

American Camp Association
National Council of Leaders
February 11, 2020
Discussion Notes – Mission, Vision (and Values)

1. What should our #1 priority be to ensure ACA growth in the next 3 years?
 - a. Brand awareness of ACA – how does the mvv help us let the public know what we are doing (ACA needs to connect the communities that ACA should have to grow) – helping understand what we do as a volunteer lead organization | Welcoming people to what we do | Camp experience is for everyone

2. What world revision would you suggest if any in ACA’s current Mission and Vision Statements
 - ‘Children, youth and adults’ (All) (x 3)
 - It’s important to included ‘camp’ explicitly (x2)
 - Do we need the word Camp? Is it inclusive ... is it misunderstood (x3)
 - ‘Camp experience’ (x 3)
 - Transforming (x2)
 - ‘learners into leaders’
 - ‘Catalyst’ (x2)
 - ‘Connector’
 - ‘Amplify’
 - Empower (x2)
 - ‘Empowering humans to connect and grow through quality camp experience”
 - ‘Amplifying the development of people through the camp experience
 - Safety
 - Impacts lives
 - Community. This is what every camp and program is providing – that is doing “camp” well.
 - Great citizens not just leaders.
 - Why so much “future” facing – what about doing better this afternoon in their teams, schools and homes. What about today?
 - Enriching
 - ~~Helping~~ – Assumes weakness
 - Ecosystem – bringing people into the full ecosystem – connecting with the bigger community
 - Open wide, open up, possibilities – Camp experiences open up or open wide
 - Undistracted, being present, staying in the moment
 - Intentional
 - Fun??
 - Experience vs. community – like experience better
 - As a 501c3 important to be inclusive
 - What distinguishes us and sets us apart, but is accessible
Consider resiliency, unlicking potential. Able to thrive.
 - How to name Equity, Diversity & Inclusion more clearly

Vision:

- Empower in the vision statement and empowering.
- Empowering lives, changing the world
- Empowering lives, impacting the world
- The generative impact of the camp experience.
- Empowering puts the agency on the participants of the camp experience.
- Camp is about seeing what everyone has and unlocking it for each individual
- Unlocking potential, impacting the world
- Empowered people, impact the world
- Camp. Empower lives, changing the world
- Empower lives, change the world- Camp
- Use impact instead of change
- Camp. Empower lives, impact the world
- Camp. Empower lives – rock the world!

Mission

- The ACA is a resource; an advocate for the camp experience and resource for individuals. The association exists so that can happen – mission statement.
- As a public benefit organization, we are set to empower professionals in providing the end product. ACA is not providing the end product/service. Like the “Inside intel”.
- Learning is listed a lot.
- Growing.
- Unlocking the power.
To help people be their better self.
- These mission statements do not reflect what ACA is doing for the camps. Shift in language to recognize that ACA is providing resources.
- Part of ACA’s role for camp directors. ACA is bringing together camp directors.
- What will speak to someone that is not a camp professional? What do you say to the person that asks, what do you do the rest of the year?
- Mission has the ability to convey “joy” – currently too academic – it doesn’t “sing” or make you feel anything. It needs to hit you in the heart. Don’t make it too corporate.
- It should be a statement to make people ask questions.

Other notes:

- Are we differentiated enough
- There needs to be rallying cry to engage folks outside the camp industry
- Seeking that ‘sameness’ in sharing ideas
- To get people to understand the camp experience
- Has appreciate “Camp gives Kids a World of Good”
- Global focus not just AMERICAN Camp Association
- Summer - is limiting

NOTE: People did not vote because they didn’t feel connected to the statements provided.

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Chart Board Results – Mission, Vision (and Values)

CHART 1:

First Round Vision Statements:

- Camp Communities are an Essential Part of Every Person’s Education ●●●
- Expanding Educational Horizons and Human Potential●●
- Whole-Person Learning and Life Skills for All●
- The Leader in Transformative Skills, Communities and Experiences for Children
- Together, We’ll Create Childhood Communities that Lead to Adult Lives of Meaning
- To Become a World Leader in Teaching Children How to Become Lifelong Learners
- Building Tomorrow’s Leaders, One Summer at a Time
- Building Tomorrow’s Leaders, One Experience at a Time
- Building Tomorrow’s Leaders, One Community at a Time
- Camp Experiences are a Catalyst for Thriving Adults●
- Camp Experiences Transform Lives for the Better●●●
- Human Lives and Learning are Transformed by Camp Experiences●●●●●
- None of these ●

CHART 2:

First Round Mission Statements:

- Transforming Children and Adults through Community●●●
- Creating Transformative Educational Communities for Children, Youth and Adults●●
- Empowering Experiences that Protect, Nurture and Transform Children and Adults
- Camp: Transforming Learners into Leaders●
- Helping Today’s Learners Become Tomorrow’s Leaders
- Camps Create Safe Connections and Transformative Communities●●
- Building Future Ready Communities through Transformative Camp Experiences
- Building Tomorrow’s Communities by Transforming Individuals Today●
- Empowering All Children, Youth and Adults to Connect and Learn through Safe, Healthy, Quality Camp Experiences●
- Empowering All Children, Youth and Adults to Connect and Learn through Quality Communities●●
- Together, We are a Community Catalyst for Social, Emotional and Inclusive Learning●●
- Together, We are a Catalyst for the Camp Community●●●●●
- Camp is a Catalyst for Growth
- None of these ●

CHART 3:

Add your ideas for Statements!

Mission:

AMPLIFY Camp as a Catalyst for (x 2)

Camp Experience _____(verb) people thrive.

Camp Experience _____(verb) people live their best life.

Vision:

The Camp Experience is for Everyone (All)

Camp: Empowers lives, Impacts (the/our) world.

Camp: Empowers lives, Transforms (the/our) world.

Camp: Empowers lives, Rocks the world.

Add your Ideas for words you like:

Mission:

Belonging

Vision: