

ACCREDITATION

105 camps visited

40 new accreditation
visitors trained

12 super visitors — completing 3+
accreditation visits each



SERVICE & ENGAGEMENT

118% increase in
followers

5,180+ newsletter subscribers

27% increase in
impressions

10% increase in page and profile reach
across networks

PROFESSIONAL DEVELOPMENT

1,190+ unique attendees joined ACA, New England
professional development events in FY24

86 vendors/sponsors

Topics included MESH Supports, Promotional Opportunities, Having Difficult Conversations, Trauma Informed Environments & Strategies, ChatGPT, New Camp Director Workshops, Abuse Allegations at Camp, CampWell, Business of Camp, Day and Overnight Tours

GOVERNMENT RELATIONS

8 camping professionals from NE attended ACA Camp Hill Days

13 appointments with state and congressional representatives

19 zoom calls with new england state camping presidents