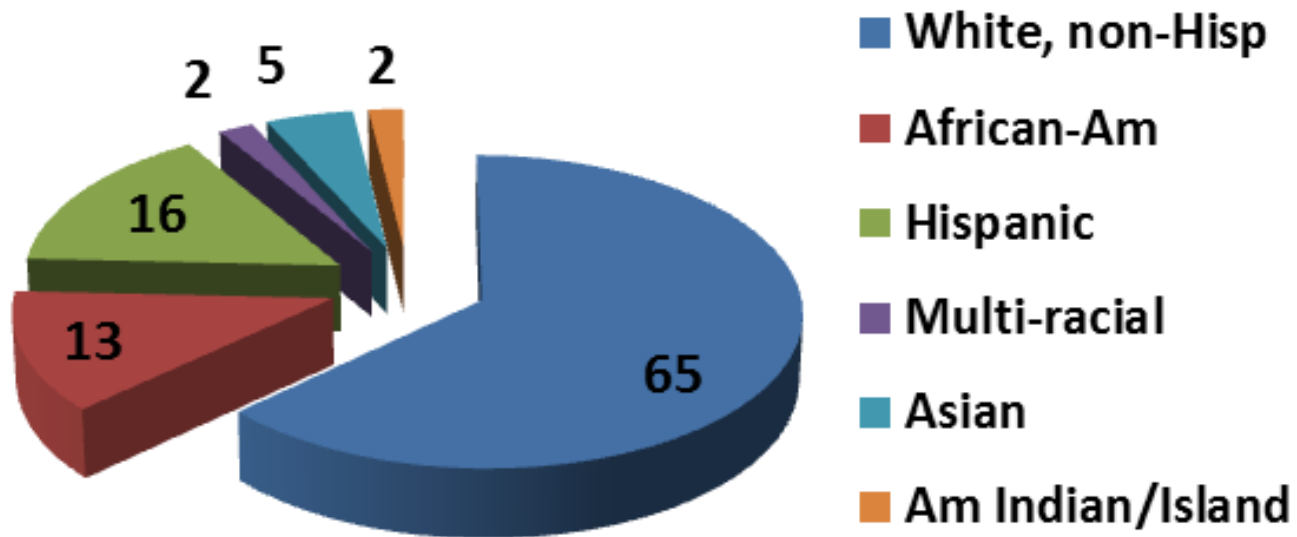
Peg L. Smith, CEO



“ . . . We are witnessing a dramatic change in the landscape of the world’s population, yet we cling to a shrinking minority market of people and camps.”

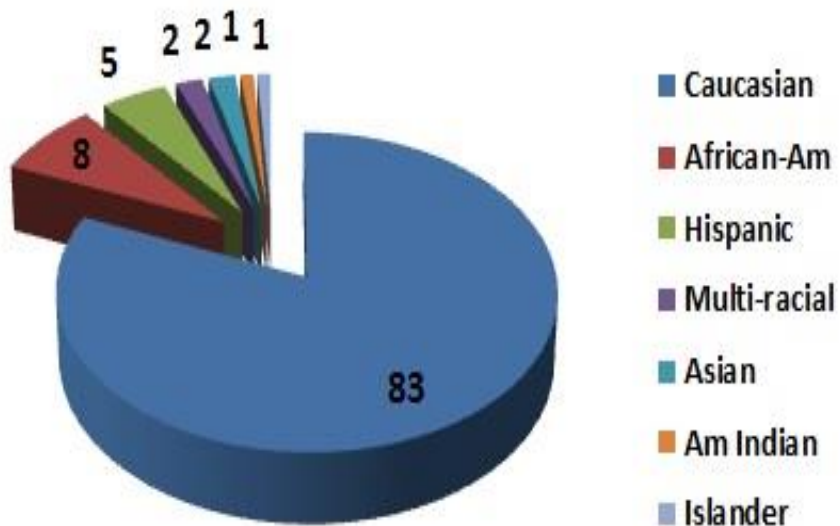
Race/Ethnicity of US Population

US Pop By Race/Hisp (% , 2010)

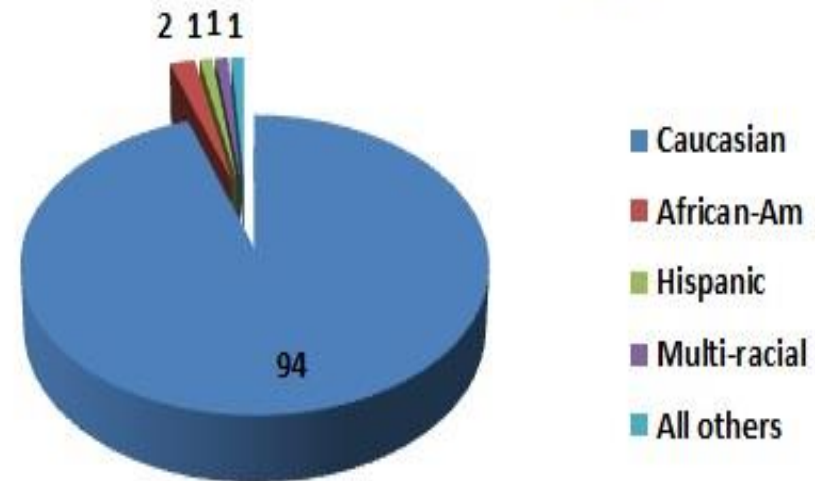


Director and Staff Race/Ethnicity

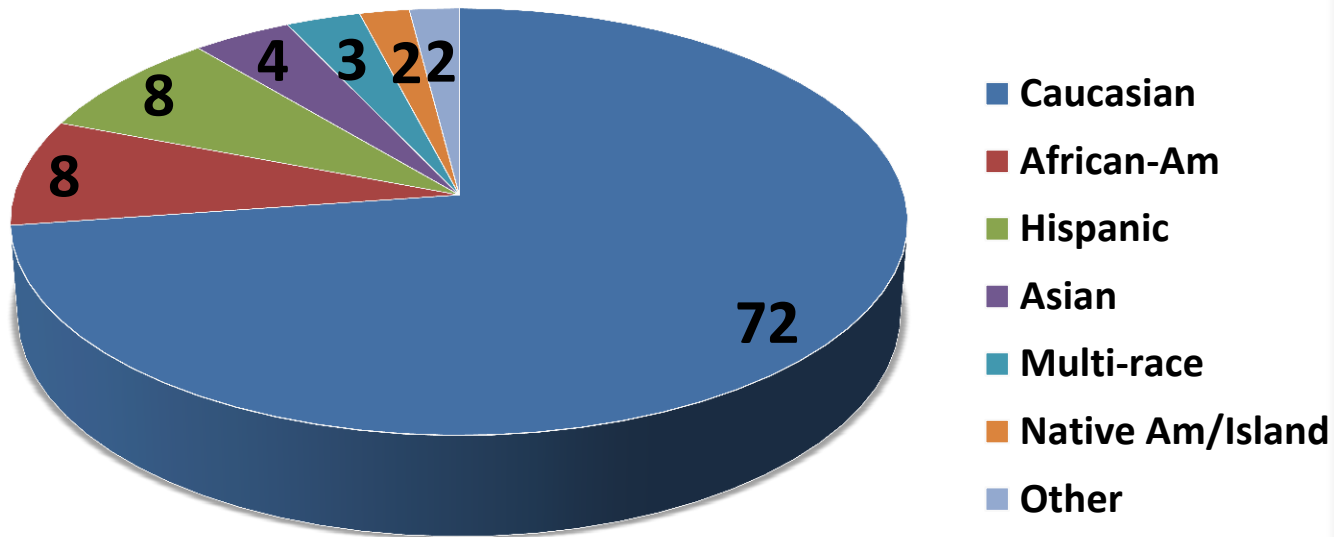
All Camp Staff Race/Ethnicity (% , 2012)



2012 Directors' Race/Ethnicity (%)

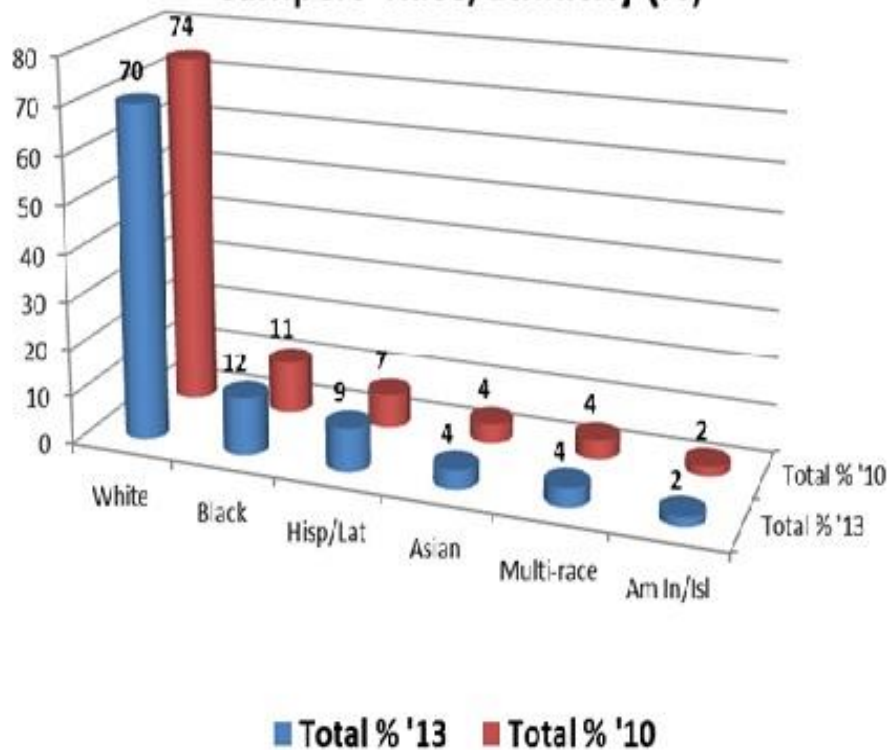


ACA Membership by Race/Ethnicity (%)

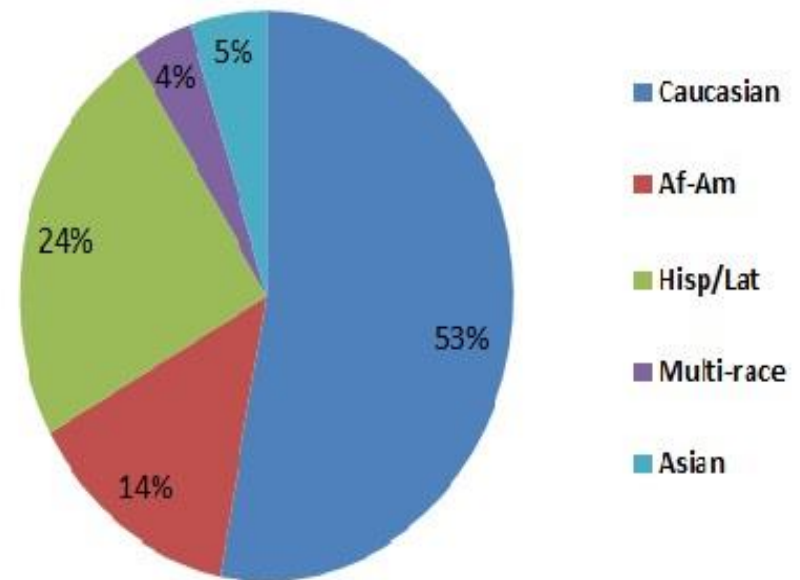


Campers by Race/Ethnicity

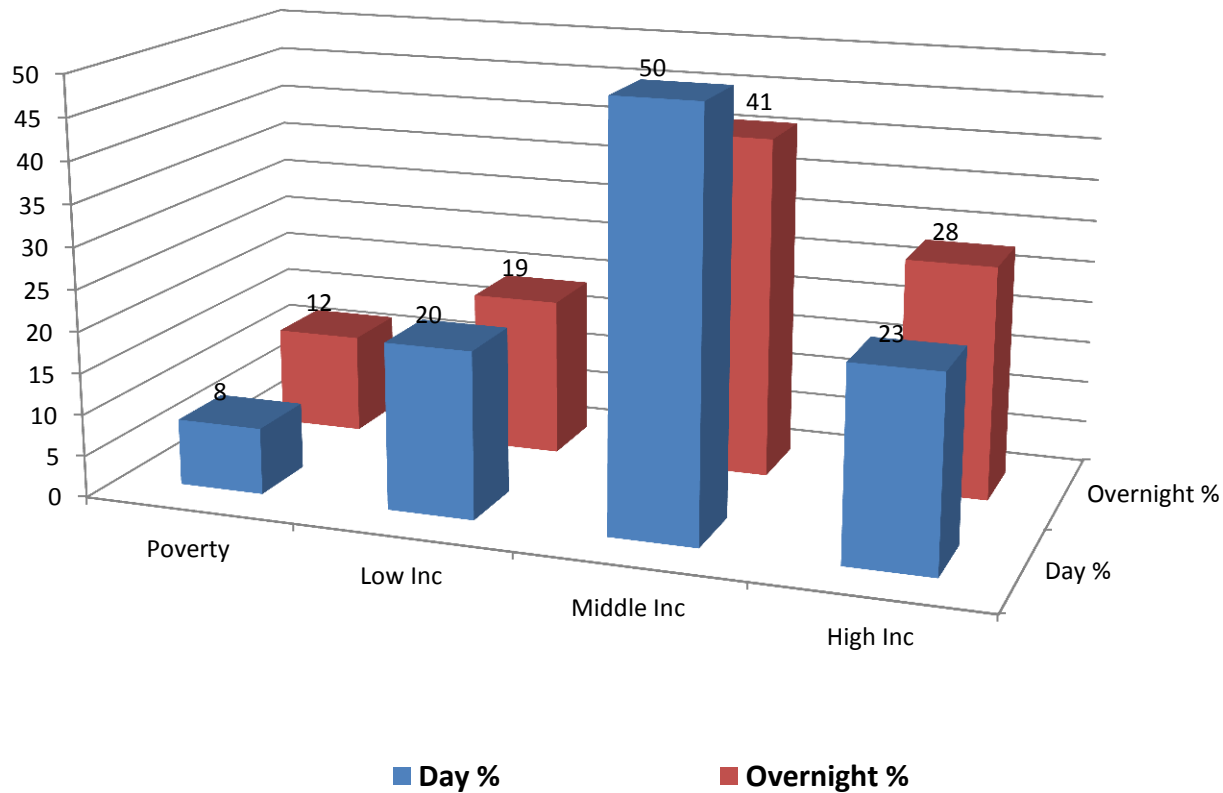
Campers' Race/Ethnicity (%)



2015 Projected Race/Ethnicity For 5-17 Year Olds



Campers' Family Income Level



“ . . . The world continues to outpace our efforts. At the current pace of demographic change in ACA’s camp community, it will take us until 2046 to reach 2030 projections.”

“... The 20/20 Vision is as much about social justice as it is an economic necessity.”