



Inside ACA — September 2008

A Message from the President



Friends:

I hope that your summer experience was one full of campers growing in relational skills, physical ability, and awe about the universe around us. We constructed an observatory platform at camp this summer and had a great time with campers. Not only did we use the telescopes, but we would lie on our backs, taking in the blanket of stars and planets above us (with moments of learning as airplanes and satellites moved overhead). At the end of the summer, it was fun to sit with a group of staff as they realized that over the course of their time with us the days had grown shorter (moving from June 21 to August 22).

These growing moments are what inspire us to share our skills at camp, whether it is our desire to be part of a close community or to share/celebrate the skills development of others or to help campers grow in awareness of place in the larger world. ACA has helped us see that the more we can describe our expected contributions to this development, the more effective we will be at accomplishing goals and making changes. At the end of each summer, I find myself evaluating our program and reviewing our goals, objectives, and activities. And then, together with staff, I adjust our goal statements to strengthen our weak points.

Most of us have been reminded that our summer staff are at the tail end of adolescence (that time of learning and testing). We do wonderful training and work leading campers, and we marvel as we watch them grow. As I have been chatting with camp leaders across the country this summer I have been hearing stories of great staff teams. Many of the staff communities from this past summer moved past making individual contributions to campers to a place where they became teams cooperating, celebrating, and producing a greater benefit to all campers in their care. Another developmental goal we seek and celebrate when it occurs.

As we move beyond the busy summer season, we have a chance to send our summer staff off to other pursuits, and we can take time to begin recruiting and planning for next summer. We have a wonderful chance to recalibrate our goals, make staffing changes, and adjust the directions of our programs.

I hope that you take a moment to lift your eyes from your crucial work and see how you make such an important contribution to camper development. Each of us are challenged by ACA's 20/20 Vision, which includes no fewer than 20 million children going to camp annually with the ACA camp community directly impacting the lives of those 20 million children by the year 2020.

Camp is the best experience to help campers make key developmental steps, and we need to strengthen our partnerships to share this message. ACA is adjusting to be more effective—we have a plan for greater public involvement on the ACA National Board, and we are beginning discussions about the most effective use of the Council of Delegates.

As you enter your fall/winter cycle, observe how your local office and ACA are working together to meet the challenges presented by the 20/20 Vision. New ideas are going to be important as we build wider communities sharing the message about the value of camp experiences. Your local office meetings, the Education Leadership Training event, the national board meeting and the Fall Field Service Meeting will be important tools during this transition.

Change is not always easy (we grow comfortable expecting that next summer will be like last summer's experience). But if we are helping children and communities develop, we need to lead change into new ways of living and being.

Onward Ever,

Peter Surgenor

Learning Resources

Only 30 Days Until the 8th Annual International Camping Congress – October 4-7!

www.iccquebec2008.com

Don't miss this memorable event! [Register today!](#)

Hotel reservations are still available at the conference rate through September 10.



The *Association des camps du Québec* with the support of the *Ministre de l'Éducation du loisir et du sport* and its partners, including the Canadian Camping Association, the American Camp Association, the International Camping Fellowship and Quebec City, will host the 8th International Camping Congress, October 4-7, 2008, at the Quebec City Convention Centre.

Expected attendance is 700 participants from twenty countries. Updated information about the Congress and online registration is found at www.iccquebec2008.com. For further information, contact [Linda Pulliam](#).

Discover the Power of the Experience at the 2009 ACA National Conference!

[Consider Presenting at the 2009 National Conference](#)

We are seeking session proposals from camp and youth development professionals with knowledge, experience, case-specific lessons-learned, and teachable techniques that will benefit our national conference audience.

Proposals are taken online, at www.ACACamps/conference and are **due by**

September 15. Our Conference Program Review Team, led by Program Chair, Dayna Hardin, will begin their review, immediately following the deadline. Selected presenters and co-presenters receive a substantial discount on registration. The Power of the Experience is strengthened by your program contributions.



[Schedule at a Glance](#)

Wondering when to arrive and depart? You can check out the schedule that highlights major events at www.ACACamps/conference. The majority of our attendees arrive in time for the Opening Keynote Event on Tuesday, February 17, at 3 p.m. and depart after Friday's Closing Keynote and Luncheon, scheduled to end

at 2:15 p.m. You may want to include some time before or after the main conference days to enjoy the nearby attractions and mild weather.

Check out the Kindred and Affiliate Events

Several Kindred and Affiliate groups are well into their planning for events that will take place in conjunction with the 2009 national conference. Our Kindred and Affiliate Groups enrich the overall conference experience by adding targeted education and organizational information to the program. Many events associated with these groups require registration, and/or an advance sign-up, so plan ahead. You can check out the events scheduled to-date and learn more about these groups at www.ACAcamps/conference.

Registration Services

Registration rates and a downloadable PDF are available now, at www.ACAcamps/conference. Online registration services will open later this month.

Let the Shopping Begin — ACA National Conference Exhibitors

Our exhibit hall is expanding daily. Take a look at [exhibiting companies, organizations, and agencies](#) that have currently secured booths. Many exhibitors will offer special show discounts. We're excited to have past exhibitors returning, and we're looking forward to introducing you to some new exhibiting groups as well.

You Can Do the Rubik's Cube joins CampMinder and Markel Insurance Company as the Third, Premier Sponsor

We're pleased to announce that You Can Do the Rubik's Cube will sponsor the National Conference at the Premier level. Through the generous sponsorship of CampMinder, The Markel Insurance Company, and You can Do the Rubik's Cube, we're able to provide conference participants with a high-quality, educational experience at a significant value. [Learn more about our sponsors.](#)



The New and Improved Online ACA Bookstore

Have you checked out the new and improved [online ACA Bookstore](#), offered through our publishing partnership with Healthy Learning? The new site offers improved navigation, features both new resources, time-tested favorites, and titles from related organizations with benefits for our work at camp. ACA members receive a 5 percent discount on all orders.

Find All Your Training Resources in One Place

In the ACA Book and Online Course Catalog in the [September/October Camping Magazine!](#)

Coming Soon!

Basic Camp Management, 7th Edition, by Armand and Beverly Ball

We're excited to announce that the latest edition of this valuable resource for camps will soon be available. We will accept orders beginning in October 2008.

Visit the ACA Bookstore today at www.ACABookstore.org.

Online Course Targets Camp Organizational Improvement

If you believe your program offers a quality experience for your participants but also think doing even better is ideal, then the new online course, [Designing Quality Youth Programs](#), is for you. This 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. The process is designed to be individualized so it fits your mission and philosophy, reflects input from your young people and staff, and implements strategies that make sense for your program. These change strategies become a direct link to your organizational policies, structures, and activities and enable you to have a holistic approach to program improvement.

Offered through ACA's e-Institute, this course can be supplemented with the companion book, *Designing Quality Youth Programs*. Regardless of whether you choose to use the book or just want to stay with the online course, get ready to venture out of your comfort zone, get into a "stretch" position, and learn how to take a critical look at your program's potential! Member and non-member pricing available. For information about this course please visit www.acacamps.org/einstitute/pip/. For more information about ACA's e-Institute, please visit www.acacamps.org/einstitute/.

Basic Camp Director's Course

The [Basic Camp Director's Course](#) (BCDC) provides the basics for camp directors with fewer than six years of experience or for seasoned program directors and site managers. This is an excellent opportunity to be sure you have a working knowledge in the core areas of camp management and to begin building your personal network of camp professionals. This course is both educational and fun for participants. It is an interactive learning experience with other camp professionals, which helps you build a model camp program.

The topics covered by this course, each in a one- to four-hour interactive segment, are:

Organizational Leadership; Target Populations and Diversity; Mission/Purpose; Participant Development/Behavior; Program Design and Activities; Human Resources; Risk Management; Health Care, Food Service; Site and Facilities; Transportation; Business/Finance; and Marketing.

For more information, visit www.acacamps.org/education/bcdc.php.

Course Details:

October 2-6, 2008 · Southern California
Forest Home Ministries: Forest Center
40,000 Valley of the Falls Dr.
Forest Falls, CA 92339

[Registration Form](#)

We hope you can participate in this outstanding training. If you know of anyone at your camp or within your organization that would benefit from attending a BCDC, please share this information with them.

The Student Camp Leadership Academy

The next Student Camp Leadership Academy (SCLA) will take place November 7-9, 2008, at Camp White Eagle in Leaf River, Illinois (thirty miles from Rockford, Illinois). College students wanting to attend SCLA must apply and be approved to participate through their ACA local offices regardless of where the funding for the students' SCLA fee is coming from (even if the student is paying for himself or herself). The ACA local offices and education/scholarship committees serve as a critical screening tool for ensuring that students attending SCLA have demonstrated a keen interest in the camp profession, as well as the maturity to attend an advanced collegiate training event. For further information, application deadlines, or

application packets for the 2008 SCLA, please visit the SCLA Web site: www.ACACamps.org/scla. Please, note that all application packets should be submitted to the executive director of the college students' ACA section office. All attendees must be a member of ACA.

For more details about SCLA, including curriculum, history, and alumni testimonials, see the article, [The Student Camp Leadership Academy: Developing the Next Generation of Camp Professionals](#).

ACA Regional Conferences Listed Online

Check out ACA's Web site for a [complete listing of ACA regional conferences](#) with live links to ACA local office Web sites for more information.

Latest ACA Research

Fall Camper Enrollment Survey

The 2008 Fall Camper Enrollment and Staff Recruitment Survey will soon be open for business. Look for an e-mail from your ACA camp contact in September with the link to the online survey. Remember — your information is critical for accurately tracking trends in camper enrollment and staff recruitment!!

Youth Camp Outcomes Analysis Tools Available

This past summer, camps across the country used ACA's new outcomes tools to learn more about the ways in which the camp experience made positive changes in youth participants. If you were one of those camps, don't forget to take advantage of the Excel-based analysis tools that ACA has developed. For more information about these tools, please visit www.ACACamps.org/members/outcomes/tools/. To learn more about ACA's youth outcomes surveys, please visit www.ACACamps.org/members/outcomes/.

ACA Developing Affinity for Nature Measure

ACA is currently developing a new outcome tool that camp directors can use to assess how the camp experience helps children to develop a greater connection with nature. This "affinity for nature" measure will soon be available on ACA's Web site. Thanks is extended to the Not-For-Profit Camps Council for their generous support of this project, and a special thank you goes to the camps who assisted in the pilot testing: Camp Foley, Camp Henry, Cheley Colorado, Camps, Keyauwee Program Center - Girl Scouts, Tarheel Triad Council, Sherwood Forest Camp, and W. E. Skelton 4-H Educational Conference Center. For more information about children, nature, and the camp experience, please visit <http://www.acacamps.org/research/understand/nature.php>.

PR Press Box

Proactive Planning Pays Off

As summer draws to a close, the pace of media calls has slowed significantly. Between the first of May and the fifteenth of August there were over 300 million media impressions, including 265 million [national media](#) hits. It was a fruitful summer indeed. Positive camp messages were relayed more often than the negative stories, with the media feeding on the importance of an independent, unplugged experience for children, cooking at camp, and camp enrollment trends. Now the [public relations team](#) can sit back, prop our feet on our desks, and relax . . . right?

In truth, the frantic summer media phone calls and interviews are just the icing on a very large, very calculated cake. Most of the interest in ACA and the camp experience is generated as a result of some careful planning, preparation, and relationship building that begins NOW. Careful review of successes and failures, goal setting, and alignment with the [ACA 20/20 Vision](#) gives us a starting point for the 2009 public relations plan.

In order for a public relations plan to work it must begin with strategy. The plan needs to be detailed, including objective statements, goals, and an outline of how all of this will be carried out. In addition to the national ACA public relations plan, your ACA local office works with local media to achieve the goals and objectives that are specific to your needs. While some ACA local offices may already have an ongoing plan in place, others may be looking for opportunities to improve proactive media relations. Camps can also develop effective public awareness programs and media initiatives.

To assist in this process, a sample communications plan is included in the [ACA Communications Toolkit](#). The sample plan includes goals, target audiences, messages, and measuring successes. It is designed to guide you through the planning process. As always, the ACA national [public relations team](#) is here should you run into any obstacles, or have any questions.

As part of the national public relations plan, we will be working to identify new positive camp stories and new resources for the media. In the last year, ACA received over 300 media requests. We would like to expand our media resource list to include more camps and more voices who can share with the media the depth, breadth, and importance of the camp experience. With your help, ACA can influence print and broadcast stories that appear throughout the country. If you would like to join the ACA Media Resource Team, or if you have any questions, please [submit our online form](#) or contact [Public Relations](#) at 765-349-3317.

Standards News

Results from Summer Accreditation Visits . . . No News Is Good News!

Camps that were visited this past summer are understandably anxious for notification of the results of their visits. In August and September, when scoring and reporting happens, no news is good news for camps! Any camp that fails to meet the minimum criteria for accreditation is notified via e-mail (return receipt requested) and, as necessary, a certified letter to the ACA Liaison for the camp. At the same time, reports of scores are sent to the ACA local offices. Section boards make final accreditation decisions in September and October.

Official reports of scores are sent to camps by the ACA local offices no later than November 10. If you have marketing or brochure deadlines and need results earlier, contact your local office.

Thanks to ACA Visitors

Many, many thanks to the 1400+ ACA standards visitors who volunteered their valuable time to travel to camps to conduct pre-visits and on-site accreditation visits. The ACA accreditation system relies on the willingness and expertise of its trained volunteers who complete 900+ on-site visits within a two-month period. No other national accreditation program has such dedicated volunteers!

ACA members interested in getting involved as visitors should contact their ACA local office <http://www.acacamps.org/about/offices.php> for information on eligibility and training options.

Annual Statements of Compliance

Camps who are seeking or renewing ACA accreditation have received numerous notices about submitting their 2008 Statements of Compliance. Submission of the Statement of Compliance confirms their compliance with applicable laws and codes and with ACA standards and ethics. ***A camp cannot be accredited without a current, signed Statement of Compliance.*** At this time, we are encouraging camps to sign and [submit the Statement of Compliance electronically](#). Contact the standards department with questions or to request a paper copy, 800-428-2267, ext. 314. The deadline for camps to submit their 2008 Statement of Compliance is September 30, 2008.

Association News

ACA Membership Discount Deadline Extended — Save on Multiple Memberships!

Early in the summer we sent information about a membership drive promotion where camps can purchase multiple memberships for their staff at a fairly deep discount. We are extending the deadline on that promotion to October 31. Below are the details of the promotion that you can copy and paste into your fall newsletter.

ACA membership discount incentive equals staff retention. Is your camp looking for a way to increase professionalism and retention among staff? ACA is offering an incredibly affordable way to do just that.

Your camp can purchase multiple memberships for staff now at a price that is so reasonable, you can't afford not to participate. When your camp gives an ACA membership, your camp is offering a bonus to worthy staff, your camp is supporting staff professional development, your camp is increasing the possibility staff will return to its program, and your camp is supporting ACA's commitment to increase the number of members, donors, and customers to 20,000 by 2020.

All memberships include subscriptions to *Camping Magazine* and *The CampLine*; discounts on books, educational events, and e-institute courses; and access to current research. Students also receive FREE registration to the ACA National Conference in Florida (February 2009).

Purchase by October 31, 2008, to receive the following discounts. All memberships are effective for a year after date of purchase.

Share the value of ACA membership with your camp's student staff

Purchase multiple memberships for your camp's student staff at the following rates: (Student membership is regularly \$35.)

- Give 10 ***new*** student memberships at \$30 each!
- Give 20 ***new*** student memberships at \$25 each!
- Give 50 ***new*** student memberships at \$10 each!

Share the value of ACA membership with all your camp's key staff

Purchase multiple individual memberships for your camp's staff at the following rate: (Individual membership is regularly \$200.)

- Give 10+ ***new*** individual memberships at \$50 each!

Here's how it works:

- Decide how many memberships your camp wants to purchase.
- Provide the ACA national office with personal contact information, including a personal e-mail address, for each **new** student member by whatever means is easiest for you and your camp: in an [Excel file](#) or simply by sending ACA an [e-mail](#).
- New individual members may opt to receive print or electronic versions of ACA publications (*Camping Magazine* and *The CampLine*). Please indicate "print" or "electronic" for each person on your list. Student members will receive electronic versions only of ACA publications.
- Individual members receive discounts on books and educational events and access to current research. Students receive FREE registration to the ACA National Conference in Florida (February 2009)!
- Send a check or credit card info to the ACA national office.

Show your staff that you believe in their future, and give them the opportunity to grow in our professional community.

If you have questions about this program, please call the membership department at 800-428-2267. For more information about membership, please visit www.ACAcamps.org/membership.

Camping Magazine Goes Digital

Camping Magazine is now on your computer anytime you want it! The [digital Camping Magazine](#) has the same great content, images, and advertisements, plus much more . . .

. . .

You're only a click away from:

- Viewing interactive features
- Sharing articles with friends or staff
- Printing and e-mailing articles (or the entire magazine)
- Sending an e-mail to the editor or any of the magazine staff
- Interactive advertisements – click to go right to an advertiser's Web site
- Live Web sites and e-mails



Write for Camping Magazine's 20/20 Toolbox Series

The new 20/20 Toolbox series provides resources to help camps realize the American Camp Association's 20/20 Vision. We are calling this series a "toolbox" for a reason—our intent is to focus on providing hands-on, real life, "how-to" ideas—ideas that can be implemented and go beyond theory.

Article Expectations/Writing Guidelines

In order to help ensure that the 20/20 Toolbox goals are met and consistency in the series maintained, we request that articles meet the following guidelines:

- Toolbox articles should provide real, user-friendly, "how-to-do-xyz" advice and examples, such as tips, techniques, advice, specific examples, dos and don'ts, suggestions of whom to contact, timelines, implementation plans, etc.
- Any research must include specific application(s) for the end-user (camps). (Specific examples of how a camp can take the research and use it at their camp.)
- Some theory is acceptable, provided that it is used to set the foundation for providing specific examples, tools, and techniques.
- Sidebars with chronological steps, pertinent information, and resources (print and Web) are encouraged.
- Articles should be between 1800-2600 words.

- Photographs are welcomed! Photographs must follow ACA guidelines at www.ACACamps.org/campmag/photo_release.php.

Submitted articles are not guaranteed publication in any specific issue. All articles undergo an editorial review process, and every submission will be acknowledged and reviewed for potential publication. To submit an idea, please contact Harriet Lowe, director of communications, at 765- 342-8456; 765-349-3303 (direct); or e-mail: hlowe@ACACamps.org.

Adapted from the article, "20/20 Toolbox Overview" by Diane Tyrrell, C.C.D., from the September/October 2008 issue of Camping Magazine.

New ACA Video Promotes "Change A Life Today" Message

Campers, staff, and parents tell the story of camp and the value it brings to children and youth in a [new video produced by ACA](#). Moving interviews with children describing their favorite things and "campactivities" brings home the message about how camp changes lives. Filled with action and from-the-heart monologues children and parents describe the significance of camp in their own words.



ACA will use this powerful video on YouTube®, on the ACA Web site, and through individual camp Web sites to promote awareness of the benefits of the camp experience and the importance of donating to the greater cause of sending a child in need to camp.

[Learn how to download](#) a copy of this motivating video on your camp's Web site.

ACA Announces New Educational Alliance with the National Recreation and Park Association

ACA is proud to announce a new educational alliance with the National Recreation and Park Association (NRPA), whose mission is to advance parks, recreation, and environmental conservation efforts that enhance the quality of life for all people. Over the next year, ACA and NRPA will develop Web-based educational courses for youth program administrators and front-line staff. These courses, designed to enhance staff training in both resident and day camps, will be available via ACA's e-Institute. For more information about existing e-Institute courses, please visit www.acacamps.org/einstitute/.

It's Not Too Late to Tell It Through the Tube!

Enter ACA's YouTube Contest Today! Deadline has Been Extended!

Your Creative Assignment: Put your videography skills to work! Choose one or more of the following topics for your YouTube video and in a three-minute or less video, tell us the story of how your camp community

- Links kids to nature, providing kids with real, authentic experiences with nature;
- Connects kids to authentic relationships that afford friendships, understanding, and appreciation for one another and the global community; and/or
- Gets kids up and moving and learning about their strengths and lifestyles that advance well-being.



For contest rules and regulations and to submit your video to Peg Smith, CEO of the American Camp Association, visit www.ACACamps.org/youtube.

Deadline for video submissions is October 15, 2008.

Enter the J. Wendell and Ruth T. Howe Golden Lens Photography Contest

You could win:

- A \$150 cash prize for first place
- A commemorative plaque
- Acknowledgement in *Camping Magazine*
- Recognition at the 2009 ACA National Conference

Send us your favorite photos that depict the camp experience and represent the best practices in the field.

Include with each submission the photographer's name, camp name, contact address, and phone number. You must complete an online photo release form with each submission. Visit http://www.acacamps.org/campmag/photo_release.php for details.

Submit your photos today!

Mail photos to:

Camping Magazine

American Camp Association

5000 State Road 67 North

Martinsville, IN 46151

Or, e-mail magazine@ACAcamps.org

Deadline for submissions is November 30, 2008.

Online Centennial Tribute for Camps

Is your camp one hundred years old? Celebrate your camp's one hundred-year anniversary with ACA's Web-based tribute to member camps. Your camp's centennial story can be shared with thousands of Web visitors every day. [Complete the Historical Profile form](#). ACA will proudly add your camp's story to the running tribute of outstanding camps that have reached the centennial milestone.

Donors Make a Difference

ACA Wants to Know

ACA wants to know . . . when attending camp as a child, what skills did you learn that you still use as an adult today? ACA research has found that 63 percent of children who learn new activities at camp tend to continue engaging in these activities after they return home!

Join our conversation about this on [ACA's Facebook page](#)! Our group is 127 strong and more are joining every day. In addition to being a great online way to network with others interested in camp, it's the perfect way to tell all your Facebook friends that you believe in the camp cause—and they should too!

Spotlight on Business—Pacific Yurts, Inc.

Pacific Yurts — a ground-breaking company, leading important technological, functional, and aesthetic advances in the yurt industry — is celebrating its 30th anniversary. Visit [ACA's New Products page](#) to check out history in the making in the yurt industry.

Products and services mentioned in Spotlight on Business have not necessarily been used or reviewed by the American Camp Association and mention of them does not constitute an endorsement from ACA.

Your first stop for products and services to help you do the "business of camp" should be the [business pages of the ACA Web Site](#) where you will find a listing of all Business Affiliates that support the camp industry. You will also find links to unique products, new product releases, and special savings. Check the Web site regularly to find the things you need for camp!

Youth Development Resources

Johns Hopkins Offers Online After-School, Summer Learning Certificate

Johns Hopkins is offering an online graduate certificate in out-of-school-time learning to help after-school and summer learning directors and managers run exceptional programs.

The National [Center for Summer Learning](#) (NCSL), a research and advocacy center in the Johns Hopkins [School of Education](#), administers the 15-credit program, designed to address the increased nationwide need for highly skilled after-school and summer learning providers.

Focusing on program leadership, the certificate targets the skills that program directors and managers need to effectively run high-quality out-of-school-time programs in both formal and informal settings.

The certificate, which can be combined with another School of Education certificate to complete a master's degree, blends nonprofit management skills with academic and youth development strategies and allows busy professionals the opportunity to complete the certificate by taking part-time, online classes, requiring only three face-to-face meetings and attendance at the NCSL's "Summer Changes Everything" conference April 16-17 in Chicago, Illinois.

For information about the certificate, including a list of required courses, or to apply, go to education.jhu.edu/ost or contact Carolyn Strickland at 410-516-8347 or cstrickland@jhu.edu. Visit ACA's [Summer Learning Resource page](#) for additional information about ACA's partnership with the Center for Summer Learning.

Adolescent and Young Adult Demographics

Did you know the current adolescent population is more diverse than the adult population in the U.S.? [Download the National Adolescent Health and Information Center's Fact Sheet on Demographics: Adolescents and Young Adults](#) (PDF) to read the full report.

Green Resources

World Water Monitoring Day – September 18

Give your camp's pond, lake, river, or creek a check-up! World Water Monitoring Day (WWMD) is an international outreach program coordinated by the Water Environment Federation and the International Water Association that builds awareness and involvement in protecting water resources around the world by engaging citizens in basic water quality monitoring. For more information, visit www.worldwatermonitoringday.org.

Visit the New Fish Kids Web site

EPA's National Fish Advisory Program has released a new [Fish Kids Web site](#), which uses interactive stories and games to teach students, and campers too, ages eight to twelve about contaminants in fish and fish advisories.