

Collin County



ADVENTURE  
CAMP<sup>®</sup> Y



# The Adventure Continues . . .



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

# Current Adventures



Outdoor Education



Adventure Guides



Retreats



Scouting

# Current Adventures cont'd



YMCA Day Camp



Day Use For Families

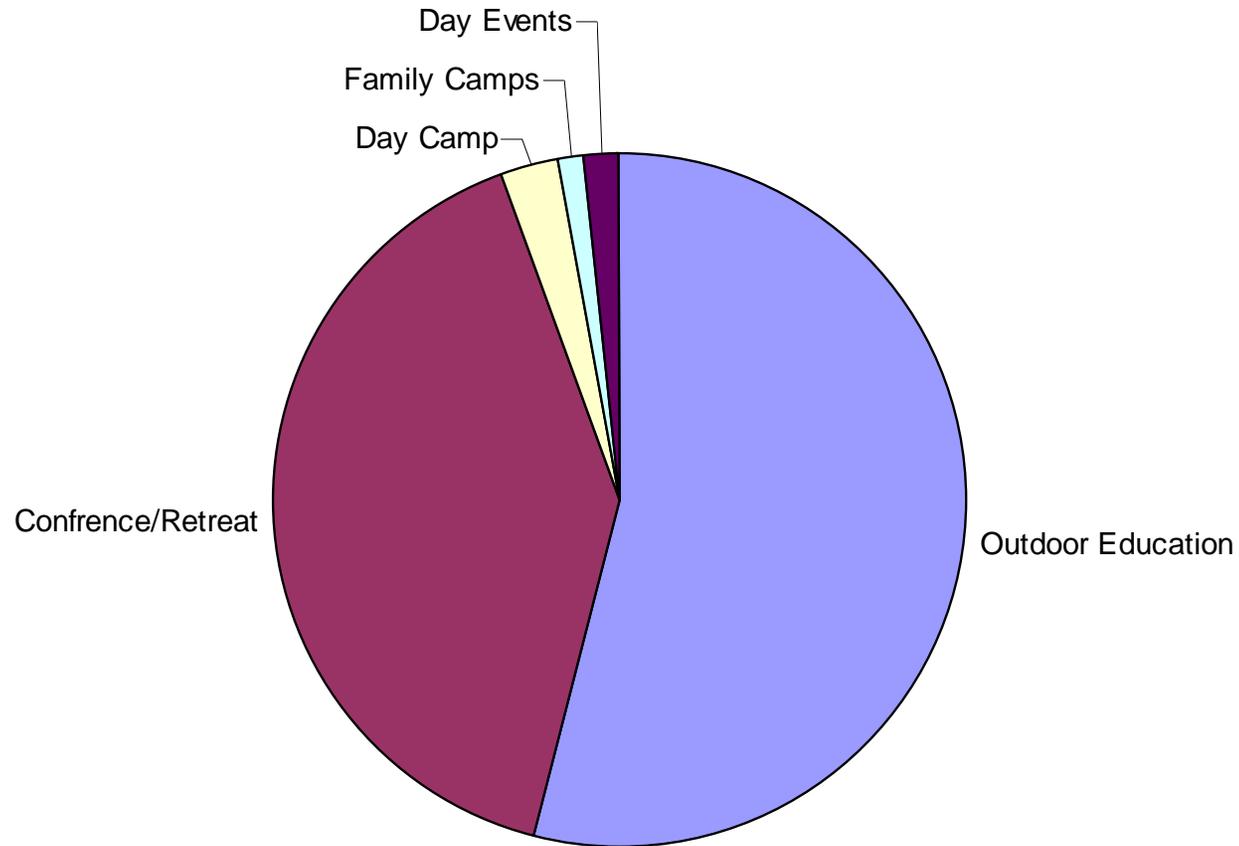


Easter Egg Hunt

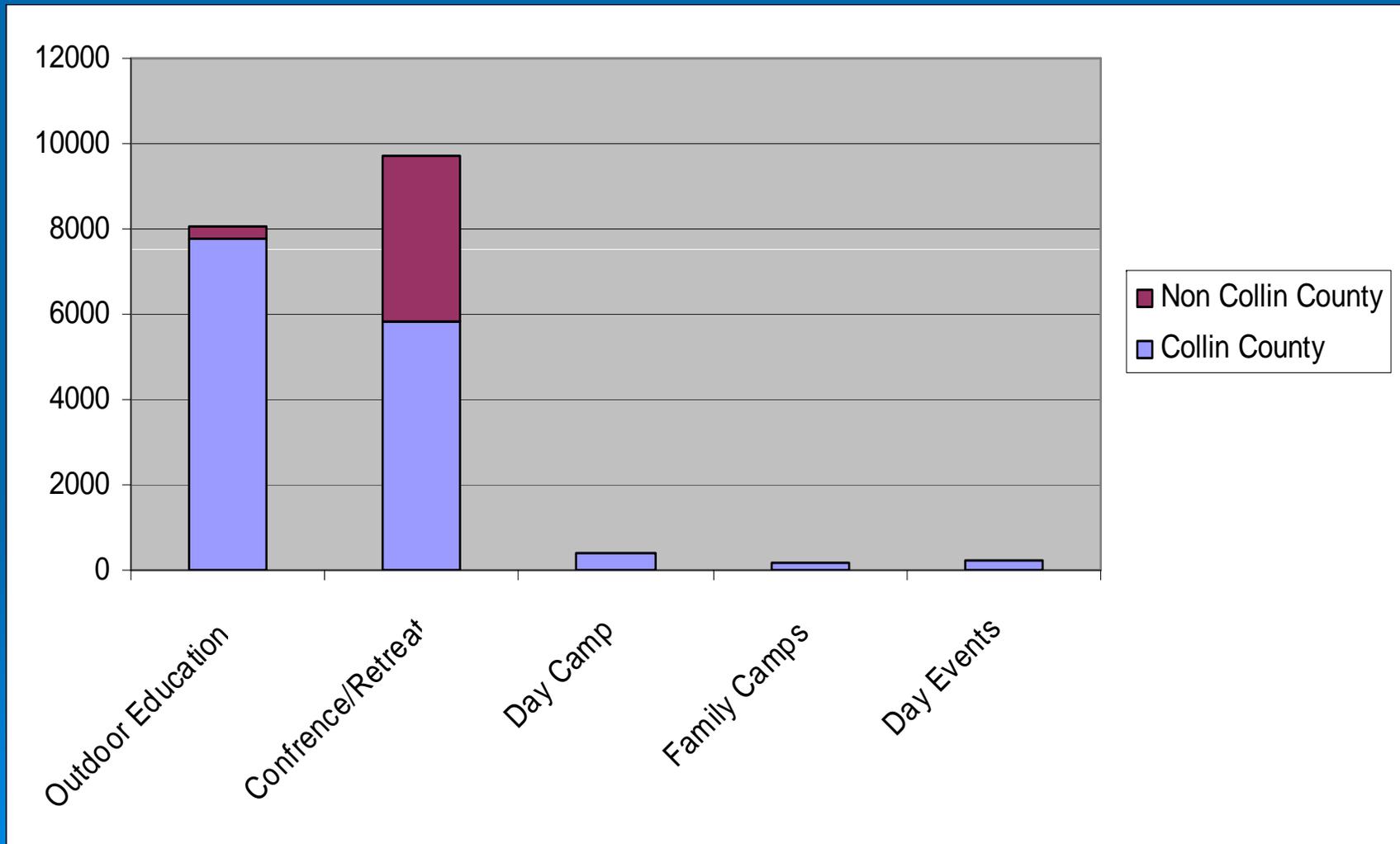


Nature Day Camp

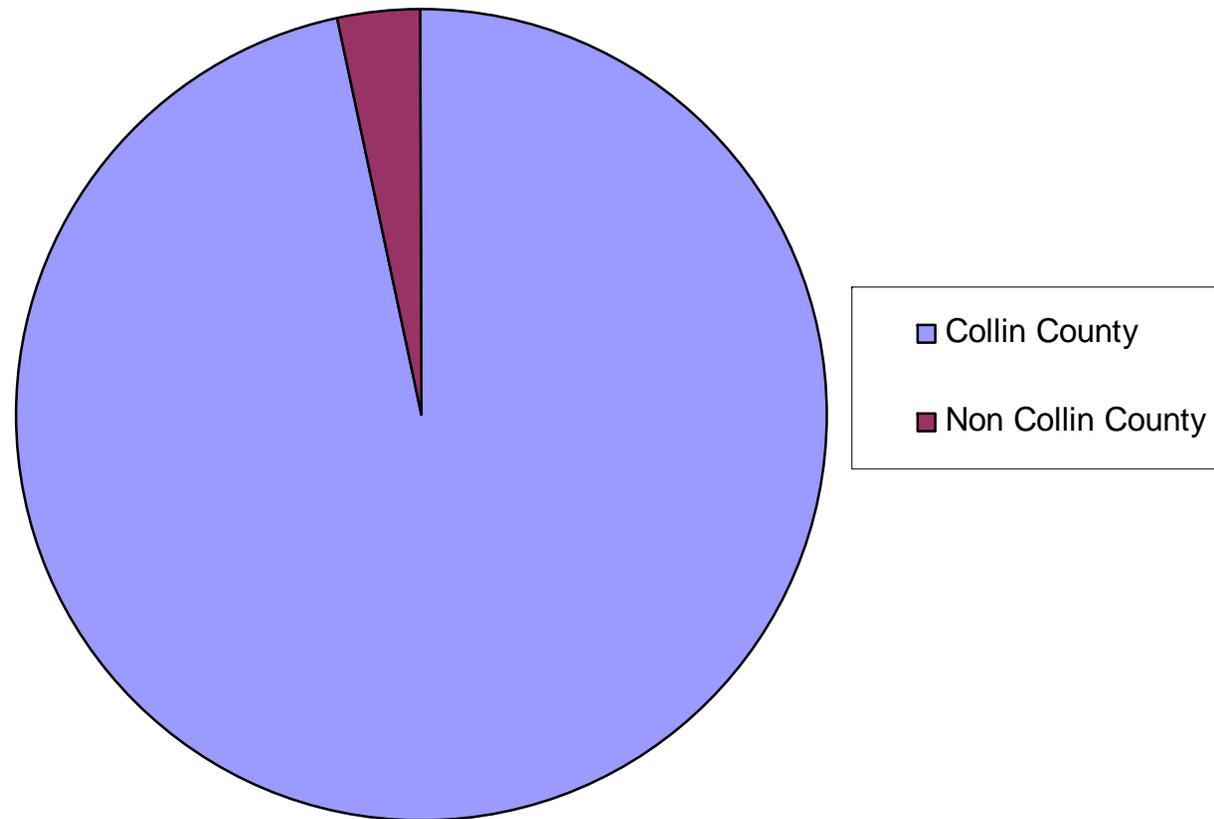
# 2010 - 2011 Programs



# Participants



# Outdoor Education





Nature Scene Investigation



## Pond Life and Water Ecology



# Team Building



## Living History





## Soil Conservation



## Family Programs





# Wildfire Training Spring 2011

















**Life-enhancing experiences**



**Educational**

**EXPLORE**



**INVESTIGATE**





# District Usage

## Outdoor Education Program

During the 2010-2011 school year, 93% (13 of 14) Collin County Districts participated in residential or day OE program.

Allen ISD  
Anna ISD  
Blue Ridge ISD  
Celina ISD  
Community ISD  
Frisco ISD  
Lovejoy ISD  
McKinney ISD  
Melissa ISD  
Plano ISD  
Princeton ISD  
Prosper ISD  
Wylie ISD



# Unique Programs

- Weddings & receptions
  - Wildfire Training in Spring of 2011
  - Birthday parties, reunions
  - Anna Fire Department banquet
  - Greater Anna Chamber banquet
  - Association Wide Day Camp Staff Training
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# Guest Feedback

94.88% overall rating of good to excellent  
regarding program and facility

# OE Calendar

## Fall 2011

1 Date open between September and mid December

Average group size 245

## Spring 2012

27 of 42 available dates filled

First group scheduled in early February

Average group size 156 guests

# Marketing Efforts

## ➤ Outdoor Education

- Cross-marketing to all Camp users
- Direct mailings to public schools, private schools, childcare centers
- Direct phone calls to schools, private schools, childcare centers
- Personal meetings
- Word of mouth
- Plano ISD Open House
- Website
- Texas Education Agency
- Region 10 trainings
- TAEF Conference
- TEEAC training site and TEEAC conference

# 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
  - Summer Family Fun Fest (June)
  - Fall Community Event (October)
  - Youth Adventure Race
- Increase Conference usage by 25%
- Expand usage by physically challenged groups like Camp Craig Allen

# Questions?

A photograph of the entrance to Collin County Adventure Camp. The entrance features a wooden gate with a stone pillar on each side. Above the gate is a wooden archway with a sign that reads "Collin County Adventure Camp". The background is a clear blue sky and a line of trees. The foreground is filled with tall grasses and shrubs.

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