

ACA Master Plan: A Knowledge Center → → → Conceptual Age



Values
People, the World, Contributions

Vision
Enriching Lives, Changing the World

Mission
The mission of the American Camp Association is enriching lives of children, youth and adults through the camp experience.

Purpose: HUMAN DEVELOPMENT

Niche:
Primary: Promotion of positive youth development
Secondary: Community
Tertiary: Experiential Education

Core Strategy
Knowledge Transformation

The Vehicle: The Camp Community
The Means: The Camp Experience

What Benefit, for Whom, at What Cost
Board Ends
(How we change those outside of ourselves)

The camp experience will be of high **Quality**.

An increasing **Number** of children, youth, and adults of all social, cultural, and economic groups will have a camp experience.

There will be greater understanding of and support for the **Value** of the camp experience.

Mega End: Enriching Lives Through the Camp Experience
Historical: Better Camping for All

Core Areas Competitive Advantages

Education

Promising Practice

Research

Web/Technology

Core Outcomes

Accountability
Creating knowledge from data and information and developing content

Credibility
Transferring knowledge to educational value

Visibility
Converting knowledge to enhance awareness

Viability
Maximizing knowledge to generate revenue

Operational Context

Intellectual Capital

Social Capital

Fiscal Capital

ACA supports a research environment by collecting, assimilating, developing, and analyzing industry, demographic, and market knowledge, serving as the camp industry leader in comprehensive, quality content resources.

ACA is receptive, responsive, and serves as a productive knowledge broker encouraging a collaborative environment committed to securing positive solutions.

ACA is diversified, supporting an association-wide financial management strategy in order to be responsive to change and easy to manage, ensuring accountability.

Core Products & Services

- Accreditation
- *Camping Magazine*
- *CampLine*
- Books and Periodicals
- Education Programs and Events
- Find a Camp
- Campership
- Industry Research

Challenges and Opportunities

- Reduce industry risks
- Maximize leverage
- Revolutionary opportunities
- Faster communication and knowledge acquisition
- Collaborative Relationships
- Mobilize, promote, and contribute to best practice
- Cost containment and build capacity
- Uniform image and public stage
- Fluid, nimble, and dynamic
- Market Penetration