

CARE Meeting
Holiday Inn Airport, Indianapolis, IN
April 26-27, 2007

Attendance:

Thursday evening: Chris Thurber, Jon Malinowski, Barry Garst, Deb Bialeschki
Friday: Addition of Jeff Jacobs (via teleconferencing), Karla Henderson, and Sheila Dannemiller

Thursday Night 8-9:30 PM

Reviewed reports (see agenda for list and CARE website for actual reports).

Friday 8- 11:45 AM

Jeff joined us (very early!) and Chris got us started with news to share and updates.

Operating Code Discussion

Reviewed the details with special focus on the role of the committee, our relationship to support operations, potential conflicts of interest

Current members' terms are:

Karla '08 (1st term)

Jeff '10 (2nd term)

Jon '09 (2nd term)

Chris '08 (1st term)

New person '10 (1st term)

Talked a little about getting together at Conference (Feb 11th week in Nashville)- [CARE will ask Peg to joins us for dinner/reception.](#)

Report from Research Team on April Quarterly Staff Meeting Highlights

- Grant dollars are down but business development is up, but not where we need to be for projected income
- Focus will be on areas that make money- Return on investment and income opportunities (advertisements, sponsorships)
- Research is integrated into other areas of ACA (Education, Standards, etc)
- Research had a lot to share with the staff at the quarterly meeting
- The grants team is getting better organized with some projects underway.
- Accreditation is going to be looked at with a new lens and vision for change that will likely incorporate aspects related to human development, professional development, etc. Want to look at quality in addition to safety in our accreditation efforts. A new Board Task Force is being formed to spearhead this new vision. Talked about the possibilities of where we can help with our research efforts.

Marge Scanlin Student Research Award (Karla lead discussion)

- Student memberships currently get the announcement in their packet
- We will incorporate the award selection into the Research Symposium process by using a check box system for screening
 - Will present their research at the national conference
 - Need to be a student member
 - Had to be student when research was conducted
 - Has to be accepted for Symposium (we'll pull out student papers)
 - Substantial student contribution (50% effort) and purpose
- Criteria
 - Rigor
 - Practical applications
 - Methodologically sound
 - Contribution to the field
- Karla will work with Jeff to design the selection process and evaluation sheet
- Deb will talk with Harriet about this award and trying to get some time at the award ceremony and Camping Magazine. Barry and Sheila will check to see if ACA can bring in Marge for conference.
- Give one award this year but over time can maybe give two if we grow the endowment.

Research Symposium ('07) De-brief (Jeff lead)

- 19 submissions for 12 slots (and posters) – 2 out-right rejections with no review
- Want more visibility for the poster sessions (want the rigor to be the same as the verbal presentations though)
 - Poster placement – in the exhibit hall, front of exhibit hall, by registration desk, other??
 - Maybe have the posters at the social
- Reception was great- try to invite the President and Peg to the next one
 - Name tags (can even ask for research interests)
 - Welcome table (examples of our work, permission to use, award, etc)
 - Email list serve sign up
 - Ask the President and/or Peg to say a few words
 - Put out a “Ways to Contribute” sheet
- Sessions seemed well attended
- Jeff will write up his procedures for the Symposium (his “If I get hit by a bus” list)

We had discussion around if we want to try to get another slot or become more selective.

Jeff had several ideas on how to have better communication with the moderators and speakers (especially if we get bad weather again)- [Jeff will track better and make sure everyone has his cell number since he will coordinate again for '08 Conference.](#)

Side thoughts related to the research symposium and connections with other symposia: Deb mentioned that she will be working with the International Camping Conference (to be held in Oct '08) to coordinate a research symposium in Quebec City.

Research Collaboration Description and Agreement Forms (Barry & Chris)

- Use whenever anyone wants access to ACA data or wants support from ACA in the area of research (“support” is broadly defined)
- Talks about deliverables and the relationships to ACA
- These forms are completed and ready for use.

We next talked about the use of the Camper Growth Index. We want to have an accompanying page that describes briefly some tips about using the instrument, references the psychometrics of the instruments, indicates that they have read and agree on how to use the instrument. We will have an intermediary page to help communicate these tips that we can just set up on our Web page with e-mail notification (auto responder). [Sheila will help get that set-up and can help monitor/update our Excel sheet for tracking purposes.](#) The intermediary page (online) will include some additional text, email contact, proposed project, “I agree” statement about it’s use and copyright, and the auto-responder information (Sheila and them).

We had a good discussion about the use of our members for surveys done by outside people (universities, students, etc). We want to help support good research efforts without bombarding our ACA people. We don’t want them to have so many survey requests that our members do NOT do the ACA research surveys. Issues:

- How to watch the quality of the efforts?
- How to work with the timing of other projects?

Our new Use agreement is a good way to show that we are “partnering” on these types of requests so we would maintain a sense of control over how that mailing list is going to be used and for what kind of project. So this document will help with our partnering efforts.

Karla reported that her graduate Student Ben Hickerson from NCSU has cleaned the data set from the Outcomes Study, created the Codebook, and created a usable data set. It is now available for secondary analysis. [Karla will get the dataset sent to research team to make available for use to interested researchers. Sheila will send a “Thank You” to Ben and Karla for their volunteer contribution on a very labor intensive project.](#)

Mapping Project (Jon Malinowski)

Jon went through a PPT of his map slides based on demographics and camp location. The presentation resulted in LIVELY discussion with lots of exciting possibilities. We want to ask Peg to present this info at the July quarterly meeting to the staff and to possibly pull in the National Board through a conference call with a PPT ([Deb will discuss with Peg](#)). Could also approach a section to do a focused study with more in-depth

demographics that might focus marketing efforts. [Jon will make his PPT available to us when he gets home.](#)

New CARE member (Chris) (handout grid)

Chris shared a synopsis of the five applicants who have applied so far. We reviewed general qualities, skills, and interests in CARE position. We had a good discussion around what we need most from this position. We want someone to actively assist us with the generation of grants and the translation into practices. A vote was taken to nominate Paul Furukawa for the CARE position. [Chris will talk with Peg with our recommendation of Paul.](#)

Research Partnership Summit (Karla)

We want to invite university and college folks who study camp research to the Coalition for Education in the Outdoors conference at Bradford Woods in January 2008. That way we capitalize on folks already traveling there. Several ideas have emerged around Camp Research Partnerships. Bradford Woods will charge us \$750 to come in the Thurs night before CEO for lodging in the Manor House. Karla suggested we meet at ACA on Friday for our meeting.

Barry shared a related idea of bringing together researchers from other national-level organizations that conduct camp research in addition to universities and colleges. There was agreement that the two groups could be invited to the same Summit.

It was agreed that we would invite a select number of researchers from both universities/colleges and organizations/associations for a one-day summit that would “end” with the start of CEO. It could be really a nice message to Willis that we are extending our Youth development voice more broadly. The action plan is the emergence of research needs.

Agree:

- Want to have a full day meeting prior to CEO
- Invited researchers from key universities and agencies
- Have a program that is full in the morning (possibly split in the afternoon for a little while, but back together) (Peg to speak?)
- Generate an action plan at the end
- Try for sponsorship to cover the cost (Co-sponsorship with some universities).
- Karla will serve as the Chair for the Summit

[Karla, Deb, and Barry will work on the planning for this summit. Barry agreed to write the first draft of the invitation letter and to consider which orgs/assoc would be invited.](#)

Dual Dissemination discussion (Chris)

- Want to make sure we are getting the research into scholarly, applied, and public journals and to varied audiences
- Can look into the idea of a “press release” on scholarly articles
- The Research team can always use help in doing the writing
- Dual Dissemination will continue to be the model and goal for the research team.

Research Website Re-structuring (team) (Restructuring handout that Barry developed) Sheila is working with our Web site so we can make changes easier than many other teams... and we discovered as we worked that the navigation of our site is sometimes difficult. We are proposing some re-structuring that makes it one stop shopping (see the handout). Jon suggested some other categories:

- Business Operations (enrollment, salary)
- Benefits of Camp (youth development, nature, etc)
- Improve your Camp- Tools to use
- Wellness
- Collaborate with ACA
- Research Presentations
- CARE

We had a lively discussion about other possible categories. Other possibilities include-

- Could have three categories:
 - Camp operations
 - Camp benefits (The Power of Camp)
 - Camp evaluation
- Maybe we can bring some visibility to the End Statements
- Cross-list various subjects
 - Improve Your Camp's Operations
 - Enrollment
 - Salary
 - Mapping
 - Budget-finance
 - Etc
 - Understand the Value of Camp
 - YD
 - Measure Your Success
 - Connect and Collaborate

Barry will modify that content categories based upon CARE's feedback. Sheila will then contact Paul and see how some of these ideas might actually work from perspective of web design.

Project Linking of CARE members with the team

- Lilly Concept paper (nature-based experience, human relationships, physical activity) (Karla)
 - C-YPQA (Jeff and Chris)
 - Leadership and Youth Engagement (Chris)

- Nature-based experiences (Karla, Jon, Jeff)
- Spirituality (Chris)
- Enrollment/business operations (Jon)
- Healthy Camp (Paul?)
- PIP workbook (Chris)
- Mapping (Jon)
- Site-facility-program (Roger)

Dave- Compensation and benefits article (with Jon and support from Barry)

CARE will write a letter that indicates their support for the following priorities: 1) Web-based system for Outcomes; 2) site-facility/program survey (3rd year); 3) C-YPQA; and 4) PIP workbook.

Working Dinner

Relationships between ACA Ends and collaborating with Universities (team)

We shared the handout on this subject. Karla thought it would be helpful with the upcoming Summit. It seems a useful way of linking some of our interests to the Ends. Right now this document is meant to be internal.

Institute for Camp E-Learning discussion (team)

Barry and Deb shared a brief regarding a proposed web-based professional development system tentatively called the Institute for Camp E-Learning. We feel like there is a huge rationale for this kind of effort. The handout highlights our assumptions, the needs, structure of the content, the platforms for the delivery system, etc. The content would be generated from a variety of sources that are empirically based. Jon had some marketing topics to add around market research. He also suggested the educational credits stay with the individual (rather than camp). Paying for the course instructors is important and using a royalty system is a good model. We had a good discussion around possible models and ways to establish this concept. What is the relationship with HL on this (what would they charge)? What is the royalty deal? The creation of affiliate programs is a good idea. [The research team will check on this information as well as the affiliate.](#) Some of the modules already exist- health ones are done by Skip. Chris has ones for staff training and homesickness. So the affiliate idea is really worth pursuing. [Jon can probably help us out with a non-live video test version. Look into Pro Show Gold that is good for productions.](#)

TRU Teen Research (Barry & Deb)

We discussed the data that are generated around the survey. We'd like to propose to Harriet a series of maybe 3-5 short "articles" in Camping Magazine that focus on some aspect of teen culture and its implications for camp. Chris, Jon, Karla, Deb, and Barry agreed to write an article from the TRU data, specifically, the custom banner run that ACA is expecting from TRU in May. Barry will coordinate with TRU and share the custom banner run results with CARE. A conference call was set-up for May 30 to discuss the writing assignments and timelines. Each CARE member that wants to write an

article will need to write a 250 word proposal on their topic so that Harriet can review and approve the articles.

Review of Jobs

- Chris: Talking with Peg about new person, call/email our candidates, TRU article; parent article
- Jon: continue maps, pilot project with Tri-State to connect demographics; July presentation of maps; write the Compensation and Benefits survey article (with David?); write a TRU article
- Karla: work with Jeff to get the Scanlin award stuff together & draft of criteria; set up CPRS (Camp Partnership Research Summit) proposal for Summit (with Deb & Karla); write a TRU article
- Jeff: Research Symposium; Scanlin Award (with Karla)
- Barry: revise the research web page content categories based on CARE's feedback; write the letter-of-invitation for the Summit; talk to Tim about sponsorship for Summit; coordinate with CARE the writing of the TRU articles; talk with Harriet about the TRU articles; write a TRU article
- Deb: talk about \$\$ with University, write a TRU article; Chris help with the front page with CGI; assist with coordination of Summit
- Sheila: Keep "What's Up" updated; check on \$\$ for Marge to conf; research social set-up; update web (collab & writing); network with parent and public sites; link JEE article to CGI;

Next In-Person Dates: Oct. 4-5 '07; May 1-2 '08

Teleconference Dates: July 2 '07 (1 PM EST)