

MYCF PLAN OF ACTION

MISSION STATEMENT

Revised and approved by the Board of Directors 1/20/06. Text Updated 10/5/09

The mission of the Maine Youth Camping Foundation (MYCF) is to strengthen and expand the educational, environmental and recreational opportunities provided by all organized Youth Camps in Maine by fostering the exchange of information and ideas; interpreting and coordinating activities that will enhance cooperation between the organized youth camping movement and various private, non-profit, public, and governmental interests and agencies; and identifying and creating research, programs, projects and services that will improve the quality and safety of youth experiences in Maine's organized camps.

Current Objectives and Areas of Activity

In support of its Mission, MYCF will:

ADVOCACY/ PUBLIC POLICY

Be pro-active with the state in matters which effect economic development, education of children, the quality of life, and the environment of Maine.

CURRENT OBJECTIVES:

Using the ACA model, engage camps and camping leaders in ad hoc "issues groups" on topics which effect the viability of organized camps in Maine and on issues in which organized camping can make a significant contribution to the public good. Issues group topics will be reviewed annually for relevance to the legislative session and current camping industry; groups will be appropriately continued or disbanded.

As needed, the issues groups will develop resources and training for camping leaders to assist them in presenting their views in public forums and with state leaders to promote camping's role in the following issues & in new issues as they emerge:

- Waste management, land use and protection, wilderness preservation and related environmental issues.
- Improve the economic viability of camping.

- Improve the quality of educational opportunities for youth.
- Improve the role of camps in growth and development of the whole child.
- Improve the ability of camps to assess the learning that takes place in camp and to articulate the results to the public.
- Improvement of the public's understanding of the educational role of organized camps.
- Promote the need for year-round learning not necessarily year round schools.

LEGISLATIVE (as of 7/08 Legislation is handled by the 501c4 organization, MYCA)

Review, interpret and inform members of current and forthcoming bills pertaining to camping; where appropriate draft and submit legislation which may positively effect the operation of camps. Inform Federal and State legislators about camp related issues.

CURRENT OBJECTIVES:

Maintain a broad based legislative committee, which will provide guidance to MYCF's staff and legislative counsel and will organize camp member representation at hearings on specific legislation or regulations directly affecting camps. The committee will address diverse subjects of primary concern to members including:

- Any topics listed under Advocacy/Public Policy
- Federal and State employment regulations.

- Minimum wages - student employment.
- Wastewater/trash disposal; water quality
- Taxes - property, sales.
- Insurance - workers' compensation, liability, special; Van safety
- Criminal Background checks and other hiring requirements
- International exchange staff visas & other issues.
- Enhance lobbying efforts as needed, including raising additional funds and engaging other lobbying resources.
- Strive to develop collaborations and joint efforts for lobbying and advocacy with other entities on mutually beneficial issues (e.g., Small Woodlot Owners, State Center for Disease Control, Children's Camp Alliance, CASA on criminal background checks, etc.)

MANAGEMENT, RESEARCH, COMMUNICATIONS, AND MEMBERSHIP

Provide support services, financial planning, membership development, leadership cultivation and staff support for activities, programs, and objectives of MYCF.

The Board of Directors is responsible for the management and staff services of the Foundation. Primary staff functions shall be financial management, membership development and benefits, communications, research, and on-going

strategic planning. The Executive Committee acts on behalf of the Board between Board meetings.

CURRENT OBJECTIVES:

The MYCF Board of Directors will regularly review the MYCF strategic plan and will set priorities for staff and committee activities. The Board will—continue to expand a strong membership base for needed cash flow and program support. A broad based membership of camps, camp leaders, business supporters, and individuals from diverse backgrounds and interests is needed to effectively implement the mission and objectives of the Foundation.

With volunteer guidance and support, the staff will:

- Develop and disseminate directories, newsletters, bulletins, flyers and other print resources.
- Collect and disseminate data on camps and camping.
- Provide effective financial management.
- Experiment with new sources of funding, e.g., camper Spelling Bees and other events
- Conduct membership development and support services.
- Maintain effective communications with members and the public using best available technologies.
- Continue to develop options for group buying for Maine camps.
- Enhance MYCF revenues through additional opportunities for business members, (i.e., advertising in newsletters, directory & on web.)
- Engage in collaborations with other entities & non-profits for benefits to camps, (i.e., Farm Fresh, NEBA, Assn of Non-Profits,.)
- Periodically conduct economic impact studies of the industry.

The Board of Directors must maintain a balance between cost-effective professional support and productive volunteer activity. Services provided by

ACA should be evaluated to avoid duplication of cost and effect.

PROFESSIONAL DEVELOPMENT/ 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, and to increase effectiveness of business management.

CURRENT OBJECTIVES:

A professional development committee shall plan and conduct regular education and training events and shall develop and make available Maine related resources in support of the educational needs of camping leadership. The committee will:

- Continue program of fellowship meetings, training workshops & information sessions.
- Seek to schedule relevant programs & content to serve all members, with growing awareness of young professionals in camping.
- Continue to include information/training on changing family/camper/staff emotional needs.
- Continue all training currently in place: JMG, , and Staff (e.g. summer staff workshops)
- Continue Professional Ethics program with scheduled periodic revision of code of ethics and legal review of process. Update every three years minimum.
- Continue to generate an atmosphere of professional support & resources for our membership.
- Provide strong leadership & volunteers to plan the ACA/NES conference during Maine's assigned year.

PUBLIC RELATIONS/PROMOTION

Conduct a public information program to enhance the public understanding of Maine camps and the values of camping.

CURRENT OBJECTIVES:

Organize a broad based committee to develop plans for conducting an effective PR program. The committee will develop and conduct a specific cooperative marketing plan for promotion of enrollment in Maine camps. The committee will:

- Continue to publish the annual summer camp directory, print & web versions.
- Collect information from camps for public relations promotions and to illustrate the educational and other values of camp.
- Continue to improve the marketing of Maine camps by regular cost/benefit evaluation of the directory distribution.
- Continue to explore new ways to promote the value of Maine camps, (e.g., bumper stickers, wrist bands, etc) as well as collaboration with other entities to promote camps (e.g. Me Office Tourism, Me Tourism Assn, ACA/NE)
- Maintain a list of camps for the public to promote available off season facilities
- Target day camp promotional materials; continue marketing for non-profits & private independent camps through directory, web presence & advertising free directory.
- Maintain and continue to enhance MYCF's website as a useful tool for the public and for members.
- Continue to take advantage of emerging technologies to improve marketing and information dissemination.
- *Revised and approved by the Board of Directors – 1-20-06*