2014 ACA National Conference
NCOL Meeting

Peg L. Smith, CEO
“... We are witnessing a dramatic change in the landscape of the world’s population, yet we cling to a shrinking minority market of people and camps.”
Director and Staff Race/Ethnicity

All Camp Staff Race/Ethnicity (%, 2012)

- Caucasian: 83%
- African-Am: 5%
- Hispanic: 2%
- Multi-racial: 2%
- Asian: 1%
- Am Indian: 1%
- Islander: 1%

2012 Directors' Race/Ethnicity (%)

- Caucasian: 94%
- African-Am: 2%
- Hispanic: 1%
- Multi-racial: 1%
- All others: 1%
ACA Membership by Race/Ethnicity (\%)
Campers by Race/Ethnicity

2015 Projected Race/Ethnicity
For 5-17 Year Olds

- Caucasian: 53%
- Af-Am: 14%
- Hisp/Lat: 24%
- Multi-race: 4%
- Asian: 5%

Campers' Race/Ethnicity (%)

- White: 70%
- Black: 12%
- Hisp/Lat: 9%
- Asian: 4%
- Multi-race: 4%
- Am In/isl: 2%

Total % '13 vs Total % '10
Campers’ Family Income Level

- Poverty: Day % 8, Overnight % 20
- Low Inc: Day % 12, Overnight % 20
- Middle Inc: Day % 19, Overnight % 50
- High Inc: Day % 23, Overnight % 28

Day % - Overnight %
“... The world continues to outpace our efforts. At the current pace of demographic change in ACA’s camp community, it will take us until 2046 to reach 2030 projections.”
“... The 20/20 Vision is as much about social justice as it is an economic necessity.”