

2016 Staff Recruitment Data

With Strong Enrollment
Comes New Challenges

Prepared by:
Cait Wilson, ACA Research Assistant
University of Utah



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.

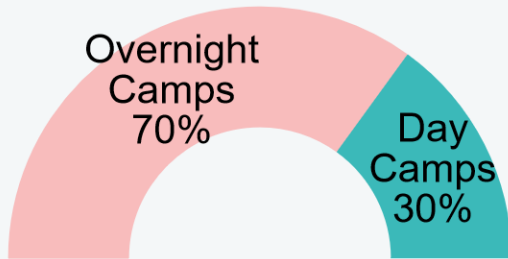
Table of Contents

Respondent characteristics	1
Total # of camp staff	3
Camp staff demographics	4
Specialized staff	6
Returning staff	7
International staff	8
ACA contact information	9

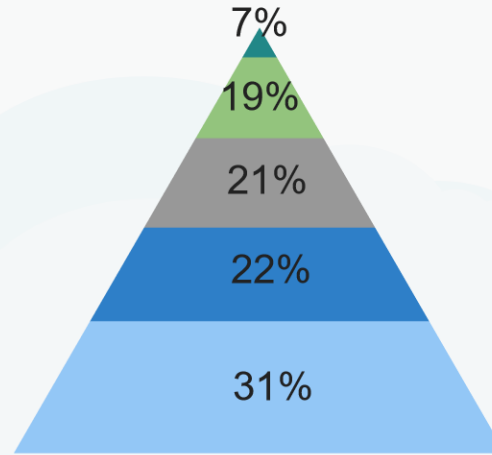
311

Camp Professionals Responded

More Overnight Camps

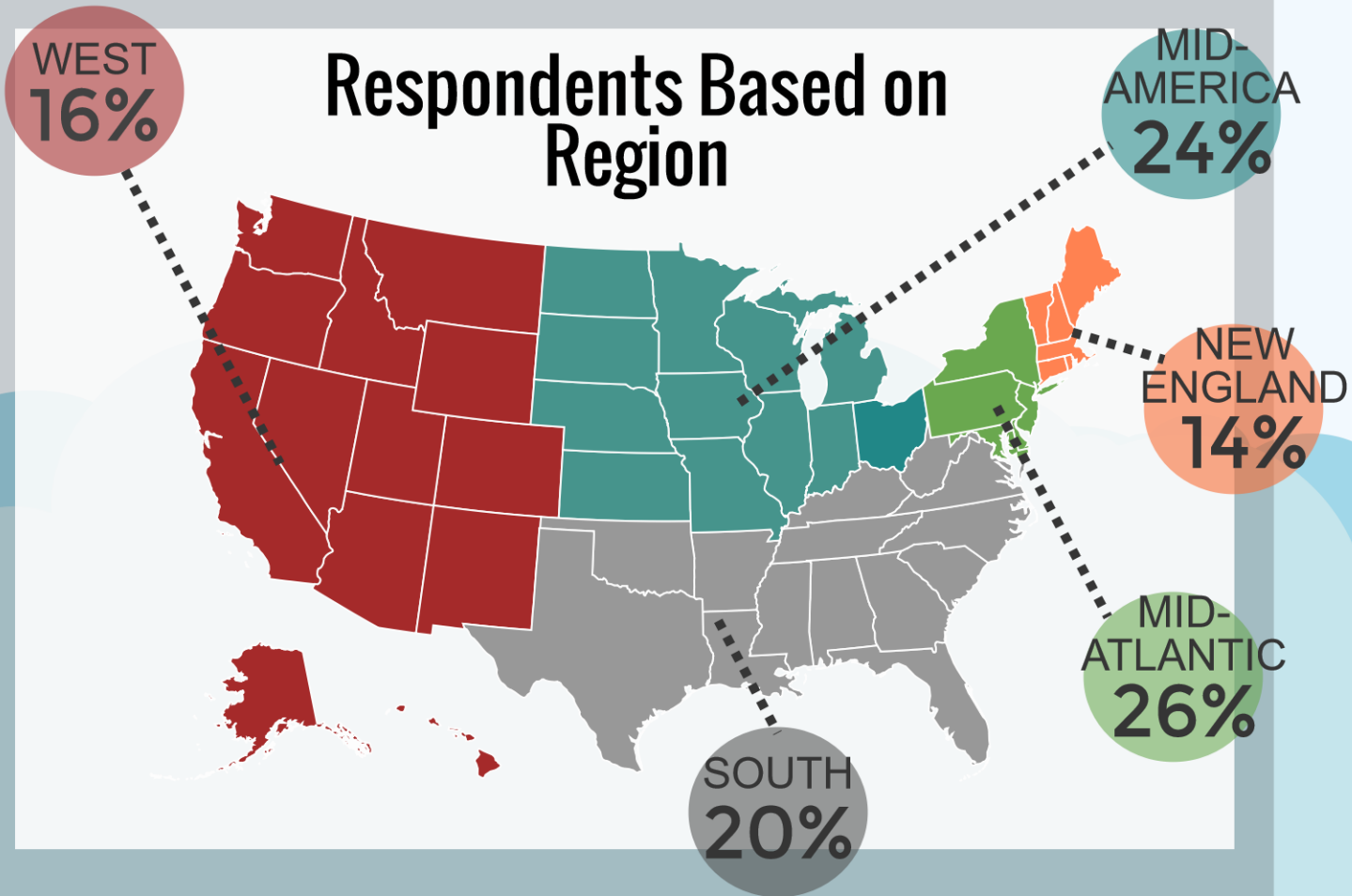


Camps Varied in Affiliation

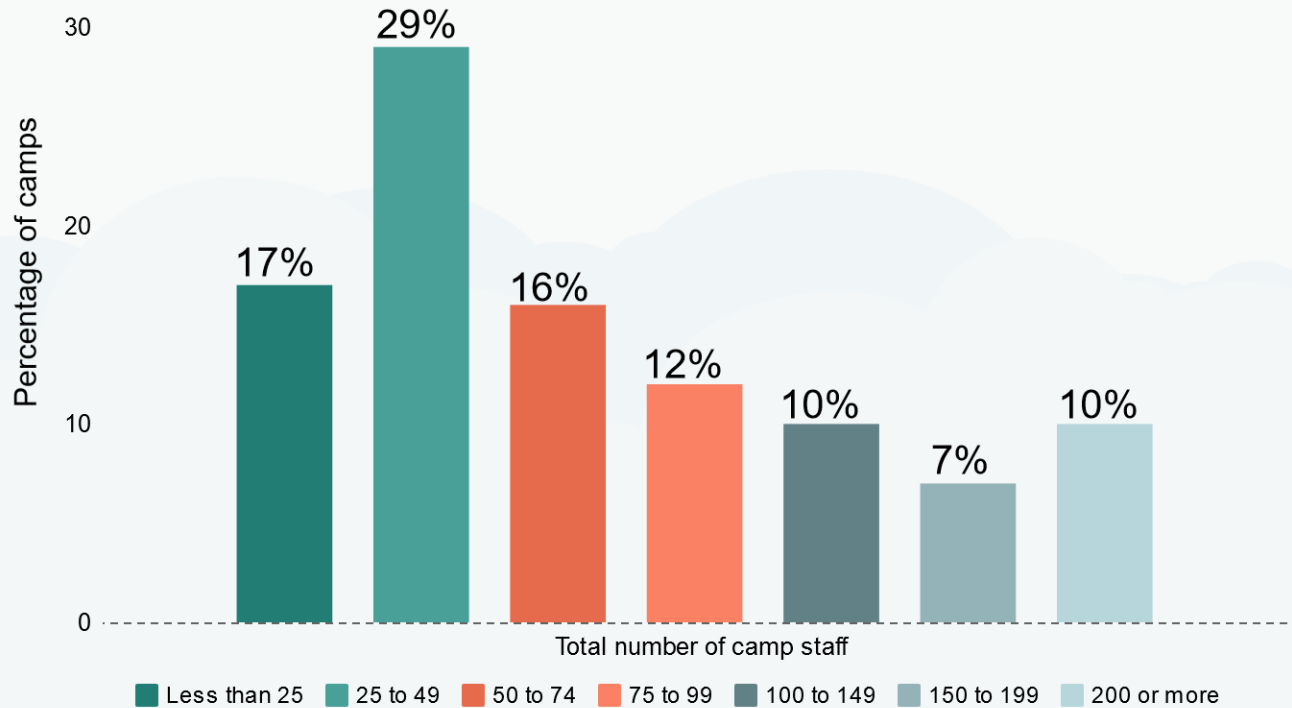


- Independent Not For Profit (31%)
- Religiously-Affiliated (22%)
- Independent For Profit (21%)
- Agency (19%)
- Governmental/Municipal (7%)

Respondents Based on Region



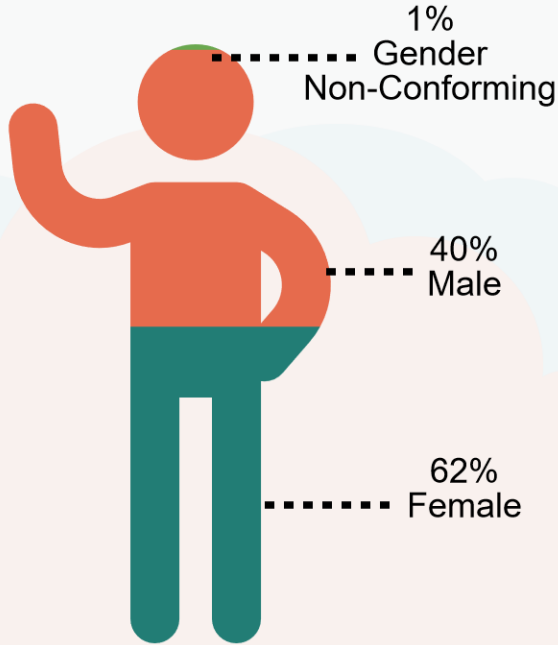
Total # of Camp Staff



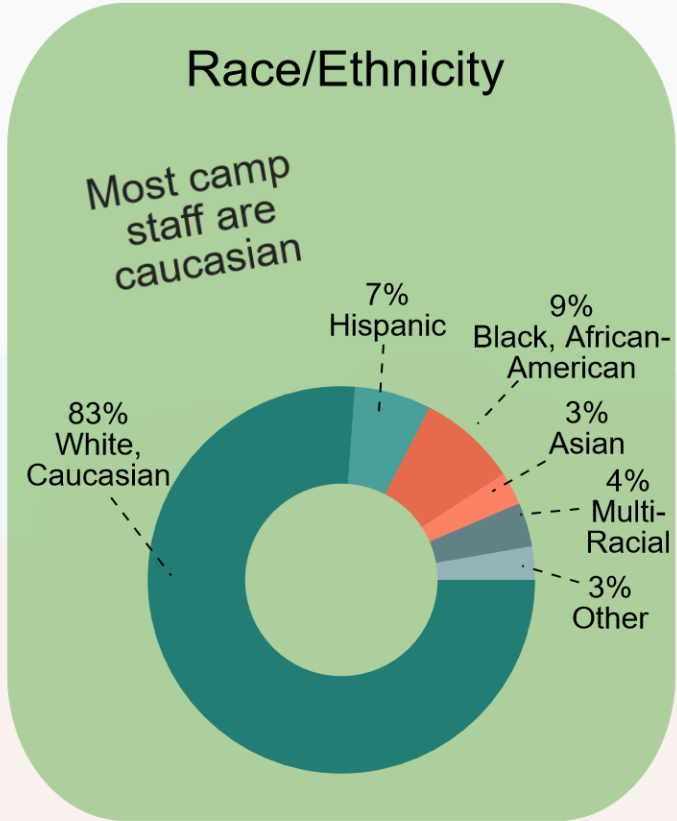
Camp Staff Demographics

There are more female camp staff than male camp staff

Gender

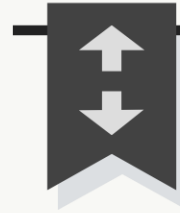
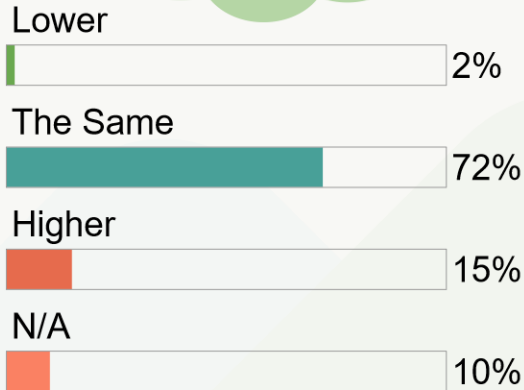


Race/Ethnicity



Specialized Staff

Hiring of specialized staff remained mainly the same



Higher or lower, by how much?

33% of camps with higher enrollment had a 4-10% increase

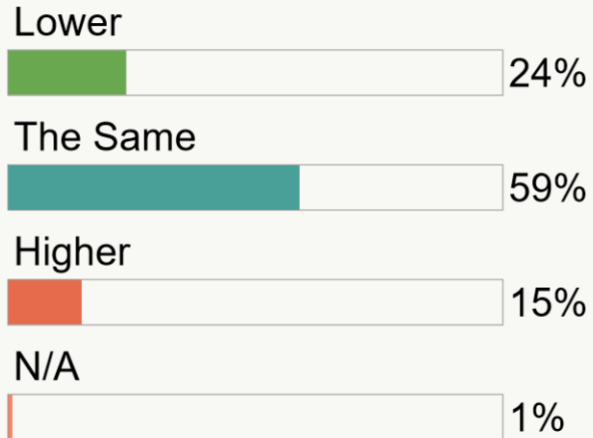
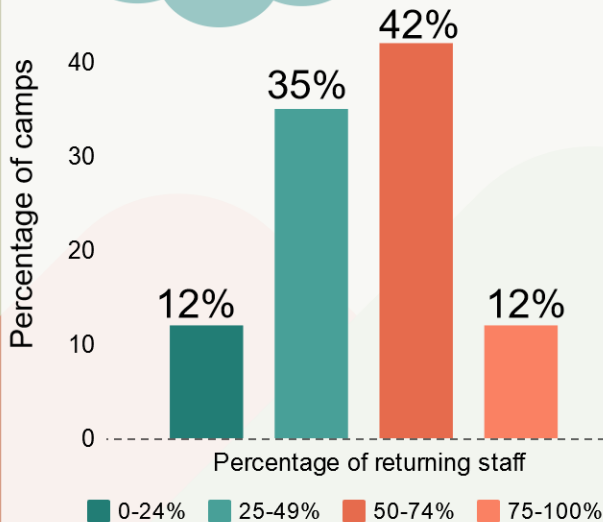
23% of camps with lower enrollment had a 1-3% decrease



Many day and independent for-profit camps reported that they do not use specialized staff.

Returning Camp Staff

54% of camps have more than half of staff returning from previous years



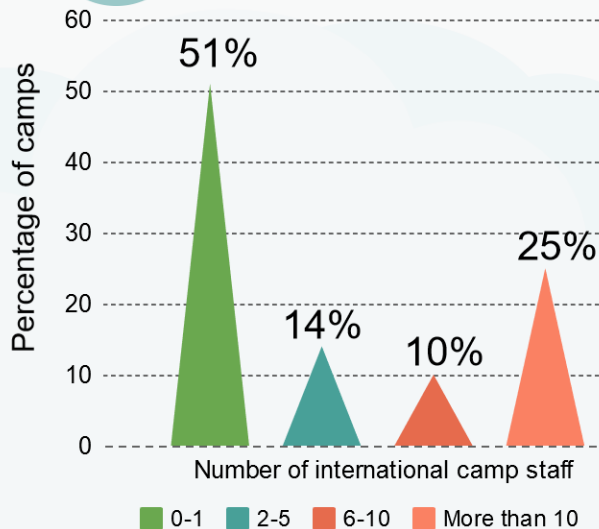
**Higher or lower,
by how much?**

24% of camps with higher enrollment had a 4-10% increase

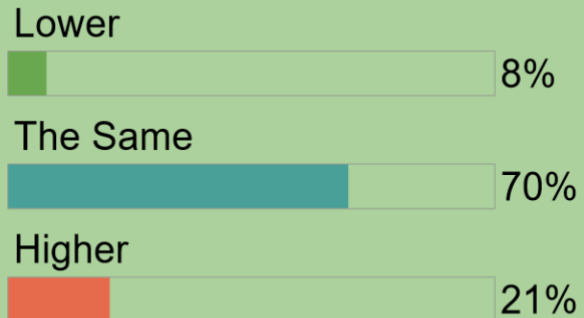
58% of camps with lower enrollment had a 4-10+% decrease

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



For more information, please contact:

The American Camp Association, Research Team



Deb Bialeschki, Ph.D.

dbialeschki@acacamps.org



Laurie Browne, Ph.D.

lbrowne@acacamps.org



Cait Wilson, M.S.

cait.wilson@utah.edu