ACA Master Plan

Purpose and Philosophy

**Values**
People, the World, Contributions

**Vision**
Enriching Lives, Changing the World

**Mission**
The mission of the American Camp Association is enriching lives of children, youth and adults through the camp experience.

Position Context

**Core Strategy**
Knowledge Transformation

**The Vehicle:** The Camp Community
**The Means:** The Camp Experience

**Niche:**
- **Primary:** Promotion of positive youth development
- **Secondary:** Community
- **Tertiary:** Experiential Education

What Benefit, for Whom, at What Cost

**Board Ends**

- The camp experience will be of high **Quality**
- An increasing **Number** of children, youth, and adults of all social, cultural, and economic groups will have a camp experience.
- There will be greater understanding of and support for the **Value** of the camp experience.

**Mega End:** Enriching Lives Through the Camp Experience
**Historical:** Better Camping for All

Sub Ends

- Public Awareness
  - Legislative/Advocacy
- Enrichment and Diversification
  - Staff Tools/Education

Operational Context

**Accountability**
Creating knowledge from data and information and developing content

**Credibility**
Transferring knowledge to educational value

**Visibility**
Converting knowledge to enhance awareness

**Viability**
Maximizing knowledge to generate revenue

Societal Context

Desired Impacts