

Southwest Ramblin's Top Ten Methods of Recruiting College Students to Your Camp

As an employee of a large university and a camp professional I understand that recruiting college students for summer camp positions can be a difficult, expensive and time consuming process. I have tried many ways to reach out to students over the last twelve years and have learned that the following ten methods will make the most of a camp professional's time as he or she recruits at a college or university. Applying as many of these methods as feasible will ensure an effective recruitment base.

Even though most camp professionals travel a great distance to many colleges and universities as possible, there is an advantage of cultivating a relationship with neighboring colleges and universities with close proximity to the camp. Instilling a sense of loyalty to students and faculty for their neighborhood camp will have long-term payoffs in the form of quality student staff year after year. The following are top ten methods of recruiting college students to your camp:

An email recruitment message from the university to students

This is the number one most effective way to reach students. Many college department secretaries will forward an email promoting camp recruitment sent from the camp professional to them to the students in their college. In some cases a university may forward on this email to the entire student body. The email should be brief with a link to the camp's website and a phone number to the camp professional recruiting staff. The application should be on the website where the applicant can either submit it on line or print it off and fax or mail it to the camp office.

A Camp kiosk at the university's student union building

With the approval from the campus scheduling office, a camp professional can set up a kiosk in the hallway next to the food court with a computer screen or a projector displaying camp job descriptions with accompanying photos. Even a free-standing portable display with photos of the camp and contact information positioned in front of the student employment center will attract interest.

Have former camp staff and past campers run job fair booths

An effective twist to a job fair booth is to have former staff run the booth giving their own testimonials from their personal experience at camp. Another effective way to attract attention to the booth is to involve campers and their parents at the booth promoting how much fun and meaningful the camp was to them. Having the presences of children at the job fair

connects students immediately to the altruistic motive of being a camp counselor.

Many universities will put together of job fair directory with a paragraph describing each organization attending. These directories are distributed the day of the job fair.

Camp professionals speaking in classes about careers in youth development

Most faculty members are interested in providing their students networking opportunities among community leaders. For camp professionals this opportunity is like a one-hour infomercial on their camp and is a very effective way to recruit summer staff.

Summer staff reunion from the previous summer

During the winter months camp professionals should hold a reunion of staff who worked at the camp the previous summer. If possible this event should be held at the camp facilities where entertainment or a recreation activity such as cross-country skiing or a climbing and repelling activity should attract them to come. Staff should invite their roommates along to the party. As staff members reunite with each other they will reminisce about the past summer at camp. This is a great way to excite former staff to commit for another summer and to motivate their roommates to apply. Applications and job descriptions should be available at this event.

Flyers and posters advertising that the camp is currently hiring for the upcoming summer season which are posted in student's apartments, laundry rooms, and dorms.

This method appears simple, but it is still an effective way to reach students. Many college dorms and apartment complexes will have a bulletin board in their recreation room or near their mailboxes. Neighboring laundry mats and grocery stores will also have bulletin boards.

Camp tours

Recreation departments are often looking for a venue to exhibit to their potential students as a way to promote their own curriculum to students to declare a major in recreation management. A camp that hosts such an event is often asked

to give a tour of the facility and include information about summer employment.

Internships available to college advisement centers

Advisement centers in such department and colleges as facility management, physical education, early

childhood education, recreation management, travel and tourism, public administration, and culinary arts are looking for meaningful internships for their students. Camp professionals should meet with advisement centers during the winter semester to distribute camp applications, brochures, and job descriptions that will be passed on to potential interns.

What's Inside	
Executive Director's Thoughts	page 4
Membership Update	page 4
News From National	page 4
Standards Corner.....	page 3
Education	page 2

While on campus professionals should go to each office and distribute camp recruitment information in faculty member's mailboxes.

An orientation meeting on campus

Camp professionals can work with the campus scheduling office of a university to reserve a room on campus and promote an orientation meeting where students attend a one-hour presentation about the camp and potential summer jobs held in the student union building during the lunch hour. To promote this orientation meeting camps should take out a large ad in the school's newspaper.

Day of service at the camp

There are many campus student service clubs looking for ways to serve the community each semester. Camp professionals should take advantage of this opportunity and make arrangements for some of them to perform a service project at the camp where students will see the camp facilities and get to know some of the on-site staff. While there the camp ranger can give a tour and promote upcoming staff employment opportunities.

I have learned that it take several of these methods to expose students to camp jobs during the course of the semester. They may have been to the camp for a tour, saw a flyer, attended a job fair, and received an email from their college, but it was a combined effort of these methods that will motive them to apply for a position.

Jared R. Knight
ACA Southwest President

Upcoming Education Events and Trainings



The e-institute is a great and affordable way to train your staff. The American

Camp Association has assembled a wonderful way for you to provide training for your staff. See all the e-institute training at

www.acacamps.org/einstitute.

Below we are showing you the Camp is for the Camper online program:

Camp Is for the Camper Online Training Program, Second Edition

Introduction and Reflections

By Paul A. Schlag

Parents place a great deal of trust in camps and camp counselors when they send their children to camp. Wouldn't it be great if staff could think about this aspect of camp before they even arrive at camp? Well now they can! ACA has a new tool to assist you with the responsibility of training camp

counselors. ACA partnered with the University of Georgia to create a stand-alone, interactive, online training program.

The Camp Is for the Camper Online Training, Second Edition gives staff a jumpstart in considering their roles and responsibilities before arriving at camp. The program's four interactive modules address counselor responsibilities as role models, stress reduction while working at camp, and demographics of today's campers and behavior management techniques. The program content draws from the popular booklet, *Camp Is for the Camper*. [Buy this book!](#) It is imperative that counselors see themselves as role models for campers and act accordingly. Related to understanding their own roles, counselors also need to understand current camper demographics since today's campers come from a variety of situations and backgrounds. Knowing today's campers gives counselors insight into understanding and dealing with them in an effective manner. In addition, serving as a camp counselor is often demanding and stressful. Counselors who know how to handle stress are able to better interact with campers in a positive and safe manner. Further, every counselor needs to know how to reinforce positive behavior and discourage negative behavior. The Camp Is for the Camper Online Training program literally gives counselors a jumpstart in learning how to better serve campers. Each module provides essential information in an innovative and interactive manner. The first module teaches counselors about their responsibilities as role models to campers. After learning what it means to be a role model, participants are asked to choose their interactions with campers and camper parents in an interactive format. Through the "magic" of technology, the participant can read the camper's and parents' minds. This gives counselors a sense of how their actions and interactions affect campers and their parents.

The second module in the training program provides tips for dealing with the stresses of camp. The culmination of this module is a stress test, where the participants make choices regarding how they will conduct themselves at camp. One option leads to reduced stress, while the other option increases stress. Thus, counselors are able to see how their choices and actions affect stress levels. The next module deals with the demographics of today's campers. Participants get to know ten virtual campers, whose lives reflect current demographic trends. Further, this module covers the typical developmental characteristics associated with different camper age groups (i.e., physical, social, emotional, and intellectual development and activities that are appropriate for each age group). After learning about today's campers, participants play "The Age is Right" game. They are shown certain developmental characteristics or demographics and asked to choose the age group that characteristic or demographic describes.

The final module explores behavior management. Participants learn about some of the typical behaviors encountered at camp (e.g., homesickness, aggression, unwillingness to participate, etc.). They also discover strategies for encouraging, preventing, or dealing with such behaviors. At the end of the module, participants play a game called "The \$14,000 Triangle." They are shown a strategy for dealing with certain behaviors and are asked to identify what behavior the strategy

seeks to confront. After participating in the entire course, counselors are given a certificate that indicates they successfully completed the Camp Is for the Camper Online Training Program, Second Edition.

This interactive training program is an effective method for preparing counselors to serve our campers. It encourages counselors to think about campers before arriving at camp and provides a solid foundation upon which directors can build. Since the program is online, counselors can participate in this course anywhere and anytime they want. Participating in this course allows directors and trainers to spend more time with hands-on training while on site. The Camp Is for the Camper Online Training program, Second Edition, coupled with effective, face-to-face training, can better prepare counselors to serve campers in a professional, helpful, fun, and safe manner.

Purchase Camp Is for the Camper Course

\$39 - Member; \$54 - Nonmember

The cost of the course allows unlimited numbers of your staff to take the course until December 31st of the current year. After that time, you/your camp will need to purchase the course again for the following year.

Your staff may complete the program at your convenience.

A handy certificate prints only upon completion of the course.

View a sample of screenshots of the course

You can purchase the Camp Is for the Camper Booklet as well.

Check out our website at

www.acasouthwest.org/training

for the most current list and for detailed information about these and other trainings

Have a course or event to add? Looking for a training not listed? Need more information? Contact Tom Dinkins, Education Chair, at (415) 497-1081.

Upcoming Events

- Annual Meeting - Phoenix, AZ..... Jan. 14, 2010
- Board Meeting - Provo, Utah..... Oct. 22-24, 20 09
- Board Meeting - Phoenix, AZ..... Jan. 14-15, 2010
- CampWest - Las Vegas, NV..... April 1-4, 2009
- National Conference - Denver, CO..... F2b. 15-19, 2010
- Section Training offerings Website



Standards Corner



Letters will be going out soon to camps to be visited this summer and to the visitors to make their choices for the visits. If you don't receive anything by mid April, contact Greg Dodd at gregd@tucsonymca.org.

Camps due for an accreditation visit this summer are:

Camp Name	State
Arizona Camp Sunrise	AZ
Camp of the Tall Pines	NM
Camp Cloud Rim	UT
Camp Elliott Barker	NM
Camp Honor	AZ
Camp Kostopulos	UT
Camp Ponderosa Ranch	AZ
Camp Rainbow	AZ
Charles Pearlstein	AZ
Chapel Rock Camp & Conference Ctr.	AZ
Chauncey Ranch	AZ
Faith Adventure Camp	AZ
Manzano Mountain Retreat	NM
Mingus Mountain Camp	AZ
Montlure	AZ
Navajo Trails Adventure Camp	UT
Philmont Scout Ranch	NM
Rancho Del Chaparral	NM
Tonto Rim Christian Camp	AZ

Is your camp being visited this summer? If so, it is not too early to be reviewing your written documentation, your hiring policies, policies regarding staff and camper possessions, etc. Do you have the new (2006) Accreditation Process Guide (APG; aka "Standards Book")? If your camp has not received a copy, please contact Ginger Pauley, Executive Director, at (800) 265-1917 or swcamps@qwest.net

Also, please make sure you have reviewed the "List of Changes to the ACA Accreditation Process Guide (2006)". This document contains all of the pages that have revised standards—you can just print them out and put them right into your APG. You can find the PDF file online at:

www.acacamps.org/accreditation/interpretations.pdf

If you received a message that you haven't signed the current **Statement of Compliance** please be sure you get it done so your camp does not lose its accreditation status at the end of the year.

Executive Director's Thoughts

In the last several months I have attended the Field Service meeting in Chicago and the National Conference in Orlando. The biggest discussion item is the 20/20 Vision. Just how is this going to affect our section is the big question. A lot of discussion went into this question at the delegates meeting and ultimately we will be affected. Demographically we will be included in a much larger grouping. We will become part of one of the new 5 or 6 regions. Although there will no longer be "sections" as we know them, there will still be representation from each area.

In order to move our association forward, changes must be made and many people will enter into these changes kicking and screaming. We do have to face reality. The camping industry is not the same as it was 75, 50, 25 or even 10 years ago. In order to move into the moment, we need to step back and take a look at what will be the best for the industry.

As you already know, much research has been done and continues to be done. This research is what we are using to move our association forward. The goal is to have 20 million children going to camp by the year 2020 and this will not happen without everyone that is in the camping industry as well as those that support the industry doing their part.

The American Camp Association is not the first association to feel the pinch of moving forward into the 21st century, nor will we be the last. Nothing will hold us back faster than looking for the negatives instead of the positives. We can make this project work with the help of everyone.

A board task force will be meeting in April to develop strategies that will help our section transition into the model. We welcome your thoughts and hope to receive many comments or suggestions from our members. So I am asking you to send your thoughts to Jared Knight, at Jared_Knight@BYU.edu or to me, Ginger Pauley, at swcamps@qwest.net.

Membership Update

Southwest Section's current camp membership is 50 (of which 45 are accredited camps). Our current membership is 135.

If you know of someone interested in becoming a member or who may be interested in having their camp accredited, have them contact Ginger Pauley, Executive Director, at (800) 265-1917 or swcamps@qwest.net

Are you a full-time student? You can be an ACA Member for just \$35 a year! And students get to attend the ACA National Conference for FREE! Visit www.acacamps.org/membership to join.

News from National

Are you reading Inside ACA, the monthly ACA electronic newsletter? If not, you should be! Every month, you'll get an email with dozens of articles, which include everything from the latest in ACA research to relevant issues to standards news. Some of the topics in the March 2009 issue are:

[ACA Bookstore — Featured Products and Resources](#)

[2009 ACA National Conference — A Powerful Experience for This Year's Participants](#)

[Looking Forward to the 2010 ACA National Conference](#)

[ACA Regional Conferences — Plan to Attend](#)

[Start Your Staff Training NOW!](#)

[Pre-order the May/June 2009 Staff Training issue of Camping Magazine](#)

[Basic Camp Director Course](#)

[2009 Annual SOC Available](#)

[Important Information Regarding Standards HR 4A \(MANDATORY!\)](#)

[Camp Accreditation Signs and Certificates](#)

[Is Your Camp Being Visited in 2009?](#)

[What Can I Do to Get Involved?](#)

[ACA Economic Resources: Being Proactive in a Tough Economy](#)

[The March/April Digital Issue of Camping Magazine Now Available](#)

[Available for Pre-Order: May/June Staff Training Issue of Camping Magazine!](#)

[Not-For-Profit Council Restructured](#)

[Need Staff? Check Out ACA's Staff Recruitment Solutions!](#)

All ACA members should be receiving the newsletter automatically. If you're not, you can subscribe at: www.acacamps.org/inside/subscribe

State Camp Regulations

Are you confused about camp-related regulations in your state? ACA has a page where you can get everything you need in one spot. It also includes whether each state allows FBI records checks and information on how to access driving checks—complete with costs and links to forms. There's also a link to a PDF that compares the regulations of all states. Find it online here: www.acacamps.org/publicpolicy/regulations

This is YOUR newsletter...
...so tell us what you think!

What kind of information do you need or want from a section newsletter?

Ideally, how often would you receive a section newsletter?

What is the best way for you to receive information from ACA Southwest?

Do you receive "Inside ACA"—the national ACA monthly newsletter?

What other support can the section provide you with?

Please send any thoughts, ideas, complaints, or submissions for future issues to:

Ginger Pauley, Executive Director, swcamps@qwest.net

Welcome New Members!

The following people have joined our section in the last few months.

Full Name	Member Type	Affiliation
Aragon, Erica	Student	
Gustafson, Christy	Regular	
Hankner, Susan	Professional	American Wilderness Leadership School
Hinske, Linda	Visitor	
Hoge, Sante	Retiree	
Hough, Melissa	Student	
Johnson, Thomas	Student	
Knox, Kay	Regular	
Millstone, Daniel	Student	North Star Camp for Boys
Mizel, Ben	Student	North Star Camp for Boys
Roe, Maxwell	Student	Lions Camp Tatiyee Inc
Simon, Jean	Regular	

CHARITY MEAL

For the benefit of

**Peoria Westbrook Village Lions Club
Community Service Projects**

Monday, April 6th

All Day (Breakfast, Lunch, or dinner)

BLACK BEAR DINER

All locations participating

6039 W. Bell Rd. Glendale

2410 W. Bell Rd. Phoenix

1809 E. Baseline Rd. Gilbert

980 N. Dysart Rd. Goodyear

The Peoria Westbrook Village Lions have held their meetings at the Black Bear Diner at 6109 W. Bell Rd for the past three years. The diner has provided an excellent private meeting room with good food and service. Working together, the Black Bear Diner and our club will be hosting a charity meal at all four of the Black Bear Diners in the valley. Our club will receive a portion of the day's receipts and will provide us with funding to help support all of our community service activities.

Be certain to indicate that you are participating in the charity meal and our club will receive a portion of the proceeds.



2474 E. Oakland St.
 Gilbert, AZ 85295-9137

Who are and how do you contact your Southwest Section board? The following is a current list of board members. If you have a need that is not being met, a question, an idea or concern, please contact any of the board members. We are here to serve you and we'd like to hear from you. The Section Board meets three times a year to serve the needs of its membership.

American Camp Association Southwest Section Board Member Roster

Executive Committee

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