Fall 2014 Camp Enrollment and Staff Recruitment Survey

Prepared by Troy Bennett
ACA Research Assistant at the University of Utah
Each fall, the American Camp Association® (ACA) requests enrollment information from camps across the country. The statistics and information allow us to chart industry trends and identify enrollment issues that camps are facing on an annual basis.

In general, the overall enrollment findings can be considered representative of the experience of all camps participating in the survey. When statistically significant differences (p<.05) exist between responses based on camp type, camp affiliation, or ACA region, specific comparisons are identified and discussed in the report.

Additional resources can be found on the ACA website under the Research tab.

Articles on enrollment appear each March /April in Camping Magazine.

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Director of Research
American Camp Association
dbialeschki@acacamps.org
Enrollment Highlights

Camper enrollment continued on an upward trend in 2014.

• 79 percent of camps reported that the overall enrollment at their camp was either the same as last year or higher.

• 45 percent of camps reported that 2014 summer enrollment was the highest in the last five years.

• One out of two camps reported enrollment was at 90–100 percent of actual capacity.

• One out of four camps that reported higher overall enrollments were higher by more than 10 percent compared to last year.

Key Takeaways

• Enrollments are up. It was a good summer for the majority of camps.

• 68 percent of camp directors reported that they either disagreed or strongly disagreed with the statement: “The economy negatively affected my camp’s enrollment.”

• Day camps are driving an increase in enrollment of minority campers.

• Significant differences existed across camp affiliation categories. For example, in 2014 72% of Agency affiliated camps reported higher enrollment compared to last year, while 32% of religiously affiliated camps reported lower enrollment.
Age and Gender Highlights

• Enrollment trends by gender were similar for both boys and girls. The percentage of camps with lower enrollment of boys and girls has steadily decreased over the past several years. The number of camps reporting their enrollment was about the same as the previous year has remained relatively stable as the number reported higher enrollment has increased.

• A higher percentage of day camps reported lower enrollment of campers ages 9 and under when compared to overnight camps.

• Enrollment of teenagers appears to be leveling off with an increasing number of camps reporting enrollment was the same as last year and fewer camps reporting higher enrollment.

• Enrollment of boys at for-profit camps increased significantly in 2014.

• Religiously affiliated camps reported the most stable enrollment for boys with 59% of camps having the same enrollment as last year, compared to 46% of all camps in the survey.
Top Enrollment and Staff Recruitment Issues

Camps were asked to report the top two enrollment and staff recruitment issues that they faced this past summer:

**Top Enrollment Issues**

1. School calendars, impacted by weather-related events such as snow days, pushed school further into the summer. This impacted camp schedules, influenced enrollment rates, and brought up financial issues such as “pro-rating” camp fees.

2. Financial and economic issues related to the cost of camp were the second most frequent issue.

3. More options for youth, conflicting family schedules, and competition from other programs affected both recruitment and enrollment.

4. Parents waited to enroll their children later in the year and requested last minute registrations.

5. Marketing and the need to get the word out. Recruiting specific age groups, reaching out to new campers, marketing effectively on a small budget, and keeping up with new marketing methods were mentioned.

6. Long waiting lists, not having the capacity to accommodate the demand for specific age groups, and unbalanced enrollment across programs, throughout the summer were mentioned.

**Top Staff Recruitment Issues**

1. Recruiting specialized staff such as waterfront, lifeguards, nurses, food service, horseback, ropes, and sailing.

2. Recruiting male applicants.

3. Competing with college internships and schedules.

4. Commitment by staff is an issue. Staff waited until the last minute to make a decision, changed their minds after being hired, and did not want to commit to work the entire summer.

5. Attracting quality applicants.

6. Paying competitive salary and wage rates that are attractive to applicants.
Top Resources Requested From ACA

Camp directors were asked to report one enrollment resource and one staff recruitment resource they need from ACA.

**Top Enrollment Resource Requested**
1. Marketing assistance was identified by 50% of camp directors
   - the need for a nationwide marketing campaign promoting the benefits of camp
   - need for tips and advice and how to reach target markets economically
   - need to keep telling the camp story and the value of camp
2. Suggestions on how to improve enrollment efforts
3. Assistance with government regulations and coordinating with school schedules

**Top Staff Recruitment Resource Requested**
1. Marketing campaign on the importance and benefits of working at camp
2. Coordinating with universities to create internships and job opportunities at camp
3. Online staff recruitment support and job listings
4. Best practices for recruiting and hiring quality staff
   - how to write a good job description
   - how to better promote staff opportunities
   - how to recruit internationally
   - finding staff in strong economic times
   - better interview questions to help identify quality applicants
Overall Enrollment

Question 1:
Our total 2014 summer enrollment in camper days was in the range of:

- 0%
- 5%
- 10%
- 15%
- 20%
- 6%
- 13%
- 18%
- 20%
- 13%
- 12%
- 6%
- 5%
- 2%
- 6%

Total enrollment in camper days

Percentage of camps reporting
Question 2: Compared to last year, our camper enrollment for this summer was:

<table>
<thead>
<tr>
<th>Enrollmen Status</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lower than last year</td>
<td>20.5%</td>
</tr>
<tr>
<td>About the same as last year</td>
<td>22.3%</td>
</tr>
<tr>
<td>Higher than last year</td>
<td>57.1%</td>
</tr>
</tbody>
</table>

Significant differences existed across camp affiliation categories. For example, in 2014 72% of Agency affiliated camps reported higher enrollment compared to last year, while 32% of religiously affiliated camps reported lower enrollment.

10 Year Trend:
Percentage of camps reporting same or higher enrollment compared to previous year
Question 3:
If your summer camper enrollment was higher or lower in the previous question, how much higher or lower was it?

<table>
<thead>
<tr>
<th></th>
<th>1-3%</th>
<th>4-10%</th>
<th>&gt;10%</th>
<th>n/a</th>
</tr>
</thead>
<tbody>
<tr>
<td>Higher by</td>
<td>28%</td>
<td>38%</td>
<td>26%</td>
<td>8%</td>
</tr>
<tr>
<td>Lower by</td>
<td>27%</td>
<td>32%</td>
<td>13%</td>
<td>29%</td>
</tr>
</tbody>
</table>

Question 4:
When compared to the last 5 years, the 2014 summer camp enrollment was:

- the highest of the past 5 summers
- higher than most of the past 5 summers
- about the same as the past 5 summers
- lower than most of the past 5 summers
- the lowest of the past 5 summers
Question 5:
When considering our actual capacity, our overall camp enrollment for the summer of 2014 was at:

- Enrollment less than 80% capacity: 27%
- Enrollment at 80-89% capacity: 22%
- Enrollment at 90-99% capacity: 38%
- Enrollment at 100% capacity: 12%

Question 6:
Some camps distinguish between actual and targeted capacity.

How close were you to your targeted enrollment for the summer of 2014?

- 100%: 24%
- 90-99%: 30%
- 80-89%: 13%
- Less than 80%: 9%
- We don't make a distinction: 24%
Question 7: Compared to last year, enrollments by session length were:

- 1 week session: 16% lower, 34% about the same, 50% higher
- 2 week session: 24% lower, 30% about the same, 46% higher
- 3-4 week session: 13% lower, 43% about the same, 43% higher
- 5-6 week session: 15% lower, 40% about the same, 45% higher
- 7-8+ week session: 29% lower, 33% about the same, 38% higher

Percentages of camps offering each session length
Question 8:
Indicate the approximate percentage of each race/ethnicity for your 2014 summer campers:

2014 ACA Enrollment Breakdown

- White, non-Hispanic: 74%
- Hispanic: 7%
- Black, African-American: 7%
- Multi-racial: 4%


- White, non-Hispanic: 53%
- Hispanic: 24%
- Black, African-American: 14%
- Asian: 5%
- Two or more races: 4%
- Multiracial: 4%
- Other: 4%
Question 9:
Indicate the approximate percentage for each economic level of the families you serve.

- Poverty: 12.0%
- Low Income: 16.0%
- Middle Income: 47.0%
- High Income: 33.0%

Question 10:
Indicate the approximate percentage for each age group of campers you served this summer.

- 9 and younger: 32%
- 10-12 years old: 38%
- 13-17 years old: 28%
- 18 and older: 5%
Question 11: Indicate the approximate percentage for gender of your campers.

- Female, 55%
- Male, 45%
Question 12:
Compared to last year, summer enrollment for boys in camper days was

There were some significant differences in enrollment for boys across camp affiliation in 2014. For-Profit camps were unique, with 22% reporting lower enrollment for boys, 30% the same, and 48% reporting higher enrollment. Religiously affiliated camps reported the most stable enrollment for boys with 59% of camps having the same enrollment as last year.

Question 13:
If your summer enrollment for boys was higher or lower in the previous question, how much higher or lower was it?

<table>
<thead>
<tr>
<th></th>
<th>1-3%</th>
<th>4-10%</th>
<th>&gt;10%</th>
<th>n/a</th>
</tr>
</thead>
<tbody>
<tr>
<td>Higher by</td>
<td>31%</td>
<td>29%</td>
<td>19%</td>
<td>21%</td>
</tr>
<tr>
<td>Lower by</td>
<td>13%</td>
<td>24%</td>
<td>6%</td>
<td>57%</td>
</tr>
</tbody>
</table>
Question 14:
Compared to last year, summer enrollment for girls in camper days was

<table>
<thead>
<tr>
<th>Percentage of camps reporting</th>
<th>Lower than last year</th>
<th>About the same</th>
<th>Higher than last year</th>
</tr>
</thead>
<tbody>
<tr>
<td>17%</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

42% 41%

Question 15:
If your summer enrollment for girls was higher or lower in the previous question, how much higher or lower was it?

<table>
<thead>
<tr>
<th></th>
<th>1-3%</th>
<th>4-10%</th>
<th>&gt;10%</th>
<th>n/a</th>
</tr>
</thead>
<tbody>
<tr>
<td>Higher by</td>
<td>30%</td>
<td>26%</td>
<td>20%</td>
<td>24%</td>
</tr>
<tr>
<td>Lower by</td>
<td>32%</td>
<td>24%</td>
<td>7%</td>
<td>36%</td>
</tr>
</tbody>
</table>

Enrollment Trend for Girls

- Lower than last year:
  - 2009: 38%
  - 2010: 25%
  - 2012: 22%
  - 2014: 17%

- About the same as last year:
  - 2009: 44%
  - 2010: 46%
  - 2012: 41%
  - 2014: 42%

- Higher than last year:
  - 2009: 19%
  - 2010: 29%
  - 2012: 37%
  - 2014: 41%
Question 16: Compared to last year, summer enrollment for 9 year olds and younger in camper days was

Day camps reported lower on enrollments with this age group compared to overnight camps. While 51% of Day camps reported an increase this year, 23% of Day camps reporting lower enrollment and 26% reporting that they remained the same compared to last year.

Question 17: If your summer enrollment for 9 year olds and younger was higher or lower in the previous question, how much higher or lower was it?

<table>
<thead>
<tr>
<th>Percentage of camps reporting</th>
<th>1-3%</th>
<th>4-10%</th>
<th>&gt;10%</th>
<th>n/a</th>
</tr>
</thead>
<tbody>
<tr>
<td>Higher by</td>
<td>37%</td>
<td>22%</td>
<td>21%</td>
<td>20%</td>
</tr>
<tr>
<td>Lower by</td>
<td>26%</td>
<td>25%</td>
<td>6%</td>
<td>43%</td>
</tr>
</tbody>
</table>

Enrollment Trend for 9 and younger
Question 18:
Compared to last year, summer enrollment for campers 10-12 years old in camper days was

![Bar chart showing the percentage of camps reporting lower than last year, about the same, and higher than last year.]

- Lower than last year: 10%
- About the same: 50%
- Higher than last year: 39%

Question 19:
If your summer enrollment for 10-12 year olds was higher or lower in the previous question, how much higher or lower was it?

<table>
<thead>
<tr>
<th>Percentage of camps reporting</th>
<th>1-3%</th>
<th>4-10%</th>
<th>&gt;10%</th>
<th>n/a</th>
</tr>
</thead>
<tbody>
<tr>
<td>Higher by</td>
<td>31%</td>
<td>29%</td>
<td>18%</td>
<td>24%</td>
</tr>
<tr>
<td>Lower by</td>
<td>30%</td>
<td>20%</td>
<td>8%</td>
<td>43%</td>
</tr>
</tbody>
</table>

Enrollment Trend for 10-12 yr olds

- Lower than last year: 22%, 19%, 10%
- About the same as last year: 43%, 47%, 47%, 50%
- Higher than last year: 24%, 31%, 34%, 39%
Question 20: Compared to last year, summer enrollment for teenagers in camper days was

<table>
<thead>
<tr>
<th>Percentage of camps reporting</th>
<th>Lower than last year</th>
<th>About the same</th>
<th>Higher than last year</th>
</tr>
</thead>
<tbody>
<tr>
<td>23%</td>
<td>43%</td>
<td>34%</td>
<td></td>
</tr>
</tbody>
</table>

Question 21: If your summer enrollment for teenagers was higher or lower in the previous question, how much higher or lower was it?

<table>
<thead>
<tr>
<th>Percentage of camps reporting</th>
<th>1-3%</th>
<th>4-10%</th>
<th>&gt;10%</th>
<th>n/a</th>
</tr>
</thead>
<tbody>
<tr>
<td>Higher by</td>
<td>45%</td>
<td>29%</td>
<td>22%</td>
<td>5%</td>
</tr>
<tr>
<td>Lower by</td>
<td>35%</td>
<td>39%</td>
<td>13%</td>
<td>13%</td>
</tr>
</tbody>
</table>

Enrollment Trend for Teenagers

- Lower than last year: 2009 - 34%, 2010 - 23%, 2012 - 22%, 2014 - 23%
- About the same as last year: 2009 - 37%, 2010 - 39%, 2012 - 39%, 2014 - 43%
- Higher than last year: 2009 - 29%, 2010 - 38%, 2012 - 39%, 2014 - 34%
Question 22: What percent of your 2014 campers were returning from prior summers?

- 0-24%: 2%
- 25-49%: 15%
- 50-74%: 54%
- 75-89%: 24%
- 90-99%: 5%
- 100%: 0%

Question 23: Compared to last year, summer enrollment for returning campers was

- Lower than last year: 11%
- About the same: 61%
- Higher than last year: 28%

Question 24: If your summer enrollment was higher or lower in the previous question, how much higher or lower was it?

<table>
<thead>
<tr>
<th></th>
<th>1-3%</th>
<th>4-10%</th>
<th>&gt;10%</th>
<th>n/a</th>
</tr>
</thead>
<tbody>
<tr>
<td>Higher by</td>
<td>31%</td>
<td>31%</td>
<td>8%</td>
<td>31%</td>
</tr>
<tr>
<td>Lower by</td>
<td>19%</td>
<td>26%</td>
<td>9%</td>
<td>47%</td>
</tr>
</tbody>
</table>
Question 25:
What percent of your 2014 campers were international campers?

<table>
<thead>
<tr>
<th>Percentage of camps reporting</th>
<th>0%</th>
<th>1-4%</th>
<th>5-9%</th>
<th>10-24%</th>
<th>25-49%</th>
<th>50-100%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percent of campers who were international campers</td>
<td>40%</td>
<td>41%</td>
<td>12%</td>
<td>5%</td>
<td>2%</td>
<td>0%</td>
</tr>
</tbody>
</table>

Question 26:
Compared to last year, summer enrollment for international campers was

<table>
<thead>
<tr>
<th>Camps serving international campers</th>
<th>Lower than last year</th>
<th>About the same</th>
<th>Higher than last year</th>
</tr>
</thead>
<tbody>
<tr>
<td>11%</td>
<td>65%</td>
<td>25%</td>
<td></td>
</tr>
</tbody>
</table>

Question 27:
If your summer enrollment for international campers was higher or lower in the previous question, how much higher or lower was it?

<table>
<thead>
<tr>
<th></th>
<th>1-3%</th>
<th>4-10%</th>
<th>&gt;10%</th>
<th>n/a</th>
</tr>
</thead>
<tbody>
<tr>
<td>Higher by</td>
<td>31%</td>
<td>11%</td>
<td>7%</td>
<td>51%</td>
</tr>
<tr>
<td>Lower by</td>
<td>17%</td>
<td>6%</td>
<td>11%</td>
<td>66%</td>
</tr>
</tbody>
</table>

Please list their home countries:
Abu Dhabi, Australia, Austria, Belgium, Brazil, Cambodia, Canada, Chile, China, Colombia, Commonwealth of Dominica, Costa Rica, Croatia, Dominican Republic, Dubai, El Salvador, England, Finland, France, French Polynesia, Germany, Greece, Haiti, Holland, Hong Kong, India, Indonesia, Ireland, Israel, Istanbul, Italy, Jamaica, Japan, Kenya, Korea, Kuwait, Mexico, Morocco, Nepal, Netherlands, Norway, Poland, Portugal, Puerto Rico, Qatar, Romania, Russia, Saudi Arabia, Singapore, South Africa, South Korea, Spain, Sudan, Sweden, Switzerland, Tahiti, Taiwan, Thailand, Turkey, Ukraine, United Kingdom, and Venezuela
**Question 28:** Compared to last year, summer enrollment for minority campers (race/ethnicity) was

<table>
<thead>
<tr>
<th>Percentage of camps reporting</th>
<th>Lower than last year</th>
<th>About the same</th>
<th>Higher than last year</th>
</tr>
</thead>
<tbody>
<tr>
<td>65%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>25%</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Question 29:** If your summer enrollment for minority campers (race/ethnicity) was higher or lower in the previous question, how much higher or lower was it?

<table>
<thead>
<tr>
<th></th>
<th>1-3%</th>
<th>4-10%</th>
<th>&gt;10%</th>
<th>n/a</th>
</tr>
</thead>
<tbody>
<tr>
<td>Higher by</td>
<td>31%</td>
<td>11%</td>
<td>7%</td>
<td>51%</td>
</tr>
<tr>
<td>Lower by</td>
<td>17%</td>
<td>6%</td>
<td>11%</td>
<td>66%</td>
</tr>
</tbody>
</table>

In 2014, 27% of camps reported having higher enrollment of minority campers, compared to 16% in 2013. This increase, along with the corresponding drop in the percent remaining the same, is driven by Day camps. Forty percent of Day camps reported higher enrollment of minority campers in 2014, and 55% reported having about the same enrollment as last year.
Question 30: The total number of campers who received financial support (camp scholarships) of at least 50% of the camp fee this summer was in the range of

<table>
<thead>
<tr>
<th>Total number receiving scholarships</th>
<th>Percentage of camps reporting</th>
</tr>
</thead>
<tbody>
<tr>
<td>300 or more</td>
<td>8%</td>
</tr>
<tr>
<td>200-299</td>
<td>7%</td>
</tr>
<tr>
<td>100-199</td>
<td>12%</td>
</tr>
<tr>
<td>50-99</td>
<td>14%</td>
</tr>
<tr>
<td>30-49</td>
<td>12%</td>
</tr>
<tr>
<td>20-29</td>
<td>12%</td>
</tr>
<tr>
<td>10-19</td>
<td>16%</td>
</tr>
<tr>
<td>1-9</td>
<td>15%</td>
</tr>
<tr>
<td>0</td>
<td>4%</td>
</tr>
</tbody>
</table>

There were significant differences in the number of scholarships provided that covered at least 50% of the camp fee. 15% of Independent Not for Profit provided financial aid of at least 50% of the camp fee for 300 or more campers.

This figure was the highest of any affiliated group followed by 29% of Agency camps who provided financial aid to 100-199 campers, and 20% of Religiously affiliated camps who provided financial aid to 100-99 campers.

Another 20% of Religiously affiliated camps provided aid to 50-99 campers.

Question 31: Compared to last year, summer enrollment of campers who received camp scholarships was

Lower than last year: 7%
About the same: 55%
Higher than last year: 38%

Question 32: If your summer enrollment of campers who received camp scholarships was higher or lower in the previous question, how much higher or lower was it?

<table>
<thead>
<tr>
<th>Percentage increase</th>
<th>1-3%</th>
<th>4-10%</th>
<th>&gt;10%</th>
<th>n/a</th>
</tr>
</thead>
<tbody>
<tr>
<td>Higher by</td>
<td>34%</td>
<td>25%</td>
<td>17%</td>
<td>25%</td>
</tr>
<tr>
<td>Lower by</td>
<td>24%</td>
<td>16%</td>
<td>5%</td>
<td>55%</td>
</tr>
</tbody>
</table>

A higher percentage of Overnight camps provided larger numbers of scholarships when compared to Day Camps.

Regionally, 26% of Mid-Atlantic camps provided scholarships to 1-9 campers, 21% of camps in New England provided scholarships for 10-19 campers, and 20% of Mid-America camps provided scholarships for 100-199 campers.
Question 33: What type of discount options did you offer during Summer 2014?

Other types of discounts offered include:

- Refer a friend
- Agency or organization membership discount
- Discount for participating in a fundraising activity
- First time camper discount
- Discounts for parents who are staff, volunteers, alumni, firefighters, police, or active military
- Discounts for local community
- Scholarships and camp fees underwritten by donations and partnering organizations – both full and partial
- Last minute “sale” on available spots
Question 34:
The total number of campers enrolled in some type of specific leadership or counselor-in-training program was in the range of

<table>
<thead>
<tr>
<th>Number of Campers</th>
<th>Percentage of Camps Reporting</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-4 campers</td>
<td>6%</td>
</tr>
<tr>
<td>5-9 campers</td>
<td>10%</td>
</tr>
<tr>
<td>10-14 campers</td>
<td>12%</td>
</tr>
<tr>
<td>15-19 campers</td>
<td>10%</td>
</tr>
<tr>
<td>20-29 campers</td>
<td>13%</td>
</tr>
<tr>
<td>30-49 campers</td>
<td>13%</td>
</tr>
<tr>
<td>50 or more</td>
<td>17%</td>
</tr>
</tbody>
</table>

We offered no specific leadership or counselor in training program

Percentage of camps reporting
Question 35:
The total number of summer camp staff was

<table>
<thead>
<tr>
<th>Total number of staff</th>
<th>Percentage of camps reporting</th>
</tr>
</thead>
<tbody>
<tr>
<td>less than 25</td>
<td>17%</td>
</tr>
<tr>
<td>25 to 49</td>
<td>25%</td>
</tr>
<tr>
<td>50 to 74</td>
<td>20%</td>
</tr>
<tr>
<td>75 to 99</td>
<td>13%</td>
</tr>
<tr>
<td>100 to 149</td>
<td>11%</td>
</tr>
<tr>
<td>150 to 199</td>
<td>6%</td>
</tr>
<tr>
<td>200 or more</td>
<td>7%</td>
</tr>
</tbody>
</table>

Question 36:
Indicate the approximate percentage of race/ethnicity of your staff (must total 100%)

- White, non-Hispanic: 76%
- Hispanic: 7%
- Black, African-American: 8%
- Asian: 3%
- Multi-racial: 3%
- Other: 3%

Question 37:
Indicate the approximate percentage for gender of your camp staff (must total 100%)

- Female: 61%
- Male: 39%
Question 38: Specialized staff are hired specifically as a specialist who needs certification or special skills/training. Compared to last year, the total number of specialized summer staff was

- Lower than last year: 7%  
- About the same: 16%  
- Higher than last year: 77%

Question 39: If your number of specialized summer staff was higher or lower in the previous question, how much higher or lower was it?

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<th>&gt;10%</th>
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<tr>
<td>Higher by</td>
<td>22%</td>
<td>17%</td>
<td>7%</td>
<td>54%</td>
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<tr>
<td>Lower by</td>
<td>31%</td>
<td>10%</td>
<td>7%</td>
<td>52%</td>
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Question 40: Compared to last year, recruiting and hiring staff for summer 2014 was

- More difficult than the previous year: 27%  
- About the same as the previous year: 55%  
- Easier than the previous year: 19%
**Question 41:**
What percent of your staff were in the following age groups (must total 100%)

- Younger than 18 years old: 12%
- 18-25 years old: 76%
- 26-35 years old: 11%
- 36-55 years old: 7%
- 56+ years old: 3%

**Question 42:**
What percent of your 2014 staff were returning from prior summers?

- 0 to 24%: 14%
- 25 to 49%: 34%
- 50 to 74%: 37%
- 75 to 100%: 16%

**Question 43:**
Compared to last year, the total number of summer staff returning from prior summers was

- Lower than last year: 30%
- About the same: 50%
- Higher than last year: 19%

**Question 44:**
If the total number of returning staff was higher or lower in the previous question, how much higher or lower was it?

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</thead>
<tbody>
<tr>
<td>Higher by</td>
<td>14%</td>
<td>31%</td>
<td>18%</td>
<td>38%</td>
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<tr>
<td>Lower by</td>
<td>21%</td>
<td>34%</td>
<td>33%</td>
<td>13%</td>
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</tbody>
</table>
Question 45: How many international staff worked at your camp during summer 2014?

- 0-1: 53%
- 2-5: 16%
- 6-10: 11%
- More than 10: 20%

Question 46: Compared to last year, the total number of specialized summer staff was

- Lower than last year: 7%
- About the same: 68%
- Higher than last year: 25%
Question 47:
The following questions are your opinions regarding your camp for 2014 summer.

**The economy negatively affected my camp's enrollment**

- 23% strongly disagree
- 46% disagree
- 25% agree
- 6% strongly agree

**Weather or natural disasters negatively affected my camp's enrollment**

- 44% strongly disagree
- 46% disagree
- 6% agree
- 4% strongly agree

**Changes in the school calendar negatively affected enrollment**

- 13% strongly disagree
- 31% disagree
- 42% agree
- 15% strongly agree

**Parents waited until later than usual to commit to enrolling their children in our programs**

- 14% strongly disagree
- 41% disagree
- 33% agree
- 12% strongly agree
More parents enrolled their children in shorter sessions than last year

- Strongly disagree: 16%
- Disagree: 20%
- Agree: 59%
- Strongly agree: 5%

We had more children who wanted to come to our camp than we could accommodate

- Strongly disagree: 26%
- Disagree: 37%
- Agree: 26%
- Strongly agree: 12%

We had more requests this year for camp scholarships than last year

- Strongly disagree: 6%
- Disagree: 37%
- Agree: 46%
- Strongly agree: 11%

We had reduced funds for camp scholarships

- Strongly disagree: 18%
- Disagree: 58%
- Agree: 21%
- Strongly agree: 4%
We were able to provide camp scholarships to campers that requested them

Children in my camp's service area had more summer opportunities that resulted in greater competition with us
**Question 48:**
What are the top two enrollment issues you faced this past summer?

The order of the most frequently mentioned issues in 2014 was very similar to the top issues from 2013:

1. School calendars, impacted by weather-related events such as snow days, pushed school further into the summer. This impacted camp schedules, influenced enrollment rates, and brought up financial issues such as “pro-rating” camp fees.

2. Financial and economic issues related to the cost of camp were the second most frequent issue.

3. More options for youth, conflicting family schedules, and competition from other programs affected both recruitment and enrollment.

4. Parents waited to enroll their children later in the year and requested last minute registrations.

5. Marketing and the need to get the word out. Recruiting specific age groups, reaching out to new campers, marketing effectively on a small budget, and keeping up with new marketing methods were mentioned.

6. Long waiting lists, not having the capacity to accommodate the demand for specific age groups, and unbalanced enrollment across programs, throughout the summer were mentioned.

**Question 49:**
What are the top two staff recruitment issues you faced this past summer?

The most frequently mentioned staff recruitment issues were:

1. Recruiting specialized staff such as waterfront, lifeguards, nurses, food service, horseback, ropes, and sailing.

2. Recruiting male applicants.

3. Competing with college internships and schedules.

4. Commitment by staff is an issue. Staff waited until the last minute to make a decision, changed their minds after being hired, and did not want to commit to work the entire summer.

5. Attracting quality applicants.

6. Paying competitive salary and wage rates that are attractive to applicants.
Question 50:
What one resource would you like from ACA to help you with:

The most frequently requested Needs from ACA are:

1. Marketing the benefits of attending camp nationwide
2. Telling the story of camp / explaining the benefits of camp participation to parents
3. Promoting the benefits of working at camp
4. Online support for registration and recruiting potential applicants

Question 51:
ACA Field/Affiliate Office (by Region):

- New England: 18%
- Mid-Atlantic: 24%
- Mid-America: 27%
- South: 15%
- West: 16%

Question 52:
Type of Program:

- Day Camps: 29%
- Overnight Camps: 71%
Question 53: Camp Affiliation:

- Agency: 23%
- Religiously Affiliated: 20%
- Independent Not For Profit: 35%
- For Profit: 22%

Question 54: Summer youth camp clientele served:

- Co-ed: 75%
- Boys only: 5%
- Girls only: 13%
- Combination: 8%

Question 55: Session lengths offered at our camp include (Check all that apply)

- Less than 1 week: 58%
- 1 Week: 53%
- 2 Weeks: 42%
- 3 to 4 Weeks: 54%
- 5 to 8 Weeks: 41%
- Other: 9%

Question 56: Our most popular session length was

- Less than 1 week: 23%
- 1 Week: 36%
- 2 Weeks: 14%
- 3 to 4 Weeks: 14%
- 5 Weeks or more: 13%
- Other: 2%