

2015 Camp Enrollment and Staff Recruitment Survey

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Survey and Statistical Analysis Notes

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. Additional resources can be found on the ACA website under the Research tab. Articles on enrollment appear each March/April in Camping Magazine.

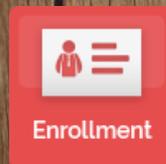
Some charts may not equal 100% due to estimation errors.

For more information contact:
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Director of Research
American Camp Association
dbialeschki@acacamps.org

Enrollment Highlights

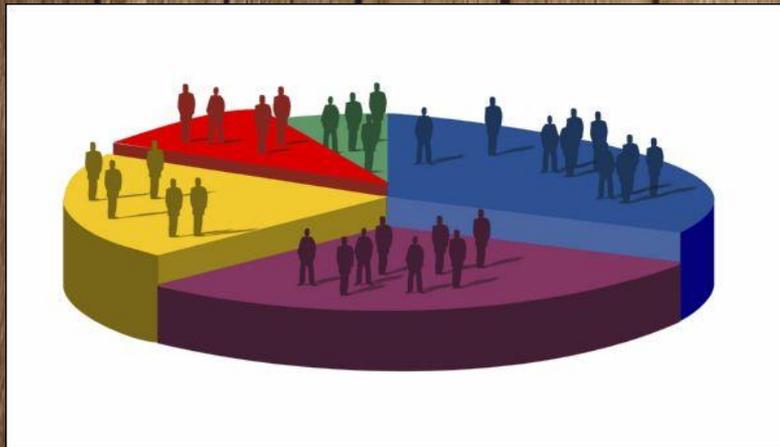
Camper enrollment continued on an upward trend in 2015.

- 82 percent of camps reported that the overall enrollment at their camp was either the same as last year or higher.
- 44 percent of camps reported that 2015 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.
- About 86.4% of camp directors noted returning camper enrollment was about the same as last year, or higher.
- Some camp directors (18%), however, noted lower enrollment. These responses came predominantly from independent not for profit camps.



Demographic Highlights

- Majority of the campers were reported as being Caucasian (77%), and from middle (42%) and high (36%) income families.
- Campers are predominantly female (57%).
- One out of 10 camps host international campers.
- Majority of campers are 12 and younger (71%). However, majority of camps also reported having higher enrollment for 13 and older.
- Approximately 18% of camps serve youth who are transgender. About 54% of camps serve youth who are lesbian, gay or bisexual.



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. More options for youth, conflicting family schedules, and competition from other programs affected both recruitment and enrollment.
3. Parents waited to enroll their children later in the year and requested last minute registrations.
4. 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.

Top Staff Recruitment Issues

1. Recruiting specialized staff was difficult for camps. They had limited applicants for waterfront staff, lifeguards, nurses, medical staff, sailing instructors, kitchen staff, bus drivers and outdoor trip leaders.
2. Camps did not see enough applications for male counselors which resulted in camps lacking a diverse applicant pool.
3. Staff had limited summer availability and conflicting summer schedules. Staff weren't available for whole sessions, or the entire summer.
4. Camps are competing with college internships and schedules.
5. Staff commitment was an issue. Staff waited until the last minute to accept offers, and changed their minds after being hired.
6. Camps have limited funds which made paying competitive salary and wage rates that are attractive to applicants difficult.

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

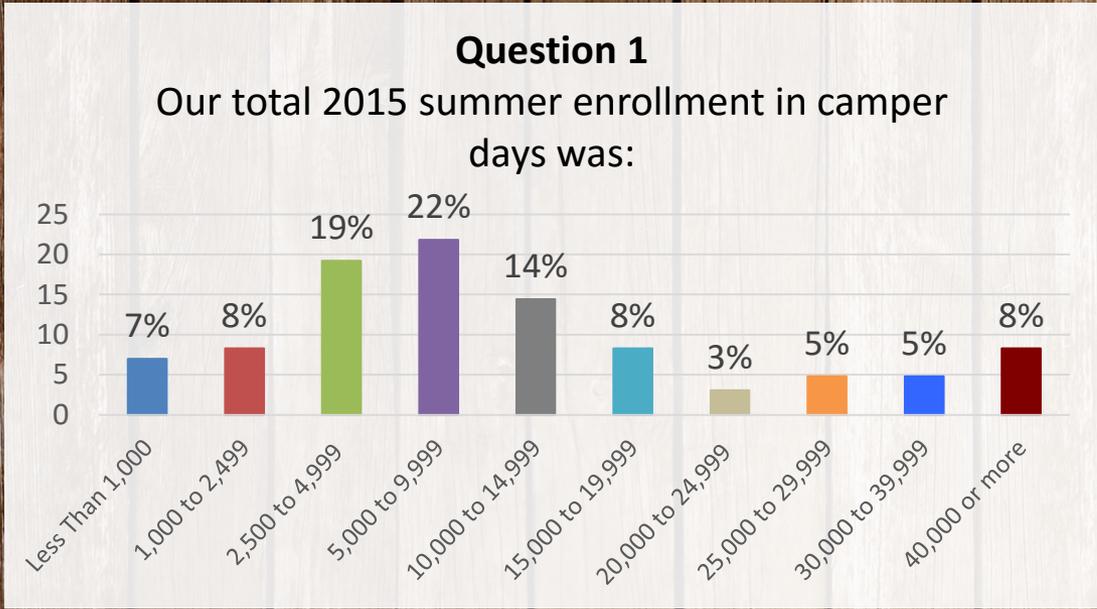
1. Marketing assistance
 - the need for a nationwide marketing campaign promoting the benefits of camp
 - need for tips and advice on how to reach target markets
2. Suggestions on how to improve enrollment efforts
3. Assistance with coordinating with school schedules

Top Staff Recruitment Resource Requested

1. Marketing campaign on the importance and benefits of working at camp
2. Coordinating with universities to create internships, receive course credit and job opportunities at camp
3. Online staff recruitment support and job listings



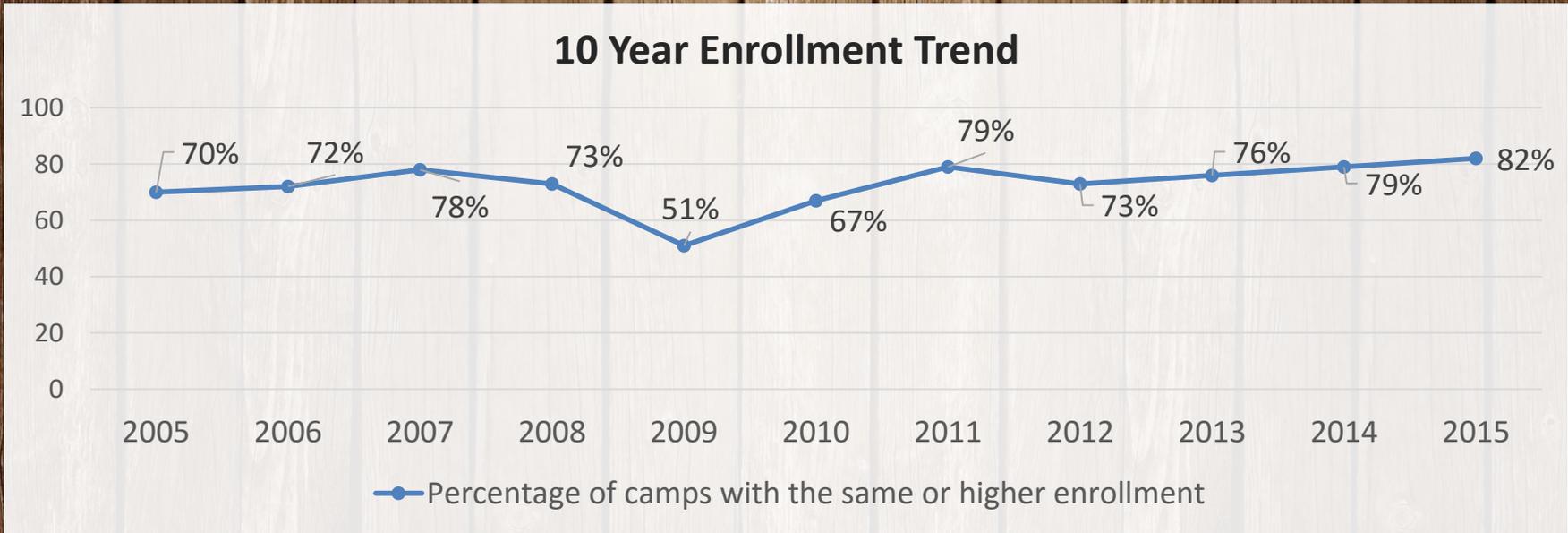
Overall Enrollment



Question 2

Compared to last year, our camper enrollment for this summer was:

Lower than last year	18%
About the same as last year	21%
Higher than last year	61%



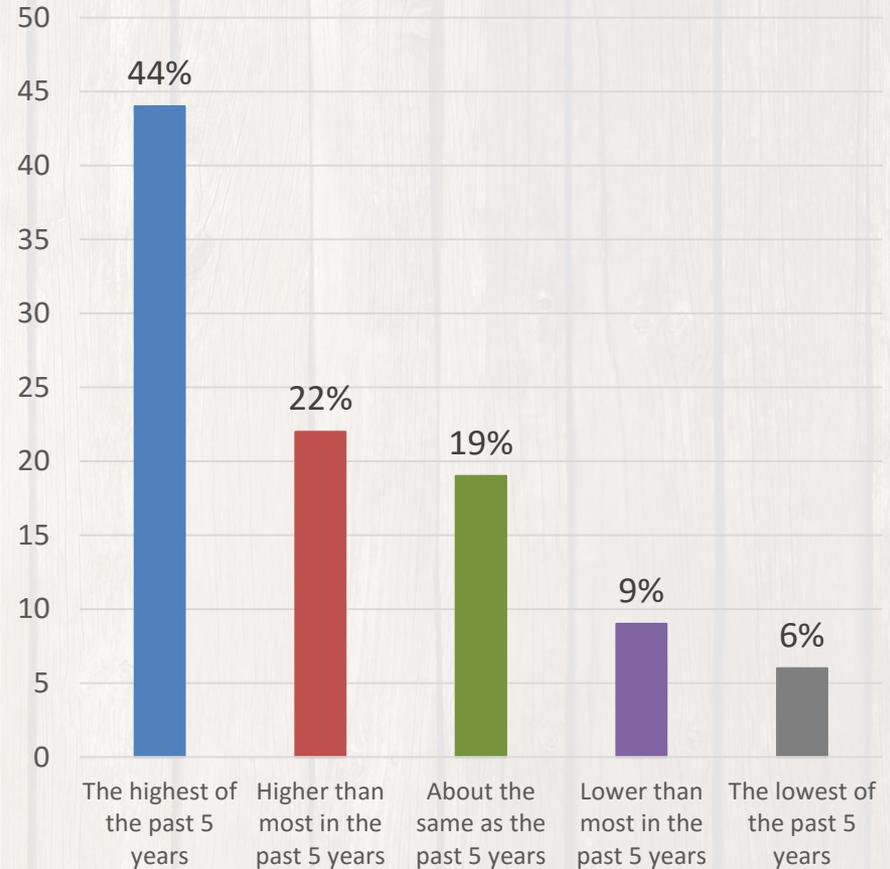
Question 3

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

	1-3%	4-10%	>10%	n/a
Higher by	29%	42%	23%	6%
Lower by	28%	27%	17%	28%

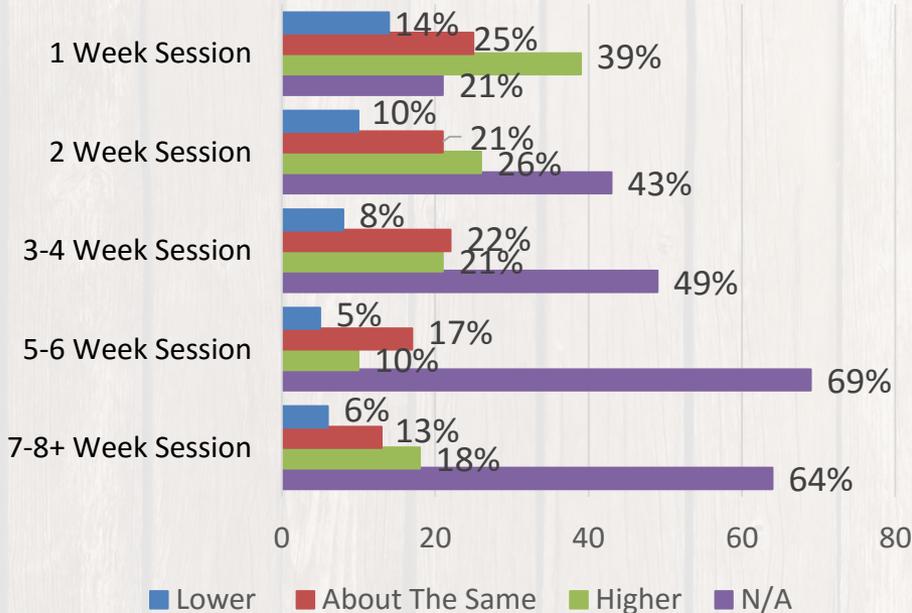
Question 4

When compared to the last 5 years, the 2015 summer camper enrollment was:



Question 5

Compared to last year, enrollments by session length were:

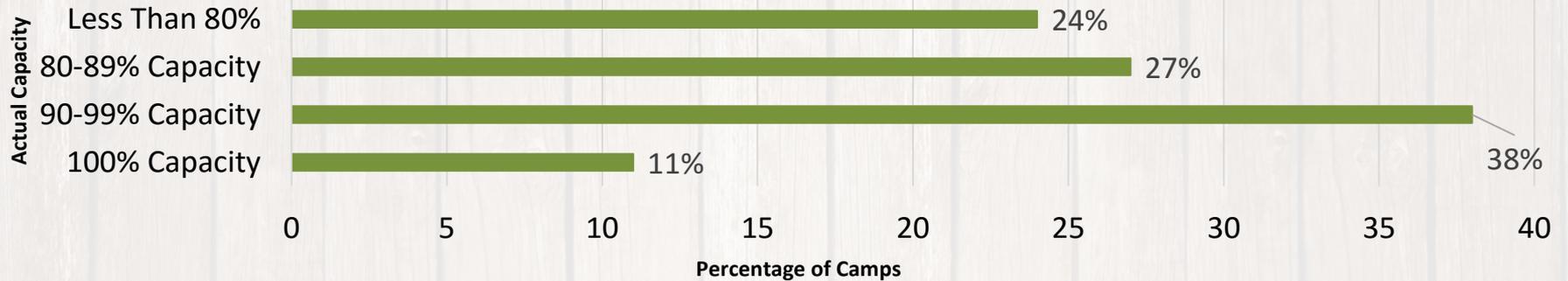


There were significant regional differences. Camps in the Mid-Atlantic region reported more than any other region that enrollment had been the lowest of the past 5 summers.

Capacity

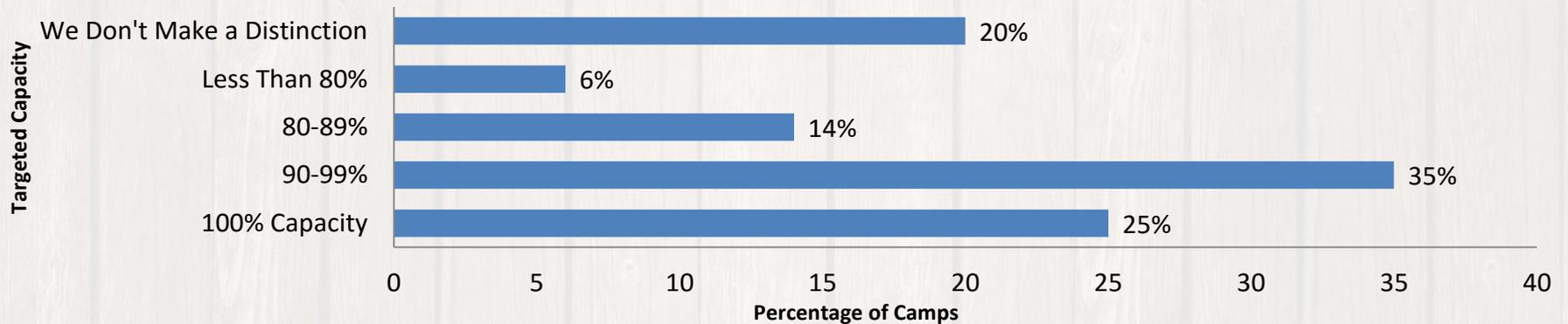
Question 6

When considering our actual capacity, our overall camp enrollment for the summer of 2015 was at:



Question 7

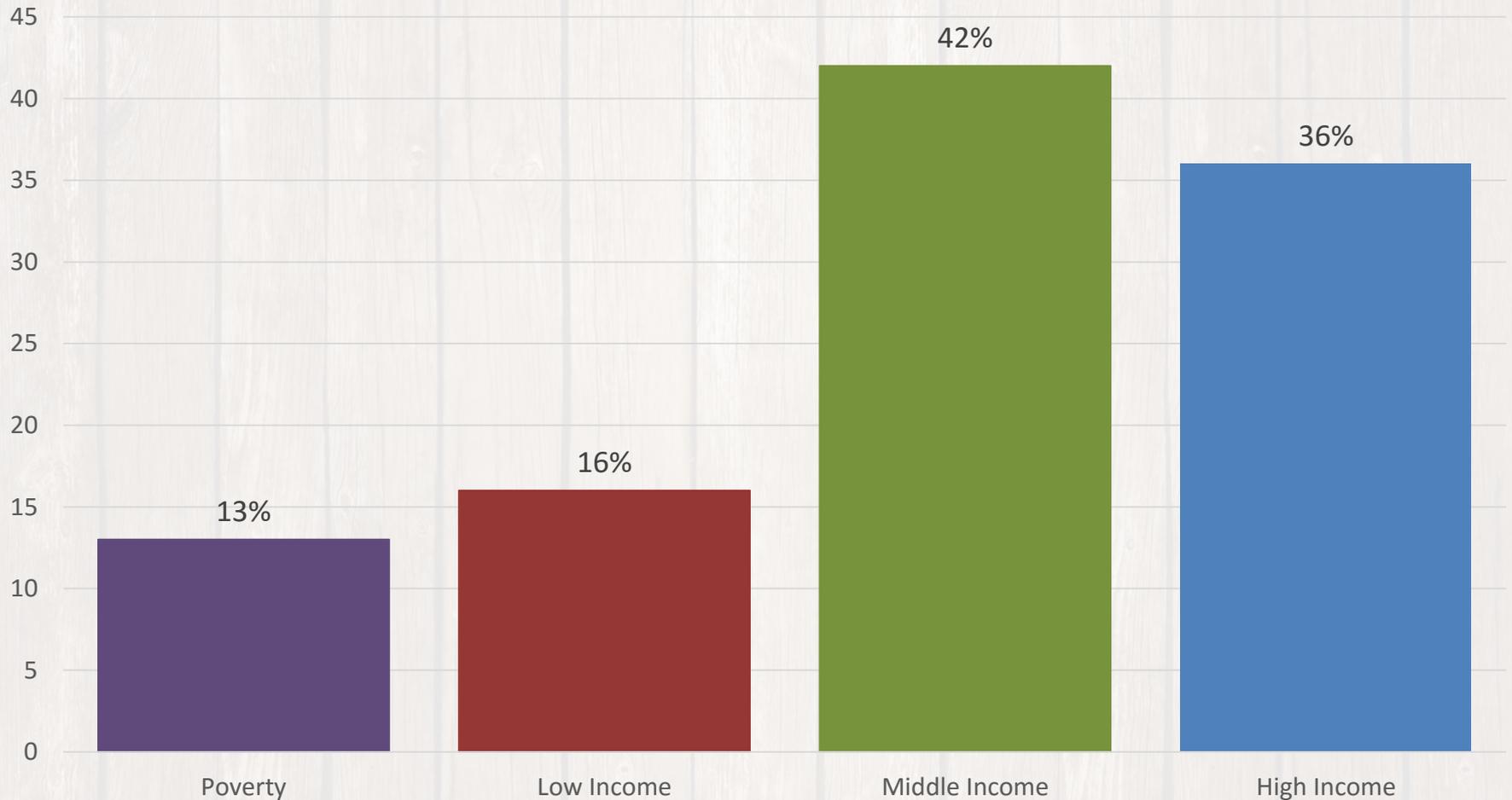
Some camps distinguish between actual and targeted capacity. How close were you to your targeted capacity for the summer of 2015?



Socio-Economic Status

Question 8

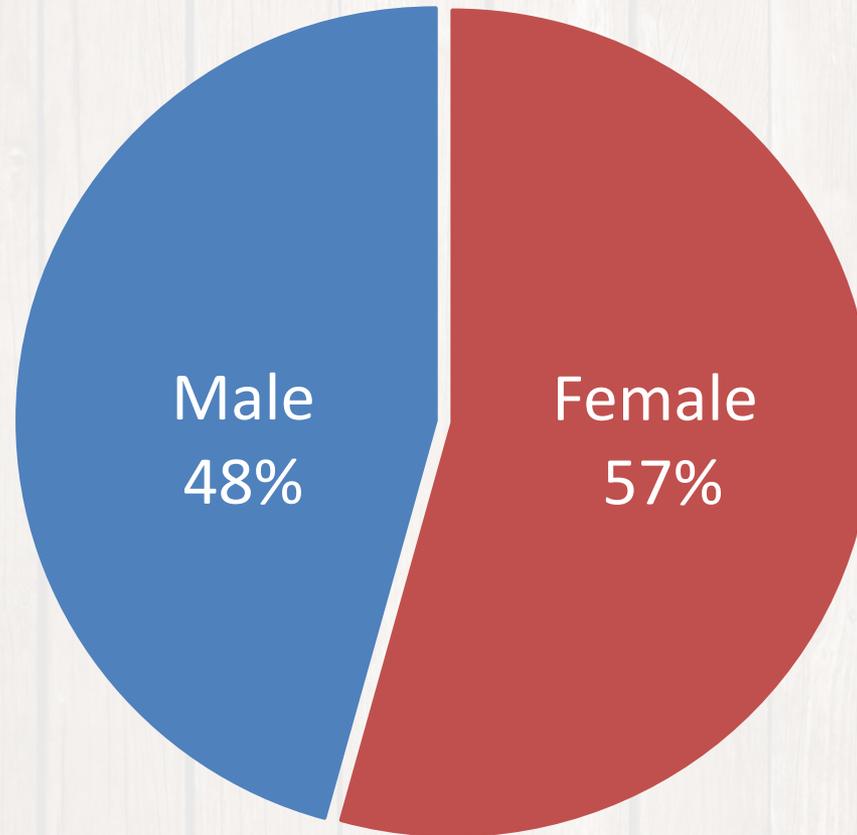
Indicate the approximate percentage for each economic level of the families you serve.



Gender

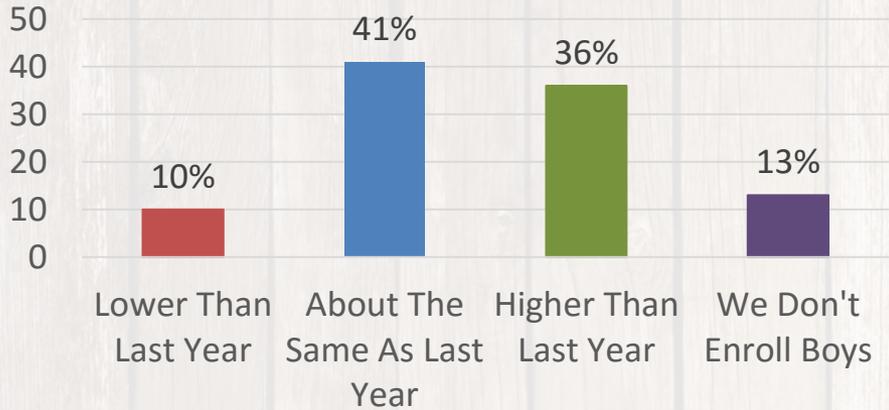
Question 9

Indicate the approximate percentage for gender of your campers.



Question 10

Compared to last year, summer enrollment for boys in camper days was:



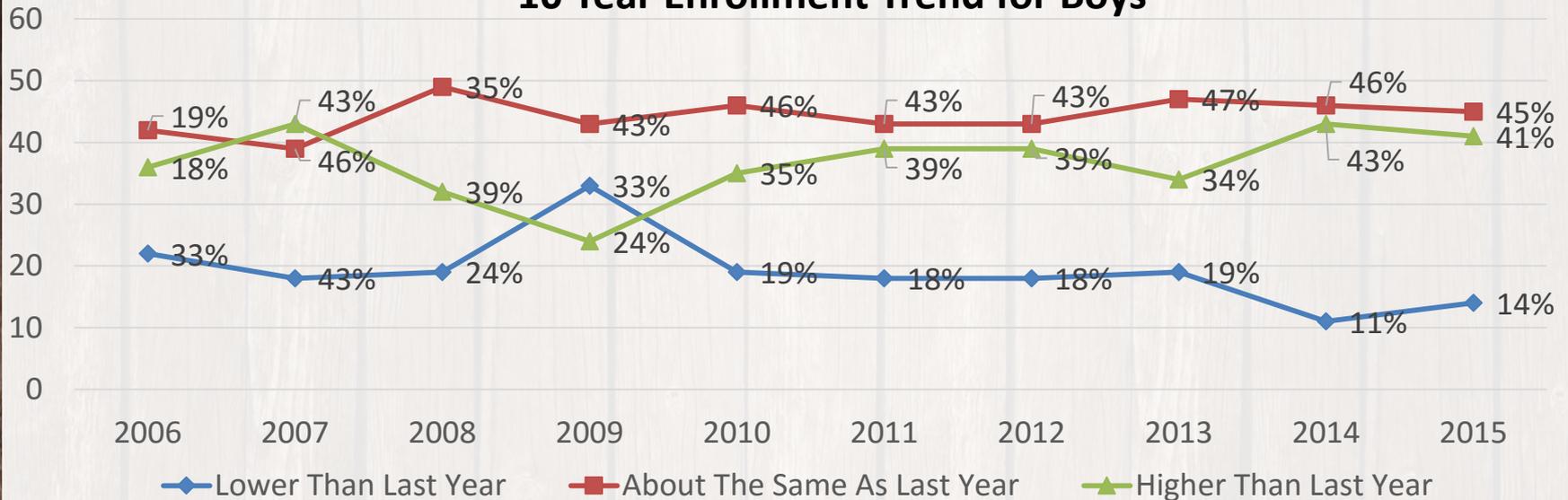
Question 11

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

	1-3%	4-10%	>10%	n/a
Higher by	29%	32%	16%	23%
Lower by	20%	14%	8%	58%

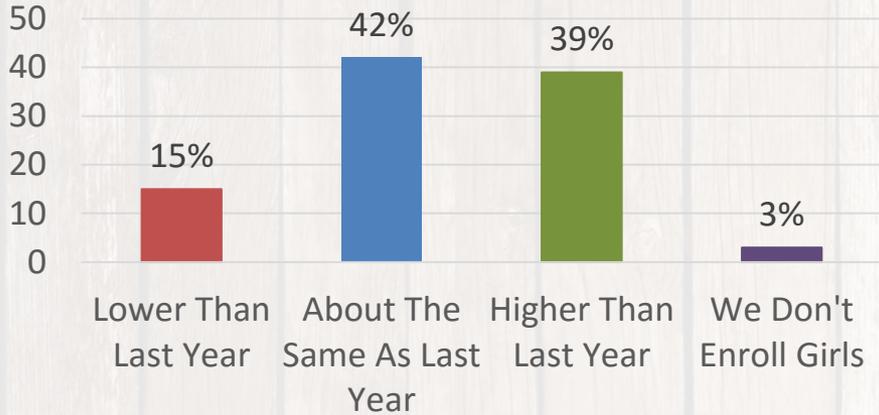
Boys' enrollment has remained relatively the same for day camps, whereas overnight camps saw higher enrollment this past summer.

10 Year Enrollment Trend for Boys



Question 12

Compared to last year, summer enrollment for girls in camper days was:

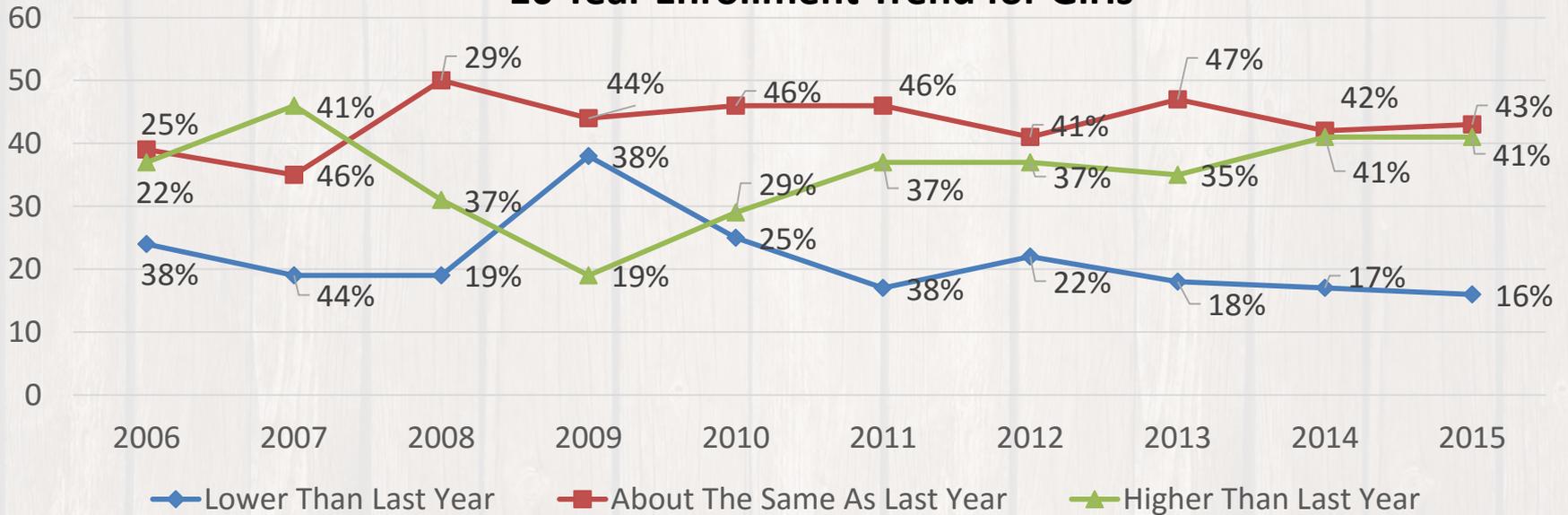


Question 13

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

	1-3%	4-10%	>10%	n/a
Higher by	29%	32%	16%	23%
Lower by	20%	14%	8%	58%

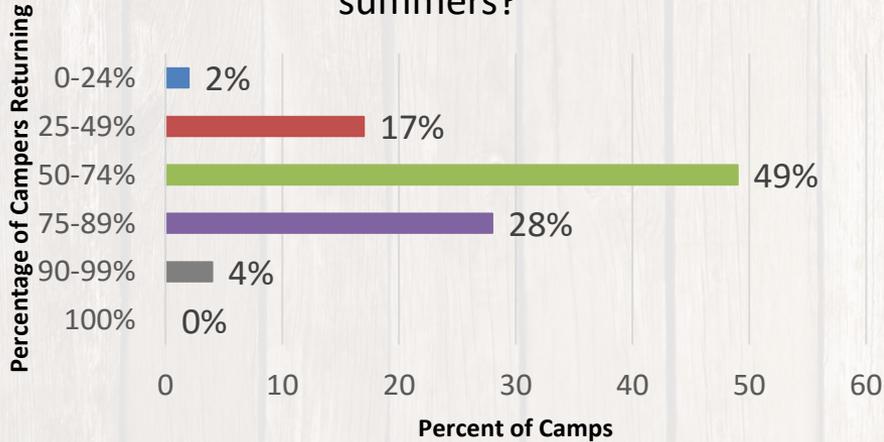
10 Year Enrollment Trend for Girls



Returning Campers

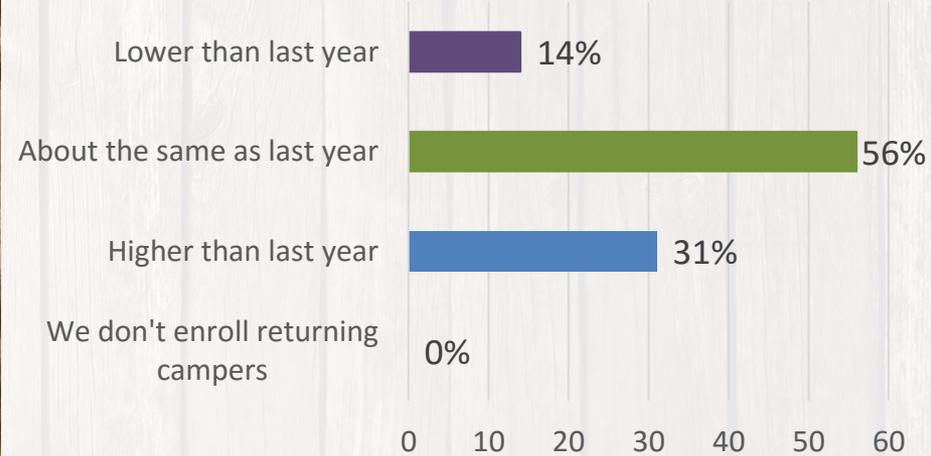
Question 14

What percent of your summer 2015 campers were returning from prior summers?



Question 15

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



Question 16

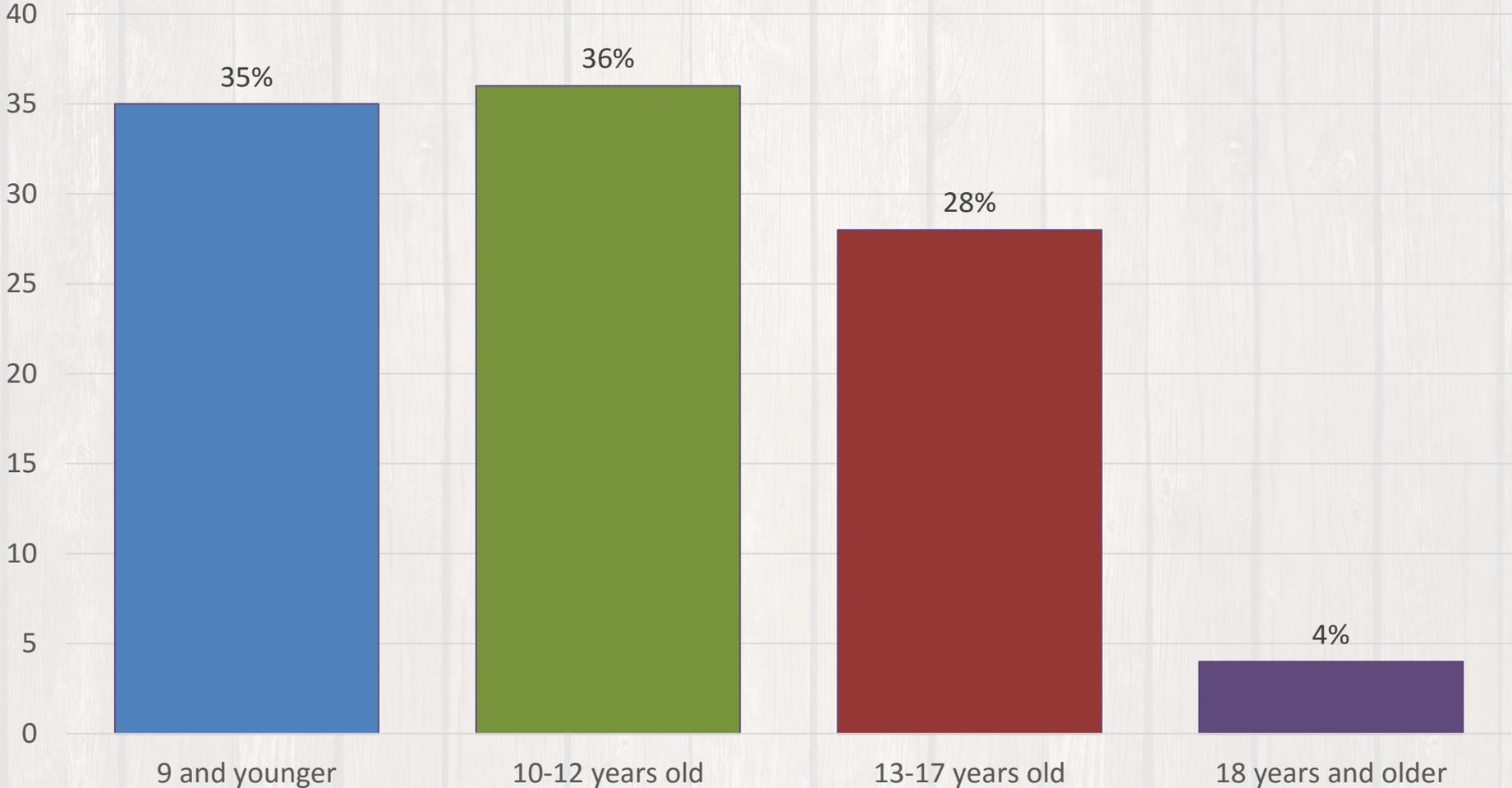
If your summer camper enrollment for returning campers was higher or lower in the previous question, how much higher or lower was it?

	1-3%	4-10%	>10%	n/a
Higher by	23%	34%	10%	33%
Lower by	21%	28%	13%	38%

Age

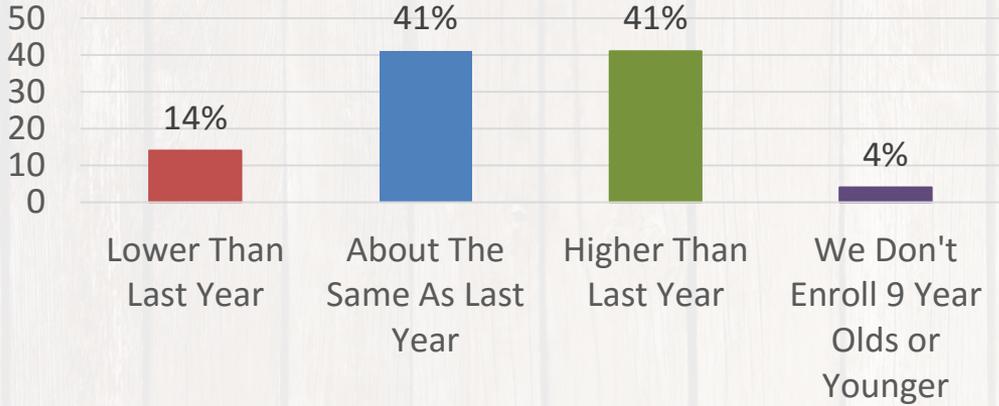
Question 17

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



Question 18

Compared to last year, summer enrollment for 9 year olds and younger in camper days was:

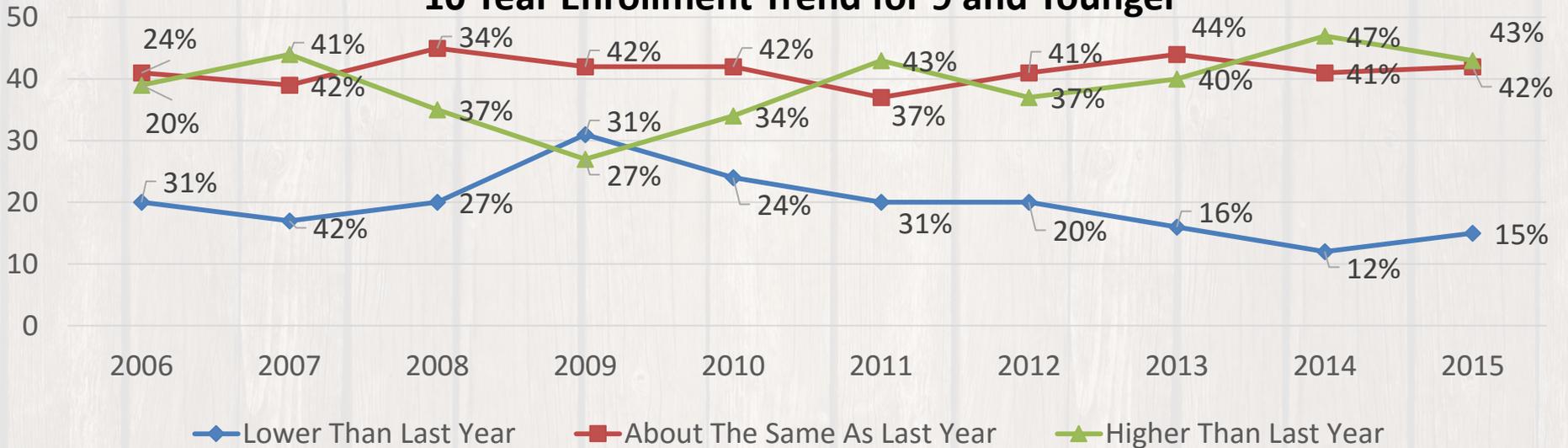


Question 19

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?

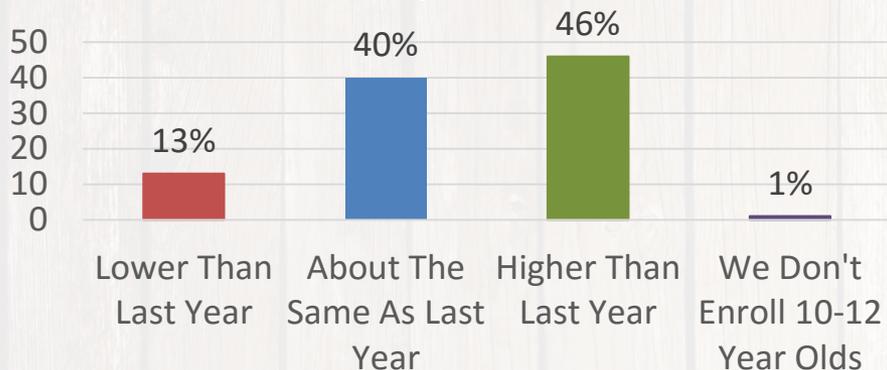
	1-3%	4-10%	>10%	n/a
Higher by	28%	36%	18%	18%
Lower by	20%	14%	8%	58%

10 Year Enrollment Trend for 9 and Younger



Question 20

Compared to last year, summer enrollment for 10-12 year olds in camper days was:

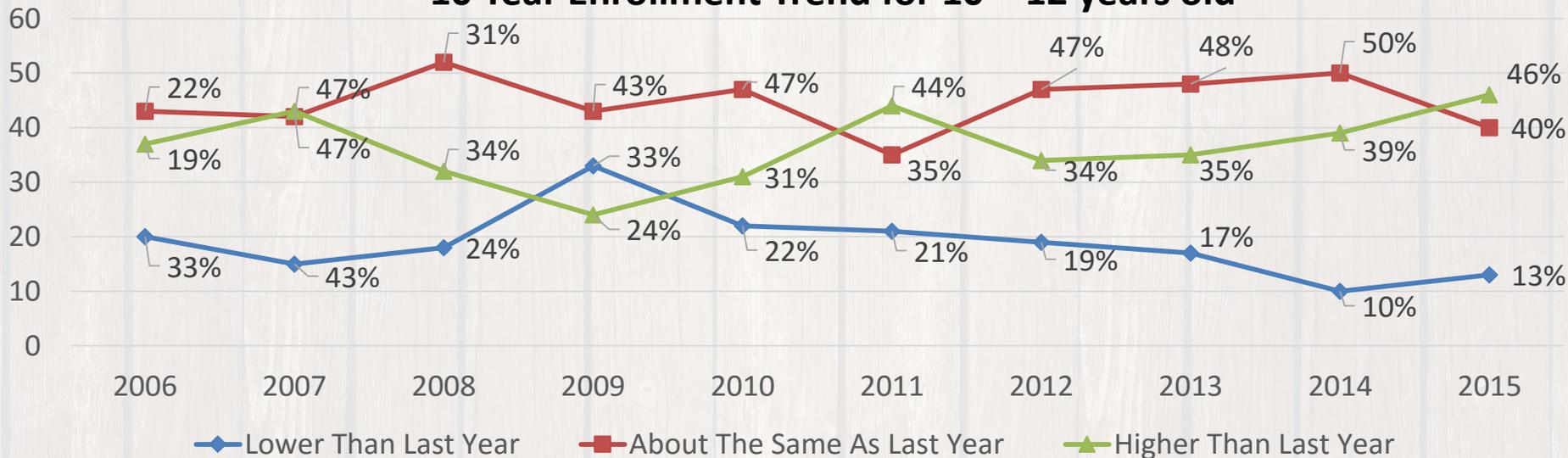


Question 21

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

	1-3%	4-10%	>10%	n/a
Higher by	32%	35%	13%	20%
Lower by	36%	17%	10%	38%

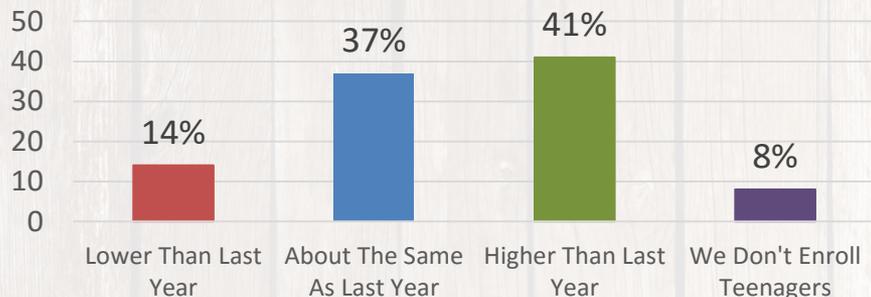
10 Year Enrollment Trend for 10 – 12 years old



Teenagers (13+ Year Olds)

Question 22

Compared to last year, summer enrollment for teenagers in camper days was:

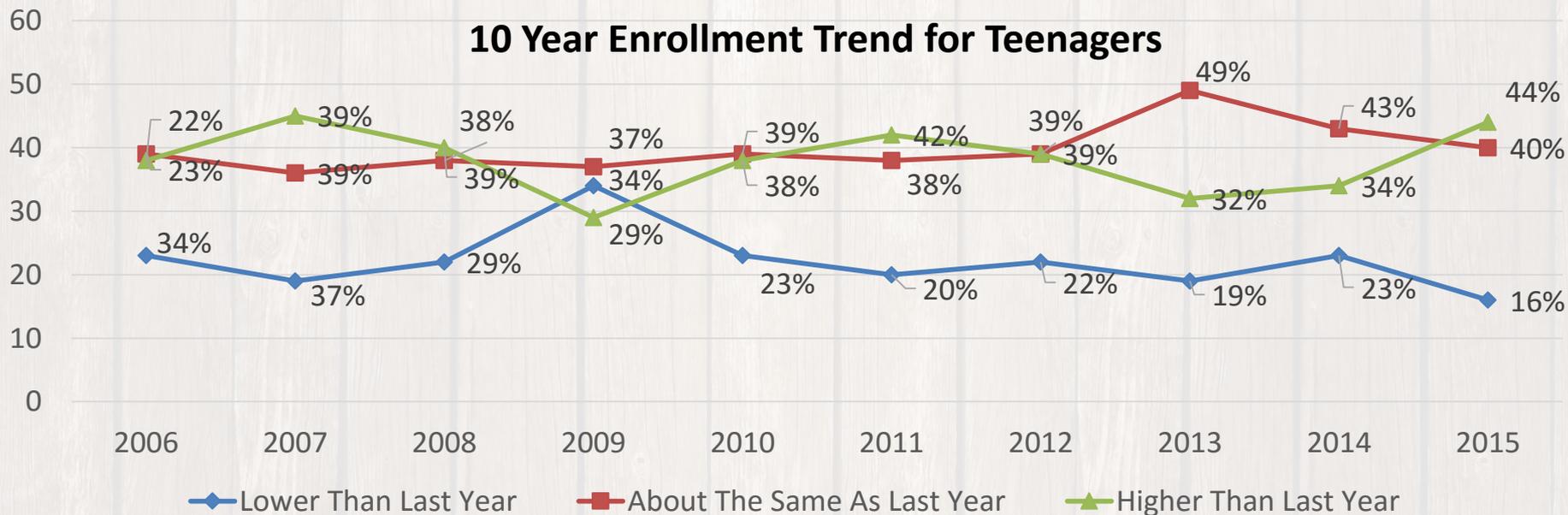


Question 23

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

	1-3%	4-10%	>10%	n/a
Higher by	32%	34%	17%	18%
Lower by	28%	15%	23%	33%

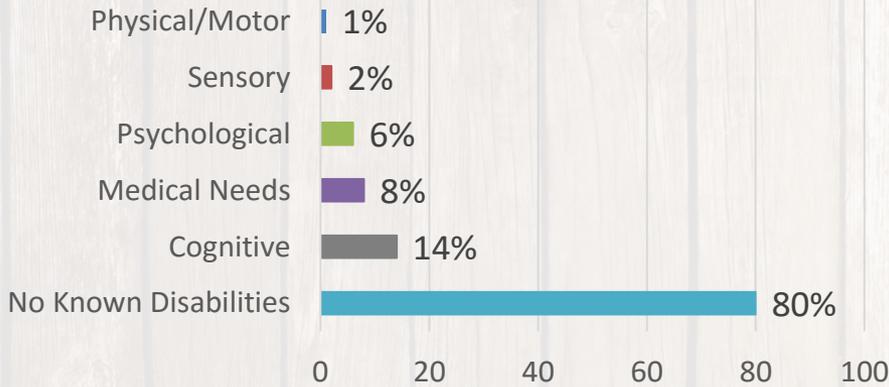
10 Year Enrollment Trend for Teenagers



Campers With Special Needs

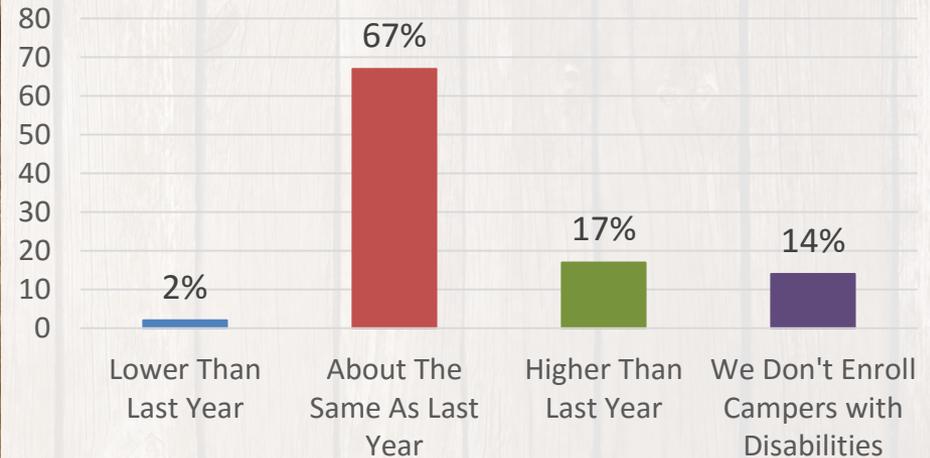
Question 24

For each group, indicate the approximate percentage of campers you served this summer that require special accommodations due to a disability (must equal 100%).



Question 25

Compared to last year, summer enrollment for campers with special accommodations due to a disability in camper days was:



Question 27

If your summer enrollment for campers with special needs was higher or lower in the previous question, how much higher or lower was it?

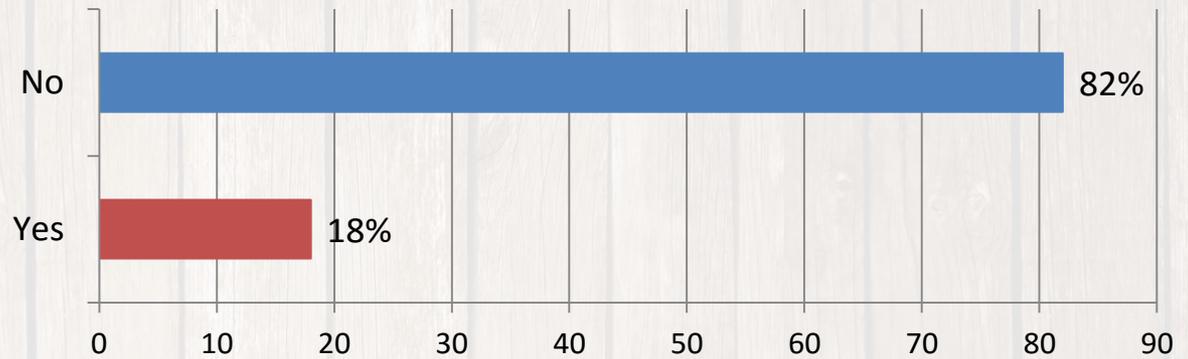
	1-3%	4-10%	>10%	n/a
Higher by	30%	9%	3%	57%
Lower by	20%	5%	0%	75%

LGBT Campers



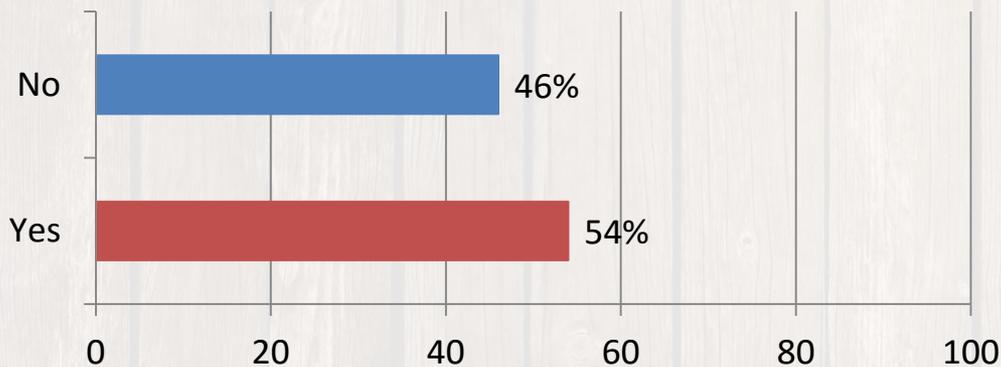
Question 26

Please indicate if your camp served transgender campers during the 2015 summer.



Question 27

Please indicate if your camp served gay, lesbian or bisexual campers during the 2015 summer.



Significant differences existed between day and overnight camps with day camps hosting fewer lesbian, gay and bisexual youth than overnight camps.



International Campers

Question 28

What percent of your summer 2015 campers were international campers?

0%	1-4%	5-9%	10-24%	25-49%	50-100%
38%	42%	12%	8%	0%	0%

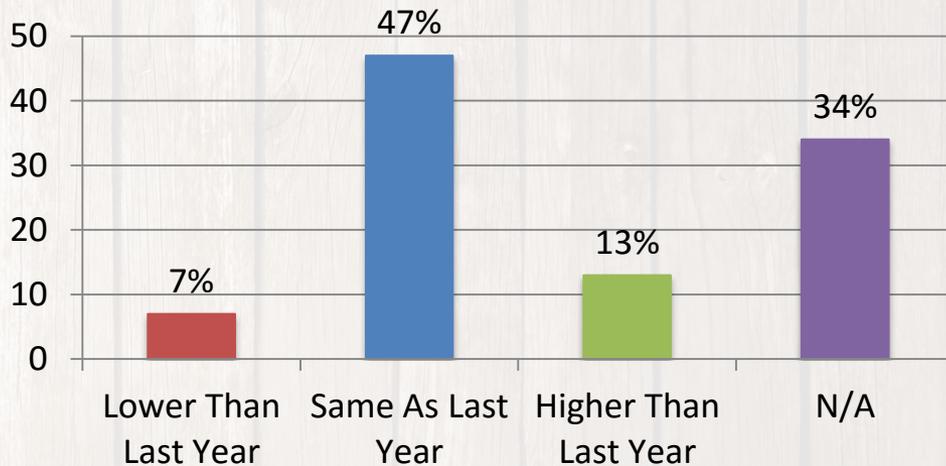
Question 30

If summer enrollment for international campers was higher or lower in the previous question, how much higher or lower?

	1-3%	4-10%	>10%	n/a
Higher by	28%	8%	5%	59%
Lower by	27%	10%	10%	53%

Question 29

Compared to last year, summer enrollment for international campers was



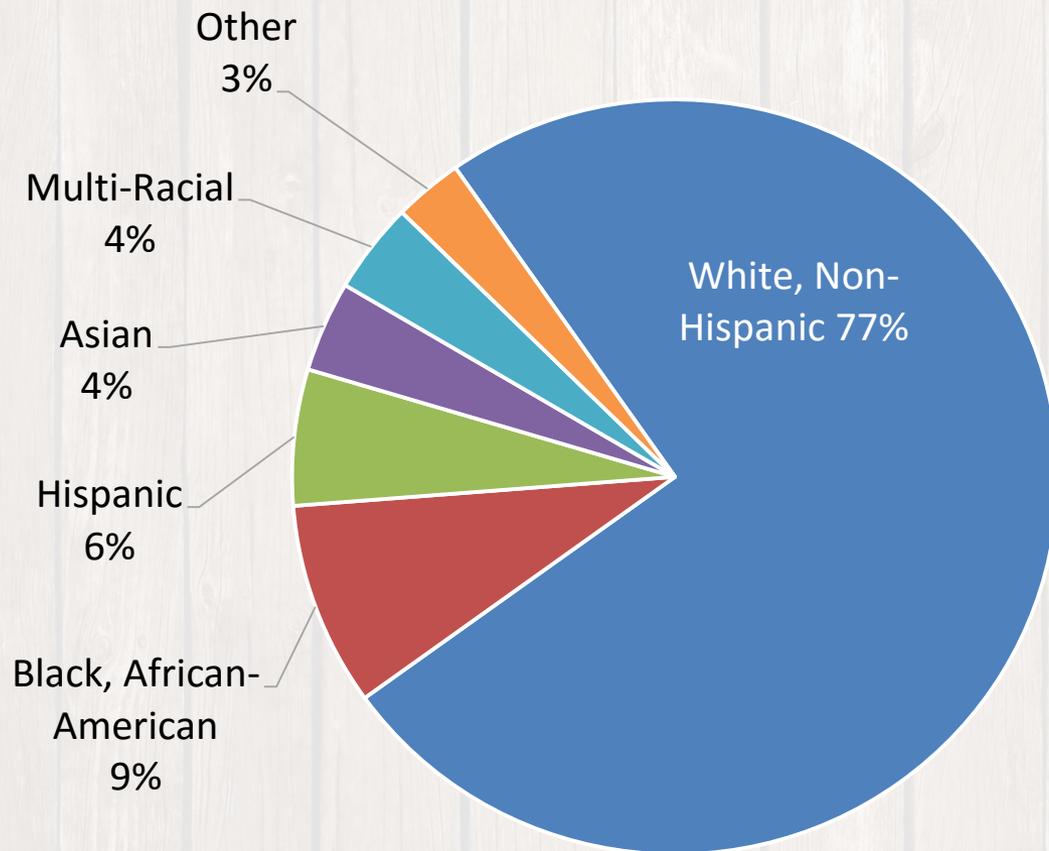
Highlighted green areas of the map indicate campers home countries.



Race/Ethnicity

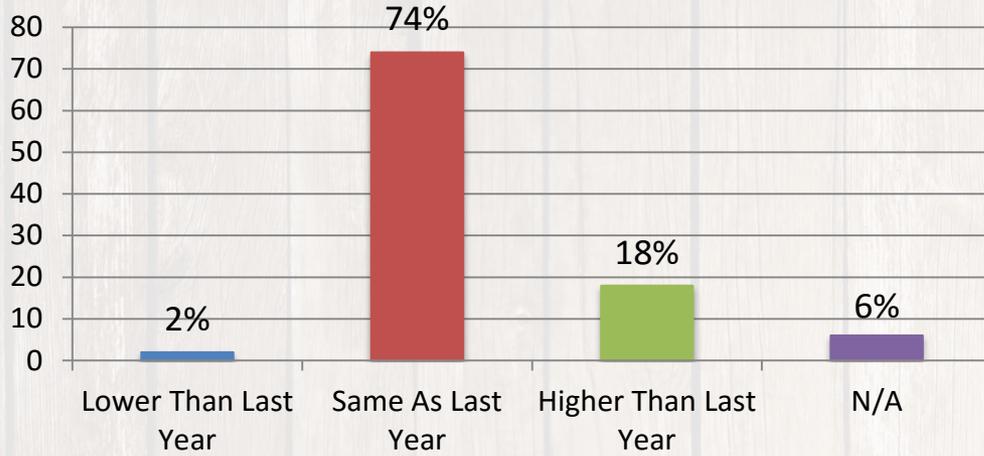
Question 31

Indicate the approximate percentage of each race/ethnicity for your 2015 summer campers:



Question 32

Compared to last year, summer enrollment for minority campers (race/ethnicity) was:

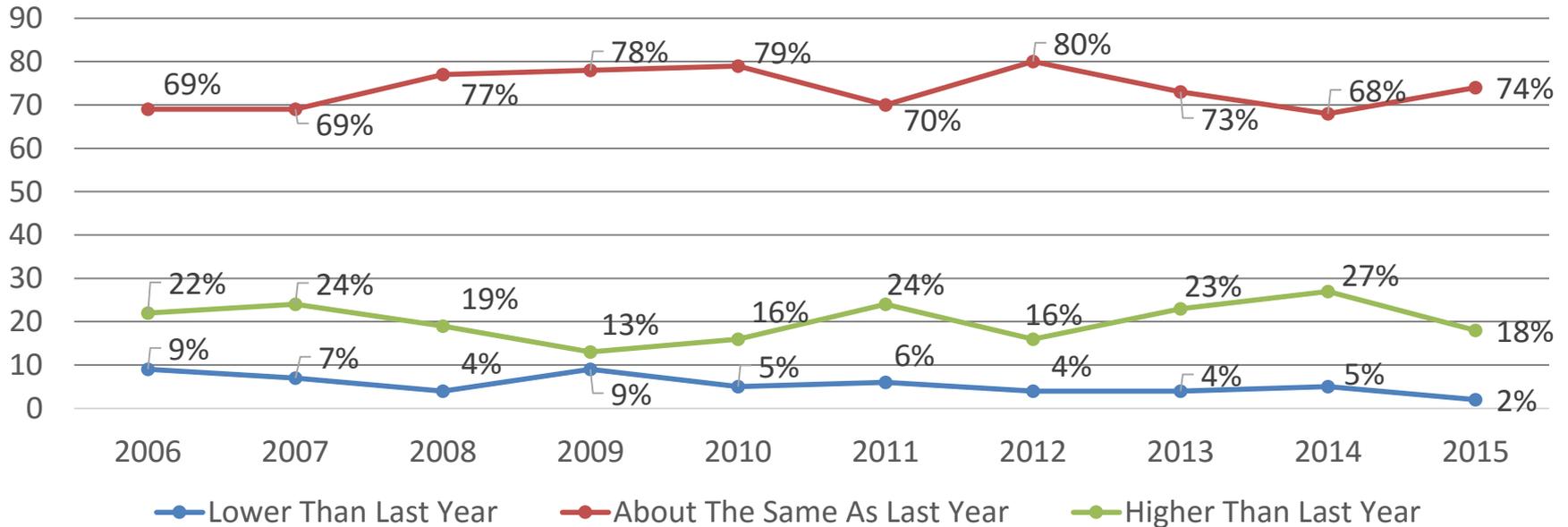


Question 33

If summer enrollment for minority campers (race/ethnicity) was higher or lower in the previous question, how much higher or lower?

	1-3%	4-10%	>10%	n/a
Higher by	29%	19%	3%	49%
Lower by	24%	0%	0%	76%

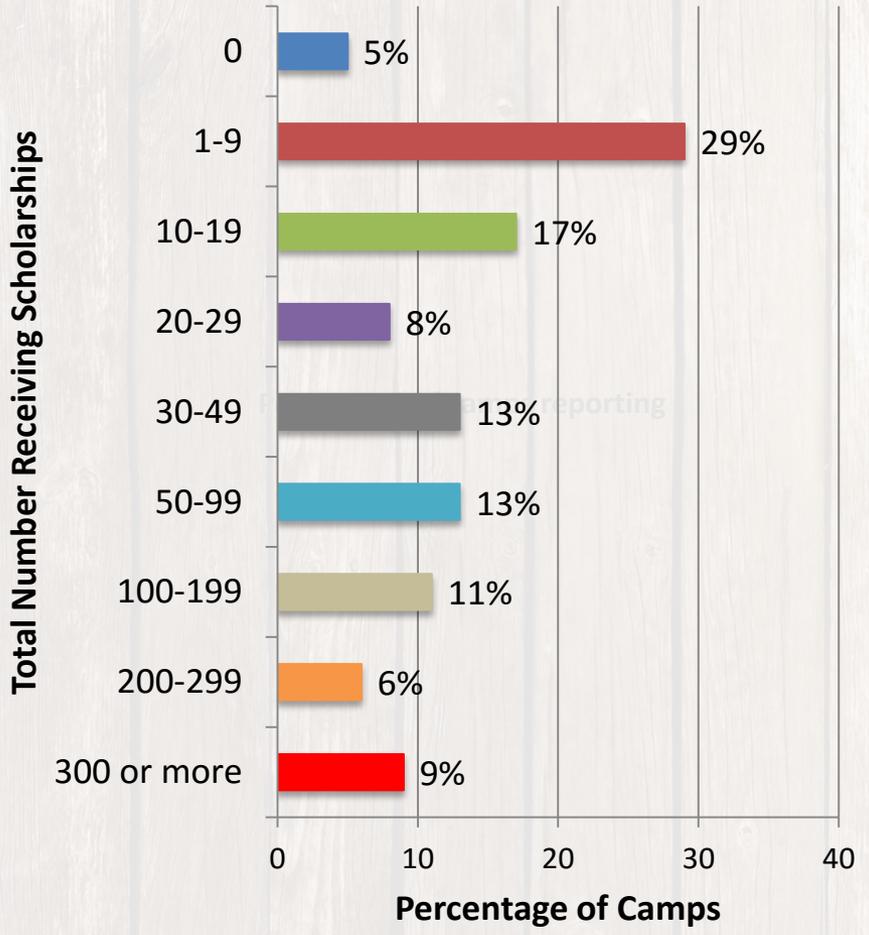
10 Year Minority Camper Enrollment Trend



Scholarships

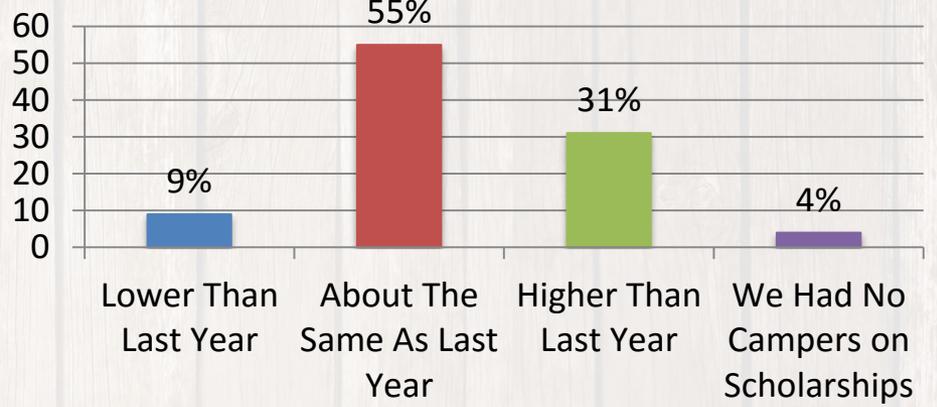
Question 34

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:



Question 35

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



Question 36

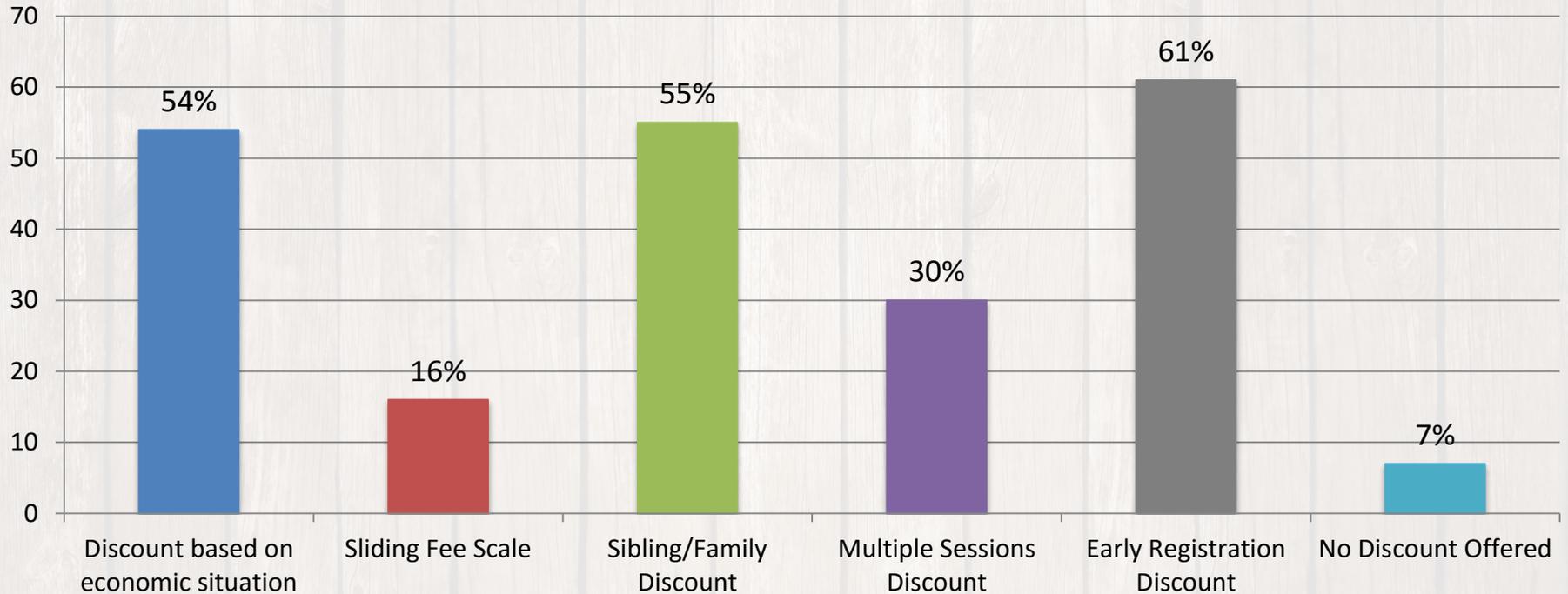
If summer enrollment of campers who received camp scholarships was higher or lower in the previous question, how much higher or lower?

	1-3%	4-10%	>10%	n/a
Higher by	26%	35%	12%	27%
Lower by	26%	21%	3%	50%

Discounts

Question 37

What type of discount options did you offer during Summer 2015?



Other types of discounts offered include:

Referrals

Agency or organization membership discount

Discount for participating in a fundraising activity

First time camper discount

Discounts for parents who are staff, faculty, volunteers, alumni, firefighters, police, or active military

Discounts for local community (residents)

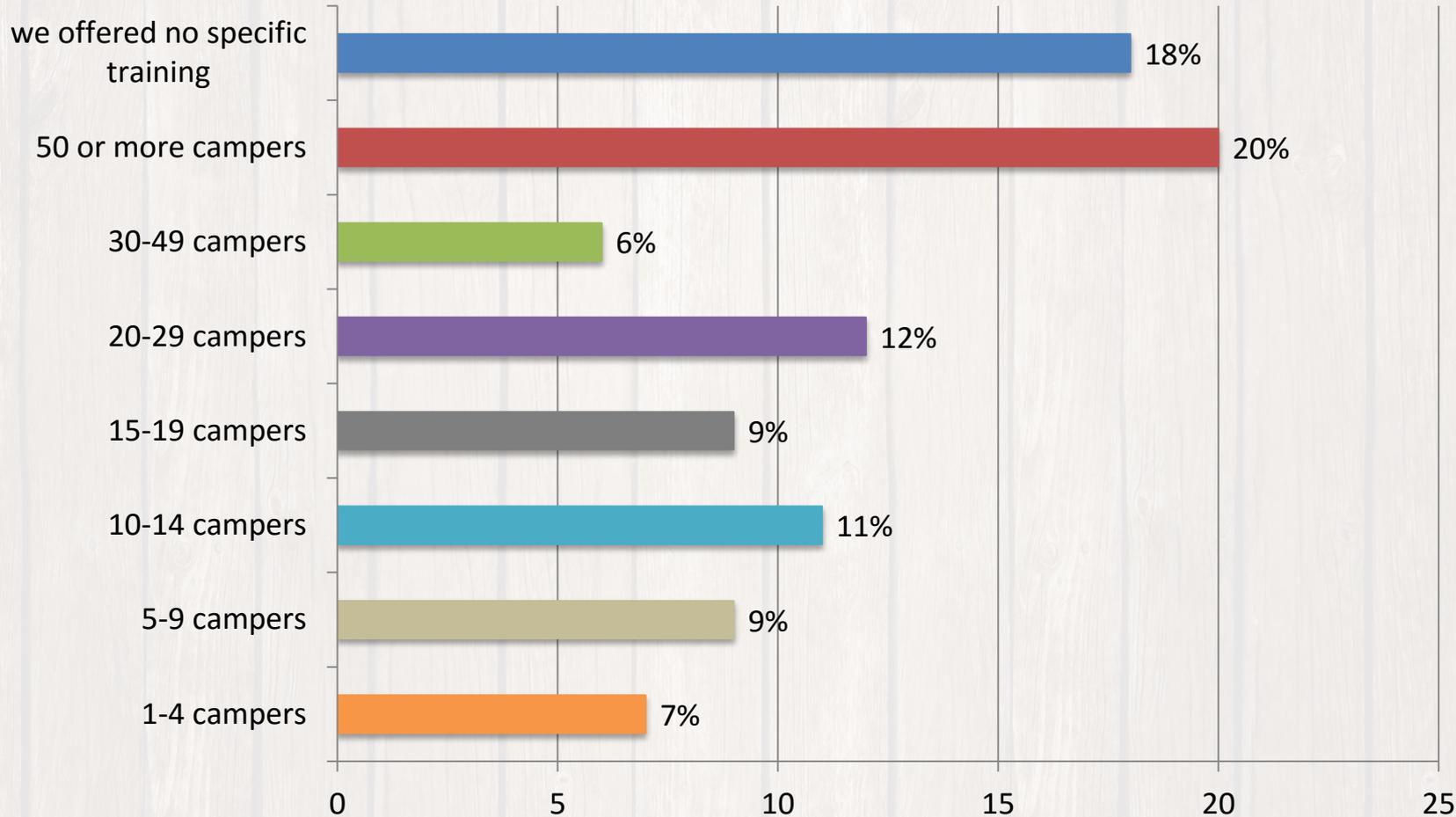
Scholarships and camp fees underwritten by donations and partnering organizations – both full and partial

Black Friday Sale

Camper Training Programs

Question 38

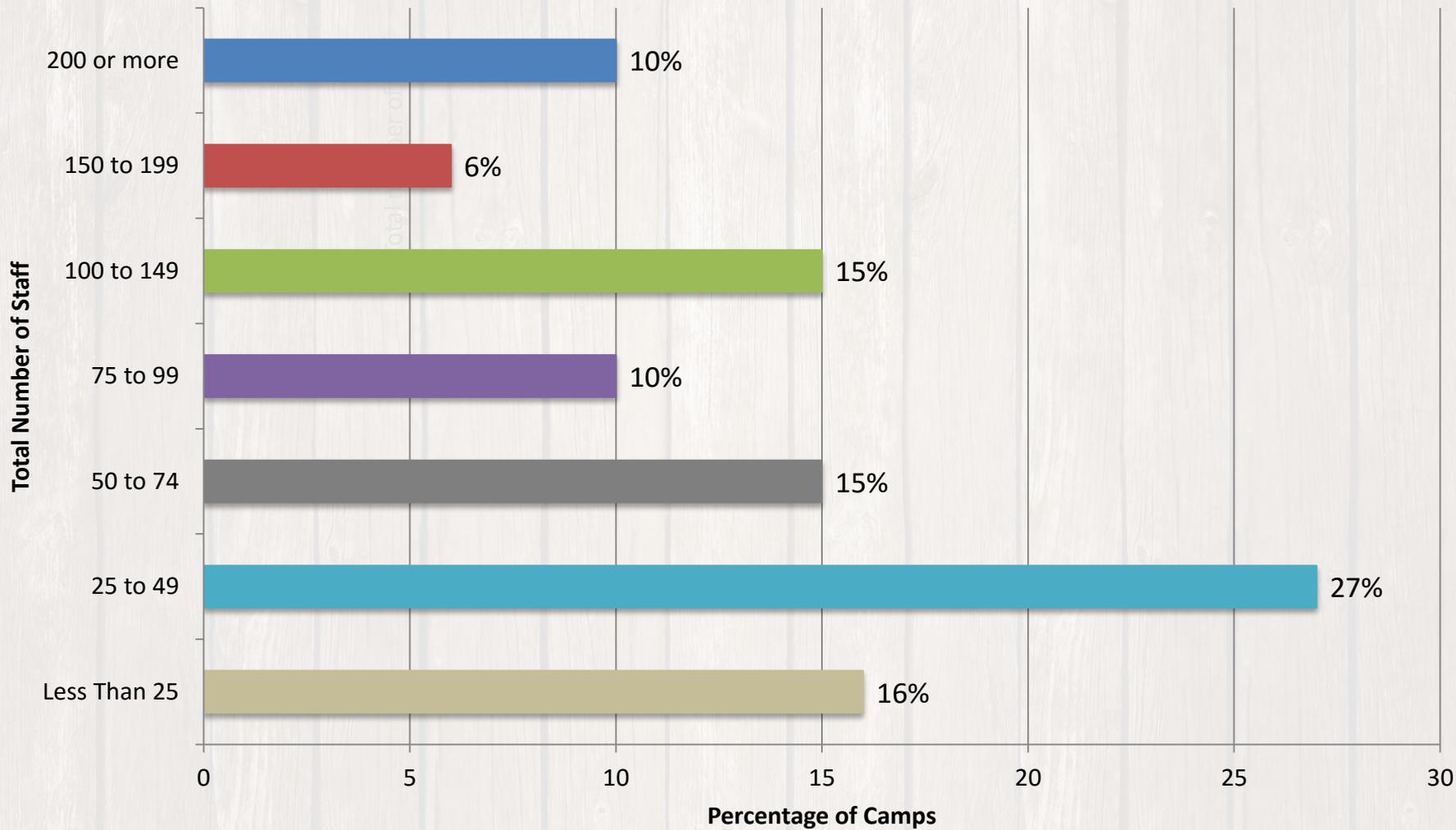
The total number of campers enrolled in some type of specific leadership or counselor-in-training program was in the range of:



Staff Recruitment

Question 39

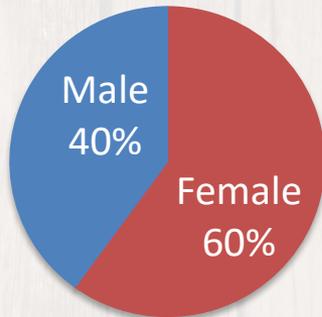
The total number of summer camp staff was:



Gender

Question 40

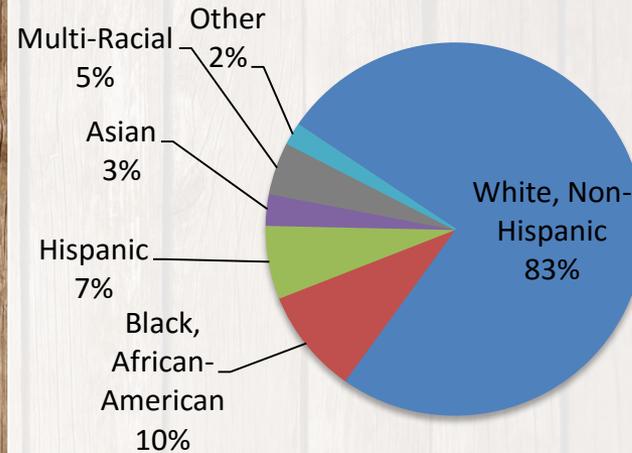
Please indicate the approximate percentage for gender of your camp staff (must total 100%).



Race/Ethnicity

Question 41

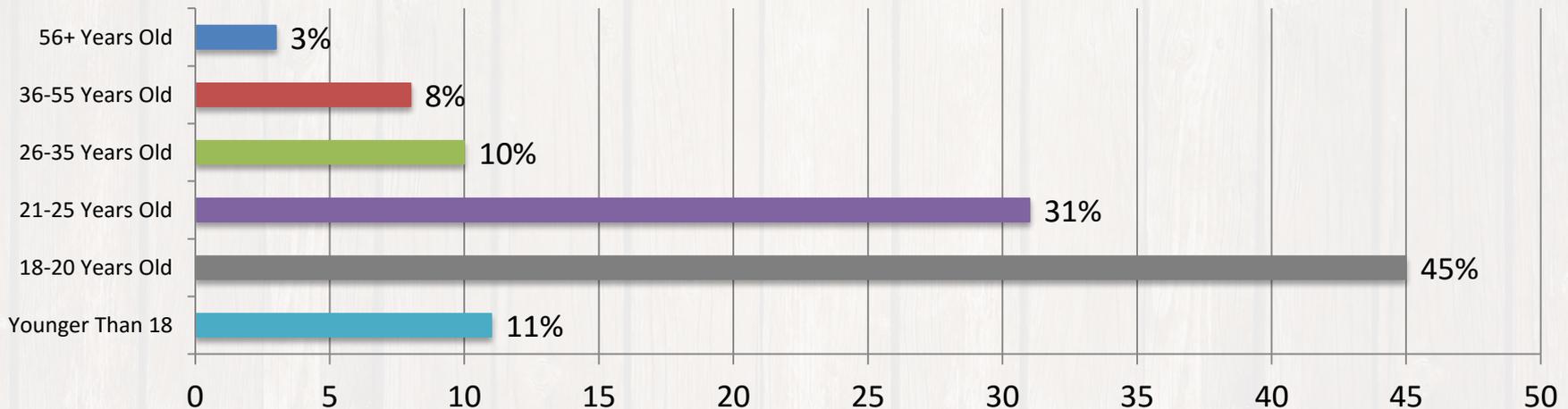
Indicate the approximate percentage of race/ethnicity of your staff (must total 100%).



Age

Question 42

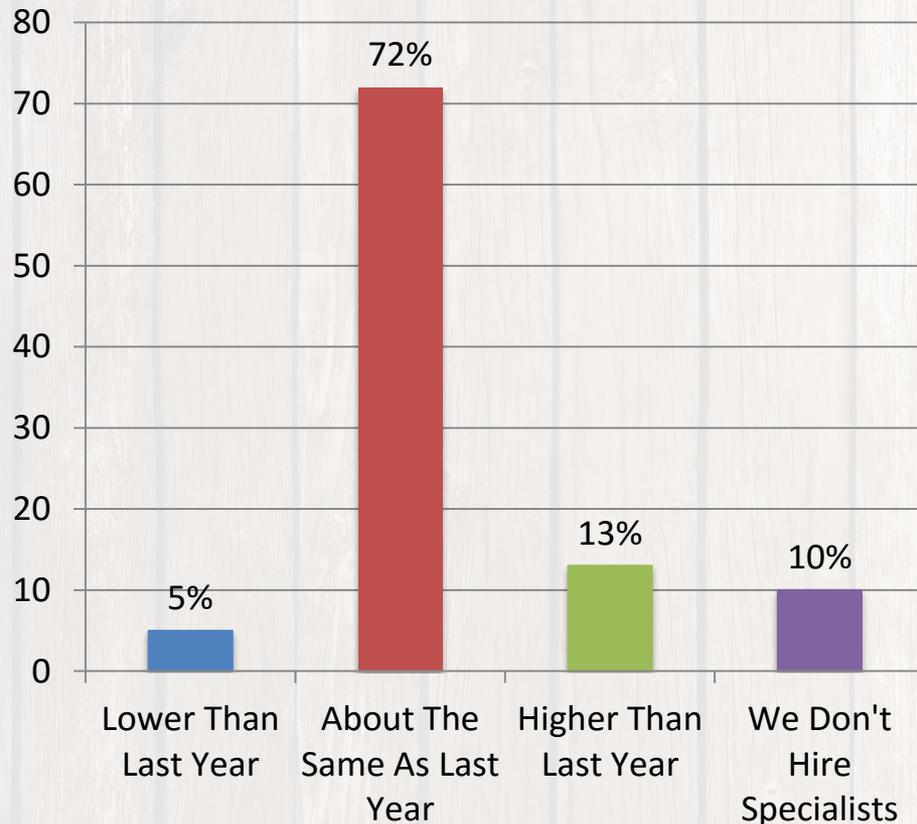
What percent of your staff were in the following age groups (must total 100%).



Specialized Staff

Question 43

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:



Question 44

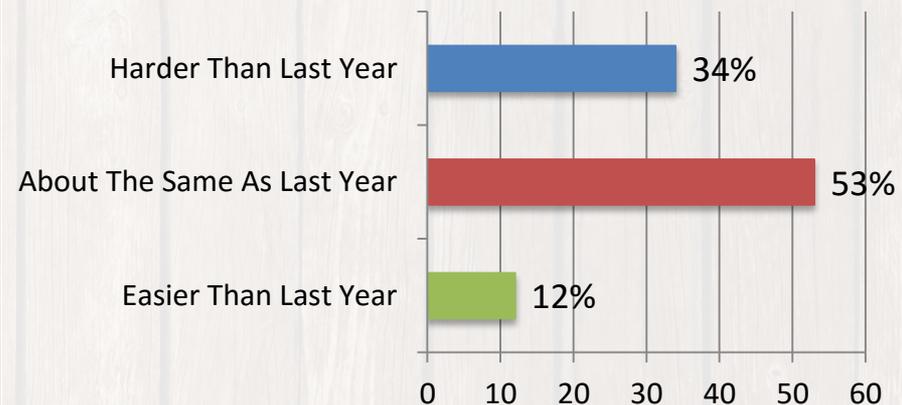
If your number of specialized summer staff was higher or lower in the previous question, how much higher or lower was it?

	1-3%	4-10%	>10%	n/a
Higher by	28%	11%	1%	59%
Lower by	29%	14%	0%	57%

Recruitment and Hiring

Question 45

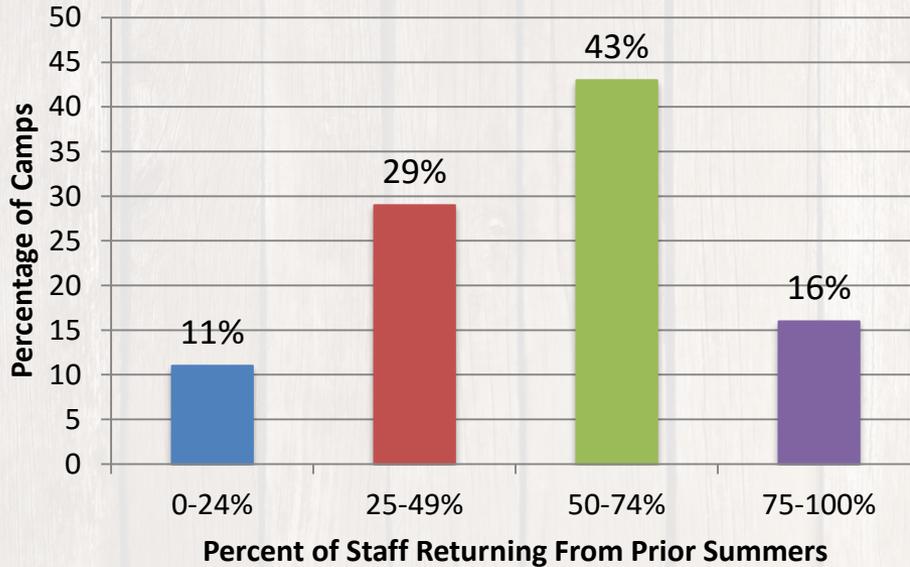
Compared to last year, recruiting and hiring staff for summer 2015 was:



Returning Staff

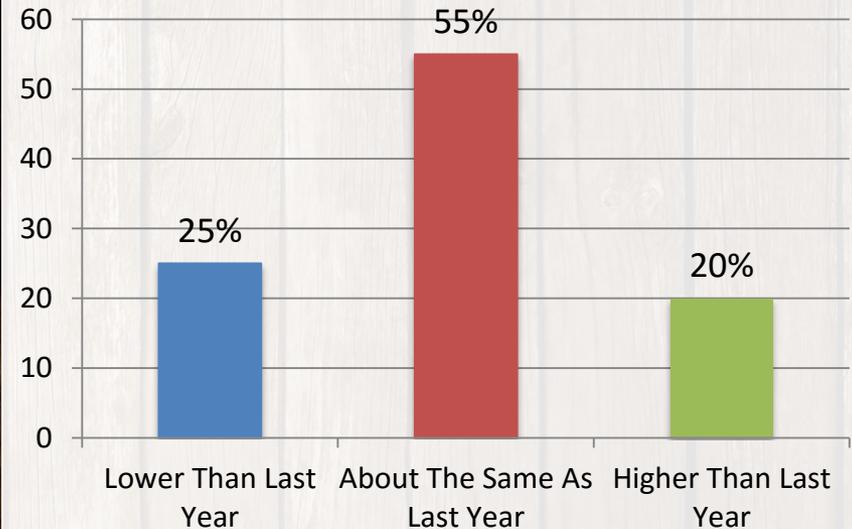
Question 46

What percent of your 2015 staff were returning from prior summers?



Question 47

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



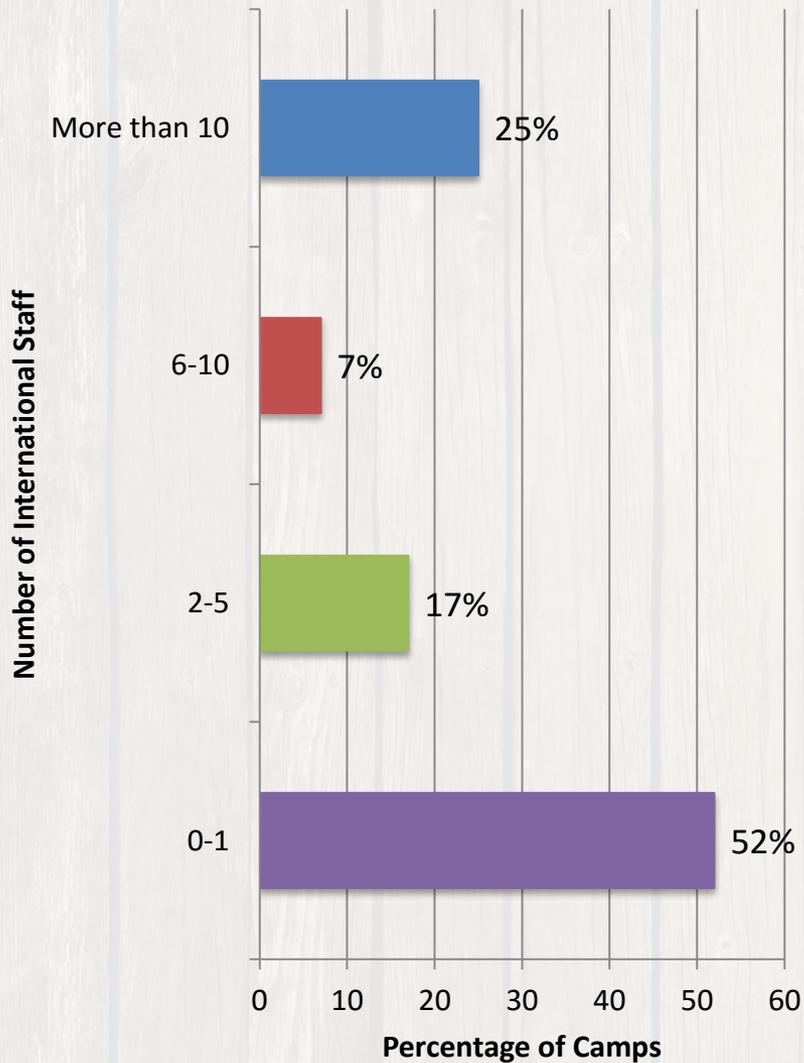
Question 48

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

	1-3%	4-10%	>10%	n/a
Higher by	9%	29%	20%	42%
Lower by	24%	40%	22%	14%

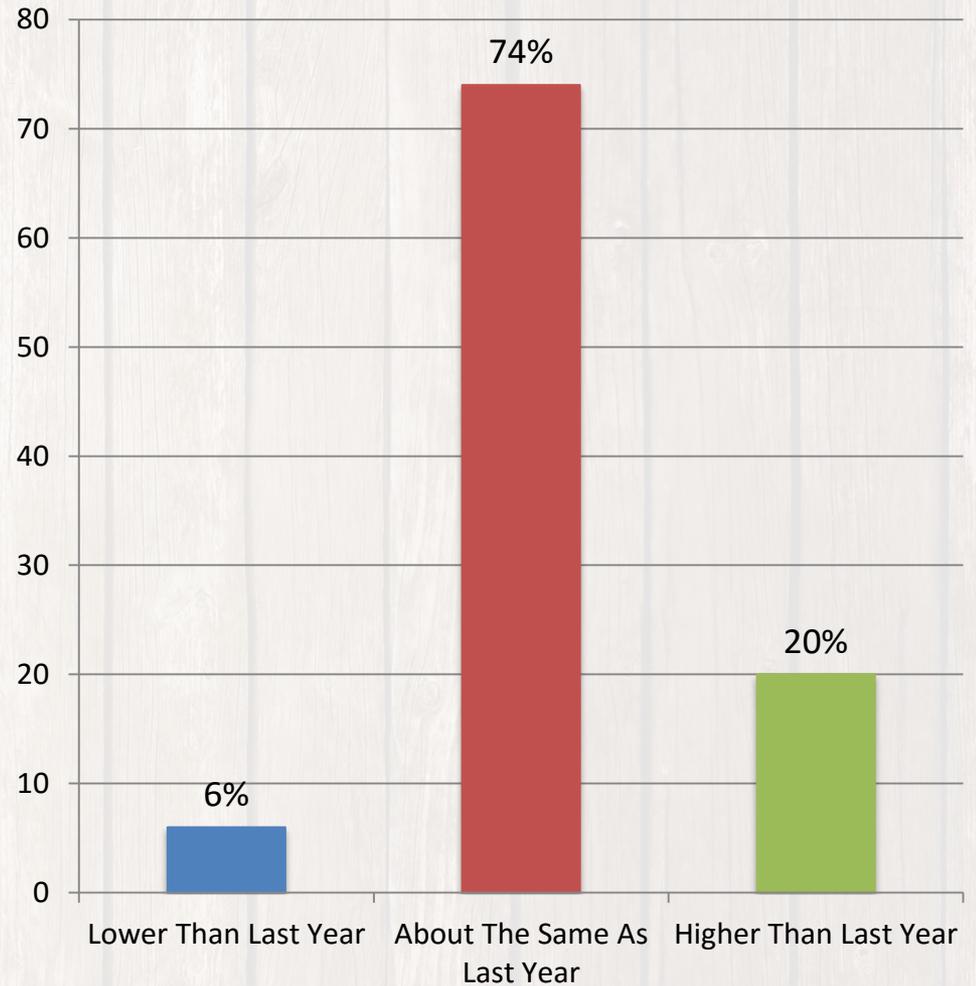
Question 49

How many international staff worked at your camp during summer 2015?



Question 50

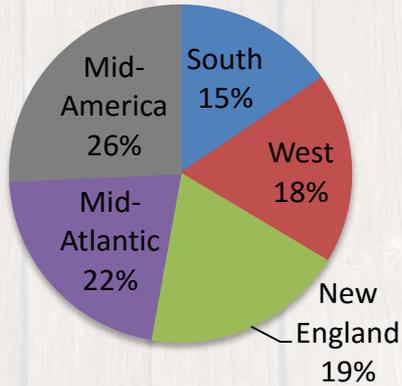
Compared to last year, the total number of international staff at your camp was:



Participating Camps

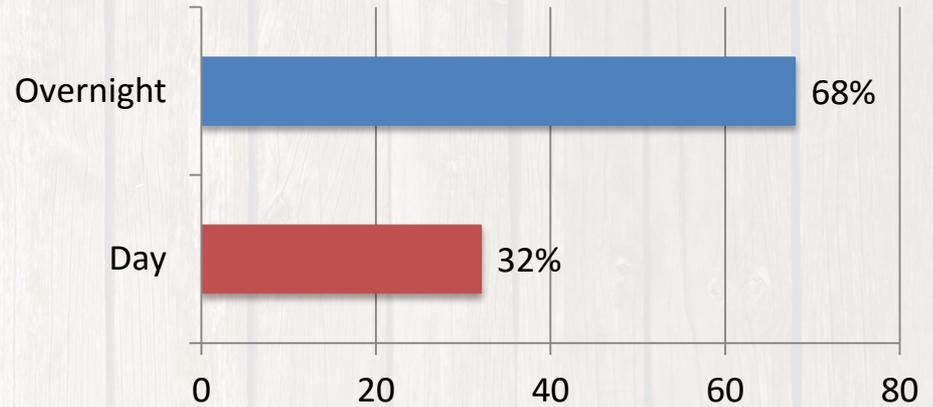
Question 51

ACA Field/Affiliate Office (by region):



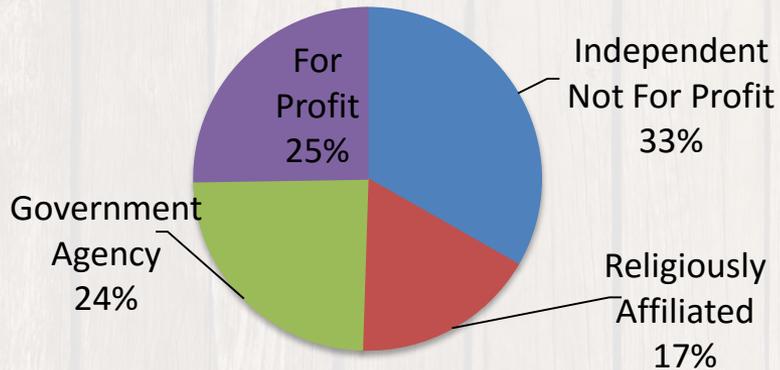
Question 52

Type of Program



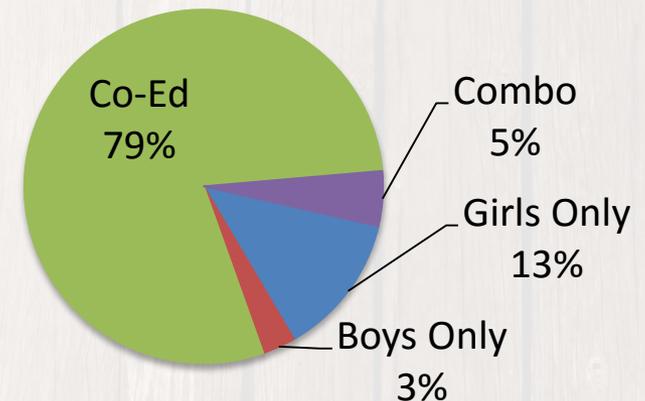
Question 53

Camp Affiliation:



Question 54

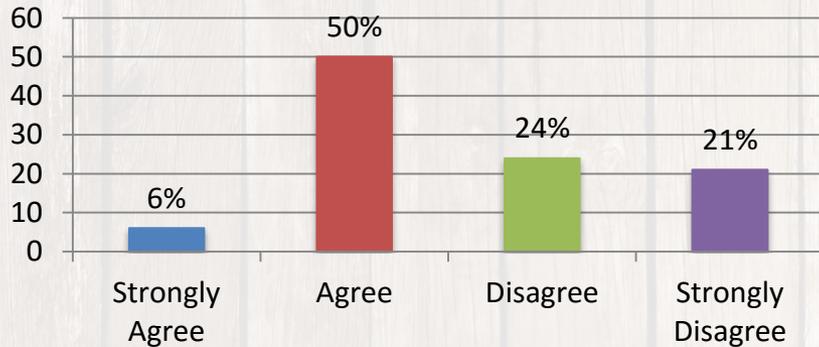
Summer youth camp clientele served:



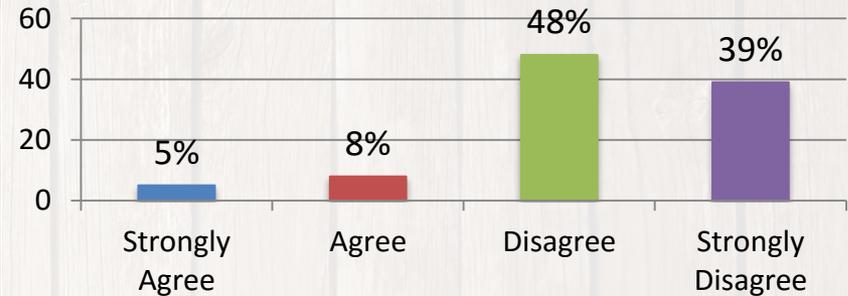
Opinions: Question 55

The following questions are your opinions regarding your camp for 2015 summer.

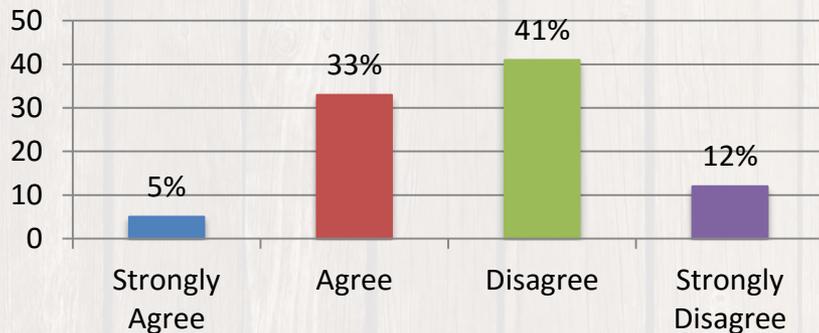
The economy negatively effected my camp's enrollment



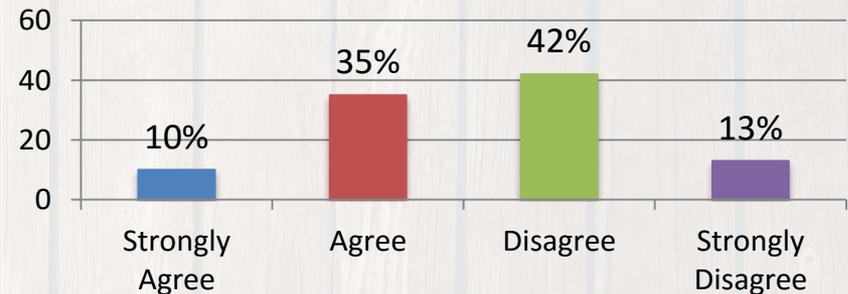
Weather or natural disasters negatively effected my camp's enrollment



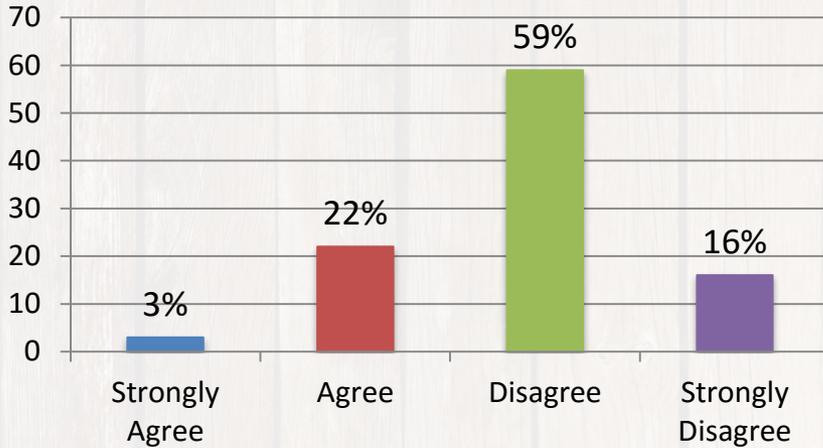
Changes in the school calendar negatively effected enrollment



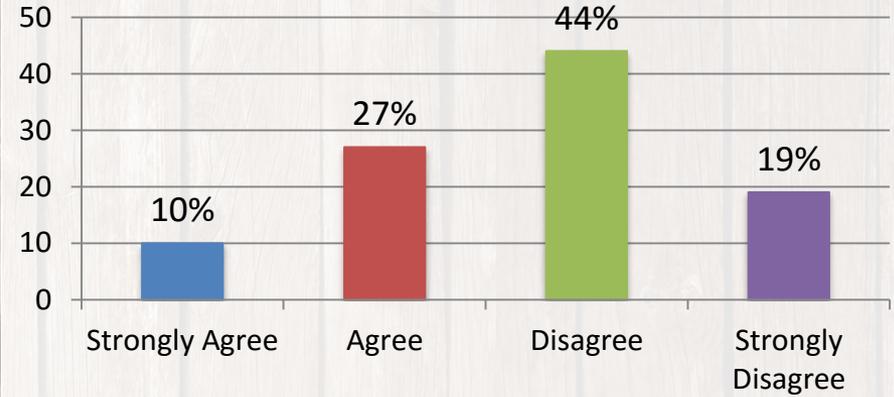
Parents waited until later than usual to commit to enrolling their children in our programs



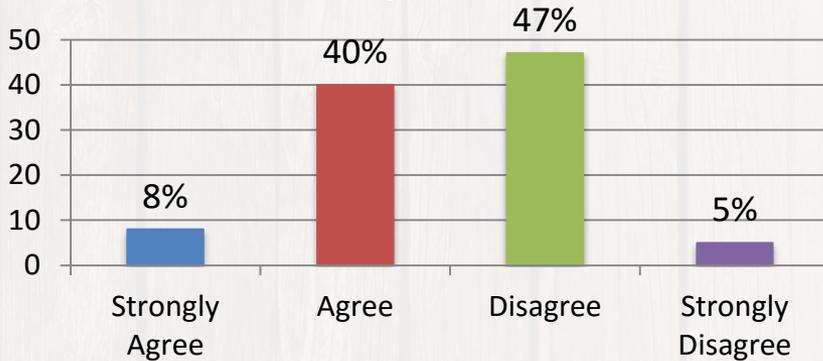
More parents enrolled their children in shorter sessions than last year



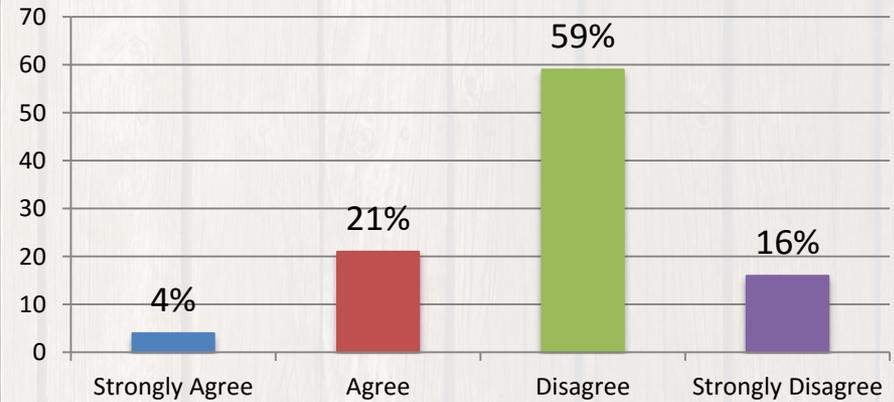
We had more children who wanted to come to our camp than we could accommodate



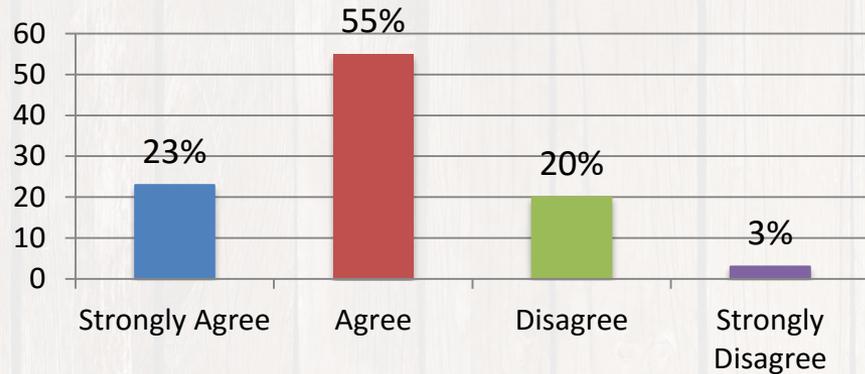
We had more requests this year for camp scholarships than last year



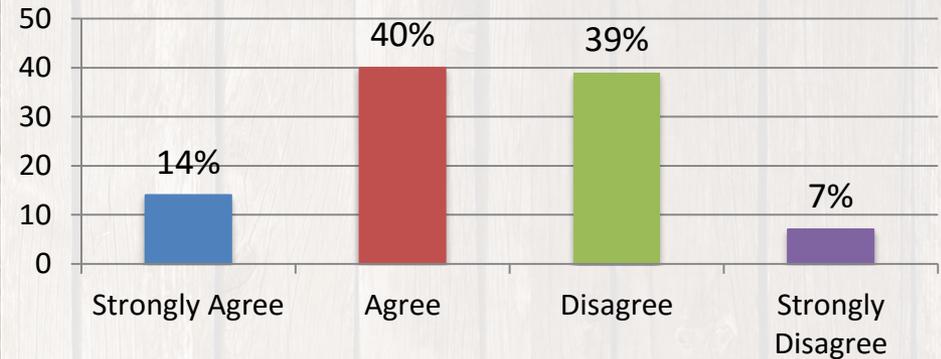
We had reduced funds for camp scholarships



We were able to provide camp scholarships to campers that requested them

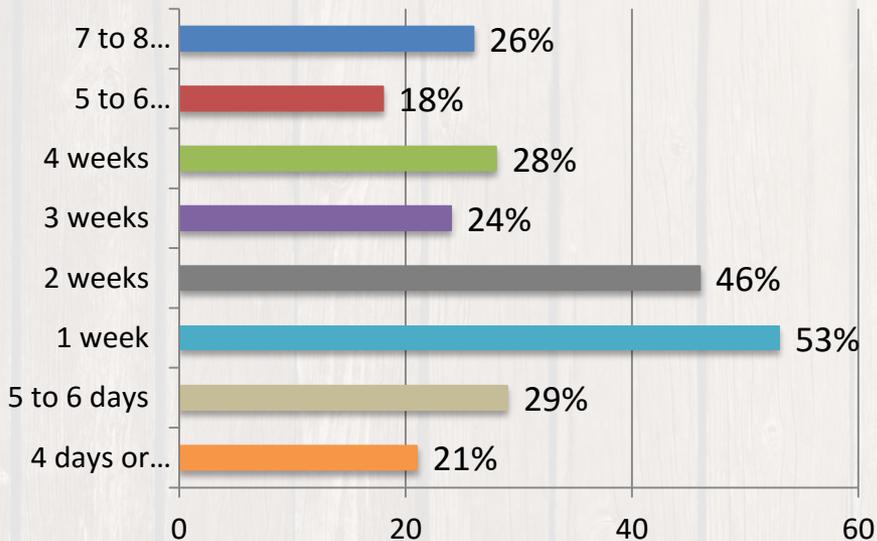


Children in my camp's service area had more summer opportunities that resulted in greater competition with us



Question 56

Session lengths offered at our camp include (check all that apply).



Question 57

Our most popular session length was

