



Board Meeting
Agenda
March 24, 2010
10am – 2pm

Girl Scout of Northern California, Oakland Office
[7700 Edgewater Drive Suite 340, Oakland, CA 94621](http://www.girlscoutsofnorthernca.org/7700-Edgewater-Drive-Suite-340-Oakland-CA-94621)

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|---|--------|
| A. Call to Order | Sari |
| B. Consent Agenda <i>board action</i> <ol style="list-style-type: none">1. 12/08/2009 meeting minutes2. 02/28/2010 financial statement | Sari |
| C. Leadership Summit Report & Council of Delegate Report | |
| D. Western Region status | Sari |
| E. CampWest | Sari |
| F. CCFY | Denise |
| G. Elections and Board positions | Sari |
| H. 2010 Meetings | |
| I. Other | |

Adjourn.



Board Meeting Minutes
December 8, 2009
Via conference call

Present: Sharon Kosch, Sari VanOtegham, Mike Carr, Heidi Truitt, Tracey Weiss, Dan Gelineau, Kamren Johnson, Denise Thomson, Danielle Pinney

Not Present: John Chakan, Terry Bolton, Mike Spain, Andrew Townsend, David Hughes, Janet Kramschuster,

Call to Order - 10:00 am

A. Consent Agenda *board action*

1. October 20, 2009 meeting minutes

ACTION: Tracey motions to accept the consent agenda as presented. Dan seconds. Motion carries.

B. 20/20 Update

Sari reviewed of memo's sent from National. Two key points to note: 20/20 task group asked to be released from their charged task and the next steps are to be handed to another newly formed work group. The Leadership Summit (originally scheduled for December) is postponed to just before the National Conference, during the time usually slated for the Council of Delegates. In December the newly formed national workgroup gathered with an organizational consultant for the next steps.

C. CampWest update

The 2009 conference ended with a \$16k deficit (our section has paid \$5k of the deficit, per section board resolution in May). For 2010 – CampWest Denver will be a 'conference within a conference'. There will be Western sessions and networking opportunities. The idea is to take the opportunity of all being together to discuss issues that are of interest to the West and to keep the momentum of the CampWest community going/moving. CampWest Denver will have networking, a conference opening, sessions, a social event.

CampWest 2011: The National Conference will most likely be in the west again, and the question arises again of what to do about CampWest. We are better positioned for 2011 due to the time available to make plans and the hotel that National is considering has many more opportunities to expand the CampWest piece. The western Presidents asked for a CampWest conference call consisting of a small group of section representatives to discuss options/potentials for 2011. They will be looking at attaching CampWest to the National Conference or a stand alone conference. The group will also go back and look at the original conference design and consider if it is still relevant. It has been discussed that conference accessibility and affordability is important, CampWest was also built on a model that is supported by exhibitors and the participant population is not really the buyers – a challenge that will be looked at as well.

Southern CA is responding to their member needs by hosting a Spring Leadership Conference in April. We will make our Northern CA camps aware of this spring educational opportunity.

D. Public Policy report

Denise shared an update on the camp that is fighting a labor issue with the Labor Commissioner.

CCFY and Meal Tax: CCFY organized a task group that look at the meal tax issue with the Board of Equalization. The BOE is under the assumption that camps are already paying the meal tax and CCFY is recommending that members send out a meal tax survey that the task group put together to see if camps are or are not paying the meal tax. If the camp that the BOE is requesting payment for the tax loses at their hearing it could have a great impact on all camps.

CCFY is recommending based on the task group reporting that the members of CCFY come together to provide the survey to members and that each member organization be assessed additional funds that would pay for the work to be done for meeting with BOE members and lawyer fees. CCCA has said they will front the funds required for the process in hopes that the CCFY member organizations will contribute to the efforts (proposed \$6k assessment per member).

The Northern CA board has acknowledged that the meal tax issue is an important issue.

National: Sharon reported that the campaign on Washington regarding international staffing was successful. The camp community was heard and it looks as though process has been slowed. Update will be coming from national posted on their website.

E. 2010 Delegate meeting

The COD is held prior to National Conference. Due to the Leadership Summit being during the COD time period, the COD meeting has been reduced to approximately 2 hours. The meeting will be a report on standard business items and there are no action items. The section has paid for delegates to attend the meeting, but for 2010 the section will send the allotted 3 people to the Summit, Danielle, Sharon and Sari. Sharon and Sari will represent the section at the COD meeting, and if any of the current section delegates are going to be at the conference, they may attend the COD meeting as well.

F. Executive Report

Danielle reported that the fall networking events were a great success. Five were held across the section: Walnut Creek, San Jose, Visalia, Occidental and Sacramento. The overwhelming discussion topic was dealing with the economy, and worries about losing participants in programs. The events were very well received and were efficient in bringing non-members as well. We will do additional networking events in the spring. The fall conference was cancelled due to no enrollment.

G. 2010 Budget discussion

Sharon shared that 2009 was projected to have a budget, though, we are on target to end with a surplus; section revenue is up from what was projected. The board discussed priorities for the section: education support, legislation and outreach.

We are hoping to have a budget before the holidays and will act in early January.

H. End of year review

Sari will be preparing a 'dashboard' in relation to the charter report. She will get out to board before holidays to review.

Adjourn: 11:43am

American Camp Association
Northern California
Statement of Financial Position
As of February 28, 2010

		Notes
ASSETS		
Checking	74,656	
Investment - CD	25,656	
Other Current Assets		
Accounts Receivable	-	
Deferred Income	45,666	A
Prepaid Expense	750	
Year-end Expense	125	
Total Current Assets	\$ 46,541	
Fixed Assets	1,314	B
TOTAL ASSETS	\$ 148,167	
LIABILITIES		
Liabilities		
Current Liabilities		
Accounts Payable	\$ 5,989	
Total Current Liabilities	5,989	
Total Liabilities	\$ 5,989	
Net Assets		
Unrestricted	142,178	
Total Net Assets	\$ 142,178	B
TOTAL LIABILITIES AND NET ASSETS	\$ 148,167	

American Camp Association
Northern California
Statement of Activities
February 28, 2010

	Jan-Feb	Year Budget	\$ Remaining	Notes
Revenue & Support				
1001 Service Fees	35,256	86,600	51,344	
1002 Membership Dues	1,073	3,200	2,127	
1100 Interest	5	200	195	
1150 Donations	-	700	700	
1200 Miscellaneous Income	-	200	200	
Workshop/Conference/Programs			-	
1422 Winter Conference	-	1,705	1,705	C
1433 Fall Conference	-	1,500	1,500	
1432 Educational Webinars	-	50	50	
1435 Networking Events		50		
Total Workshop/Conference/Programs	\$ -	\$ 3,305	3,305	
Total Revenue & Support	\$ 36,334	\$ 94,205	57,871	
Expenses				
Program Expenses			-	
2010 Directory	-	200	200	
2020 Standards	241	13,125	12,884	
2030 Complaint Resolution	-	50	50	
2040 Legislation	-	7,200	7,200	
Public Relations			-	
2062 Advertising		3,000	3,000	
2061 PR Committee	-	-	-	
2064 PR Contract	2,546	4,500	1,954	
Camp/Community Fairs	342	600	258	
Total Public Relations	\$ 2,888	\$ 8,100	\$ 5,212	
Total Program Expenses	\$ 3,129	\$ 28,675	\$ 25,546	
Officers/Board/Committees				
2110 Board Directors	-	2,500	2,500	
2130 Nom/Elections	-	100	100	
2140 Awards	-	100	100	
2150 Organizational Dues	-	6,000	6,000	
Committees			-	
2161 Membership	137	1,000	863	
Education	-	200	200	
Total Committees	\$ 137	\$ 9,900	\$ 9,763	
2170 Memorials	-	100	100	
Total Officers/Board/Committees	\$ 137	\$ 10,000	\$ 9,863	
Reg'l/Nat'l Meetings				
2230 Western Regional Meeting		2,000	750	
2210 Nat'l Conference	2,051	1,775	(276)	
2220 Nat'l Travel Pool	-	1,000	1,000	
Total Reg'l/Nat'l Meetings	\$ 2,051	\$ 4,775	\$ 2,724	
Workshop/Conference/Programs			-	

American Camp Association
Northern California
Statement of Activities
February 28, 2010

	Jan-Feb	Year Budget	\$ Remaining	Notes
2313 Fall Conference	-	1,500	1,500	
2321 Annual Meeting	25	50	25	
Networking Events	-	50	50	
2322 Winter Conference	2,922	3,450	528	C
2370 Ed Webinar Exp	-	50	50	
Total Workshop/Conference/Programs	\$ 2,947	\$ 5,100	\$ 2,153	
Administration				
2410 Association Management	480	3,000	2,520	
2412 Salaries	6,111	44,800	38,689	
2415 Exec travel	1,157	5,500	4,343	
2420 Insurance	-	1,000	1,000	
2430 Office Supplies	36	1,350	1,314	
2435 Technology Expense	-	1,500	1,500	
2440 Telephone	545	1,620	1,075	
2450 Postage	19	500	481	
2480 Accounting & Legal	8	1,500	1,492	
Graphic Design	-	100	100	
2600 Depreciation Expense	-	350	350	
2490 Other (Cont/Res)	-	500	500	
Total Administration	\$ 8,356	\$ 61,720	\$ 53,364	
Total Expenses	\$ 16,620	\$ 110,270	\$ 93,650	
Increase (decrease) in Net Assets	\$ 19,714	\$ (16,065)		
Net Assets beginning of Year	\$ 122,464			B
Net Assets End of Period	<u>\$ 142,178</u>			

American Camp Association
Northern California
Financial Statement Notes
February 28, 2010

- A. Amount held in designated account at National for Service Fees, Member Dues and employee salaries/taxes.
- B. Year-end auditor adjustment pending.
- C. Winter Conference income recorded in March 2010, not reflected in this statement. Expenses are recorded.

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Field Service Committee Report on Trends in the Annual Section Evaluations

February 2010

Background

The Field Service Committee received the 2009 Annual Evaluations from the Sections. These evaluations were reviewed at the Committee's February 2010 meeting. The following report indicates the trends and key issues identified in the evaluations.

Overall Trends and Issues

- Increase in recruitment of “non-camp professionals” to Section Boards. The example of which was set by the National Board of Directors and has been embraced by many of the Sections.
- Declining participation in in-person meetings and Conferences in many Sections (but not all).
- Postponed or suspended operations and activities in many sections as they “await decisions about the structure of ACA related to the 2020 vision.”
- Many Sections continue to find financial reporting and tracking to be challenging with many sections without firm written financial policies, specific budget reporting procedures, and clear processing procedures.
- Decline in membership and identified need for aggressive recruitment and retention efforts.
- Desire for help in obtaining non-dues revenue.

Highlights Identified in the Evaluations

The Sections were asked to identify one highlight they wanted to share with the ACA National Board and other Sections:

Operations

- [ACA, Keystone Regional](#) noted their highlight as “the addition of 2 office staff and the change from part-time to full-time for the executive director.”
- [ACA, New Jersey](#) reported that they “sustained cooperative efforts with section neighbors and positioned ourselves to utilize ACA resources in our region to the best advantage of our members and the public.”

Outreach

- [ACA, Illinois](#) has formed a “diversity task force of the Board and is working with a consultant.”
- [ACA, Indiana](#) “was an active provider and sponsor of the Hoosier Outdoor Experience which attracted 13,000 participants. Activities offered included knot-tying, edible campfires, lanyards, s'mores, and gorp.”
- [ACA, Michigan](#) has “expanded our partnership with a local university and have more student members as a result.”
- Through a grant from REI, Inc, [ACA, New England](#) “delivered PEAK materials to 100 camps culminating in over 16,000 campers experiencing the Leave No Trace outdoor education program.”
- [ACA, New York](#) reports their highlight as “reaching out to new markets and providing multiple educational programs.”

- [ACA, Northern California](#) “increased efforts to reach out to new camps and potential members, including parents, about opportunities with ACA resulting in a growing local presence.”
- [ACA, Northland](#) “maintained a positive working relationship with the Pohlrad Family Foundation. The Minnesota Foundation provides positive experiences for disadvantaged youth at ACA summer camps. Their camperships allowed 1,200 children to attend camp last year.”
- [ACA, Rocky Mountain’s](#) leadership “participated in Colorado Lieutenant Governor Barbara O’Brien’s Kids and Outdoors Forums, a series of statewide meetings to gather information, discuss and promote the importance of connecting more Colorado kids to the outdoors. The outcomes of the forums were the creation of the Colorado Kids Outdoor Bill of Rights of which ACA, RM is a contributor. The first item in the bill of rights is that every child should have the opportunity to camp out under the stars.”
- [ACA, Upstate New York](#) has “provided 1,000 posters for distribution to aid in PR efforts.”

Partnerships

- [ACA, Southern California/Hawaii](#) notes their highlight as the “development of relationships and collaborations with youth development organizations in southern California.”
- [ACA, Southwest](#) notes that they “strengthened the relationship with the 5 other Presidents in the western region through Camp West and 20/20 discussions.”
- [ACA, Virginias](#) reports that they have met with ACA, Chesapeake and “laid the groundwork for greater cooperation and potential merger. VA members have been nearly unanimous in their support of this initiative.”
- [ACA, Wisconsin](#) continued their “partnership with Time Warner Cable. TWC expanded their coverage to be more state-wide and adding more video segments about camp and how to prepare for the camp experience.”

Program

- [ACA, Evergreen](#) reports that their education programs are a highlight. With “Bob Ditter in March, skills training events in Western Washington, Alaska, and Eastern Washington and a joint event with ACA, Oregon Trail, including standards, new director orientation and Michael Brandwein.”
- [ACA, Oregon Trail](#) highlights their “partnership with ACA, Evergreen to provide standards training, a new director orientation and Michael Brandwein.”
- [ACA, Heart of the South](#) notes that “we more than doubled attendance at our fall conference for the largest educational event ever.”
- In partnership with the Georgia Center of Child Advocacy, [ACA, Southeastern](#) received a \$10,000 grant for training “Stewards of Children” facilitators and the camp community in recognition and prevention of child abuse.”
- [ACA, St Louis](#) is pleased to “be able to provide financial assistance to members attending the Mid States Camping Conference.”
- [ACA, Texoma’s](#) “EPIC group has been highly successful hosting its first EPIC retreat, organizing additional events for EPIC and the SW Camping Conference and coordinating the ROCK groups.”

Volunteers

- [ACA, Chesapeake](#) is “pleased with the fact that we had 13 new Associate Visitors trained in December, and are excited about going on visits this summer!”
- [ACA, Great Rivers](#) highlights “the incredible volunteers conducted 3 standards visits each because of an emergency in the section; they developed a social networking presence and held 6 full days of education events for members and others.”
- [ACA, Ohio](#) “has made an intentional effort to diversify the Board to fully represent the public and membership of Ohio and the section.”



2009 SECTION GOALS

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

ACA End Statements:

1. There will be greater public understanding of and support for the value of the camp experience.
2. An increasing number of children, youth, and adults of all social, cultural, and economic groups, will have a camp experience.
3. The camp experience will be of high quality.

GREEN = On target Orange = In progress Red = Expect to miss target Blue = On hold

GOAL 1: ENGAGED VOLUNTEERS

A. Redefine opportunities for involvement within the Section's operational and governance spheres.

1. Develop a volunteer management system for all operational and policy volunteers. Blue
2. Increase participation in Standards Visitor positions. Green

B. Implement a leadership development process that includes skill enhancement, progression, strength and expansion.

1. Engage the Board Development committee to use competencies to recruit and develop volunteers for recommendations to positions. Blue
2. Create and deliver a new board member orientation process. Blue
3. Re-establish a recognition system, include a public component. Red

C. Implement alternative methods for connecting to member and affiliates

1. Increase communication to section membership of organizational structure changes and the need for volunteers. Orange

D. Establish benchmarks to measure volunteer involvement.

1. Develop a tracking system to track volunteer participation. Blue

GOAL 2: SUSTAINABLE GROWTH

A. Expand ACA NorCal's relationships with community partners to establish diverse connections.

1. Actively seek out existing coalitions and collaborations that share elements of our mission. Orange
2. Build our external database for section involvement, collaboration and donation potential. Orange

B. Increase the section membership and number camps.

1. Develop and implement an aggressive recruitment process both internally and externally. Blue
2. Identify points of entry and opportunities for current members to deepen their relationship with the Section. Orange

C. Increase public awareness in the section of the value of the camp experience.

1. Implement complimentary marketing plans to National ACA strategies to promote on the local level. Green
2. Continue implementation of a plan to increase public relations presence in media other than print and investigate opportunities for telling our message through new elements of technology. Green
3. Distribute newsletter to potential members at least once per year. Green
4. Create "key messages" regarding 20/20 for Standards Visitors to share during their summer visits. Green
5. Support and participate in a variety of camp promotional fairs and events. Green

GOAL 3: ESSENTIAL SERVICES AND VIBRANT PROGRAMS

A. Reorganize the section operating structure to more effectively deliver services.

1. Develop a section operational management system led by the Executive Director. Orange
2. Develop a charge and operating code for all committees and task forces. Blue
3. Develop Section operations and policy manuals Blue

B. Ensure that programs delivered are relevant to internal and external audiences and develop strategic plans to find alternative methods of delivery.

1. Create a template to use for all planned events that illustrates the end statements are met, budget impact and targeted internal and external audiences. Orange
2. Market our events to the public and encourage participation from non-members. Green
3. Increase membership and participation in section events. Orange

4. Provide 2-3 educational opportunities and events including a Fall and Winter Conference.	Red
5. Sponsor at least 3 networking luncheons through the section jurisdiction.	Green
6. Assist with planning and promoting the CampWest Regional Conference.	Green
7. Publish educational opportunities (available through ACA and from other sources) in the Section newsletter.	Green
C. Ensure that regular business, services and charter requirements for the section are effectively carried out.	
1. Produce and send five newsletters to the Section membership.	Green
2. Develop at least 4 newsletter and/or website articles that focus on education and support for meeting accreditation standards.	Orange
3. Publish 2 newsletter articles regarding the complaint resolution process and how Directors can respond effectively to complaints.	Orange
4. Respond quickly and effectively to any complaints received at the Section level.	Green
5. Complete all required Complaint Resolution reports to the National office accurately, completely and on time.	Green
6. Serve as an active member of CCAC and CCFY.	Green
7. Publish articles in the newsletter that update members on relevant legislative issues that may impact camp operations.	Green
8. Expand electronic newsletter content to include membership milestones (new members, years as members, etc.).	Red
GOAL 4: FINANCIAL STRENGTH	
A. Strengthen and maintain resources to support the section's growth, stability, operations and initiatives and secure sources to increase non-dues revenue.	
1. Ensure a balanced budget annually.	Green
2. Identify opportunities to increase alternative revenue sources from dues.	Blue
3. Continue the development of financial protocols for contracts, sponsorships and reserve policies.	Orange



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The American Camp Association Professional Development Center Starter Concept (February, 2010 version in DRAFT) -Inviting Conversation and Collaboration-

Our Philosophy

Paths vary. Some enjoy a map and trail markers, and others prefer to head out with a compass and the sun to guide their journey. At ACA, we have the tools, services, resources, and courses to accommodate a bevy of learners and styles in the camp and youth development environment. In an ever-more-specialized world, we recognize that sometimes ACA is THE organization to develop the expertise, but often, others are uniquely positioned to develop the niche knowledge, as well as keep that knowledge current. Our Professional Development Center includes ACA-developed and ACA-endorsed offerings to help you assemble the cadre of knowledge, skills, and abilities to propel your work and your career along the path you choose.

Program Foundation

ACA's Professional Development Center will be built on a framework of knowledge, skills, and abilities (KSAs) identified with and related to work in the camp and youth development profession. ACA KSA's are reviewed at minimum, annually, and often, more frequently, to address our rapidly changing world and the ever-more-specialized needs of our campers, families, and care givers. KSAs are built around the need of the individual. It is anticipated that a writing group, including ACA volunteers, selected volunteers from related organizations, and staff will begin work on the ACA KSA's in 2010.

Certificates (CCAQs) and ACA Accreditation

People seek certificates and camps, institutions, and programs seek accreditation. Professional Development is a key component of ACA's Accreditation Services.

People seek Certificates of Added Qualification (CCAQ)
Camps/Institutions/Programs seek ACA Accreditation Status

Certificates will be awarded upon the successful completion of requirements and electives. Continuing education credits (CECs) will be awarded for participation and completion of educational and professional development activities as part of the requirements and electives.

Continuing Education Credits (CECs)

ACA awards continuing education credits for each hour of education or professional development contact time. **Some examples include:**

ACA Regional Conferences — Hours vary by conference with an anticipated range of 6.5–20 hours or CECs.

ACA National Conference — 22 hours or CECs

ACA e-Institute Courses — 1 to 3 hours or CECs

Example: Camps 1s for the Camper online course — 2.25 hours or CECs

In-person Standards Course — 5 hours or CECs

ACA New Director Orientation — 6.5 hours or CECs

ACA Camping Magazine Article Review and Self Study Test — 0.5 hours or CECs

ACA Selected Title Book Review — 4 hours or CECs

Conference and Courses approved with ACA's Educational Endorsement — hours to vary

Individual Petitions for CECs, process to be developed

Guided Paths

ACA will develop a series of Camp Certificates of Added Qualification (CCAQs). Professionals may complete the requirements and electives for one or more, as warranted by their professional needs, time, and appetites. **Anticipated CCAQ offerings:**

- ❖ **Camp Counselor CCAQ**
- ❖ **Camp Program Director CCAQ**
- ❖ **Camp Business Manager CCAQ**
- ❖ **Camp Director Certificate CCAQ**

Candidates for each **CCAQ** complete required and elective components, choosing from in-person, online, and self-study learning modes. The requirements vary by certificate. Some certificates include a recertification process to ensure the professional is staying abreast of emerging issues and practices.

Professional development records are maintained by the learner as part of their contact record in ACA's Membership System, CRM. Certificates are awarded upon completion, and candidates are acknowledged on the ACA web site. We anticipate additional certificate programs may be developed and become available, following a set of guidelines, by related groups, including the Association of Camp Nurses.

Full descriptions of each certificate, including prerequisites, requirements, and electives, will be developed by writing groups comprised of ACA volunteers, selected volunteers from related fields, and staff.

Self-Guided Paths

Working within a framework that includes goals, outcomes, and completion benchmarks, camp and youth development professionals may customize a camp certificate of added qualification *of their own design*. Self-guided candidates may access the same resources and tools as those on guided paths, however; the course they set will require decisions at the onset.

- ❖ **Camp Certificate of Added Qualification with _____ Focus.**

A writing group comprised of ACA volunteers, selected volunteers from related fields, and staff will develop the requirements and instructions for self-guided learners pursuing a CCAQ of their own design.

Proposed Registry of Camp Mentors

At a certain point in the career of camp and youth development professionals, we find ourselves facilitating as many sessions and trainings as we're taking. Camp and youth development professionals with an established leadership and education facilitator history will be encouraged to join the Registry of Camp Mentors. The RCM group is a community of dedicated professionals interested in raising the profile of the profession by developing promising practices, guiding others in their journeys, and serving as mentors. RCM members serve as trainers, authors, course developers, committee members, program chairs, and task force leaders. In addition, many RCM members will assist with the updating of the Knowledge, Skills and Abilities referenced in Professional Development Center offerings. Camp and youth development professionals who completed the CCD (Certified Camp Director) certification will be grandfathered into the registry. Registry requirements will be developed by ACA volunteers and staff.

Online Professional Development Center

ACA's online Professional Development Center's dashboard will include tools, resources, job services, calendars, course catalogs, certificate requirements, an online bookstore, access to a directory of college and university programs at undergraduate and graduate levels related to camp and youth development, outline of knowledge, skills, and abilities (KSAs) and just-in-time learning opportunities. The service center concept is integral to ACA's professional development philosophy. Rather than create a program that requires periodic updating, the service center embraces change as a principle. We fully anticipate our offerings will be updated, or in some cases, retired, as needs in the profession rapidly evolve. In addition, the Professional Development Center will serve as the cornerstone benefit of the ACA individual membership.

Professional Development Tools

ACA will provide members with **an online educational history record** that serves as a collection point for courses, conferences attended, and other continuing education activity to be recorded and stored. The user will be able to set personal goals and track credits toward completion of certificates (CCAQ) or self-guided paths. Camp and program directors may access tools to guide their staff and help direct their professional development growth.

Professional Development Resources and Services

ACA Knowledge Center — An online center that includes content, tools, links to articles, books, and other resources, like downloadable PDFs, as well as links to other organizations. The content is divided into 14 basic areas, with subcategories developed under each major content area. The Knowledge Center is linked to the knowledge portion of the association's Knowledge, Skills, and Abilities (KSAs).

Camping Magazine, selected Articles and Self-Tests — Articles suited for certificate completion offer the reader focused content and an assessment tool to complement other learning activities.

ACA Bookstore — More than 400 educational titles, including workbooks, handbooks, traditional books, and training DVDs are available through ACA's publishing partner, Healthy Learning. Numerous titles complement online and in person courses. Selected titles have been identified for **book reviews that qualify for continuing education credits**. Learners can access titles through traditional channels, by ordering books and DVDs. In 2010, Healthy Learning will pilot a digital subscription service. Details will be available in the second half of 2010.

ACA Job Site — A site for job seekers and employers is currently available and will be easily accessible as part of the ACA Professional Development Center dashboard. As of the writing of this draft, 38,000 individuals have signed on to receive updates.

Directory of Undergraduate and Graduate Programs with Camp Administration Offerings — Accessing ACA's content management system, we anticipate creating an information-gathering form that colleges and universities will complete. The completed forms will provide the content for the online directory that will help match learners to educational opportunities at both undergraduate and graduate levels.

Online Learning Community — By harnessing social networking tools and linking to the Professional Development Center, ACA will serve as a connection point for those who wish to become part of a learning community focused around camp and youth development.

Professional Development Courses

ACA Signature Courses — In-person offerings scheduled throughout the year in varying locations across the country. Choose from the Basic Camp Director Course (xx credits) or the New Director Orientation Course.

Section Education Events — In-person courses and trainings offered through ACA's local offices. For the full calendar of events, visit ACA's [\(link\)](#).

ACA's e-Institute: Signature Courses Available Online — ACA's library of online offerings in asynchronous, and webinar formats address learning needs from counselors to experienced directors. The running time for courses varies from one to four hours in length. Course descriptions, learning objectives, and continuing education hours awarded are outlined as part of the e-Institute, online catalog.

ACA's Endorsed Courses — ACA will endorse a number of educational in-person and online courses that have met a set of criteria deemed suitable for inclusion in the ACA professional development library.

Distance Education Master's — Coming in 2010 is a 33-credit Master of Science in Camp Administration and Leadership, offered through Touro University Nevada.

Professional Development Conferences

ACA Regional Conferences — Two-to-four-day regional conference events offer excellent professional development opportunities ranging anywhere from 6 to 20 hours of educational contact time. For the full calendar of events, visit [\(link\)](#).

ACA National Conference — This three and half day, national educational conference offers 22 educational contact hours, with more than 120 session choices. The professional development opportunities expand with pre- and postconference sessions and events sponsored by Kindred Groups and Councils. For more information, visit [\(link\)](#).

Pilot Implementation – 2010
Full Implementation – 2011