



Inside ACA — June 2007

Current Research News

Measuring Camper Outcomes This Summer?

Go to www.ACAcamps.org/research/youthoutcomes.php and download questionnaires that address outcomes for: friendship skills, independence, teamwork, family citizenship, perceived competence, interest in exploration, and responsibility. Questionnaires are age specific (six to nine years old and ten to seventeen years old) with two versions available for the older campers. You can individualize your choices and add your own questions. There are also scoring templates available to help you when you get ready to analyze your data. These outcomes measures have been statistically tested and are free to ACA members. Check them out today!!

Do you want to make sure your camp goals result in measurable outcomes? Need some help in getting your staff to understand their part in meeting your outcomes and providing a positive developmental experience for your campers? *Creating Positive Youth Outcomes* is a resource designed with these intentions in mind. Based on youth development research, this workbook provides camp administrators, directors, and staff with a step-by-step approach for identifying goals, strategies, outcomes, measurement tools, and resources to help with the program evaluation process. This resource pack comes with the workbook, two facilitator guides (one for administrative staff and one for seasonal staff), and a resource CD that includes the newly developed ACA Youth Outcomes questionnaires. [Order your copy today!](#)

Enrollment Spring Preview

According to the spring enrollment information, this summer should find camps filled with lots of campers! Over half of the 374 camps that participated in the survey said they had higher enrollments this spring compared to last year at this time, and these increases were 10 percent or greater! When ages of campers were considered, camps said that they were enrolling more six- to nine-year-old campers than last year (56 percent), closely followed by ten to twelve year olds (55 percent). Camps are getting about the same number of returning campers as they have in past years (58 percent). Length of stay is about the same as last year (79 percent), and the interest in specialized programs is the same (62 percent) or higher (30 percent).

Staff hiring was also about the same as last year at this time (43 percent) or ahead of last year (38 percent). Camps have hired about the same number of specialized staff (69 percent); international staff (67 percent); female staff (67 percent); and male staff (61 percent). Familiar faces will be seen at camps this summer since 75 percent of the camps said they have about the same or more returning staff as in past summers. The top five needs for staff were: males (51 percent); lifeguards/waterfront (41 percent); general counselors (36 percent); staff over twenty-one (27 percent); and health care and program specialists (each 25 percent).

Which camps answered the spring survey? They were fairly representative of our ACA community (25 percent agency, 18 percent religiously-affiliated, 29 percent independent for profit, and 29 percent

independent nonprofit) and were mostly co-ed (75 percent) and resident camps (77 percent). These camps have had stable enrollments with 44 percent indicating that the summer of 2006 was about the same as enrollments for the past five summers, although 32 percent of the directors said last summer was their best summer.

What Do Our Campers Think?

Are you concerned about the environment? Worried about global warming? Do you think your young people share your concerns? Give yourself a little quiz:

What percent of teens say the environment is one of their five most-pressing issues?

- a. 14%
- b. 30%
- c. 62%
- d. 87%

The reality of this situation is that the environment ranks as a lowly sixteen out of twenty-six social concerns behind child abuse, drinking and driving, abortion, AIDS, and war. However, 72 percent of the teens say global warming is happening now, and 69 percent believe it is a serious problem. While more than three out of five believe global warming is a human-made problem, still only 50 percent say the issue is important to them.

And by the way, the correct answer is "a. 14%."

Learning Resources

ACA 2008 National Conference—The Strength of Many Voices

February 12-15, 2008, Gaylord Opryland Hotel, Nashville, Tennessee

Have a great educational session idea you would like to present in Nashville? Consider submitting a session proposal using the [online submission tool](#). The deadline to submit is September 15, 2007. Visit the [conference Web site](#) for more about the submission guidelines and general information about the program. For those interested in submitting research, the Research Forum site will be open in late June. We hope to see you in Nashville!

Relevant Issues

About Challenge Courses. . . .

ACA has been informed through a posting by the Professional Ropes Course Association of an issue concerning the use of a Strandvise® device on challenge courses (this device is used as a part of a cable termination for one end of the cable on a challenge course element and should have a "back-up" in most situations). For the official statement developed by the Association for Challenge Course Technology (ACCT), [download the PDF](#). If you have a challenge course (or a single element) using this device, it is recommended

to contact your vendor and/or inspector regarding this matter. To gain additional information about general challenge course issues, join ACA's [Adventure Challenge Public Policy Issue group](#).

Association News

Children and Nature Belong Together: A New Addition to ACA's Web site

ACA is pleased to announce the unveiling of [Children and Nature Belong Together](#), a new addition to ACA's parent Web site. This site is part of ACA's commitment to promote children's awareness of nature and features an article by Richard Louv, along with Web and print resources related to children and nature. In addition, ACA is featuring [new professional development pages](#) showcasing how camps can "go green," along with numerous nature education resources on the members-only section of the ACA Web site, and an opportunity to Take the Nature Pledge!



New Online Accreditation Resource Page Now Available

Check out the [Accreditation Resource page](#) for the most up-to-date interpretation revisions made in the current *2006 Accreditation Process Guide (APG)*.

These revisions have gone through a legal review and reflect all of the necessary revisions for your summer 2007 visits. This is a [black-and-white text version](#) (PDF) that allows you to print each standard separately for easy replacement in your APG binder. These edits are in effect for the summer, and no other updates are scheduled until this fall. We plan to develop a color version that has a layout similar to the APG that will be posted on the ACA Accreditation Web site by November 1, 2007. A special thanks goes out to all of our visitors for their help and support for the Standards program!

Annual Report Posted on Web

The annual report for fiscal year 2006 is [now accessible online](#). The Annual Report has dual roles: to publish the financial statistics of the Association and serve as an introductory vehicle to promote understanding of the ACA community and the value of the camp experience. The [Annual Report](#) for fiscal year 2007 with current fiscal year information will be posted on the Web site in late fall 2007.

Spring 07 Issue of The CampLine Available Online

The [Spring 07 issue of The CampLine](#) is now available online. This issue features Part 1 of Lessons Learned from the 2007 Insurance Roundtable Discussion with Part II planned for publication in the Fall 07 issue and additional articles covering crisis planning issues, appropriate use of releases, and steps to take for safer aquatic environments at camp.

Business Resources

It's Time for ACA Camps to Get Healthy!

The American Camp Association (ACA) and The Association of Independent Camps (AIC) have entered into a partnership with White Hat Brands, LLC to help market and introduce campers to a nutritious, multi-vitamin fortified juice beverage called ***Dog On It!***

White Hat Brands is committed to developing nutritious low calorie health and wellness products for today's youth. The company's mission is to become a leading force in combating childhood obesity and juvenile diabetes by promoting nutrition, portion management, and physical activity. The ***Dog On It!*** product line includes two new fortified juice beverages that are loaded with calcium, vitamins A, B, C, D, E, and minerals. ***Dog On It!*** meets the nutritional requirements children ages six to twelve require and is a product that parents, the ACA and AIC can trust to meet kids necessary daily consumption of calcium, vitamins, and minerals.

White Hat Brands will provide a healthy beverage alternative to our camps at a discounted price. Camp directors will be able to confidently assure parents that their children are managing their sugar intake and receiving nutritious beverages as part of their camp diet.

Consider how you and your camp can partner with parents by stocking this great new beverage, ***Dog On It!***, in your camp canteen or snack bar. Contact [Tim Millbern](#), at 800-428-2267, ext 517, if you are interested in having a ***Dog On It!*** representative contact you.

ACA Can Save Your Camp Money . . . and It's NOT Too Late for THIS Summer!

The new ACA/Consorta program is saving camps BIG money off of food costs, maintenance, building and office supplies, etc. BUT DON'T TAKE OUR WORD FOR IT. [Sign up for our new program](#) and experience it for yourself. Your bottom line will be glad you did.



Look at the average savings:

Food – 17% (Sysco, Gordon Foods, FoodSource Plus)
Office Supplies – 20%
Maintenance Supplies – 10% to 25%
And More!!!!

[Sign up today](#) and receive access to the exclusive ACA Purchasing Point Web site. Designed to help you save! Contact your ACA Business Development Team: Tim Millbern, 765-349-3517; Kim Bruno 765-349-3309; or Paula McCarns 765-349-3319