



e-Institute Course Catalog ~ February '09

ACA's e-Institute is a Web-based professional development and public education system designed for the entire spectrum of child and youth development audiences www.ACAcamps.org/einstitute/.

Camp Administrator 101: Preparing for Your New Role

Developed in partnership with the National Recreation and Park Association, this course provides new camp directors with an understanding of the challenges and opportunities of their role, and important information regarding best practices in training, preparation, communication, and leadership.

Camp Business and Finance

Budget and finance training including: budgeting, purchasing and receiving, handling cash, fund-raising, and camp store management. Content is derived from ACA's Basic Camp Director's Course (BCDC).

Camp Is for the Camper

Give staff a jumpstart in considering their roles and responsibilities before arriving at camp. The program's four interactive modules address counselor responsibilities as role models, stress reduction while working at camp, and demographics of today's campers and behavior management techniques. The program content draws from the popular book, *Camp Is for the Camper*.

Communication in a Time of Crisis—Are You Prepared?

Developed in partnership with the National Recreation and Park Association, this course provides camp directors and camp employees with the information they need to respond in safe, appropriate manners to unexpected events and crises. Learn how to prepare in advance by developing a Crisis Response Team and proper procedures for reporting and responding to crises. A related book is also available: *Crisis Communications: A Handbook for Camps and Other Youth Programs* by Marla Coleman and Jessica Coleman.

Creating Positive Youth Outcomes

Design a simple, effective program evaluation process and determine the youth outcomes that you want to target and improve for your camp. The program content draws from the popular book, *Creating Positive Youth Outcomes*.

Criminal Background Checks – Dispelling the Myths and Confronting the Realities

This course will dispel the myths and make sense of the realities of what is available to you as an organization that selects staff and volunteers to serve children, youth, and vulnerable adults.

Designing Quality Youth Programs

Based upon the book of the same name, this e-course will take you through an eight step process focused on a rewarding journey of organizational improvement that recognizes each setting is different, every program is unique, and each improvement requires a targeted set of strategies.

Injury and Illness Prevention Courses (4 Courses)

ACA's Injury and Illness Prevention e-Courses are a series of courses related to the provision of healthy camp experiences for participants and staff. These courses, based on results from ACA's Healthy Camp Study, target prevention efforts that camps and other youth development programs can make to reduce the likelihood of camp injuries and illness.

Ouch! Protective Equipment: What ALL Staff Need to Know

This course offers strategies for increasing compliance with the use of protective equipment required in so many camp activities thereby reducing the number and severity of injuries that occur.

Reducing the Spread of Communicable Diseases in Camp: Why We Should Do It In Our Sleeves

This course teaches camp professionals how to reduce the spread of communicable diseases like the common cold.

Footloose: Minimizing Slips and Falls at Camp

This course teaches camp directors and staff about choosing proper footwear for camp activities- a must for all camps.

Knife Safety: Reducing Sharp Object Injuries at Camp

This course is designed to teach camp staff how to properly use and store knives to reduce the likelihood of a hand or finger injury.

ACA e-Standards Course

This course provides participants the opportunity to examine and clarify standards that serve as the infrastructure for the ACA Accreditation Program. This course is required for camp administrators with camps new to the accreditation process and for new administrators in currently accredited camps.

ACA e-Visitor Update Course

This course informs participants on the new and revised standards and other information pertinent to the accreditation visit process. This course is intended for current ACA Visitors.

Coming Soon!

Marketing Essentials Every Camp Should Know

Tough economic times require that you turn up the marketing heat and attract new customers to your doors, while increasing current customer loyalty and repeat business. Workshops can be taken as a series (highly recommended) or individually.

Part One

Back to Basics – Marketing Concepts You Need to Know

This course will give both novice and experienced marketers a new and solid review of promotion and marketing concepts. Learn to use the marketing perspective to building a stronger business foundation, customer connection and brighter future for your camp, programs and organization.

Part Two

The Five Minute Marketing Plan - Designing Your Blueprint for Success

american **CAMP** association®

In this fast-paced program you will actually create a ready-to-use promotional strategy to increase customers, profits, participation, attendance, sponsorships, volunteers or support for your camp, facility or programs

Part Three

The Marketing Toolkit – What’s in it for you?

You’ll learn how to create more effective and creative messages, graphics and copy to reach your target audience. Finally, you’ll learn how to transform your marketing ideas into reality by exploring new and traditional media tools.

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