



9:00- 9:30 a.m. Registration/Social Time
9:30-11:00 a.m. Welcome/Opening Keynote

Cross-Cultural Agility: Changing Our Collective Narratives and Integrating the Unexpected

Niambi Jaha-Echols

Our world is becoming increasingly divisive and communicating with each other across cultures and even lifestyles, has become progressively challenging. How do we become more culturally flexible, and nimble in our thinking – particularly in navigating cultural differences? The ability to build trust and mutual rapport with people from various cultural backgrounds is a critical component in our camp culture. Let's explore the endless possibilities and gifts we can garner from unexpected sources when we simply shift our collective narratives.

11:00-11:15 a.m. Break
11:15 a.m.-12:15 p.m. Breakout Session #1

All Included, All Engaged: Moving Beyond Diversity and Inclusion

Niambi Jaha-Echols

During our "Inner-Active" session, we will shift the conversation to build a common awareness as it relates to living, working and thriving in a multicultural world, creating intentional community while delving into real world solutions in uncertain times. We will identify both "big picture" and "on the ground" actionable pathways for application through participant reflection, discussion and engagement. Come prepared to be inspired.

Camp MarCom- Marketing and Public Relations Tips, Ideas, and Resources

Deidre Pettinga, ACA Chief Marketing Officer

As renown marketer Philip Kotler once said, "Marketing takes a day to learn. Unfortunately, it takes a lifetime to master." If you are looking to learn more about marketing and receive tips, ideas, and resources to help promote your camp programming to your target audience, spend some time at Camp MarCom. ACA's Marketing team shares insights on marketing, media relations and social media, as well as tips and resources ACA offers to support a camp's marketing efforts.

Fundraising Relationships

Marlene Ssebulime, Raise the Roof Academy Executive Director

The most important asset your organization has, is your current donors. How you treat them, the attention to detail in your follow-through, and how effectively their money is being utilized for the organization, all affects your relationship with them. You want to build strong relationships, whether it's with a corporation, foundation, major donor, or the recipient of a mass mailing, they are not going to write you a check if they do not feel a connection to you or your organization.

Join us for "Fundraising Relationships" with Marlene Ssebulime. She will walk you through her experiences as the Co-Founder and Executive Director of Raise the Roof Academy (<https://www.raisetherooftacademy.org/>), and share practical tools for strengthening your current and prospective fundraising relationships.

12:15-1:00 p.m. Lunch

1:00-2:00 p.m.

Breakout Session #2

Programming Roundtable-Tips, Tricks and Favorite Ideas

Join us for this lively discussion on all things camp programs! Bring your questions and a few ideas to share so we can learn from each other. We can talk about other favorite topics, as well!

Creating More Culturally Inclusive Camp Environments

Niambi Jaha-Echols

Join us as we explore how our different cultural experiences and conditioning influences our interactions with others. Statements such as “I don’t see color” and “I treat everyone the same” are often used to communicate that we are inclusive, but people of color often experience prejudice and exclusion that communicates the opposite. We will look at how stereotypes and assumptions contribute to intentional and unintentional prejudice, bias, and misunderstanding, all with the goal of learning ways to create camp environments that are more inclusive and welcoming to all people and cultures.

2:00-2:15 p.m.

Break

2:15-3:15 p.m.

Tour Camp Marymount

3:15 p.m.

Travel to Whippoorwill Farm

3:30-4:30 p.m.

Tour Whippoorwill Farm

4:30 p.m.

Thank you for attending!