



ACA National Council of Leaders Meeting

Tuesday, February 19, 2019

8:30 a.m. – 12:00 p.m., Central Time
Gaylord Opryland Hotel, Ryman Studio L

(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 Purpose



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





February 2019 NCOL Meeting ACA National Conference





What's New With ACA Accreditation?



National Standards Commission

Four New Members:

- Nancy Hartmann – New England
- Mary Anne Killeen – NYNJ
- Sandy Weaver – KR
- Reid McKnight - RM

Joining:

- Jude Bevan – Chair
- Dan Reynolds – Ohio
- Kurt Podeszwa – Texoma
- Heather Stewart - Northern CA

American Camp Association's

Accreditation Process Guide



2019
Edition



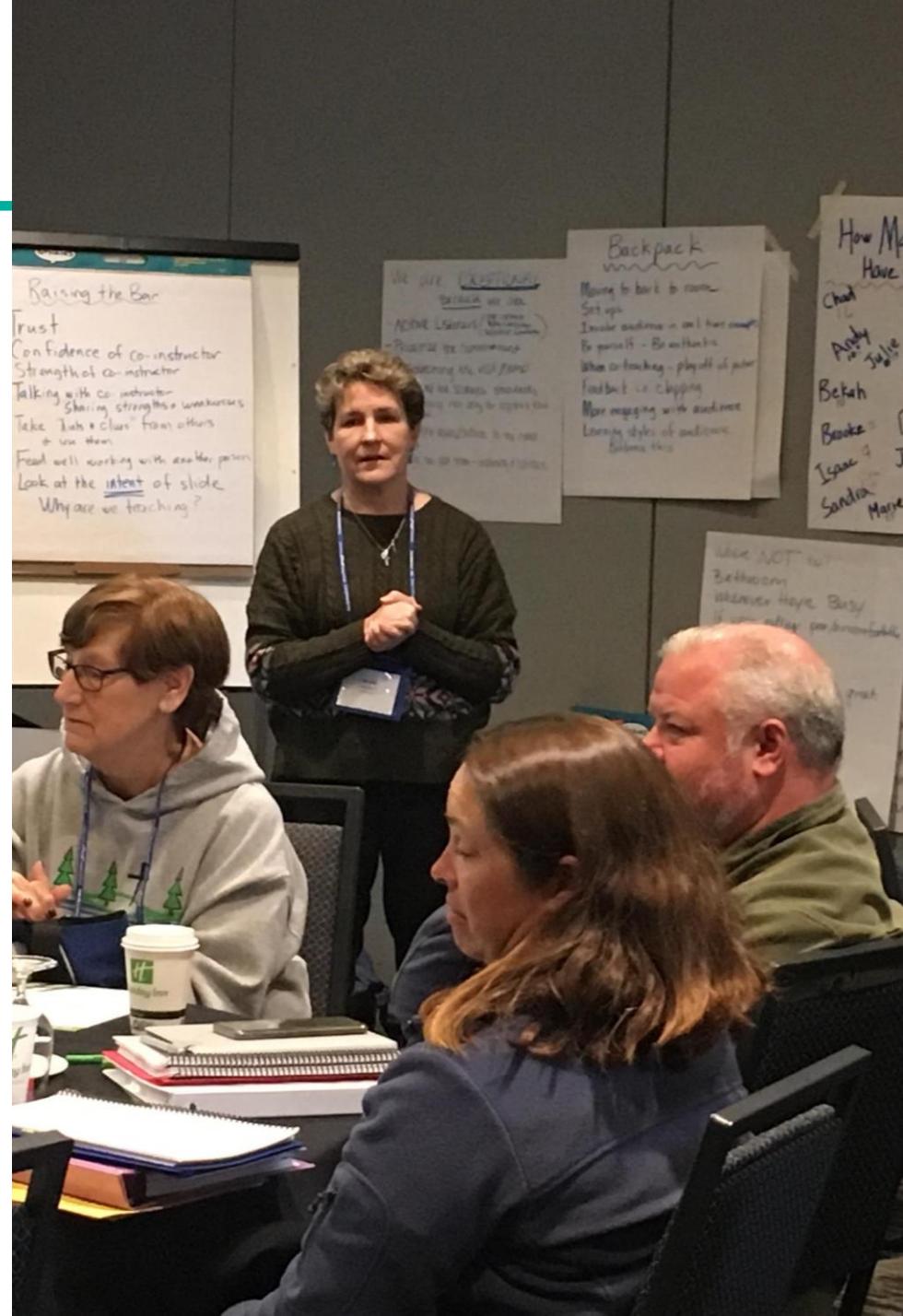
Released
September
2018! (already
in a 2nd printing)



TRAINERS

September 2018:

- 13 Trainers Updated



STANDARDS CHAIRS

October 2018

- 44 Standards Chairs (and ACA staff) met in Indianapolis for training





**October –
December 2018**

- **150 plus
Instructors
updated in 11
courses**

INSTRUCTORS

ACCREDITATION PROCESS WORKSHOP

October 2018 – April 2019



- **Over 800 individuals trained in 100 plus Accreditation Process Workshops**



VISITOR UPDATE

- 70 plus courses
- Over 1000 visitors to update

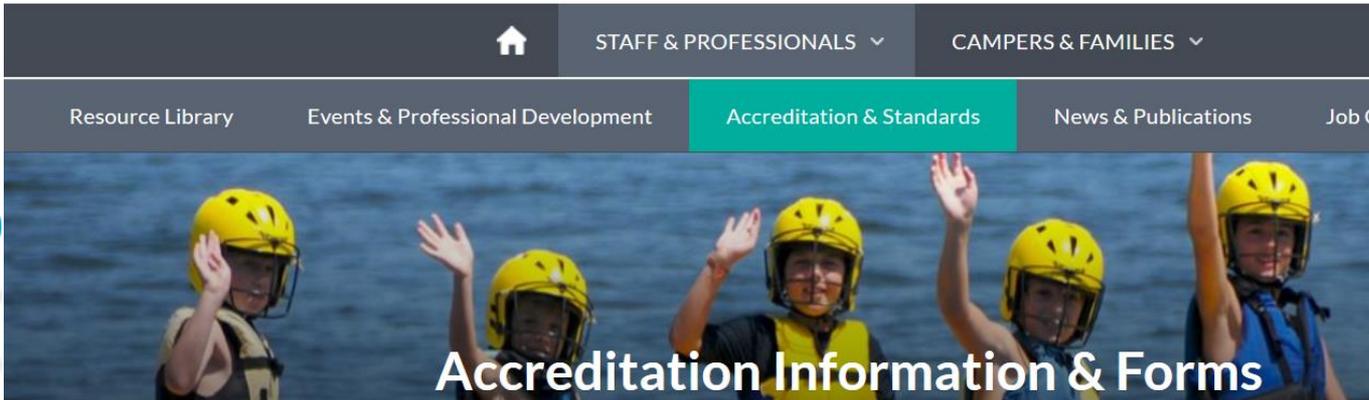


ALL TO VISIT...

- 525 – 550 currently accredited camps!
- 125 -150 NEW camps!

To Learn More of What's NEW in the 2019 Standards

enriching lives through the camp experience



20

2019 Standards Resources

- Frequently Asked Questions
- Listing of 2019 standards compared to 2012 standards
- Standards at a Glance, 2019
- 2019 Accreditation Overview
- 2019 Standards Requiring Written Documentation
- Are you currently accredited? Learn "What's New"!



shutterstock.com • 429780239



**Don't Forget the AAR!!
1940+ submitted/reviewed**



Questions?

american **CAMP** association®

Update Report

Project Real Job Update

Kim Aycock

Task Force Co-Chair

Camp Consultant/Trainer/Speaker

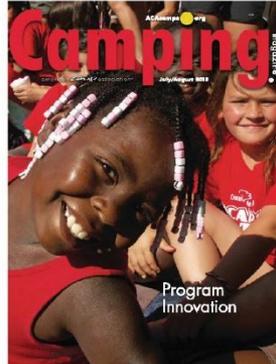
Camp 2 Campus Learning Solutions

Deb Jordan

Task Force Co-Chair

Professor, East Carolina University





Project Real Job Task Force



Project Real Job



7 REASONS WORKING AT CAMP IS THE BEST DECISION FOR YOUR FUTURE

828.669.8051
 rcamps@ridgecrestcamps.com
 ridgecrestcamps.com



CAMP RIDGECREST FOR BOYS

MISSION STATEMENT
 "Impacting lives for God's glory through discipleship & adventure"

CORE VALUES

- Gospel Unity
- Individual Growth
- Purposefully Unique Experiences
- Safe Places
- Evolving Traditions

SOCIAL MEDIA

f /CampRidgecrest
 @CampRidgecrest
 @CampRidgecrest

LIVE IN COMMUNITY
 Live and work in a place with like-minded people who are all working toward the same purpose, greater than yourself, building relationships and pointing kids toward Christ.

LEARN REAL LIFE SKILLS
 Camp is a place where you learn practical skills like problem solving, communication, teamwork and responsibility.

BUILD YOUR NETWORK
 You'll walk away from Ridgecrest with 120+ trustworthy friends from all over the country.

IT'S THE HARDEST JOB YOU'LL EVER HAVE
 Being a counselor is a 24/7 job where you're given more responsibility than you'll be given anywhere else. Your biggest challenges in life provide the biggest chances to grow.

-grow as a leader
 Lead a group of kids for two weeks at a time. Get to know them and lead them, both individually and as a group as you help them grow socially, physically and spiritually.

MAKE MORE MONEY THAN YOU THINK
 Will your paycheck be huge? No! But you have minimal expenses all summer. No food or gas to pay for. Save it all!

MAKE A REAL IMPACT
 By serving at Camp, you'll become a hero to many kids! Their life will be forever changed because of the way you show up in their life and show them what it means to follow Jesus.



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 that could clear a path for summer staff positions to qualify for learning or volunteer service credit at institutions of higher learning





PRJ Activities 2018-2019



Five Articles

“Staffing strategies: Where have we been and where are we going?” *Camping Magazine*

“A meeting of the minds: Camp directors, higher ed, and college students” *Camping Magazine*

“Yes only means yes until something better comes along” *Camping Magazine*

“Signing on the dotted line: Commitment is a 2-way street” *Camping Magazine*

“Understanding the Recruitment Pool for Staff: The New Normal for College Students” *Camp Business*



Webinars

- *Go all IN with internships & don't miss out on a great opportunity for your camp staff*
- *Yesterday, today, and tomorrow: Discovering staffing strategies that work*

One scheduled for April, 2019



Working at Camp Is a Real Job!

Three Infographics

LEADERSHIP
Is learned in a real-life context (not made-up or contrived!) You will likely be supervising between 7–15 others, engaging in decision-making, behavior management, and living ethics — all necessary leadership skills for today.

NETWORKING OPPORTUNITIES
With other staff and connections to camp alumni can provide a link to possible internships or future job opportunities in a variety of careers.

DIVERSE & GLOBAL EXPERIENCE
You'll gain a range of settings and experiences that will help you become a more well-rounded professional.

LETTERS OF RECOMMENDATION
Camp directors/leaders write great letters of recommendation because they take the time to get to know you as an individual and see your contribution on a daily basis.

PROFESSIONAL DEVELOPMENT
You're going professional in your job while building your resume by working with and observing experienced professionals throughout the summer.

Summer Camp Jobs Exposed!

What's really going on behind all of the fun? If you're not careful, you'll develop skills employers really want to see on your resume. You get to keep any additional training you may obtain like CPR, first aid, and activity specialist certifications that may also help you land a job at home or school working in a wide range of settings.

WORKING IN THE CAMP ENVIRONMENT CULTIVATES...

Oral Communication Skills. You will be required to communicate effectively with people at every level of the organization — campers, fellow staff, camp directors, and parents.

Critical Thinking and Problem Solving. You will be challenged to think on your feet to resolve a myriad of issues from the health and safety of children to how to get 12 campers to make their beds each morning.

Interpersonal and Leadership Skills. You will model professionalism and compassion by managing a group of campers, while contributing to the growth and development of each individual participant.

Collaborative Skills. You will receive on-the-ground, practical, real life training in how to work with a team and help build the culture of your camp community.

Creativity. You will develop innovative and fun ways to engage an audience of two to 200 and implement alternate plans when faced with unexpected changes to the daily routine.

Here's what a former camp counselor had to say about the value of putting camp on your resume.

"PUTTING camp on your resume is a way to set yourself apart from other candidates, because you can so easily translate what you did while at camp into the vocabulary of your field. Working as a youth development specialist (camp counselor) provides you the means to provide credibility, thinking on your feet, communication, conflict resolution, creativity, problem solving, management skills (and so much more!) in a real world context. I often see resumes from people who interned in a law office stating they "prepared binders," but what that really means is they were making copies. Working at camp gives you valuable firsthand experience. Plus, who knows, your resume may fall into the hands of someone who wants to camp themselves and your experience will resonate with them as being the "real deal!"

Jaime Moreno-Valle, Attorney, Legal Officers' Organization of American States

Behind All the Fun... Camp is Serious Business That Builds a Solid Resume!

Translating Your Camp Employment Experience to Future Employers

The decision to work as a summer camp staff member says a lot about you. No matter the role you will play in your camp community, ultimately you will want to make sure that your resume reflects the experience in such a way that will be meaningful to future employers.

Here are some tips for making sure your camp experience is well represented on your resume.

Job Title
Some camps are expanding the camp counselor position to reflect more of the job duties that are tied to the role. Depending on the position, examples include youth development specialist, team or shift leader, communications coordinator, or programming leader.

Job Description
Use active language to amplify your job title by describing terms that detail your duties, responsibilities, and accomplishments. Consider the amount of time you spent on each activity to provide context and detail.

Core Qualifications
List your core qualifications and skills that are relevant to the position. Examples include:
Business-specific Skills
Technology
Wilderness/Outdoors
Activity-specific Abilities/Certifications
Program Administration
Portfolio (if applicable)
Productivity
Flexibility
Sportsmanship
Counseling

ACTIVE LANGUAGE

- Administer, Act, Advise, Analyze, Assemble, Assess, Assist, Balance, Boost, Build, Challenge, Collaborate, Communicate, Compile, Contribute, Create, Customize, Decide, Delegate, Design, Develop, Direct, Discuss, Document, Edit, Encourage, Enforce, Engage, Entertain, Exercise, Explain, Facilitate, Focus, Form, Gather, Generate, Guard, Guide, Handle, Head, Help, Identify, Illustrate, Implement, Improve, Inform, Interpret, Issue, Join, Judge, Lead, Listen, Locate, Manage, Master, Mediate, Model, Moderate, Modify, Navigate, Negotiate, Notice, Obtain, Operate, Oversee, Participate, Persuade, Plan, Play, Present, Prioritize, Produce, Record, Recognize, Reinforce, Resolve, Respond, Review, Run, Save, Schedule, Secure, Shop, Show, Stabilize, Supervise, Support, Teach, Test, Train, Travel, Unite, Update, Utilize, Validate, Value, Verify, Visit, Visualize, Witness, Work, Write.

Three more in the works

Blogs/Podcast

- Blog
 - *Camp employment as internships*
 - Three additional blogs scheduled
- CampWire Podcast
 - *The Importance of working at camp*



Presentations

- ACA National, SE

- Yesterday, today, and tomorrow: Discovering staffing strategies that work
- Camp on a resume: Help staff get it write
- A meeting of the minds: Camp directors, higher ed, and students



- ACA Regional Conferences

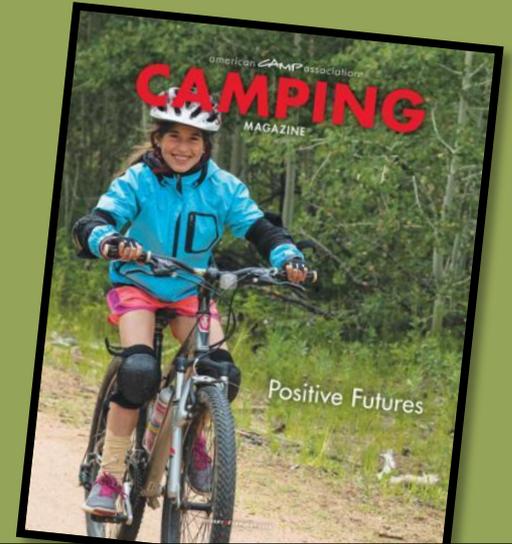
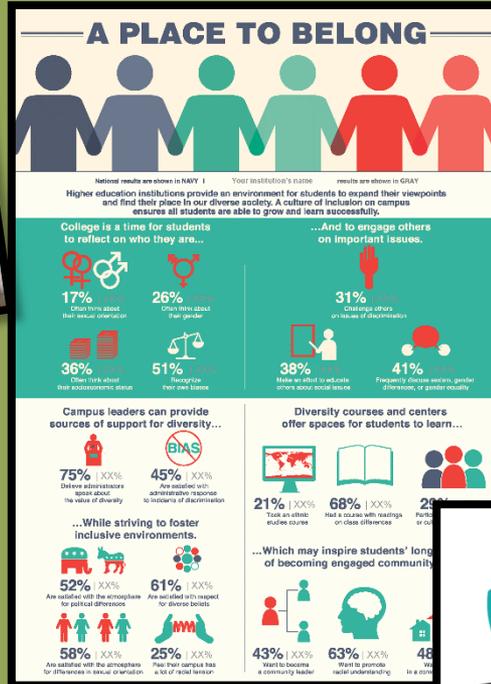
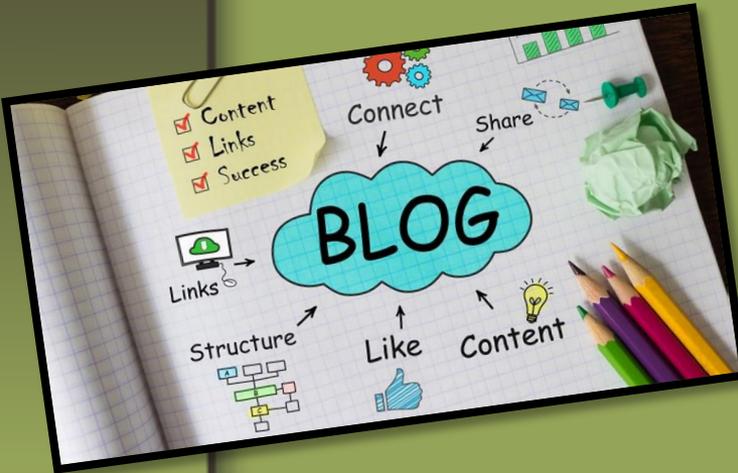
- Tri-States, Mid-States, New England, Texoma, Upstate NY, Northland, Mid-Atlantic



Additional



Full Year Ahead of Us



american CAMP association®

2019 ACA NATIONAL CONFERENCE

EMPOWERING COMMUNITIES

Nashville, TN | February 19–22, 2019



Webpage presence



Update Report

ACA Diversity and Inclusion

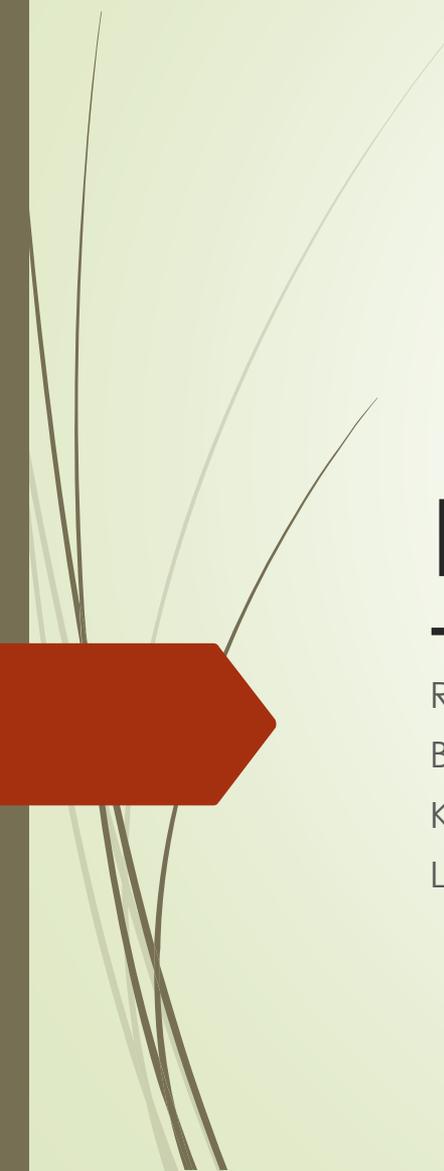
Roberto Gil, Jr., Esq.

ACA Board Task Force Chair

and

ACA Board of Directors Member





Diversity & Inclusion Task Force

Roberto Gil, Jr., Chair

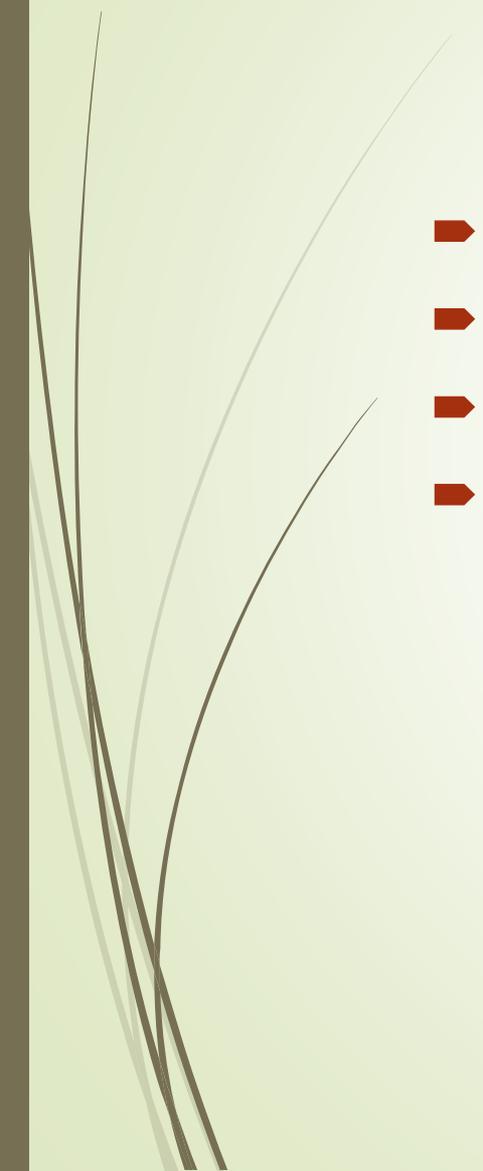
Brodrick Clark, Sterling Leija, Mary Kay Park, Ray Sanborn, Lisa Westrich

Kelly Elliott, Niambi Jaha-Echols

Laurie Browne, Tom Rosenberg, Ross Turner

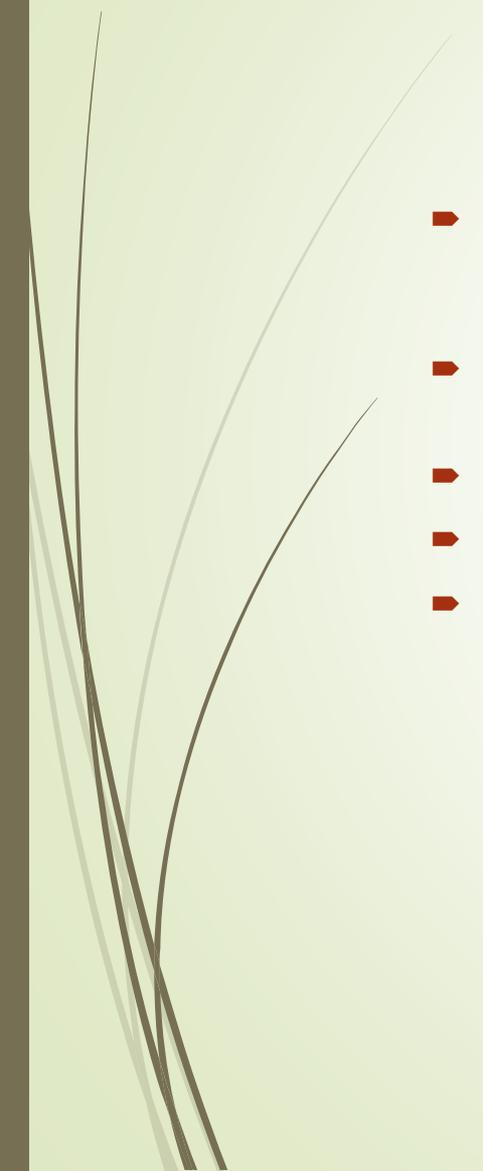


Where we are?

- Overview of Work Completed To Date
 - Overview of Our Findings
 - Getting to a Final Statement
 - Ideas for the Rollout Process
- 



Overview of Work Completed To Date

- ▶ Researched and Benchmarked Statements from Similar Associations, Camps, and other Youth Serving Agencies including United Way, Boys & Girls Clubs of America, Y-USA
 - ▶ Met with NCOL at 2018 National Conference and led exercise to obtain thoughts and ideas for the work
 - ▶ Interviewed past ACA board chairs/presidents
 - ▶ Through ACA Connect, reached out to the camp community at large
 - ▶ Based on the above, the Task Force drafted a preliminary statement.
- 



Diversity, Equity and Inclusion Statement of the American Camp Association

We change the world when youth and adults of all backgrounds, beliefs, identities, and abilities are valued and engaged in every aspect of camp and camp leadership.

We strive to build an inclusive camp community that is open to all people and promotes equity across a diversity of ideas, experiences, perspectives, and voices.

Diversity, equity, and inclusion are at the heart of a thriving camp experience.





Overview of Work Completed To Date

- ▶ NCOL Survey in late Fall of 2018
 - ▶ ACA Board Survey in December 2018/January 2019
 - ▶ Focus Groups with Affiliate Staff
 - ▶ Illinois in November 2018
 - ▶ New England in January 2019
 - ▶ NY & NJ in January 2019
 - ▶ ACA National Staff Survey in January 2019
- 



Overview of Our Findings



- ▶ Concern about camps seeing it as a mandate
- ▶ Question about how conservative camps may react
- ▶ Feedback on the Statement itself
 - ▶ Is it too long?
 - ▶ Should we reconsider whether it includes all (listing all dimensions of diversity or simply saying “we welcome everyone”)?
 - ▶ Should it be more specific?
 - ▶ Is it bold enough? (Some feedback that it was too light/vague)



Getting to a Final Statement

- ▶ Solicit additional feedback specifically from conservative camps
 - ▶ Based on recent feedback, complete another round of edits
 - ▶ Draft contextual language to support the rollout of the statement
- 



Ideas for the Rollout Process

- ▶ Based on the feedback we have heard thus far...
 - ▶ There is concern that a statement alone will fall flat – either ignored or seen as disingenuous
 - ▶ There is a strong desire for the statement to be rolled out with supports and resources in place
 - ▶ Some ideas for resources include the following:
 - ▶ Case Study of Our Work – How did we get to a statement?
 - ▶ List of Resources/Organizations doing this work
 - ▶ A tool to help camps determine where they are in terms of this work
 - ▶ A shared list of terms and definitions
 - ▶ Professional development – modules, webinars, conferences



What We Need From You...



Generative Discussion

ACA Strategic Plan



NCOL – ACA Strategic Planning Initiative

February 19, 2019

OrgCentric

Introduction 10:00 – 10:08

In mid-2018, The American Camp Association Board of Directors established a Strategic Planning Committee to guide and participate in the development of a long-range strategic plan for the organization. This plan will guide the ACA and define and further its mission and goals over the next 3-5 years.

To facilitate and provide additional expertise to the strategic planning process, ACA retained the firm of OrgCentric in October 2018. OrgCentric has assisted more than 60 leading nonprofit organizations and specializes in supporting nonprofits across three inter-related disciplines:

- Strategic Planning and Execution
- Revenue Growth and Diversification
- Communications and Marketing

The Strategic Planning Process

ACA's Board of Directors, Strategic Planning Committee, Executive Leadership Team, Staff, and OrgCentric are actively collaborating in this inclusive process.

- A key aspect of the process is to energetically engage ACA's wide range of constituents to ensure that the resulting plan both reflects their needs and expectations and benefits from the insights of the full range of members, volunteers, affiliates, strategic and business partners, like-minded organizations, et al.

The Strategic Planning Process

Key Elements of the Strategic Planning Process include:

- Discovery
 - Internal and External Constituent Interviews
 - SWOT Analysis
 - Best-Practices Benchmarking
 - **Collaborative Planning Sessions and Workshops with the ACA Board, Strategic Planning Committee, and ACA Executive Leadership Team**
 - **Constituent Research (members, volunteers, affiliates, strategic and business partners, like-minded organizations, et al.) -- including Focus Groups, Interviews, and Events**
 - Strategic Plan Initiatives (specific strategies) Development and Review
 - Strategic Plan Finalization
 - Strategic Plan Presentation and Socialization
- It is anticipated that the ACA strategic planning process will be completed ~ May 2019.

NCOL Collaborative Session

NCOL Collaborative Session

As a valuable collaborative element of the strategic planning process, we are engaging with the NCOL.

- During the next 52 minutes, we will facilitate this opportunity to gain NCOL insights and perspectives that will be invaluable in informing and framing the ACA strategic plan.
- We urge NCOL members to be active, engaged, and candid during this session.

NCOL Collaborative Session

You have been assigned to specific tables.

The Exercise is to complete 5 sentences. All groups to discuss all 5 questions.

Facilitators and Note Takers have been assigned to each table.

- 10:08-10:20 Group Session 1 – Question 1
- 10:20-10:32 Group Session 2 – Questions 2 & 3
- 10:32-10:44 Group Session 3 – Questions 4 & 5
- 10:44- 10:55 Top 3 themes from each question discussion
- 10:55-11:00 What to expect – Time line going forward

We urge NCOL members to be active, engaged, and candid during this session

Let's get started ...

10:08-10:20 Group Session 1 – Question 1

**1. The best way that ACA can serve – and make an impact on
-- the camp professional community is by ...**

10:20-10:32 Group Session 2 – Questions 2 & 3

2. ACA can enhance the value of the camp experience by ...

3. ACA can better support its volunteers with programs, tools, etc. like ...

10:32-10:44 Group Session 3 – Questions 4 & 5

- 4. ACA can improve its communications with volunteers by ...**
- 5. ACA can help to recruit and retain volunteers by ...**

10:44 – 10:55 - Top 3 themes from each question discussion

- 1. The best way that ACA can serve – and make an impact on
-- the camp professional community is by ...**

NCOL Collaborative Session – Question Summary

10:44 – 10:55 - Top 3 themes from each question discussion

2. ACA can enhance the value of the camp experience by ...

10:44 – 10:55 - Top 3 themes from each question discussion

3. ACA can better support its volunteers with programs, tools, etc. like ...

NCOL Collaborative Session – Question Summary

10:44 – 10:55 - Top 3 themes from each question discussion

4. ACA can improve its communications with volunteers by ...

NCOL Collaborative Session – Question Summary

10:44 – 10:55 - Top 3 themes from each question discussion

5. ACA can help to recruit and retain volunteers by ...

NCOL Collaborative Session - Next Steps

10:55-11:00 What to expect – Time line going forward

- **Have more to share?**

Where to find OrgCentric during the conference...

Thursday 1:00 – 4:00 PM at the Resource Center (Tennessee Ballroom Lobby A)

Strategic Planning Committee Member Roster

Name	Address	Phone and Email
Carl Metzger, Chair	100 Northern Avenue Boston, MA 02210	617-570-1770 cmetzger@goodwinprocter.com
Liz Fogel	1167 Roxbury Drive. #206 Los Angeles, CA 90035	310-621-0804 lizfogel@gmail.com
Brodrick Clarke	14601 Notley Road Silver Springs, MD 20905-5833	240-855-6998 Brodrick.clarke@pgparks.com
Scott Ralls	PO Box 201 Granite Springs, NY 10527-0201	914-214-8780 scott@southwoods.com
Anne Derber	P.O. Box 246 Boulder Junction, WI 54512	715-385-2118 Anne.derber@manito-wish.org
Mary Kay Park	P.O. Box 1 La Mirada, CA 90638	714-393-7108 askmkp123@gmail.com
Brian Crater	56400 Apple Canyon Road Mountain Center, CA. 92561	951-659-4609 bdcrater@gmail.com
Ray Sanborn	156 Hamakua Dr. Ste. C Kailua, HI 96734-2834	808-262-4538 ray@kamaainakids.com
Board Chair Ross Turner (Ex-Officio)	27282 Calle Arroyo San Juan Capistrano, CA 92675-2768	909-908-2539 ross@gdi.org
President/CEO Tom Rosenberg (Ex-Officio)	5000 State Road 67 North Martinsville IN 46151	765-349-3308 trosenberg@acacamps.org

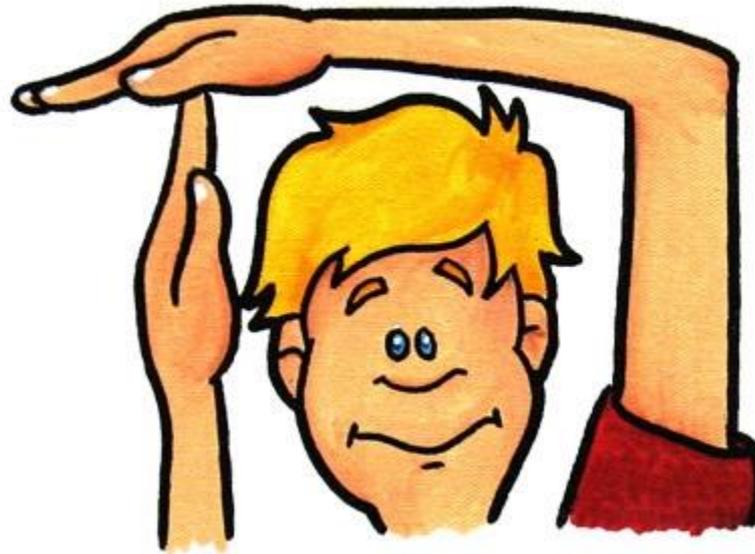
Thank You

OrgCentric

Innovation and Best Practices for Nonprofits

www.orgcentric.com

Break Time!



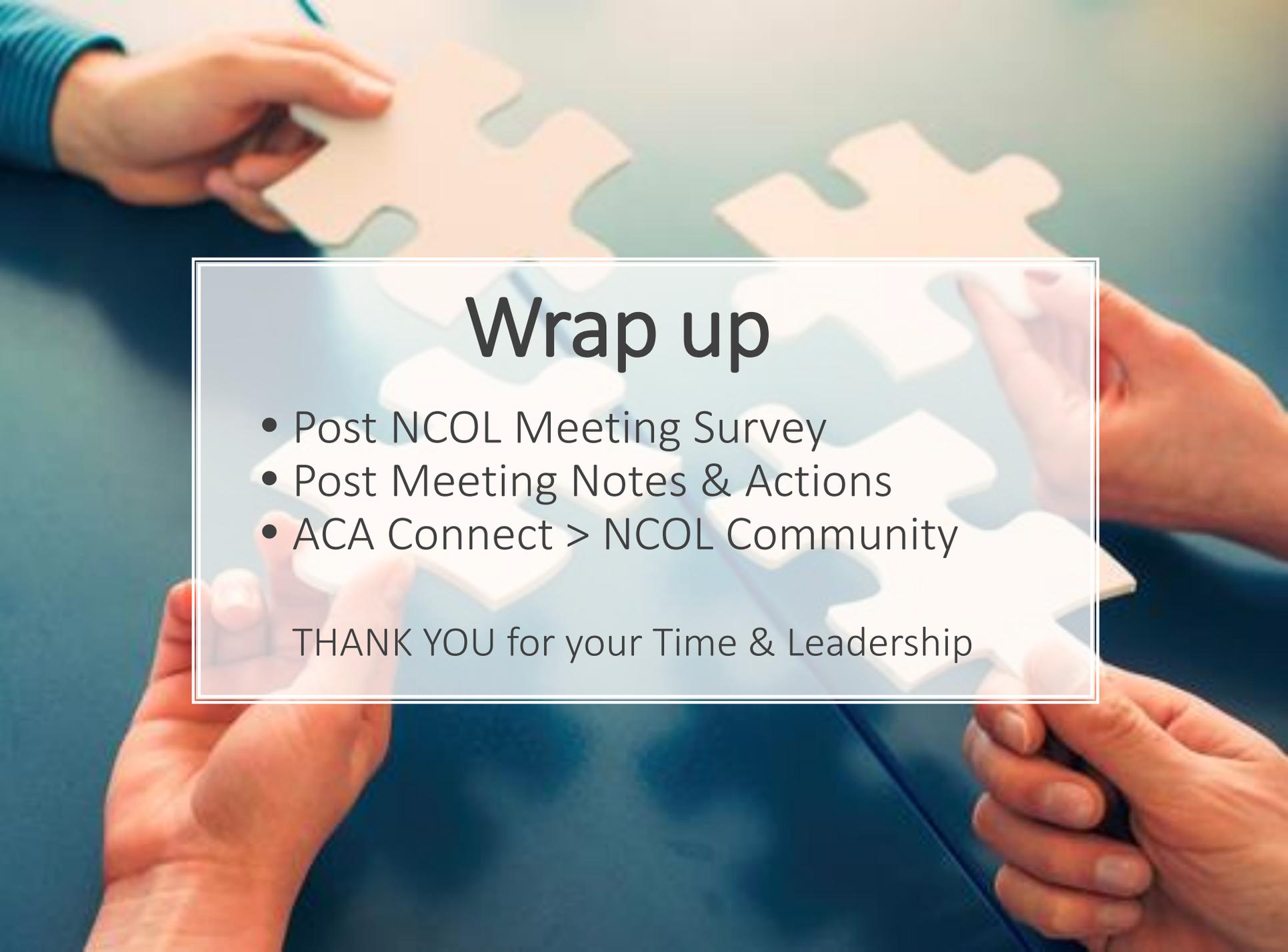
**Please return to the room within
10 minutes.**

Breakouts focused on:



Regional
Emerging
Issues

- What are the 3-5 “Hot Topics” impacting camps and youth in your area/region?

The background of the slide features a close-up, slightly blurred image of several hands of different skin tones reaching towards the center. They are holding and fitting together large, light-colored wooden puzzle pieces. The overall color palette is soft and professional, with a mix of skin tones and the light wood of the puzzle pieces against a dark, muted blue background.

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