

2019 Southeast Fall Conference Education Sessions

Tuesday, September 24, 7:00 a.m. – 8:00 a.m.

Daybreak Discussions

Making the Most of Your Equine Program

Mallory McBrayer and Jason Henson, Redeeming Freedom Ranch
St. Petersburg 1

In this session, we will discuss how to create an empowering, safe, and creative equine program! We will cover new programming ideas, how to create and write lesson plans, and how to prevent both horse and human burnout. Join us for some creative ideas on how to keep campers coming back year after year!

Redefining Your Camp Experience with Lessons from Burning Man Culture

Gracie Hansen, High Meadows
St. Petersburg 2

Camps and Burn Events are both temporary utopias with their own cultures created by parallel values. By examining these similarities, we can learn a variety of lessons including making the most of our time at camp, drawing power from our "camp selves," and incorporating tools/language to help campers transition home.

Mandatory Fun: Creating Community at Day Camp

Katie Thurson and Katie Vatter, Happy Acres Ranch
Bayboro

Day camps provide several different options and opportunities for creating community in a setting that can look quite different than the standard model of community-building seen in and geared towards resident camps. From bringing in international staff, no cell summer, "mandatory fun," and alternative evaluation procedures, this session will give all camp directors something to think about!

It's a Bird, It's a Plane, It's a Think Tank!

Project Real Job Workgroup
Williams

If you are bright, creative, engage in unique practices, think outside the box, have ideas, have been successful, *or have struggled* with recruiting and hiring staff, we want *you* to join us in this first ever ACA, Southeastern Think Tank. This is a session "turned inside out," where those in attendance will share thoughts, practices, policies, and experiences about recruiting and hiring staff so that we all leave with new ideas and new energy to begin the next season of finding and bringing on board a variety of camp staff. Several facilitators will be available to coordinate participant efforts and to take notes to be shared with you and the entire camp family.

Yoga

Dedra Blakely, DeStress 101
Hilton Training Center 3

Join this morning yoga session to start your day feeling refreshed and balanced! Dedra hosts stress management workshops and retreats to help clients ease anxiety and restlessness with yoga, mindful breathing, and exercises for mind-body awareness.

Tuesday, September 24, 8:30 a.m. – 9:45 a.m.

Establish Your Camp Brand Positioning, Language, and Voice

Kelley Freridge, American Camp Association
St. Petersburg 1

Develop a better understanding of your audience and target consumer. Gain insight into progressive communication approaches and planning. Set goals for growing your audience through solid branding tactics.

We're Not So Different After All: Helping Staff Become More Culturally Competent

Jessica Andrews-Wilson, GUIDE, Inc.
St. Petersburg 2

Before embarking on a summer full of diverse campers, our staff members need to be trained on how to recognize their own biases and tap into their own experiences to provide the best possible environment at camp. Participants will engage in several replicable activities designed to get staff thinking, talking, and acting in ways that increase their cultural competence. Participants will be given copies of all activities to make taking them back to programs simple!

Use the 5E Model to Write Lesson Plans for Summer and School Programs

Janice Kerber, Florida Fish and Wildlife Conservation Commission
Bayboro

Want to provide your staff with an easy way to present the concepts you want taught in your camp or school programs? The 5E model will provide you and your staff an easy plan to enhance the presentations of your programs. If you're looking to jump into year-round programming by offering field experiences to schools, this method will provide you with a lesson plan format approved by most school districts.

Internal Investigations in the #MeToo Era

Deborah Ausburn, Taylor English Duma LLP
Harborview

Camp administrators investigating claims of wrongdoing must simultaneously be fair to the declared victim and the alleged perpetrator, make mandated reports, respect confidences, preserve employee morale, be transparent with parents, cooperate with law enforcement, and above all protect the children in their care. This session will use case studies such as the USA Gymnastics scandal and the Covington Catholic incident to help administrators balance all of these competing mandates.

Lessons Learned Around the Campfire

Cole Kelly and James Stassen, Campfire Conversation
Demens

The collective knowledge and wisdom of "camp people" is a tremendous resource from which all parents, teachers, and mentors could benefit. After interviewing camp professionals for the past year on the *Campfire Conversation* podcast, I've found several common themes that would be helpful for everyone back "in the real world." Come learn about these insights and how you can use them to create a more meaningful bond with your current and future families and staff members.

Staff Recruiting Is Not One Size Fits All: A Closer Look at Unique Staffing Situations

Project Real Job Workgroup
Williams

Let's face it – recruiting staff is not the same across the board for all camps as there are different challenges that are unique depending on camp type. The Project Real job folks invite you to another Think Tank session in order to take a close look at specific hiring strategies for day camps and camps that serve special needs populations. We will also zoom in on recruitment and hiring approaches to

finding male, support, medical, and other hard-to-find staff. The inside-out nature of the session means that facilitators guide participants in a colleague-to-colleague exchange of on-the-ground strategies that work. Bring your tried and true (and effective) strategies for recruitment and hiring as well as your woes and tribulations. The facilitators will take notes and make the ideas available to you as well as the entire ACA membership.

Tuesday, September 24, 10:00 a.m. – 11:15 a.m.

Once Upon a Time . . . We Could Be Better at Conveying the Professional Value of Camp to Non-Camp People

Daniel Shore, I'm Shore Research & Consulting
St. Petersburg 1

Research shows that while we *know* the professional value of our experiences working at camp, the challenge is *translating* that into professional language when talking to people outside of the camp world, which, in turn, hinders staff retention. This is a storytelling workshop designed to provide tools, practice, and training strategies for sharing camp stories in professional settings such as job interviews. Daniel has taught this to undergrads and is excited to bring this to the camp world.

How to Measure the ROI of your Marketing Strategies

Peter Ross, 829 Studios
St. Petersburg 2

There are myriad different ways to market your camp and all of them require time and money. In this session, we will review data from dozens of camps to determine where exactly you should be focusing your resources. Perhaps most importantly, we'll have this discussion within the context of a marketing plan, so you'll be able to take home a comprehensive framework for use with your business.

Camp Risk Management Tips That Are Sure to Make Your Insurance Company Happy!

Michael Swain, Markel Insurance
Bayboro

Having good risk management practices at camp can help produce a positive camp experience, and also help reduce the likelihood of you needing to file a claim with your insurance carrier. What better way to learn what insurance carriers might expect from your risk management program than listening to an experienced insurance loss control specialist? Risk management strategies need to support camper and staff safety, protect property, and help facilitate business continuity.

The Resilience Advantage: Adding HeartMath® Techniques to Transform Your Life, Work, and Summer Camp Experience

Kay Anderson, Skyland Camp / Skyland Equine
Harborview

Strengthening staff resilience has become an important strategy for improving personal and organizational effectiveness, productivity, health and well-being. This session introduces you to a practical framework of self-regulation tools and resilience-building practices that have phenomenal outcomes in reducing stress and boosting energy and mental clarity. The results include decreased stress, and improvements in energy, health, and effective performance.

Growing through Conflict

Jolly Corley, Jolly Corley, LLC
Demens

During this interactive session, you will learn to reframe conflict as an opportunity, rather than a barrier. By seeing conflict as a catalyst for change, you learn to use it as a tool for increasing productivity. Jolly will explore how emotional intelligence informs our relationship with conflict and work with you to identify

your responses before you become emotionally hijacked. Through activities and exercises, you will explore ways to engage in difficult conversations and learn strategies for setting expectations and creating accountability.

Camp as an Internship: Creating Partnerships that Work

Debra Jordan, East Carolina University
Williams

“I can’t work at camp this summer; I need an internship.” Ever heard that before? Many camps advertise that they offer internships, but there may be little connection to actual university requirements. Internships are unique — students must pay for academic credit, homework is required, and to some extent, intern supervisors are accountable to university faculty. Once you understand the basics, you can offer a wide range of experiences to help create such partnerships to benefit all involved.

Tuesday, September 24, 11:30 a.m. – 12:45 p.m.

Social Media Marketing Panel

Kelley Freridge, American Camp Association
St. Petersburg 1

This session will be moderated by ACA’s Chief Marketing Officer Kelley Freridge, covering a deep dive on social media for camp experiences.

Remember to Exhale

Dedra Blakely, DeStress 101
St. Petersburg 2

Participants will learn ways to manage stress through interactive mini-sessions. From internal and external communication techniques, to the role of diet and exercise during times of acute stress, this workshop will engage participants with real-life scenarios and roleplaying to educate and inspire a healthier, stress-reduced lifestyle. Standing yoga poses are incorporated into the session to bring balance and focus to the mind and body. (No equipment or special accommodations needed.)

Bead Me a Story

Amy Monsky, Camp 42
Bayboro

Stories have a long-standing role in human cultural traditions. In addition to their entertainment value, storytelling offers a way to connect with others, learn about past events, and create a sense of belonging through shared customs and beliefs.

Participants will learn to tell stories using beads as a teaching mechanism. This technique is great for integrating science and art, and the hands-on component helps reinforce concept retention. Plus, it’s a cool take-home project!

Ag Discovery Camp Programming: Connecting Tomorrow’s Consumers to Today’s Producers

Genevieve Mendoza, University of Florida
Harborview

Food for thought . . . have you ever taken a moment to think about the importance of agriculture in America’s food system? Well, in this session you will take a road trip through the process and walk away with a better appreciation of its importance to our food system and some neat, hands-on activities to help promote it in your camp setting.

Keys to Effective Task Management and Delegation with Less Stress for Managers and Supervisors

Diana Bloom, Mike Scott and Associates
Demens

Do you struggle with managing and tracking tasks? Diana will teach systems that can be implemented immediately to achieve higher productivity and efficiency in all areas of an organization. Diana will provide systems and processes to prioritize, delegate, and track work with less stress. You will learn techniques to achieve clarity in task management, how to prevent tasks from falling through the cracks, and how to track work to completion in both year-round and summer work and create an accountable culture.

What's Love Got to Do with It? Utilizing Appreciation Styles to Motivate and Retain Staff

April Mallot, Florida Sheriffs Youth Ranches
Williams

Oftentimes, a staff member that feels appreciated will be motivated to perform to the best of their ability. And in turn, that person will enjoy their time at camp and want to return for the next season. Attendees will gain knowledge of five appreciation styles and learn how to tailor appreciation to individual staff member's needs.

Tuesday, September 24, 3:00 p.m. – 4:15 p.m.

Micro-Learning: The End of Staff Training as We Know It

Kim Aycock, Camp 2 Campus Learning Solutions
St. Petersburg 1

Distracted. Impatient. Overwhelmed. Meet the modern learner (and many of your staff). A solution? Apply the "less is more" principle of micro-learning to both orientation and ongoing training in order to deliver content in small, bite-sized segments. Practice ways in this interactive session to give staff a distinct piece of timely information and reach a learning outcome in just a couple of minutes (but remember long after). Hello micro-learning, good-bye long lectures.

Serious Team-Building through Silly Improv Comedy Games (That You Can Take Back to Camp!)

Daniel Shore, I'm Shore Research & Consulting
St. Petersburg 2

Research shows that staff feeling listened to and supported are key drivers of staff engagement and retention. The good news is that improv comedy games thrive on listening and support! In this interactive session, you will strengthen your own skills while learning games for staff training and campers that further weave support into your camp culture. Beyond his camp and research experience, Daniel has been performing comedy for 10+ years and is part of The Carmichaels improv troupe in DC.

A Summer in Review . . .

Meredith Bunnell and Worth McMillan, The Redwoods Group
Bayboro

The summer of 2019 is in the books! A lot happened — mostly quality camp experiences! Unfortunately, there are always a few stories of incidents and accidents that occur at camps each summer. This session will review some of the trends we saw at camp in 2019 and discuss lessons learned and strategies for prevention moving forward. The world of risk management is ever-changing and evolving — let's talk about what's happening and how we are mitigating risk.

Hey Did You Hear? Camp Gossip's Hold on the Camp Community

Jolly Corley, Jolly Corley, LLC
Harborview

How do you maintain a positive work environment when camp culture sometimes seems to thrive on camp gossip? This session looks at strategies and ideas for staff orientation and ongoing work to develop

less gossip at camp. The goal is to find meaningful ways to help staff and campers make better decisions in how they communicate, particularly in the realm of gossip.

Projects: How to Start So You Can Finish!

Diana Bloom, Mike Scott and Associates
Demens

Do you have projects on your to-do list that you feel like you will never finish and cross off? Projects often take far too much time to complete and are difficult to manage or never get started in the first place. In this session, Diana will help you understand why and teach techniques and processes designed to complete a project on time and as planned. You will learn how to eliminate the overwhelming feeling that projects create and how to plan and execute a project successfully from start to finish.

Telling Your Story: Maximizing Brand Awareness through Storytelling and Innovative Marketing Practices

Angela Brisson and Tabitha Barnes, North Carolina 4-H Camps
Williams

In 2018, North Carolina 4-H Camps launched a new marketing campaign: Discover Your Way with North Carolina 4-H Camps. In this session, learn about our approach to planning, designing, and creating marketing materials to support this campaign based on personal stories from campers that articulate the impact of the camp experience in a compelling and relatable way. With a focus on storytelling, you'll walk away with new information and skills to help craft impact stories for your camp.

Wednesday, September 25 8:30 a.m. – 9:45 a.m.

Caught Between 2 Staff Seasons: Looking Back Before Moving Forward

Kim Aycock, Camp 2 Campus Learning Solutions and Jolly Corley, Jolly Corley, LLC
St. Petersburg 1

Summer 2019 is one for the books. Now what? You are caught between wrapping up one camp season and marching toward the next. Take a moment to *reflect* on the recent summer with regards to staff culture in order to discover growth opportunities for 2020. *Develop* a plan for inviting staff back, offering leadership roles, and recruiting new faces. Leave ready to *act* in ways that will move you closer to your vision for staff culture long term.

Property Maintenance and Management . . . on a Budget!

Jason Henson and Mallory McBrayer, Redeeming Freedom Ranch
Bayboro

Let's work through staying within your budget while making improvements to camp! We will go through a variety of projects that we have tackled on various campuses, in addition to helping you brainstorm cost-effective solutions for your next improvement! Join us for some creative brainstorming and see what's possible — even on a small budget.

Having Difficult Conversations and Doing It Better Than You Ever Have Before

Ruby Compton, Ruby Outdoors
St. Petersburg 2

Difficult conversations arise at camp all the time, especially with staff. In this session, participants will learn how to keep the conversation calm, keep it moving, and keep the focus on the plan for going forward. Disclaimer: there will be a few Jedi mind tricks shared as well to make these conversations easier the next time you find yourself in one.

There Is More to Marketing than Social Media

Cheryl Goldstein, Campfire Creative Marketing

Williams

Digital marketing is all the rage, and it is an essential tool. *But* it's only one of the strategies you should be using to retain and recruit campers. A combination of smart branding and grassroots techniques will allow you to find those hard-to-get campers and help you hold onto the kids you already have. We will share some tried and true campaigns, encourage you to think out-of-the-box, and help you create ideas that you can go home and put into action right away.

True Colors as a Tool for Teamwork

Gracie Hansen, High Meadows

Demens

True Colors is a personality quiz that helps you understand your strengths and how you approach problem-solving. This session will give you an introduction to True Colors as you take the quiz and give you practical ways to use it as a staff training tool to promote teamwork among staff. This is an excellent way to help staff learn about their strengths and areas of growth, as well as being able to understand how to work with the strengths of your team.