ACA National Council of Leaders Meeting

Tuesday, February 20, 2018
8:30 a.m. – 12:45 p.m., Eastern Time
Disney’s Coronado Springs Resort, Monterrey 1

(Check-in desk and Continental breakfast available beginning at 8:00 a.m.)
Welcome and Housekeeping

Brian Crater
ACA Board of Directors Member and NCOL Steering Committee Chair
The NCOL as a body serves as an important communications, policy and membership conduit between the ACA Board of Directors, Executive Staff and Local Members.

Members of the NCOL are a key source of information on strategy, policies, activities and programs of ACA.

As representatives of their constituencies, NCOL members are charged with bringing emerging issues, thoughts, concerns, and questions to the assembly that contribute to the success of ACA’s mission.
NCOL Meeting Goals

• As NCOL members to come together as a working body, representing their Local Councils of Leaders and Affiliate Boards prepared to engage with each other and the Board of Directors regarding emerging issues.

• Receive a reports and updates from the Board Chair and CEO.

• Engage in guided and informal discussions about timely issues as ACA leaders.
The **mission** of the American Camp Association is enriching the lives of children, youth and adults through the camp experience.

**ACA End Statements**

1. There will be greater public understanding of and support for the value of the camp experience.
2. An increasing number of children, youth, and adults of all social, cultural, and economic groups, will have a camp experience.
3. The camp experience will be of high quality.
Reports and Updates

Ross Turner
ACA Board of Directors Chair
Tom Rosenberg
ACA President/Chief Executive Officer
Update Report

Standards Commission Update

Jude Bevan
National Standards Commission Chair and NCOL Steering Committee Member
Update Report

Project Real Job Update

**Kim Aycock**
Task Force Co-Chair
Camp Consultant/Trainer/Speaker
Camp 2 Campus Learning Solutions

**Deb Jordan**
Task Force Co-Chair
Professor, East Carolina University
Project Real Job Task Force
Project Real Job

Stakeholders

Camps: Need staff and want quality, commitment, retention

Higher Ed: Need to meet academic requirements

Students: Need $$, flexibility, transferrable skills

Parents: Need job marketability & career success

Employers: Need 21st century skill readiness
Purpose and Charge
Purpose

To examine issues related to summer camp employment and how ACA can support camp efforts to recruit, hire, and retain summer staff; to position summer camp employment as a valuable workforce readiness experience.
Goal

To provide resources to camps in their efforts to recruit and hire staff, along with other information that could clear a path for summer staff positions to qualify for learning or volunteer service credit at institutions of higher learning.
Task Force Executive Team

Deb Jordan – Task Force Co-Chair
Professor
East Carolina University
252-737-2990
jordand@ecu.edu

Kim Aycock – Task Force Co-Chair
Camp Consultant/Trainer/Speaker
Camp 2 Campus Learning Solutions
985-226-7766
kimdaycock@gmail.com

Deidre Pettinga – Staff liaison
Chief Marketing Officer
American Camp Association
765-349-3317
dpettinga@acacamps.org
Sub-Committees Work & Charges

Kim & Deb

Best Practices
Sub-Committee Overview

Core Task Force

Kim

Summer Camps
Kim Betts, Ch.
Erin Newport
Todd Rothman

Students / Parents
Susan Simmons, Ch.
Alex Harlow
Layla Passman

Research
Cass Morgan

Higher Ed
Jerel Cowan
Desired Outcomes
Timeline

• Organization (Now – April)
• Fact Finding (May – Oct)
• Analysis/Strategy (Dec – April ’19)
• Next Steps (April 2019 - ?)
Resources

• Website (Existing): HRM Core Competency
• Website (Gap Analysis)
• ACA Jobs Center (Summer/Year-Round Jobs)
• Research (Ongoing/In the Works)
Promotional Efforts In the Works

• Camp on your resume
• Talking points for staff parents
• Talking points for instructors/professors
• Why work at camp – camp fair document
THANK YOU!!!!
ACA Diversity and Inclusion

Roberto Gil, Jr., Esq.
ACA Board Task Force Chair
and
ACA Board of Directors Member
Break Time!

Please return to the room within 10 minutes.
ACA Diversity and Inclusion

Roberto Gil, Jr., Esq.

ACA Board Task Force Chair

and

ACA Board of Directors Member
Breakouts focused on:

Regional Emerging Issues

- What are the 3-5 “Hot Topics” impacting camps and youth in your area/region?
Regional Breakout
Headlines/Reporting
Wrap up

• Post NCOL Meeting Survey
• Post Meeting Notes & Actions
• ACA Connect > NCOL Community

THANK YOU for your Time & Leadership
Don’t forget your Box Lunch!

NEXT:

LCOL/Affiliate Chairs & Volunteer Engagement Committee Discussion Tables