2016 Staff Recruitment Data
With Strong Enrollment Comes New Challenges

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Background

Each Fall, the American Camp Association® (ACA) collects enrollment data and trends from camps who respond voluntarily to an online survey. Because this survey was voluntary, it represents the experiences of those who responded to the survey. However, it does provide insight into enrollment trends that might affect the camp industry as a whole.

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.
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311 Camp Professionals Responded

More Overnight Camps

Overnight Camps 70%

Day Camps 30%

Camps Varied in Affiliation

- Independent Not For Profit (31%)
- Religiously-Affiliated (22%)
- Independent For Profit (21%)
- Agency (19%)
- Governmental/Municipal (7%)
Camp Staff Demographics

Gender

- 40% Male
- 1% Gender Non-Conforming
- 62% Female

Race/Ethnicity

Most camp staff are caucasian

- 83% White, Caucasian
- 9% Black, African-American
- 7% Hispanic
- 4% Multi-Racial
- 3% Asian
- 3% Other

There are more female camp staff than male camp staff.
Specialized Staff

Hiring of specialized staff remained mainly the same

- **Lower**: 2%
- **The Same**: 72%
- **Higher**: 15%
- **N/A**: 10%

Higher or lower, by how much?

- 33% of camps with higher enrollment had a 4-10% increase
- 23% of camps with lower enrollment had a 1-3% decrease

Many day and independent for-profit camps reported that they do not use specialized staff.
54% of camps have more than half of staff returning from previous years.

Percentage of camps:
- Lower: 24%
- The Same: 59%
- Higher: 15%
- N/A: 1%

Percentage of returning staff:
- 0-24%: 12%
- 25-49%: 35%
- 50-74%: 42%
- 75-100%: 12%

Higher or lower, by how much?
- 24% of camps with higher enrollment had a 4-10% increase.
- 58% of camps with lower enrollment had a 4-10+% decrease.
International Staff

49% of camps reported having 2+ international employees.

91% of camps reported the number of international staff were about the same or higher.

- Lower: 8%
- The Same: 70%
- Higher: 21%

Number of international camp staff:
- 0-1
- 2-5
- 6-10
- More than 10

Percentage of camps:
- 51%
- 14%
- 10%
- 25%
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