



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



NCOL Purpose

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.

ACA Mission and End Statements

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

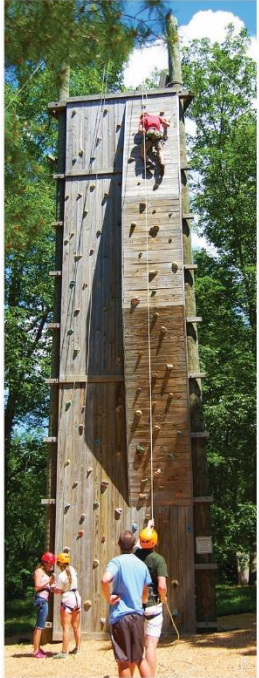
Camp 2 Campus Learning Solutions

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

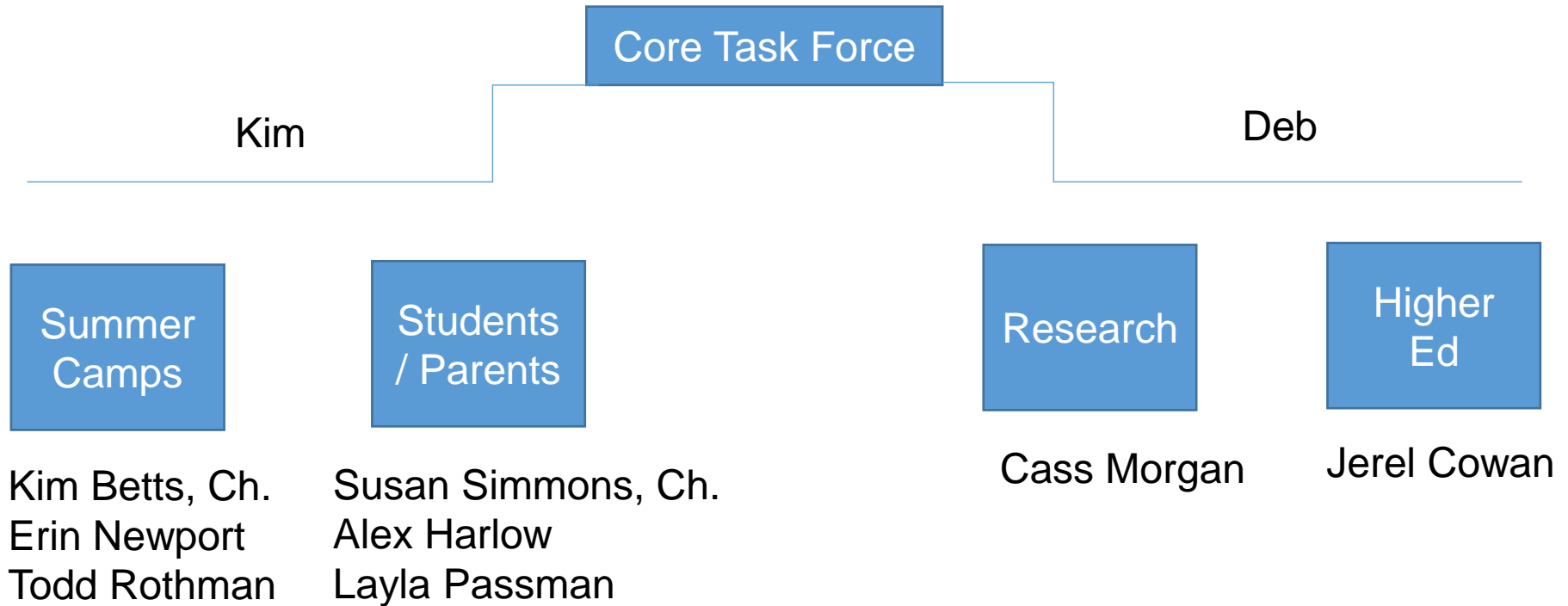


Sub-Committees Work & Charges

Kim & Deb



Sub-Committee Overview



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)

WHY REINVENT THE
WHEEL WHEN YOU
DON'T HAVE TO?



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!!!!

american **CAMP** association®

Generative Discussion

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.**

Generative Discussion...cont.

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

The background of the slide features a close-up, slightly blurred image of several hands reaching in from different directions to assemble large, light-colored wooden puzzle pieces on a dark blue surface. The hands are positioned around the puzzle, with some fingers gripping the edges of the pieces, suggesting a collaborative effort.

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