

# North Carolina Youth Camp Association

## MISSION STATEMENT:

The mission of the North Carolina Youth Camp Association is to strengthen and expand the educational, environmental and recreational opportunities provided by all organized camps in North Carolina by encouraging cooperation among camps, sponsoring camp-specific research, communicating camp industry information, and building relationships with various private, non-profit, public, and governmental interests and agencies.



NCYCA is a membership organization of North Carolina summer camps & adventure programs. It is a 501 (c) (6) non-profit organization, governed by an elected Board of Directors.

## CORE EFFORTS:

### 1. PUBLIC RELATIONS and COMMUNICATIONS

Enhance the public's understanding of North Carolina's camps and the value of camping through efforts to:

- \* Provide an online directory of North Carolina camps.
- \* Present industry-specific collective data on NC camps.
- \* Issue press releases announcing NCYCA news items.
- \* Provide media relations (access to interviews, photos, information).
- \* Publish periodic newsletters for NCYCA members.
- \* Publish white papers illustrating the educational, economic, social and child development value of the camp experience.
- \* Maintain a broad membership of camps, camp leaders, business supporters, and individuals from diverse backgrounds and interests.

### 2. ADVOCACY and PUBLIC POLICY REPRESENTATION

A. Monitor federal, state and local issues, regulations and legislation that may affect the camping industry, campers or the public's access to quality camping services. Issues include:

- \* Taxation.
- \* School calendar regulations.
- \* Preservation and access to public lands (e.g., Use fees).
- \* Employment regulations (e.g. unemployment, minimum wage, etc.).
- \* Economic development.
- \* Health and safety regulations (e.g. water testing, building codes, etc.).
- \* International camper/staff regulations.
- \* Insurance requirements (health, liability, workers' compensation).

B. Provide proactive education, advocacy, collaboration and action to represent the interests of the camping industry and its clients.

C. Actively lobby local, state and federal governments in support of North Carolina's youth camps.

D. Retain and employ a professional lobbyist who builds and maintains ties with elected officials and government employees.

### 3. ORGANIZATION MANAGEMENT and MEMBERSHIP

Ensure the organizational health of the NCYCA.

- \* Maintain an elected Board of Directors that establishes committees, sets priorities and hires necessary staff.
- \* Maintain a strong membership base.
- \* Provide effective financial management.
- \* Conduct membership development and support services.
- \* Avoid duplication of services with the American Camp Association.

### 4. PROFESSIONAL DEVELOPMENT and ETHICS

Provide educational opportunities for directors, staff and campers to further professionalism, to improve the quality and safety of camps, to encourage diversity and environmentally sound practices, to increase effectiveness of business management through efforts to:

- \* Encourage meetings, informational sessions and training workshops.
- \* Promote training opportunities for North Carolina camp staff members.
- \* Formulate and adopt a professional code of ethics for NCYCA members.
- \* Facilitate an atmosphere of professional support and resources for NCYCA membership.
- \* Establish and maintain a crisis support network among North Carolina member directors.

### 3. CAMP INDUSTRY MARKETING and PROMOTION [Implemented starting 2011]

Promote all North Carolina camps collectively through efforts to:

- \* Design, publish and distribute a written directory to camps in North Carolina.
- \* Design, publish and distribute other materials promoting the benefits of camping (school posters, event sponsorships, etc.)