



NATIONAL CAMP
ACCREDITATION PROGRAM

Program Evaluation Worksheet

Council name: _____ Page _____ of _____

Camp: _____

Prepare a worksheet for each camp or group of template camps (e.g., day camp or family camp).

Written Program Evaluation Procedure

Councils that have a program evaluation procedure to evaluate how well their camps are performing should provide a brief description of the procedure, an evaluation of its effectiveness, and a commitment to continue that procedure and document its results during the authorization period. Please provide this information below or attach your procedure.

Councils that do not have a program evaluation procedure should carefully consider their programs, the stakeholders and customers, and how meaningful program evaluation can occur. A program evaluation procedure should be developed and included in this application. The council must implement this procedure and document its results during the authorization period.



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Program Statement and Continuous Improvement Evaluation

In this part of the application, the council evaluates how well the camp program is achieving the council's program statement goals and steps that could be taken to improve program delivery, consistent with the NCAP goal for continuous improvement.

This evaluation can take a number of formats. An example of an acceptable approach follows:

Conduct a Strength, Weakness, Opportunity, and Threat (SWOT) analysis for each major camp program offering. SWOT should be conducted in light of the council's program goals as provided in the program statement, as well as Scouting's aims and methods. List at least one strength and the major weaknesses in each area, along with any significant opportunities or threats. For example, for a typical resident camp, areas might include aquatics, handicrafts, Scoutcraft, and shooting sports. A day camp might include games, handicrafts, or theme implementation. For the camp program as a whole, list the two major strengths and three major weaknesses.

Councils should integrate customer feedback into their analysis. It is anticipated that by the second application, councils will provide an assessment of the top positive and negative comments on their camp derived from the customer survey given under Standard AO-809 as part of this evaluation. Alternative approaches to the SWOT analysis outlined above are encouraged. Councils should contact their regional camp accreditation team for guidance.

An example SWOT analysis is presented on the following page. Duplicate the page as necessary until all program areas are addressed. Councils should address each major program area; additional subdivision is encouraged but not required. Not all lines must be completed for all program areas.

Items addressed in this analysis are intended to be strategic issues that need to be addressed over a period of time, as opposed to operational or shorter term issues that may be best addressed through the Continuous Camp Improvement Program.

Camp Summary Sheet

(Complete after SWOT analysis; extend sheet as necessary)

Camp: _____

Identify at least two strengths to be preserved at this camp:

1.

2.

Discuss why you chose these strengths and how they relate to the council's program statement for this camp.

Identify at least three weaknesses to be improved, threats to be addressed, or opportunities to improve program at this camp:

1.

2.

3.

Discuss why you chose these items and how they relate to the council's program statement for this camp.

Camp Program Evaluation—SWOT Analysis

Complete for each program area; not all lines must be completed for each area.

Council: _____ **Camp:** _____

Application Date: _____ Page ____ of ____

Program Area

Strengths:	
Weaknesses:	
Opportunities/Threats:	
Customer Feedback:	

Program Area

Strengths:	
Weaknesses:	
Opportunities/Threats:	
Customer Feedback:	

Program Area

Strengths:	
Weaknesses:	
Opportunities/Threats:	
Customer Feedback:	