



# News In Brief

March 5, 2009

## EDUCATION & TRAINING

The Johns Hopkins School of Education (SOE) is now accepting applications for a graduate certificate in Out-of-School-Time (OST) Leadership that will begin in April.

Developed in partnership with the National Center for Summer Learning and the SOE's Center for Technology in Education, the program is uniquely designed to develop leaders in the rapidly expanding fields of summer and after-school learning.

Students also have the option of combining the certificate with another Johns Hopkins' School of Education graduate certificate to earn a master's degree in education.

The deadline for applications is March 31. Financial aid is available and many school districts offer partial tuition remission for eligible employees.

For information about the certificate, including a list of required courses, or to apply, go to [www.education.jhu.edu/ost](http://www.education.jhu.edu/ost) or contact Carolyn Strickland at 410-516-0375 or [cstrickland@jhu.edu](mailto:cstrickland@jhu.edu).

## CAMP SPOTLIGHT

Make a difference! Come help girls grow strong, make lifelong friends & have fun in your free time! If you are still looking for a summer job (or know someone who is still looking for a summer job) Girl Scouts of Kentuckiana is still hiring for the 2009 season. Camp Pennyroyal is located outside of Owensboro, KY and Bear Creek Aquatic Camp is located on Kentucky Lake outside of Benton, KY  
Camp Pennyroyal is a traditional camp

serving mostly kids 1<sup>st</sup> through 8<sup>th</sup> grade. It is a traditional camp with an emphasis on arts and crafts, swimming, and other traditional camp activities. Bear Creek Aquatic Camp is an aquatics based camp that specializes in sailing, kayaking, windsurfing and canoeing. Bear Creek campers are mostly entering grade 4 and up. We still have several positions available: Unit Staff, Lifeguards (we can train), Boating staff, Waterfront Staff, & Health Supervisors. Enjoy great benefits, fun traditions & a playful atmosphere. Apply today!  
[arehs@kvanags.org](mailto:arehs@kvanags.org) or [www.kygirlscoutcamps.org](http://www.kygirlscoutcamps.org)

## EXTRA EXTRA

We are a socially conscious web development firm. We are extending our grant match through the end of 2009. In 2008, we allocated approximately \$200,000 to NGOs who needed assistance with web development and programming. The application for assistance is available [www.elevationweb.org/match08.html](http://www.elevationweb.org/match08.html) or by clicking the black box on our home page.

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### 7 SECRETS TO FACEBOOK FUNDRAISING

Following the launch of Facebook Platform in May of 2007, a wide range of third-party software developers launched applications which integrate with the personalized homepages or "Profiles" set-up by each of the 36+ million users of the Facebook social networking website.

The iCoins Facebook fundraising app is featured in a new 93 page PDF manual showing readers how to use Facebook as a fundraising medium. The manual also has excellent information on creating business pages, sending messages to groups, and organizing events through this social networking site.

Click to continue: <http://www.fundraisers.com/dec08/news.html>

## MGMT & LEADERSHIP

### HOW FUNDRAISING FLOWS FROM STRATEGIC PLANNING

"We need to raise money for these three programs and for general operations! How do we do it?" That question is the typical beginning of an odyssey that usually must go backward before it can go forward.

Fundraising does not begin with recognizing a need for money. It starts much earlier with the actual structuring of a charitable nonprofit organization: Click to continue: <http://www.fundraiser.com/sep99/how-fundraising-flows-from-strategic-planning.html> (Fund\$Raiser)

## RISK MGMT/ STANDARDS

### Risk Management: Are you prepared?

While even the most seasoned and savvy nonprofit leader won't be able to predict the future with absolute accuracy, that doesn't mean you can't take steps to prepare. Some nonprofits are ready to respond

to future events effectively and gracefully while others stumble and fall.

We invite you to examine this online guide and consider how it can inspire action steps to strengthen your nonprofit's risk-taking and risk management practices.

<http://nonprofitrisk.org/tools/hallmarks/intro.shtml>

## PR/MARKETING

Create a Communications Plan that Does More than Collect Dust in '09 With the high-volume, high-intensity end-of-year giving phase behind us, it's time to plan ahead for 2009. First priority: Plan next year's holiday party (less karaoke, more cookies!). Ok, that's more of a secondary priority after creating a strategic communications plan.

To kick off our communications-plan journey, let's start with a pre-plan checklist--a list of questions you need to answer prior to determining your goals and objectives:

- What are the mission and vision of this organization? (Let's pause here to remind you that these are two distinct pieces of information. Learn the difference between mission and vision in our Learning Center.) What is the overall goal(s) of this organization? Do our current communications efforts support our goal?
- What barriers must be overcome to reach overall organizational goals? What are the benefits of reaching the goals? (Note: "Reaching them!" is not an acceptable benefit. Nice try, though.)
- How visible is our organization now? Do the people we need to reach know we exist?
- What are the current skills of the staff? Do we have the resources to bring in new people with communications expertise? Can our budget support a consultant?
- What does the annual budget for our organization look like? Does our budget align with our priorities? Does our budget sufficiently support communications efforts?
- Are we familiar with what similar nonprofits are doing with strategic communications? What do we admire in others?

Not sold on taking on this project? Check out 10 reasons for creating a communications plan in the Learning Center.

<http://www.fundraising123.org/article/top-10-reasons-creating-communications-plan> (Network for Good)

## GREEN SPOKEN HERE

Columbus, IN-August 21, 2008 If you were to search for the word *imagination* on Google, it's likely that The Imagination Factory will be linked near the top of the millions of entries. Listed by the American Library Association as one of the best online resources for kids, the award winning site shows visitors how to make art using materials most people throw away. Some of the activities include drawing, painting, sculpture, collage, paper mache, marbling, and crafts.

A Trash Matcher links visitors with appropriate art activities that use the solid waste they have available, and a feature called the Badge Matcher allows Brownies, Girl Scouts and their leaders to quickly locate projects that help satisfy badge requirements. Visitors also learn how reusing materials can help save energy, natural resources, and landfill space. Trashasaurus Rex, a giant dinosaur made of everything from used toothpaste tubes to odd gloves serves as the site's mascot.

<http://www.kid-at-art.com/>

## SITE & FACILITY

### Frost Free Hydrants Policy

[www.in.gov/isdh/regsvcs/saneng/environmental\\_health/frost\\_free\\_hydrants.htm](http://www.in.gov/isdh/regsvcs/saneng/environmental_health/frost_free_hydrants.htm)

### List of Approved Non-Freeze, Non-Polluting Sanitary Exterior Drinking Fountains and Yard Hydrants

[www.in.gov/isdh/regsvcs/saneng/plan\\_review/yard\\_hydrants.htm](http://www.in.gov/isdh/regsvcs/saneng/plan_review/yard_hydrants.htm)

### Automatic Hot Water Temperature Control Valves

[www.in.gov/isdh/regsvcs/saneng/plan\\_review/tmpctrl.htm](http://www.in.gov/isdh/regsvcs/saneng/plan_review/tmpctrl.htm)

### Sanitary Vault Privy Bulletin

[www.in.gov/isdh/regsvcs/saneng/plan\\_review/sanitary\\_privy.htm](http://www.in.gov/isdh/regsvcs/saneng/plan_review/sanitary_privy.htm)

### MENTORING MONEY: Free Guidebook

A free resource is available to help you find money for your youth mentoring program. The Finance Project has published, "Finding Resources to Support Mentoring Programs and Services for Youth." The guidebook provides information on how to make your case and raise money from businesses, foundations and private citizens. In addition, the booklet includes a chart of specific federal grants along with other ideas for receiving funding from state and local government.

<http://www.financeproject.org/publications/FindingResources-MentoringPrograms.pdf>

## HEALTH & WELLNESS/ FOOD SERVICE

**Federal Nutrition Funding** – If half of your campers are eligible for free or reduced fee lunches in school, your day or resident camp can be eligible for the Summer Food Service Program. The reimbursement rate per meal and per snack is even higher than for school lunch programs. For more information and to apply, visit

<http://www.ymcaexchange.org/back/GovtRelations/FederalAdvocacy/SummerFoodProgramFin2009-02-09.aspx>

### Simplified Summer Food Now Available Nationwide

The recently expanded Simplified Summer Food Program provides an opportunity to increase the number of children receiving nutritious food during the summer months. Summer programs that operate in low-income areas or serve primarily low-income children can receive federal funds to provide snacks and meals through the new program, previously only available in select states.

The Simplified Summer Food Program is now available in all states and removes complicated accounting rules that were previously required through the traditional Summer Food Program. This dramatically cuts paperwork and provides sponsors with the full federal reimbursement for each meal they serve.

Schools, local government agencies (such as the parks and recreation departments) and private nonprofits (such as YMCAs and Boys and Girls Clubs) can participate in the Simplified Summer Food Program. Sites can also be located at low-income housing complexes, parks, churches and other places where children congregate during the summer. To qualify, a site must either be located in a low-income area (where 50 percent or more of the children in the area are eligible for free or reduced-price school meals), or serve primarily low-income children (at least half of the children enrolled in the program are eligible for free or reduced-price school meals). To participate, contact your state child nutrition agency. State agency contact information is available at [www.frac.org/summer](http://www.frac.org/summer).

## PROGRAMMING

### [Senior Citizens Enjoy Wii Bit of Fun](#)

*from the Mountain Home News*

Last Fall, the Mountain Home, Idaho, Parks and Recreation Department and the Mountain Home Public Library began the Wii Bit of Fun program for senior citizens to socialize while playing the Nintendo Wii game at the Mountain Home Senior Center. According to lead organizer and marketing coordinator for Parks

and Recreation, Crystal Anderson, the program was created to provide senior citizens with a low-impact exercise activity.

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Just wanted to note that there have been a few additions of free information available on the below website. Other free resources are often available upon request.

<http://www.visionrealization.com/>

Also, this website just came online, and it may be of service to camp folks. <http://greatcampprograms.com/>

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## SECTION OFFICE INFO

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We're on the Web!

[www.acaindiana.org](http://www.acaindiana.org)

[www.acaohio.org](http://www.acaohio.org)

# FROM THE SECTION OFFICE

## **ACA Economic Resources** <http://www.acacamps.org/economics/Ten Ways to be Proactive in a Bad Economy>

Everyone is painfully aware that the US economy has taken a downturn. Many businesses and industries are facing difficult and scary times. Now that people are more concerned about their future earning power, they are more careful about where they spend their time and money. Here are ten tips to help you stay proactive during a tough economy.

## **ACA Resources**

*Camping Magazine* has published helpful articles on staying proactive in a tough economy.

## **ACA Discount Group Purchasing Program**

ACA has joined forces with one of the largest group purchasing cooperatives, Consorta to save you money. What does this mean to you? Accredited and affiliated camps paying fees to the American Camp Association now have the opportunity to save thousands of dollars on our your purchases by taking advantage of the combined purchasing strength of over 4,000 organizations. You will have access to contracts worth \$5 billion annually.

## **Day and Resident Camps: Leading a Proactive Economic Recovery**

It usually takes some kind of wake-up call to remind us to do the things that should be habitual.

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## NEWS YOU CAN USE

ACA is pleased to partner with the Center for Summer Learning (CSL) to share resources and information about the positive benefits of summer learning and enrichment for children and youth. Here you will find resources related to summer learning and camp, camp-school partnerships, research, and public policy information from ACA, CSL, and other organizations.

[http://www.acacamps.org/education/summer\\_learning\\_resources.php](http://www.acacamps.org/education/summer_learning_resources.php)

### **Research**

- The Learning Seaton: The Untapped power of summer to advance student achievement
- Summer can set kids on the Right- or Wrong- course: Study links a lack of

academic achievement, high drop-out rate, to summertime learning loss.

- Research and publications from the Center for Summer Learning

### **Public Policy**

- ACA Public Policy Position on School Calendars
- ACA Position on Year-Round Education
- How did You Spend Your Summer Vacation? What Public Policies Do (and Don't Do) to Support Summer Learning Opportunities for all Youth

### **Education**

- ACA Bookstore
- Camp-School Partnership Guidebook
- Out-Of-School-Time Learning Graduate Certificate
- Making the Most of Summer: A Handbook on Effective Summer Programming and Thematic Learning