

ACA Rocky Mountain - Action 2010 Summary

The board met on October 6th to make strategic decisions and take action on how to achieve "Action 2010". The board imagined February 15, 2010 and discussed what the section looked like and did well. The board also discussed how we got there. After brainstorming all the ways ACA RM looked on 2/15/10, we broke into groups to focus on three of the five main areas (Communications and Financial plans were put to the side to support the other three).

- A. Accreditation
- B. Big-Time Training and Education
- C. Membership Rockin'
- D. Communications
- E. We Are Where We Wanted - \$

How to Value Camps and Accreditation:

1. Current Networks
 - Provide written resources for brochures, etc.
 - Links to accreditation info within websites
 - Use these people to get contacts in the next two sections / give & take
2. School Districts - 1 District this year
 - Make a "Key" contact
 - Bump up time table for coverage
 - Coverage in Colorado / regional magazines / Westword / 5280
 - Media trip / junket
 - PR Firm - trade for campership
3. Media - "The Mom Factors"
 - Provide written resources for brochures, etc.
 - Links to accreditation info within websites
 - Use these people to get contacts in the next two sections / give & take

Membership is Rockin:

1. Retain and Value Our Current Members
 - One-to-one contact (individuals)
 - Board Member call list (twice per year contact) (camps)
2. New Members (2-pronged approach)
 - Recruiting individual members leading to camp membership
 - Recruiting camps leading to individual membership
3. Leverage 2010 National Conference for Recruitment

Other ideas:

- For Education: Day Camp Workshop (YMCA & GSA as primary target)

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- For Communications: To Top 10 Lists to Join ACA
 - As individual
 - As camp

Training and Education Hit the BIG TIME:

1. Recruit / Create a Strong Education Committee
 - Grants & sponsorship
 - Health care
 - Certifications
 - NSA (National Speaker Association)
 - Education
 - Business / Finance
2. Expand the Educational Footprint for RMS
 - Wyoming and other neighboring states
 - Type of people at the conference (school, parks & rec, child care)
3. Fundraising to Meet Educational Goals
 - Grants
 - Sponsorships
 - Revenue Funded
 - Scholarships
4. November Conference Awesomer
 - Well informed speakers
 - Has balance between education and social / networking
 - On topics that concern our camps
 - Program staff sessions
 - 150 - 175 people to keep it intimate

2. Organize, Combine + Choose

A) Accreditation Valued By ^{Public} _{Non-member camp}

B) ~~Part Time~~ Training and Education

C) COMMUNICATIONS Diverse
Leader
Active

D) Membership Rockin Va

E) We are where we wanted -
not so reliant on

F) ~~Volunteer-based + strong~~

1. FEBRUARY 15th 2010 oh so! they're all coming here!

- What does ACA RM look like?

- What is ACA RM good at?

- What do we do ~~as~~ as a Section?

- What doesn't ACA RM do?

Built Awareness

Had Great Exposure

The Public Knows Us

The Press is clamoring

100 parents at Conference

Tons of NEW MEMBERS (NY)

5-10 New Accredited Camps

CO is big as a camp

Proposed to be a top 5

We are present

Zim!

B/November Conference Awesome

B/HAD Comprehensive training ops.

Acc. Camps are recognized - 30 visitors

200+ ind. members: - Respected for how we comm. & work together

250 new ^{key} volunteers - Volunteer Network

Betsy is way busy - needs another person

Money in the bank E

Scholarships ^R 10 to National Gen _E

Our ~~revenues~~ revenues are huge! 20%

Diversed

Online _C has helped big time (get big big)

UB are leading 20/20 ed. + understanding