

Widening the Circle



GUIDELINES FOR ATTRACTING CAMPERS OF COLOR FOR AN OVERNIGHT CAMP EXPERIENCE

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Agenda:

- Background: helpful statistics
 - Key issues for campers of color
 - Recommendations
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Current and Future Reality...

“Our world is undergoing radical cultural, environmental, and technological changes. It is said that by mid-century non-Hispanic Caucasians will be the minority. If this is true, and we look at today’s camp market, we are challenged with the reality that our camp market is fading...”

Peg Smith
Chief Executive Officer





USA Demographic Changes

Latino Population by 2050	Black Population by 2050
<p>Growth projection – from 35.6 million to 102.6 million, 188 percent increase.</p> <p>Share of the nation's population - nearly double, from 12.6 percent to 24.4 percent.</p>	<p>Growth projection – from 35.8 million to 61.4 million 71 percent increase</p> <p>Share of the country's population from 12.7 percent to 14.6 percent.</p>



Ethnic breakdown:

Residential camps – independent, for profit

- Caucasian -- 88.9%
19% over-represented at camp compared to representation in general population
 - African American -- 3.7% (69% under)
 - Hispanic (any race) -- 3.6% (75% under)
 - Asian or Pacific Islander -- 2.2% (51% under)
 - Bi-racial or mixed race -- 1.4% (26% under)
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Key Issues for Families of Color

Family plays leading role in families of color

Concern about overnight camp:
never was part of a culture

Safety as the primary
reservation

Importance of staff modeling and ownership of people of color and
support from other campers

ACA statistics regarding ownership by people of color:
95% camp directors are Caucasian (of 403 respondents),
2 A-A, 8 – Hispanic, 2 - Asian, 3 - Native American

“Word-of-mouth” is extremely effective



RECOMMENDATIONS

- Develop Cultural Relevancy
 - Explicit about Safety
 - Bilingual Staff
 - Communication
 - Session Length and Program
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Develop Cultural Relevancy

- Understand cultural background (reinforce values, lifestyle, and behaviors)
 - Support systems and intentionality in staff
 - Model in staff and ownership
 - Program to further a mission of diversity
(Consider bilingual web-site and camp materials)
 - Support from other campers
 - Collaborate with community partners with established relationship with people of color within targeted communities
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Safety

PARENTS' PRIMARY CONCERN

- Define safety as physical safety (from others) and emotional safety
 - Reassure parents of relative safety (300 ACA standards for health & safety)
 - Explain how your camp addresses safety
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Bilingual Staff

- Provide culturally-appropriate sense of comfort to campers: able to bridge cultures
- Able to communicate with parents
- Encourage bilingual parent participation in camper recruitment



Communication

- Enable for parents to stay in touch with their children?
 - Ensure incoming calls from parents during meal times, computer labs?
 - Adopt “open-door” camp policy?
 - Strive to “win” parents over to the camp culture
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“Word-of-mouth”

MAIN REASON WHY PEOPLE FIRST HAVE AN INTEREST IN CAMP

- Main vehicle for parents’ decision-making process of choosing a camp
 - Partner with parents (volunteers for the camp)
 - Partner with schools, organize camp presentations
 - Offer family week-ends
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Session Length and Fees

- Offer 1-2 week sessions
 - Set fee based on target audience ability to pay
 - Offer discounts for siblings attending camp
 - Offer scholarships
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Program

- **Traditional program:**
 - Arts & Crafts
 - Sports
 - Nature
 - Team-building
 - **Non-Traditional program:**
 - Photography
 - Genealogy
 - Community Service
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Main Benefits of a Camp Experience

Increase personal accountability, decision-making, social skills, and appreciation of natural surroundings

Camper parents report:

- **Make new friends (96%)**
 - **Get to know campers who are different from themselves (93%)**
 - **Feel good about themselves (93%)**

 - **Do things they were at first afraid to do (74%)**
 - **Gain self-confidence (70%)**
 - **Use tools and skills learned at camp (63%)**
 - **Stay in contact with friends made at camp (69%)**
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QUESTIONS?

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