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 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
Message

Tom Rosenberg
ACA President/Chief Executive Officer
Update Report

Standards Commission Update

Jude Bevan
National Standards Commission Chair and NCOL Steering Committee Member
What’s New With ACA Accreditation?
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

National Standards Commission
American Camp Association’s
Accreditation Process Guide

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
INSTRUCTORS

October – December 2018

• 150 plus Instructors updated in 11 courses
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

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"!
Don’t Forget the AAR!!
1940+ submitted/reviewed
Questions?
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

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, teamwork, and responsibility.

BUILD YOUR NETWORK
You'll walk away from Ridgecrest with hundreds of like-minded people 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 immense responsibility. The biggest challenges you'll face are the biggest chances to grow.

GROW AS A LEADER
Lead a group of kids. It's as much or as little as you want it to be, but you'll be forever changed because of the way you show up in their life and shape them for what it means to follow Jesus.

MAKE MORE MONEY THAN YOU THINK
Will you pay taxes to filing? No! But you have residual income from the camp and can earn it year-round.

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

SOCIAL MEDIA
- @CampsRidgecrest
- @CampsRIDGEcrest
- @CampsRidgecrest

Internships & College Credit

Camp Ridgecrest Boys
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
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
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
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 ...
NCOL Collaborative Session

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

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

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 ...
NCOL Collaborative Session – Question Summary

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 ...
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

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