



American Camp Association Northern California 2008 Section Survey

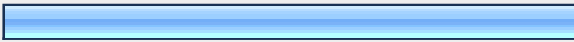

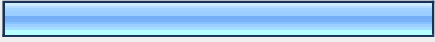


1. Do you see the need for ACA to represent the benefits of the camp experience to the public?			Response Percent	Response Count
Yes			97.6%	41
No			2.4%	1
			Why/Why Not?	30
			answered question	42
			skipped question	0

2. Who do you view as ACA's 'public'?		Response Count
		41
		answered question
		41
		skipped question
		1

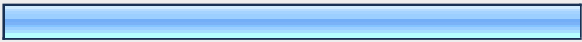

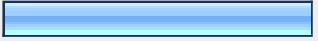
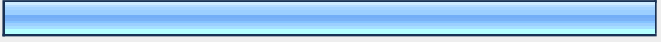
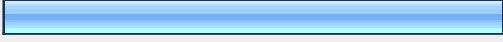
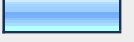
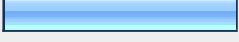
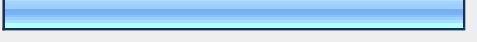
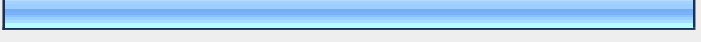
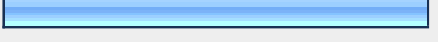
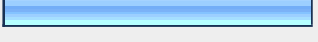
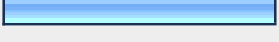
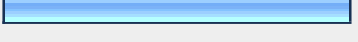
**3. Considering your response to question 1 & 2. For our Section, what COULD 'communicating the value of the camp experience' look like in Northern California?
(please give specific ideas/suggestions)**

		Response Count
		24
<i>answered question</i>		24
<i>skipped question</i>		18

4. How likely are you or your staff to participate in camp fairs or summer resource fairs in Northern California?

		Response Percent	Response Count
Very likely		38.1%	16
Somewhat likely		23.8%	10
Not likely		28.6%	12
Don't know		4.8%	2
Do not work directly with a camp		4.8%	2
<i>answered question</i>			42
<i>skipped question</i>			0

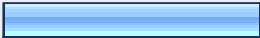
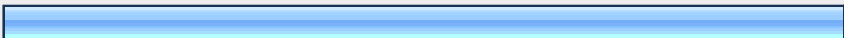

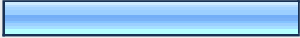
5. Where are you most interested in participating in a camp fair?

		Response Percent	Response Count
Contra Costa County		38.5%	15
Central Valley		10.3%	4
Lake Tahoe		20.5%	8
Marin County		43.6%	17
Oakland		33.3%	13
Redding		7.7%	3
Roseville/Rocklin		15.4%	6
Sacramento		30.8%	12
San Francisco		46.2%	18
San Jose		28.2%	11
Santa Rosa		20.5%	8
Won't participate in camp fairs		17.9%	7
Other (please specify)		23.1%	9
		answered question	39
		skipped question	3

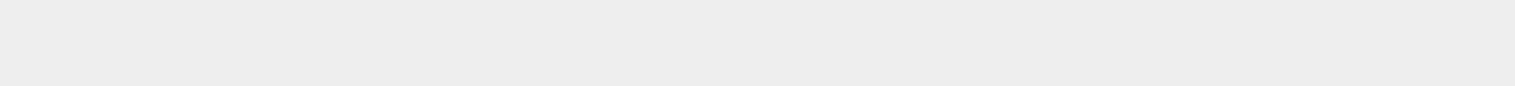
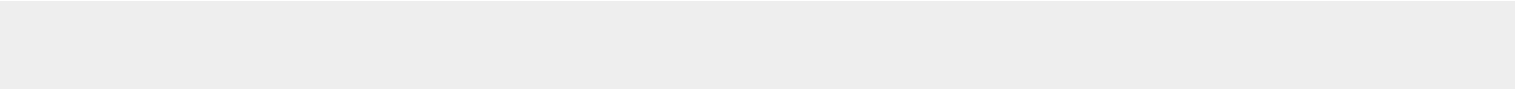
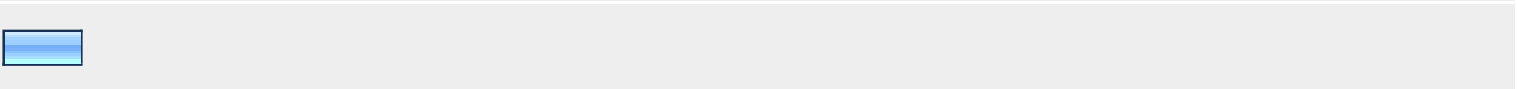
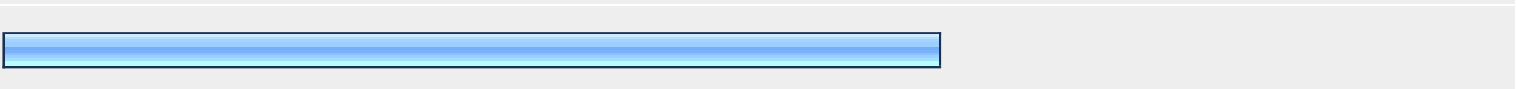
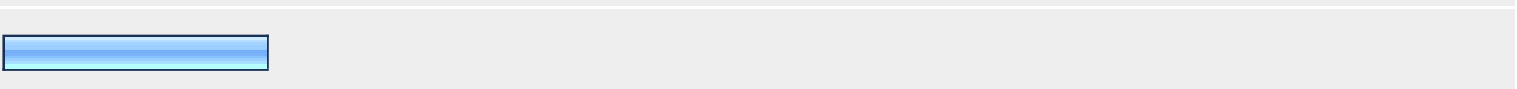
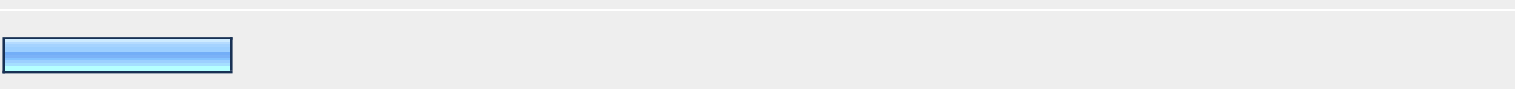
6. Additional comments on Camp Fairs:

		Response Count
		17
	<i>answered question</i>	17
	<i>skipped question</i>	25

7. Overall, how satisfied are you with the section website?

		Response Percent	Response Count
Very satisfied		17.1%	7
Somewhat satisfied		56.1%	23
Somewhat dissatisfied		7.3%	3
Very dissatisfied		0.0%	0
Have not visited the section website		19.5%	8
		<i>answered question</i>	41
		<i>skipped question</i>	1

8. How often do you visit the section website?

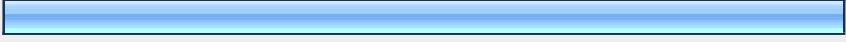



		Response Percent	Response Count
Daily		0.0%	0
Weekly		0.0%	0
Bi-weekly		5.0%	2
Monthly		62.5%	25
Annually		17.5%	7
Never visit		15.0%	6
		<i>answered question</i>	40
		<i>skipped question</i>	2

9. What is your primary purpose for visiting the section website?

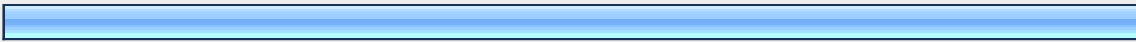

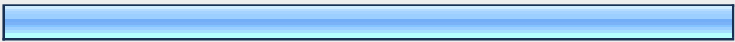
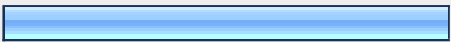
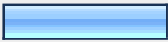
		Response Count
		33
		<i>answered question</i>
		33
		<i>skipped question</i>
		9

10. What would you like to see included on the section website?		
		Response Count
		18
		<i>answered question</i>
		18
		<i>skipped question</i>
		24


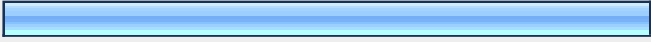
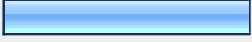
11. Additional comments on the section website:		
		Response Count
		3
		<i>answered question</i>
		3
		<i>skipped question</i>
		39

12. Are you interested in group networking opportunities with other camp professionals, community leaders, and/or other youth development professionals?			
		Response Percent	Response Count
Very interested		56.1%	23
Somewhat interested		36.6%	15
Somewhat disinterested		4.9%	2
Not interested		2.4%	1
		<i>answered question</i>	41
		<i>skipped question</i>	1



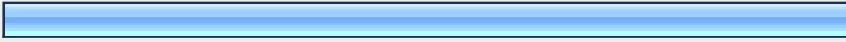
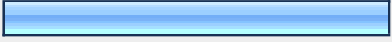
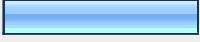
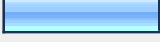
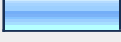

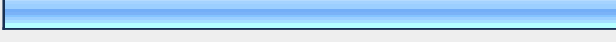
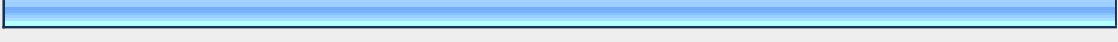
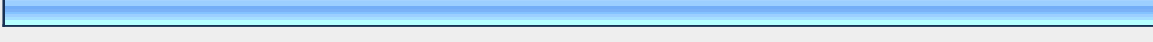
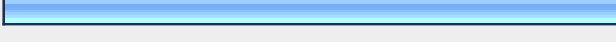
13. What location(s) would most interest you for a group networking opportunity? (Choose as many as apply)

		Response Percent	Response Count
Visit to another camp or program		75.7%	28
Lunch at a local restaurant		59.5%	22
Brown bag lunch at a community location (park, agency, etc)		48.6%	18
Moderated conference call		29.7%	11
Other (please specify)		10.8%	4
		answered question	37
		skipped question	5

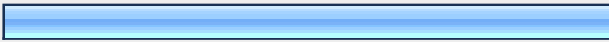

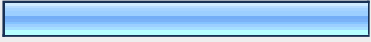
14. How much time would you be willing to spend at a networking event?

		Response Percent	Response Count
2 hours or less		40.5%	15
2 -4 hours		43.2%	16
All Day		16.2%	6
		Other (please specify)	7
		answered question	37
		skipped question	5

15. When would you be most likely to attend a networking event? (check all that apply)

		Response Percent	Response Count
January		74.4%	29
February		69.2%	27
March		56.4%	22
April		25.6%	10
May		12.8%	5
June		10.3%	4
July		7.7%	3
August		10.3%	4
September		41.0%	16
October		74.4%	29
Novemeber		76.9%	30
December		41.0%	16
		<i>answered question</i>	39
		<i>skipped question</i>	3

16. Would you be willing to host a networking event?

		Response Percent	Response Count
Yes		40.5%	15
No		35.1%	13
Maybe		24.3%	9
If yes/maybe, where?			19
answered question			37
skipped question			5

17. Additional comments on Networking:

		Response Count
		7
answered question		7
skipped question		35

18. If you have attended section sponsored education event in the past 2 years, overall how satisfied are you with the training offered?			Response Percent	Response Count
Very satisfied			37.5%	15
Somewhat satisfied			42.5%	17
Somewhat dissatisfied			0.0%	0
Very dissatisfied			2.5%	1
Never attended			17.5%	7
		answered question		40
		skipped question		2

19. If you have not attended a section sponsored event in the past 2 years, why?			Response Percent	Response Count
Location was not convenient			20.0%	2
Not interested in topic(s)			0.0%	0
I am too new to ACA to have attended			40.0%	4
Other (please specify)			50.0%	5
		answered question		10
		skipped question		32

20. How important are the following factors in your decision to attend section education events?


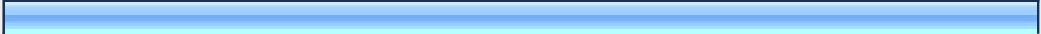



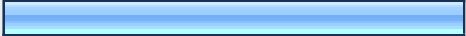
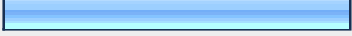
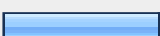

	Very Important	Important	Does not matter much	Not at all important	N/A	Rating Average	Response Count
Program content	69.2% (27)	25.6% (10)	2.6% (1)	0.0% (0)	2.6% (1)	1.32	39
Speakers	28.9% (11)	50.0% (19)	18.4% (7)	0.0% (0)	2.6% (1)	1.89	38
Cost	23.7% (9)	47.4% (18)	26.3% (10)	0.0% (0)	2.6% (1)	2.03	38
Location	39.5% (15)	50.0% (19)	7.9% (3)	0.0% (0)	2.6% (1)	1.68	38
Date/time of year	47.4% (18)	42.1% (16)	7.9% (3)	0.0% (0)	2.6% (1)	1.59	38
Other important factor (please specify)							5
answered question							39
skipped question							3

21. In the next 18 months, how interested are you in the following topics for your educational/training needs?

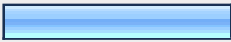

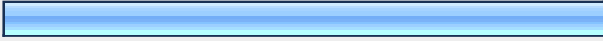
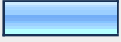
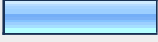
	Very Interested	Somewhat interested	Not very interested	Not at all interested	N/A	Rating Average	Response Count
Trend in the camp industry (enrollment, demographics, patterns, etc)	41.0% (16)	30.8% (12)	20.5% (8)	2.6% (1)	5.1% (2)	1.84	39
Business operations (budgets, financial information, compensation, etc)	26.3% (10)	47.4% (18)	18.4% (7)	2.6% (1)	5.3% (2)	1.97	38
Food service management	13.2% (5)	28.9% (11)	34.2% (13)	15.8% (6)	7.9% (3)	2.57	38
Healthcare and wellness issues/management	15.4% (6)	48.7% (19)	25.6% (10)	7.7% (3)	2.6% (1)	2.26	39
Risk and crisis management	30.8% (12)	51.3% (20)	12.8% (5)	2.6% (1)	2.6% (1)	1.87	39
Human resource management	21.1% (8)	63.2% (24)	13.2% (5)	2.6% (1)	0.0% (0)	1.97	38
Site and facility management	12.8% (5)	43.6% (17)	30.8% (12)	5.1% (2)	7.7% (3)	2.31	39
Strategic planning	18.4% (7)	42.1% (16)	28.9% (11)	5.3% (2)	5.3% (2)	2.22	38
Marketing	44.7% (17)	28.9% (11)	15.8% (6)	5.3% (2)	5.3% (2)	1.81	38
Messaging your program	34.2% (13)	42.1% (16)	7.9% (3)	7.9% (3)	7.9% (3)	1.89	38
Evaluation strategies, techniques, tools	26.3% (10)	47.4% (18)	23.7% (9)	0.0% (0)	2.6% (1)	1.97	38
Program development/program improvement/organizational improvement	15.8% (6)	65.8% (25)	13.2% (5)	2.6% (1)	2.6% (1)	2.03	38
Youth outcomes/youth development	44.7% (17)	34.2% (13)	15.8% (6)	2.6% (1)	2.6% (1)	1.76	38
Camper recruitment	42.1% (16)	28.9% (11)	18.4% (7)	5.3% (2)	5.3% (2)	1.86	38

Camper issues (behavior, urban youth, character development etc)	28.9% (11)	50.0% (19)	15.8% (6)	2.6% (1)	2.6% (1)	1.92	38
Staff issues (recruitment, training, internationals)	23.7% (9)	65.8% (25)	7.9% (3)	0.0% (0)	2.6% (1)	1.84	38
Regulatory information (camp regulations, forest service, beach use etc)	41.0% (16)	35.9% (14)	17.9% (7)	2.6% (1)	2.6% (1)	1.82	39
Leadership development	23.7% (9)	52.6% (20)	21.1% (8)	0.0% (0)	2.6% (1)	1.97	38
Diversity/target populations/special needs/at risk	17.9% (7)	38.5% (15)	33.3% (13)	7.7% (3)	2.6% (1)	2.32	39
Program activity leadership/skills	28.9% (11)	39.5% (15)	23.7% (9)	2.6% (1)	5.3% (2)	2.00	38
Environmental education	28.9% (11)	39.5% (15)	18.4% (7)	7.9% (3)	5.3% (2)	2.06	38
Spiritual growth	10.5% (4)	10.5% (4)	31.6% (12)	34.2% (13)	13.2% (5)	3.03	38
Internet/technology	16.2% (6)	48.6% (18)	24.3% (9)	8.1% (3)	2.7% (1)	2.25	37
Partnering with parents	28.9% (11)	42.1% (16)	21.1% (8)	5.3% (2)	2.6% (1)	2.03	38
					Other (please specify)		2
					answered question		39
					skipped question		3

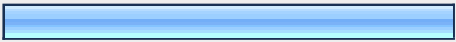

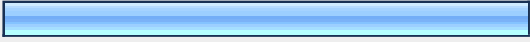

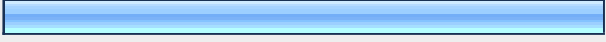
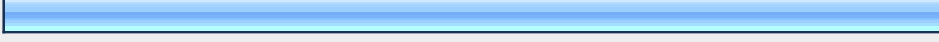
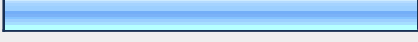
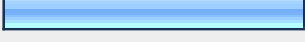
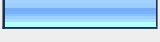

22. In the nex 18 months, which of the following FORMATS for educational training would you most likely use? (choose up to 4)

		Response Percent	Response Count
Section educational workshop/conference		87.2%	34
Regional educational workshop/conference		69.2%	27
National educational workshop/conference		25.6%	10
Online/MP3 download/podcast educational course		48.7%	19
Web-based/webinar educational workshop/course		71.8%	28
CD/DVD course		30.8%	12
Books/workbooks		23.1%	9
College/continuing education course		10.3%	4
Other (please specify)		2.6%	1
		answered question	39
		skipped question	3

23. How far are you willing to travel one-way for educational opportunities?

		Response Percent	Response Count
30 miles or less		15.0%	6
30-60 miles		27.5%	11
60-120 miles		40.0%	16
120-200 miles		7.5%	3
200+ miles		10.0%	4
I do not plan on attending educational opportunities		0.0%	0
Other (please specify)			2
		<i>answered question</i>	40
		<i>skipped question</i>	2


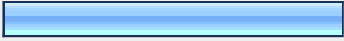

24. Where would you be most likely to attend an ACA educational event? (Choose up to 3)

		Response Percent	Response Count
Contra Costa County		30.0%	12
Fairfield/Vacaville		30.0%	12
Marin County		35.0%	14
Oakland vicinity		45.0%	18
Sacramento area		40.0%	16
San Francisco vicinity		62.5%	25
San Jose vicinity		27.5%	11
Pleasanton vicinity		20.0%	8
San Joaquin Valley/Modesto		10.0%	4
Other (please specify)		5.0%	2
		answered question	40
		skipped question	2

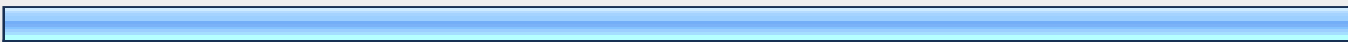
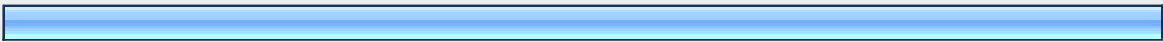

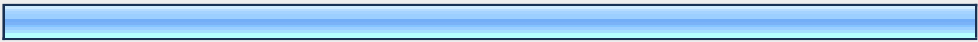
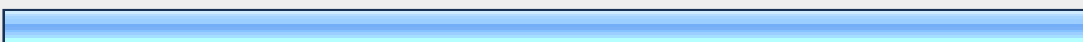
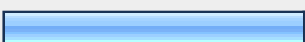
25. Additional comments on educational opportunities:


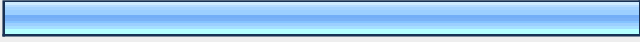

		Response Count
		0
		answered question
		0
		skipped question
		42



26. How likely are you to recommend ACA membership to a colleague?

		Response Percent	Response Count
Very likely		75.0%	30
Somewhat likely		22.5%	9
Not likely		2.5%	1
Don't know		0.0%	0
Why or why not?			14
answered question			40
skipped question			2





27. What do you see as the benefits to ACA membership (not camp accreditation)? (choose as many as apply)

		Response Percent	Response Count
Education events/opportunities		90.0%	36
Networking		77.5%	31
Resources		47.5%	19
Legislative (public policy) monitoring, advocacy & updates		65.0%	26
Camp advocacy to public (value of the camp experience)		72.5%	29
Discounts on events &/or materials		20.0%	8

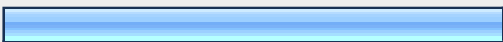
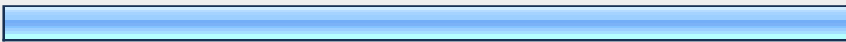
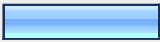
Publication subscription (CampLine, Camping Magazine)		50.0%	20
Online resources, such as discussion groups, knowledge center (National website)		42.5%	17
Other (please specify)		5.0%	2
answered question			40
skipped question			2



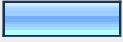

28. Are you a member of ACA?			
		Response Percent	Response Count
Yes		97.5%	39
Unsure		0.0%	0
No		2.5%	1
answered question			40
skipped question			2

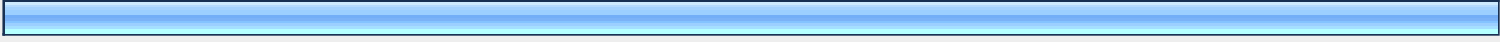
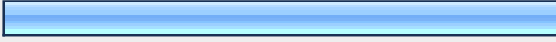
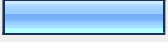
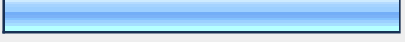
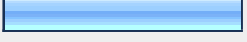

29. What type of ACA membership do you have?

		Response Percent	Response Count
Professional Member		89.7%	35
Associate Member		2.6%	1
Student Member		5.1%	2
Unsure		2.6%	1
		answered question	39
		skipped question	3


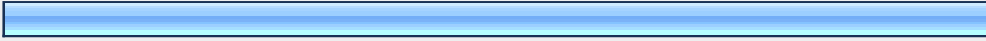
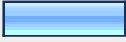
30. How satisfied are you with section communication (newsletter, etc)?

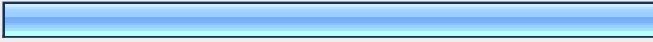
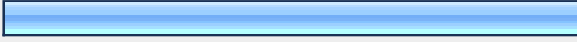
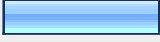
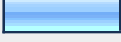
		Response Percent	Response Count
Very satisfied		33.3%	13
Somewhat satisfied		56.4%	22
Somewhat dissatisfied		10.3%	4
Very dissatisfied		0.0%	0
		Comments:	7
		answered question	39
		skipped question	3

31. What format would you like for the section newsletter? (currently 4 issues/year are published via email/website)			Response Percent	Response Count
Electronic newsletter (via email)			84.6%	33
Hard copy in the mail			5.1%	2
Both			7.7%	3
Not interested in a newsletter			2.6%	1
		Other (please specify)		1
		answered question		39
		skipped question		3

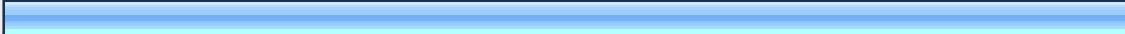
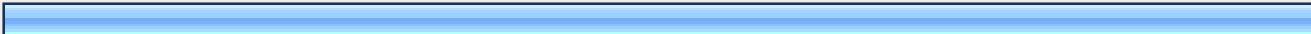
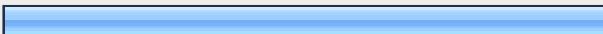
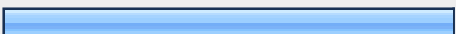
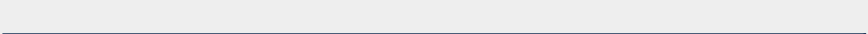
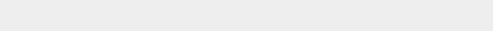
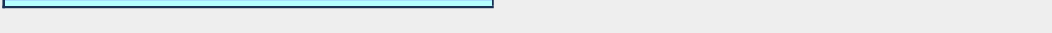
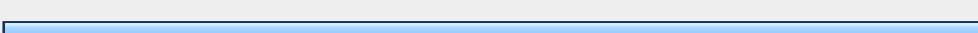
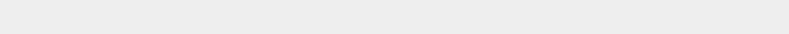
32. How do you prefer to receive information about section programs and services? (choose up to 3)			Response Percent	Response Count
Electronic newsletter/email memos			100.0%	38
Website			36.8%	14
Word of mouth			10.5%	4
Traditional mailing			26.3%	10
Publications			15.8%	6
Call the section or national office			5.3%	2
Other (please specify)			0.0%	0
		answered question		38

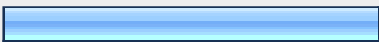

		<i>skipped question</i>	4
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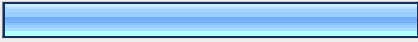


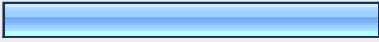

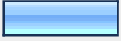
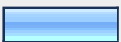
33. Overall, how satisfied are you with the current programs and services offered by the section?			
		Response Percent	Response Count
Very satisfied		26.3%	10
Somewhat satisfied		65.8%	25
Somewhat dissatisfied		7.9%	3
Very dissatisfied		0.0%	0
<i>answered question</i>			38
<i>skipped question</i>			4

34. How interested would you be in receiving a weekly or bi-weekly email blast/update of resources, upcoming events, hot topics etc?			
		Response Percent	Response Count
Very interested		43.6%	17
Somewhat interested		38.5%	15
Somewhat not interested		10.3%	4
Not interested		7.7%	3
		Other (please specify)	6
<i>answered question</i>			39
<i>skipped question</i>			3

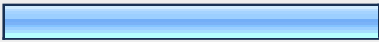

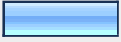




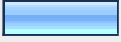
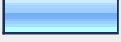
35. Additional comments about membership:		
		Response Count
		2
	<i>answered question</i>	2
	<i>skipped question</i>	40

36. What do you personally want from your ACA section? (choose as many as apply)			
		Response Percent	Response Count
Networking w/ camp professionals		75.0%	30
Education		87.5%	35
Accreditation of camps		40.0%	16
Camper scholarship opportunities		30.0%	12
To be a resource for families/parents/communities		57.5%	23
Find-a-camp (online)		32.5%	13
Communication to community/family/parent on the value of camp		70.0%	28
Resource to camps for issues that directly effect camp		65.0%	26
Collaborative effort with other organizations/agencies (such as educators, CPRS, AEOE, etc)		52.5%	21

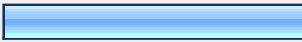

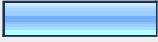
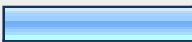






Printed directory of accredited camps		25.0%	10
Other (please specify)		5.0%	2
answered question			40
skipped question			2

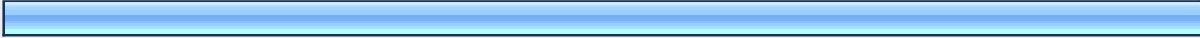



37. Camp affiliation (where do you currently work or have most recently worked)			
		Response Percent	Response Count
Agency (e.g. YMCA, Girl Scouts, Boy Scouts, etc)		27.5%	11
Health-related organization (e.g. Diabetes Association, American Red Cross etc)		2.5%	1
Independent for-profit		27.5%	11
Independent non-for profit		25.0%	10
Municipality or government		2.5%	1
Religiously affiliated (e.g. Denominational or faith-based camp)		7.5%	3
I have not worked for a camp in the last 3 years		7.5%	3
answered question			40
skipped question			2

38. Type of camp operation (check all that apply)

		Response Percent	Response Count
Conference/retreat center		25.0%	10
Day camp		37.5%	15
Day use programs		7.5%	3
Family camp		30.0%	12
Outdoor/environmental education center		20.0%	8
Resident camp		70.0%	28
Trip/travel program		20.0%	8
Not currently with a camp		7.5%	3
Other (please specify)		7.5%	3
		<i>answered question</i>	40
		<i>skipped question</i>	2


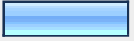

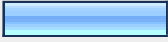
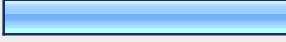
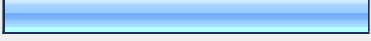

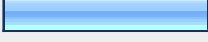
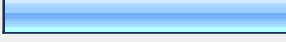
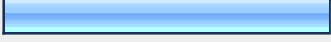
39. Which of the following best describes you current position related to camp?



		Response Percent	Response Count
Camp owner/operator		20.0%	8
Camp director/administrator		40.0%	16
Agency or denominational executive		10.0%	4
Camp administrative staff (assistant director, program director, business manager, etc)		12.5%	5
Camp support staff (maintenance, food service, office, etc)		0.0%	0
Camp medical personnel/healthcare staff		2.5%	1
Program staff/general counselor		2.5%	1
Board member		2.5%	1
Business member or consultant		0.0%	0
Educator		0.0%	0
Student		0.0%	0
Volunteer		0.0%	0
Retired		2.5%	1
Not currently affiliated with a camp		5.0%	2
Other (please specify)		2.5%	1
answered question			40

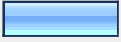
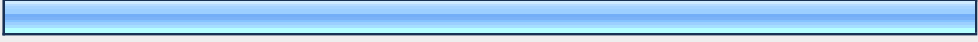
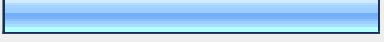

40. Which of the following best describes your current employment status related to camp?			Response Percent	Response Count
Full-time			80.0%	32
Part time			2.5%	1
Seasonal (including summer camp staff)			2.5%	1
Not employed by a camp at this time			15.0%	6
			answered question	40
			skipped question	2

41. What are the top 3 critical issues that you had to deal with this past year relating to camp?		Response Count
		29
		answered question
		29
		skipped question
		13

42. Would you be interested in serving as a section volunteer in any of the the following areas? (check all that apply - if you have interest, be sure to leave your name at the end of the survey)

		Response Percent	Response Count
Section/regional educational conference, trainings, etc		29.7%	11
Communications (public awareness, newsletter, website etc)		8.1%	3
Standards visitor		37.8%	14
Membership/outreach		10.8%	4
Networking		18.9%	7
Young (Emerging) professionals		24.3%	9
Section governance (board)		5.4%	2
Already volunteer		13.5%	5
I am not interested in volunteering at this time.		18.9%	7
Other (please specify)		21.6%	8
		answered question	37
		skipped question	5

43. Gender			Response Percent	Response Count
Male			50.0%	20
Female			50.0%	20
			<i>answered question</i>	40
			<i>skipped question</i>	2

44. Age Group			Response Percent	Response Count
18 – 24			7.5%	3
25 – 49			65.0%	26
50 – 64			25.0%	10
65 and above			2.5%	1
			<i>answered question</i>	40
			<i>skipped question</i>	2

45. Please provide the first 3 digits of the zip code for where you are located Sept-May.

		Response Count
		40
	<i>answered question</i>	40
	<i>skipped question</i>	2

46. Anything else that you would like us to know?

		Response Count
		8
	<i>answered question</i>	8
	<i>skipped question</i>	34

47. Thank you for completing the survey. If you have interest in volunteering, please leave your name and email/phone.

		Response Count
		23
	<i>answered question</i>	23
	<i>skipped question</i>	19