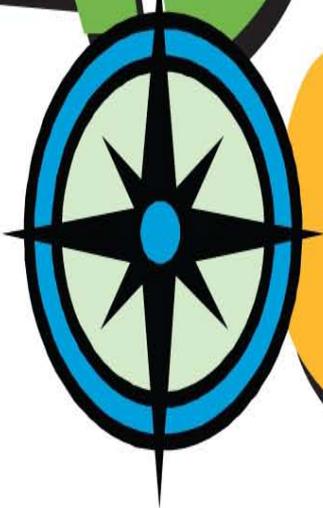


# Collin County



# ADVENTURE CAMP<sup>®</sup>



# The Adventure Continues . . .



Mission: To provide life-enhancing outdoor educational and recreational experiences in and for Collin County children and families.

# Brief History

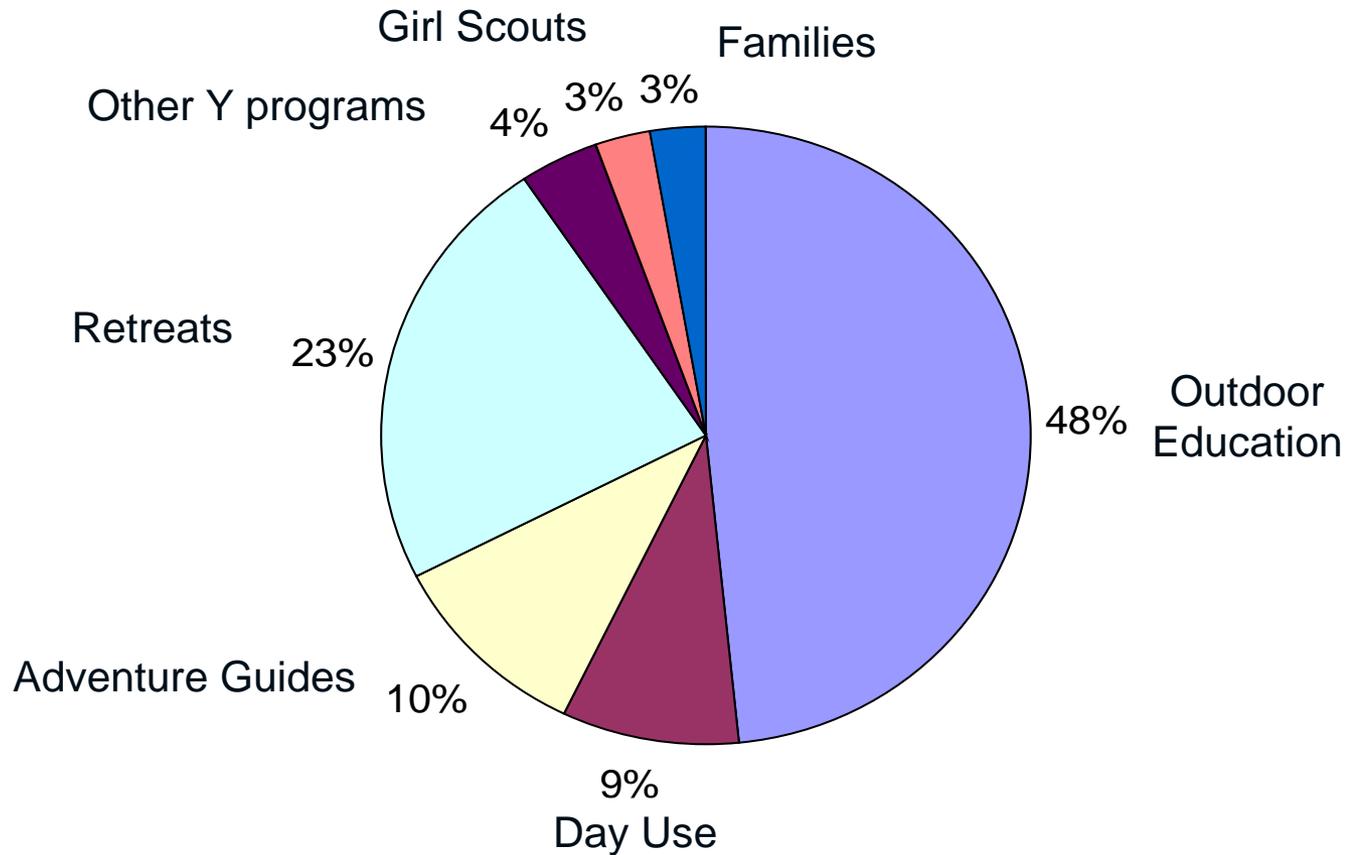
- During the late 1990's Collin County leaders noticed a need for an outdoor educational facility for children – the county was quickly becoming urban due to population explosion
- Idea of a camp placed on a referendum and county residents approved \$26 million in bond funds to support facility construction

# History (cont'd)

- Camp advisory board formed
- Collin County also entered into partnership with YMCA of Metropolitan Dallas to manage the camp
- 2002 to 2006 advisory board worked with contractors and consultants creating the facility
- June 1, 2006 Camp opened

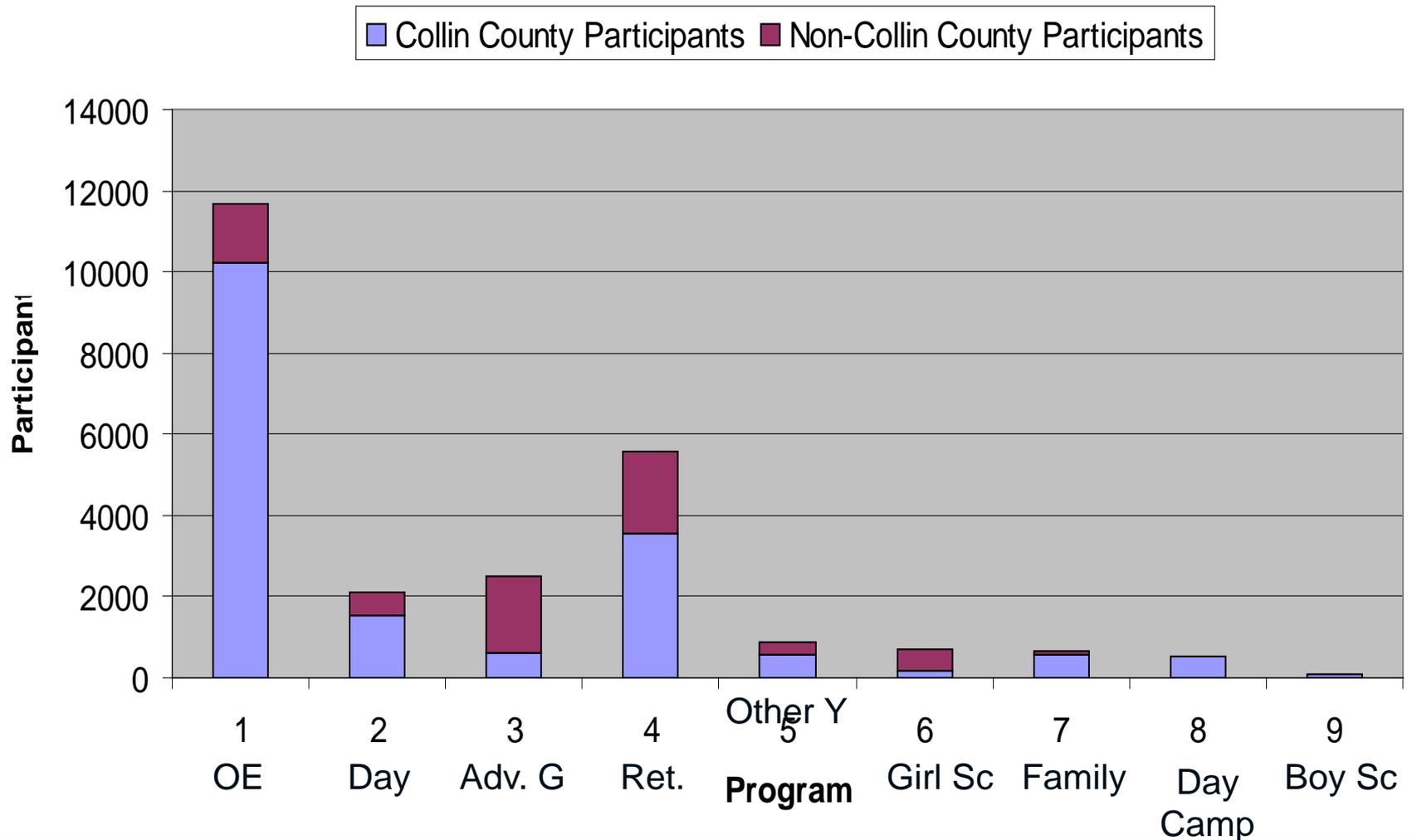
# 2009 - 2010 Programs

## 2009-2010 Programs

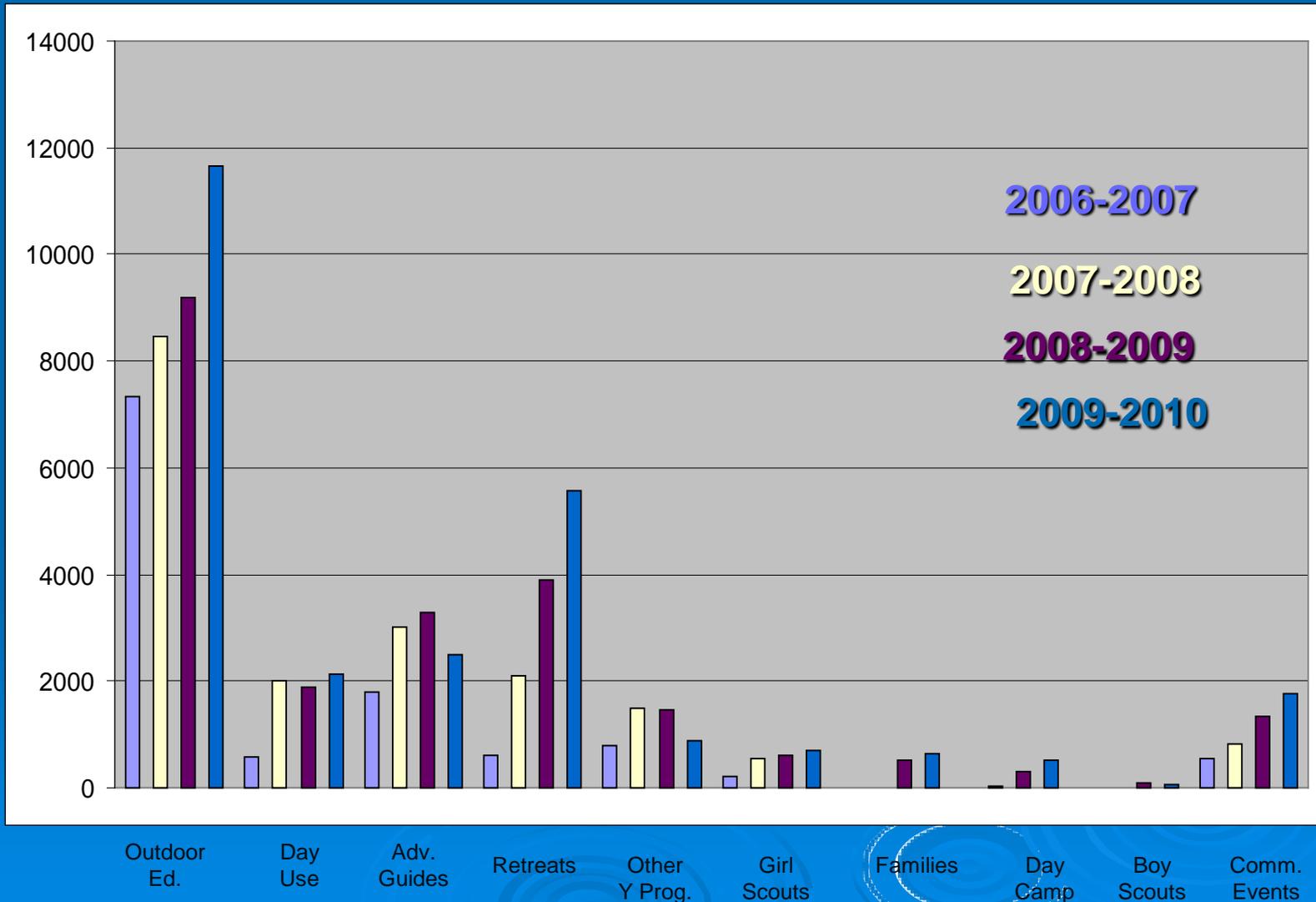


# Participants

## CC VS Non CC

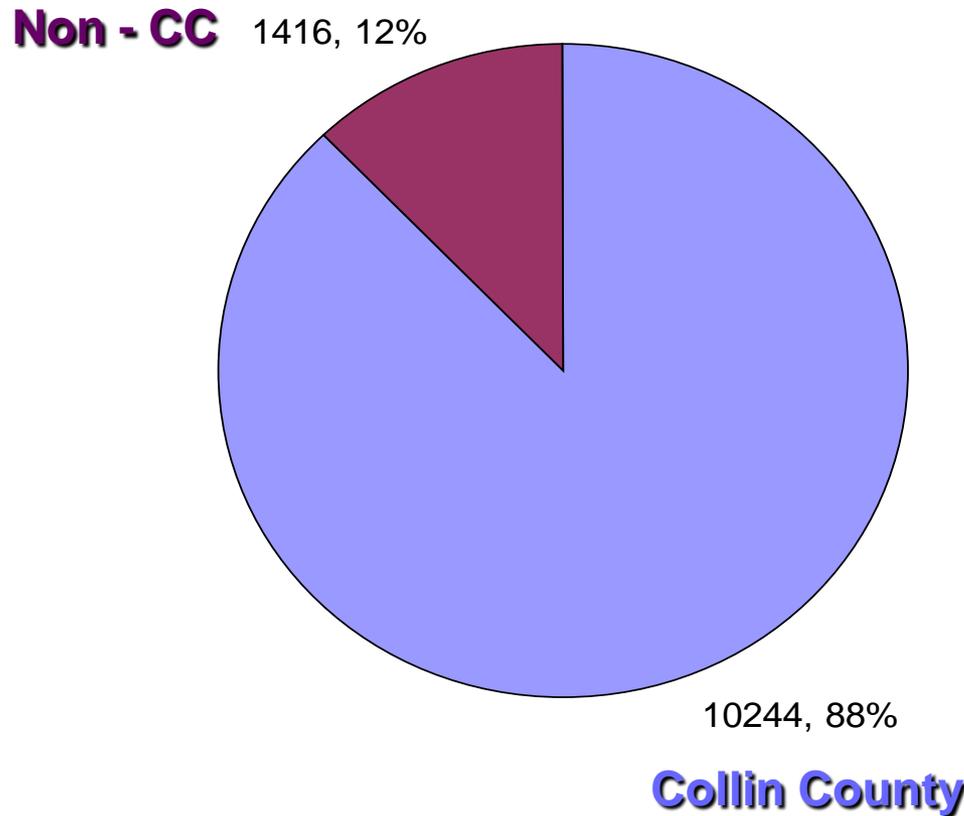


# Program Growth



# Outdoor Education

CC VS Non CC OE Participants





# Outdoor Education at CCAC

**Use Report and Trends  
For the 2009 – 2010 School Year**



# Collin County Districts Served

## 3-Day 5<sup>th</sup> Grade Camp

	Number Served by CCAC	5th grade schools	Percentage
Allen	2	15	13%
Anna	2	2	100%
Bland	0	1	0%
Blue Ridge	1	1	100%
Celeste	0	1	0%
Celina	0	1	0%
Community	2	2	100%
Farmersville	0	1	0%
Frisco	0	30	0%
Gunter	0	1	0%
Leonard	1	1	100%
Lovejoy	3	3	100%
McKinney	2	20	10%
Melissa	1	1	100%
Plano	43	43	100%
Princeton	3	3	100%
Prosper	0	3	0%
Royse City	0	4	0%
Trenton	0	1	0%
Van Alstyne	0	1	0%
Whitewright	0	1	0%
Wylie	3	3	100%

# Collin County Districts Served

## Day Programs

	Number Served by CCAC	Elementary schools	Percentage
Allen	5	15	33%
Anna	2	2	100%
Bland	1	1	100%
Blue Ridge	1	1	100%
Celeste	1	1	100%
Celina	1	1	100%
Community	1	2	50%
Farmersville	0	1	0%
Frisco	1	30	3%
Gunter	0	1	0%
Leonard	0	1	0%
Lovejoy	1	3	33%
McKinney	9	20	45%
Melissa	0	1	0%
Plano	0	43	0%
Princeton	1	3	33%
Prosper	0	3	0%
Royse City	0	4	0%
Trenton	0	1	0%
Van Alstyne	1	1	100%
Whitewright	0	1	0%
Wylie	1	3	33%

# Collin County Districts Served

## Training or Retreats

	Served by CCAC
Allen	Yes
Anna	Yes
Bland	Yes
Blue Ridge	Yes
Celeste	
Celina	Yes
Community	
Farmersville	Yes
Frisco	Yes
Gunter	
Leonard	
Lovejoy	Yes
McKinney	Yes
Melissa	Yes
Plano	Yes
Princeton	Yes
Prosper	Yes
Royse City	Yes
Trenton	
Van Alstyne	Yes
Whitewright	Yes
Wylie	Yes

# September 2009

11	Wilmeth	McKinney	199
9 to 10	Plano Avid	Plano	67
14 to 16	Andrews, Miller	Plano	300
16 to 18	Marion	Allen	137
21 to 23	Shepard Stinson Haun	Plano	335
23 to 25	Aldridge, Christie, Hickey	Plano	313
28 to 30	Reed	Allen	114

**Total**

**1465**

# October 2009

30 Sep to 2 Oct	Puster, Lovejoy, Hart	Lovejoy	374
5 to 7	Hughston, Weatherford, Skaggs	Plano	320
7 to 9	McLendon, Nesmith	Community	89
8	Celina	Celina	100
12 to 14	Rasor, Thomas, Meadows	Plano	351
14 to 16	Bryant, Rattan	Anna	167
14 to 16	Blue Ridge	Blue Ridge	48
19 to 21	Melissa	Melissa	121
19 to 21	McShan Elementary	Carrollton	79
21 to 23	Davis	Wylie	259
22	Walker	McKinney	136
23	Ruby Young	Dallas	101
26 to 28	Harrington, Haggar Hunt	Plano	333
30	Godwin, Harper, Lacy	Princeton	227
		Total	2705

# November 20009

2 to 4	Saigling, Centennial, Daffron	Plano	333
4 to 6	McCall, Hightower, Schell	Plano	308
6	Celina	Celina	101
9 to 11	Davis, Dooley, Brinker	Plano	337
11 to 13	Bethany, Huffman, Forman	Plano	329
16 to 18	Barron, Mendenhall, Beverly	Plano	275
18 to 20	Memorial, Mitchell, Hedgecoxe	Plano	328
24	Spring Valley	Richardson	37
		Total	2048

# December 2009

<b>30 Nov to Dec 2</b>	<b>Sigler, Gullege Wells</b>	<b>Plano</b>	<b>303</b>
<b>2 to 4</b>	<b>Mathews, Jackson</b>	<b>Plano</b>	<b>316</b>
<b>7 to 9</b>	<b>Boggess, Carlisle</b>	<b>Plano</b>	<b>239</b>
<b>9 to 11</b>	<b>Barksdale, Wyatt</b>	<b>Plano</b>	<b>293</b>
<b>14</b>	<b>Sail</b>	<b>McKinney</b>	<b>21</b>
<b>15</b>	<b>Van Alstyne</b>	<b>Van Alstyne</b>	<b>87</b>
		<b>Total</b>	<b>1259</b>

# January 2010

<b>Custer Road</b>	<b>Private Plano</b>	<b>72</b>
	<b>Total</b>	<b>72</b>

# February 2010

12	Kerr	Allen	100
18	Norton	Allen	97
18 to 19	Avid	Plano	61
19 to 21	Outdoor Nudge	Training	65
		Total	323

# March 2010

4 to 5	McKamy	Carrolton	54
8 to 10	Lister	Garland	90
10 to 12	Hexter	Dallas	57
10 to 12	Press	McKinney	82
24	Eddins	McKinney	110
25	Valley Creek	McKinney	105
27	OE Open House	All	79
29	McGowen	McKinney	110
30	Lovejoy 1st	Lovejoy	25
		Total	712

# April 2010

6 to 7	Cornerstone	Private McKinney	31
8	Faith Lutheran	Private Plano	24
9	Weaver	Garland	78
12 to 14	Finch	McKinney	102
14 to 16	Bear Creek	Carrollton	120
19 to 21	Dallas Christian School	Private Mesquite	64
21 to 23	Lakewood	Dallas	60
27	Webb	McKinney	180
28	McNeil	McKinney	83
29	Sail	Homeschool	26
		Total	768

# May 2010

3	Evans	Allen	115
4	Minshew	McKinney	135
4	Bland Elem	Bland	12
5 to 7	Keeley	Garland	135
5 to 7	Grapevine	Grapevine	110
24	McKinney North Avid	McKinney	19
10 to 12	Draper	Wylie	290
12 to 14	Harrison	Wylie	290
17 to 19	St. James Episcopal	Private Dallas	34
17	Celeste	Celeste	31
18	Bryant	Anna	103
19	Webb 4th	McKinney	67
19	Marion	Allen	144
20	Webb 3rd	McKinney	65
21	Anna GT	Anna	21
21	Whitt	Wylie	150
24	Chandler	McKinney	98
24	McLendon	Community	111
25	Bland Elem	Bland	55
25 to 26	Dove	Grapevine	135
26 to 28	Luna	Garland	67
26 to 28	Dorsey	Garland	121
		Total	2308

# OE Overnight Programs

	Overnight	Day	Total	% Overnight
September	1,204	193	1397	86%
October	2,228	323	2,551	87%
November	1,963	0	1,963	100%
December	1,345	23	1,368	98%
January	83	0	83	100%
February	268	197	465	58%
March	375	447	822	46%
April	489	313	802	61%
May	1,318	762	2,080	63%
June	0	129	129	0%
<b>Total</b>	<b>9,273</b>	<b>2,387</b>	<b>11,660</b>	<b>80%</b>

# Numbers Served

- **Fall 2009: 7279 total served**
- **Spring 2010: 4381 total served**
- **2009-2010 Grand Total: 11,660**

# OE Marketing Efforts

## Personal visits:

- ✔ Trenton
- ✔ Whitewright
- ✔ Blue Ridge
- ✔ Leonard
- ✔ Farmersville
- ✔ Melissa
- ✔ Anna
- ✔ 4 Allen Schools
- ✔ Van Alstyne
- ✔ 4 McKinney Schools
- ✔ Cornerstone Christian, McKinney

# OE Marketing Efforts

## **“Road Show” Promotions**

- 2 Allen Schools
- 2 McKinney Public Schools
- 2 Community Schools

**Mailing to approximately 200 schools**



# OE Marketing Efforts

- **Allen District Principals Meeting**
- Toured and met with every Allen Principal, November 2009. Resulted in many inquiries, and at least 4 bookings for 5th grade resident outdoor education, plus several day programs, mostly for the 4th grade history program.

# OE Marketing Efforts

## Constant Contact Mailing

- Sent to over 200 OE teachers, administrators and friends.
- Color e-mail newsletter with updates on camp facility, curriculum, booking and new programs including 4<sup>th</sup> grade history and Training
- Resulted in many new program inquiries

# 4<sup>th</sup> Grade History Program

**Day Program Designed to fill winter openings.**

**Targeted to 4<sup>th</sup> grades, different from 5<sup>th</sup> grade resident program.**

**Staff dress up as Pioneer, Soldier, Caddo and Vaquero.**

**➤ 4 schools in 2010, more coming**







# Training for Teachers

- Both at camp and at the school
  - Outdoor Nudge: Weekend in February with Keynote, many workshops, 65 participants
  - New TEKs training
  - Games Workshop
  - Ecology Workshop
  - Retreat training for many districts
- 

# Unique Programs

- Hosted Texas Association of Environmental Education Conference
  - Birthday parties, reunions
  - Anna Fire Department banquet
  - Greater Anna Chamber banquet
  - Weddings & receptions
- 

# Guest Feedback

- OE group retention from 2008-2009 school year to 2009-2010: 98%
- 94.67% overall rating of good to excellent regarding program and facility

# Future Adventures

- Be utilized by 100% Collin County School Districts – TAKS trips, all grade levels
- Increase family usage
- Corporate retreats, meeting host
- Additional community events
  - Easter Egg Hunt
  - October 23<sup>rd</sup> Trail Run
  - Fall Community Event (October 24th)
- Host physically challenged groups

# Facility Maintenance

## ➤ Enhancements:

- Shade structures at ball field, lake, pool, and climbing tower
- Built stone water fountains at archery, ball field, South pavilion, amphitheater, and low ropes course
- Fabricated benches and installed around camp
- NCCLP installed sod and benches at education building
- Installed ball field campfire area
- Fabricated and installed traffic gates
- Added ice machine
- Painting and decorations in dining hall and serving area

# Facility Maintenance (cont'd)

## ➤ Repairs

- Replaced water well pump
- Emptied wastewater treatment plant for inspection and replaced 50 of the 225 total membrane plates (this will be annual replacement)
- Repaired/filled erosion ditch at front gate
- Repaired sewer and freshwater lines at dining hall kitchen
- Repaired sewer lines at Dogwood and amphitheater
- Repaired freshwater lines at pool(2 separate locations), 3 sprinkler lines, and ball field bathroom
- Repaired broken water line at staff dorm that froze
- Relocated electrical control and added audible alarm to amphitheater lift station
- Trail maintenance
- Stained education building

# Questions?



Mission: To provide life-enhancing outdoor educational and recreational experiences in and for Collin County children and families.