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Welcome to the January NCOL Meeting via Zoom.

The meeting will begin in a few moments.

Please mute your line if you when you are not speaking.



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Welcome

Brian Crater, Chair of NCOL Steering Committee



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 President/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.



February in-person Meeting

Building the Agenda

Brian Crater

OrgCentric

Innovation and Best Practices for Nonprofits
Presenters: Frank McGill, Gary Dolzall, & John Sateja

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Section 1 –

The ACA Strategic Planning Initiative

Introduction

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 constituent needs and expectations and benefits from the insights of the full range of constituencies, including 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, including Focus Groups, Interviews, and Event Participation
- 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.

Section 2 –

NCOL Collaborative Session, February 19

NCOL Collaborative Session

As a valuable collaborative element of the strategic planning process, we will engage with the NCOL on February 19 during the ACA National Conference in Nashville, TN.

- During a 60-minute session, 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 give thought in advance to key issues to be addressed and to be active, engaged, and candid during the session.

NCOL Collaborative Session

It is envisioned that the discussion will center around the following questions and topics:

- How can ACA best serve the camp professional community and enhance the value of the camp experience?
- What important steps or initiatives can ACA take to optimize the results of its efforts?
- Are there new or refined opportunities for programs or tools which ACA can provide to enhance the effectiveness of its volunteers and field programs?
- What key challenges or trends exist across the camp community that ACA must address?
- Is the ACA effective in engaging, communicating with, and supporting volunteers?
- How can ACA improve its support to and collaboration with volunteers?

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Section 3 – Wrap-up and Next Steps

Wrap-Up and Next Steps

- Are there other key questions or critical topics that should be specifically included to guide the session?
- Other questions, comments, or concerns?
- In the coming weeks, OrgCentric, working with the ACA team, will be developing and finalizing the material and guidance for the February 19 collaborative session.

OrgCentric

Innovation and Best Practices for Nonprofits

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Data Collection Tasks: In-person Meeting

Emerging Regional Issues

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



Logistics – February in-person Meeting

Tuesday, February 19, 2019, 8:30 a.m. – 12:00 p.m.,
Gaylord Opryland Hotel, Nashville, TN

Room: Ryman Studio L

* Many National Board members will participate

Breakfast available at 8 a.m. / box lunch provided to all.

12:30 p.m. – 1:30 p.m. Discussion Tables

Room: Ryman Studio L

LCOL/ Affiliate Chairs & Volunteer Engagement
Committee.



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Wrap up & Time for Additional Questions

Brian Crater



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Thank you for participating!