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# **NCOL – ACA Strategic Planning Initiative**

**February 19, 2019**

**OrgCentric**



## Introduction 10:00 – 10:08

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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

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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

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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.

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# **NCOL Collaborative Session**

## NCOL Collaborative Session

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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

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**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.**

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|--------------|--|
| 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 ...**

## NCOL Collaborative Session – Question Summary

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**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

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**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

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**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

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**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

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**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

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**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
<b>Carl Metzger, Chair</b>	100 Northern Avenue Boston, MA 02210	617-570-1770 <a href="mailto:cmetzger@goodwinprocter.com">cmetzger@goodwinprocter.com</a>
<b>Liz Fogel</b>	1167 Roxbury Drive. #206 Los Angeles, CA 90035	310-621-0804 <a href="mailto:lizfogel@gmail.com">lizfogel@gmail.com</a>
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<b>Mary Kay Park</b>	P.O. Box 1 La Mirada, CA 90638	714-393-7108 <a href="mailto:askmkp123@gmail.com">askmkp123@gmail.com</a>
<b>Brian Crater</b>	56400 Apple Canyon Road Mountain Center, CA. 92561	951-659-4609 <a href="mailto:bdcrater@gmail.com">bdcrater@gmail.com</a>
<b>Ray Sanborn</b>	156 Hamakua Dr. Ste. C Kailua, HI 96734-2834	808-262-4538 <a href="mailto:ray@kamaainakids.com">ray@kamaainakids.com</a>
<b>Board Chair Ross Turner (Ex-Officio)</b>	27282 Calle Arroyo San Juan Capistrano, CA 92675-2768	909-908-2539 <a href="mailto:ross@gdi.org">ross@gdi.org</a>
<b>President/CEO Tom Rosenberg (Ex-Officio)</b>	5000 State Road 67 North Martinsville IN 46151	765-349-3308 <a href="mailto:trosenberg@acacamps.org">trosenberg@acacamps.org</a>

**Thank You**

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