

NEW HORIZONS

STRATEGIC PLAN SUMMARY



VISION, MISSION, VALUES

Vision

We envision enriching, safe and high quality camp experiences for generations to come.

Mission

To enable this vision we support, strengthen, and advocate for the enrichment of the camp experience in Ontario through accreditation, education, promotion and inclusive community building.

Core Values

In the stewardship of this vision we conduct ourselves with:

Integrity
Respect
Responsibility
Inclusiveness
Caring
Openness

PRIORITIES

Strategic Priority A

Modernize & Strengthen OCA

Modernize and strengthen the OCA programs, services and infrastructure that support camps, in order to sustain and increase membership value, member numbers, and related revenue.

Goal 1: Enhance Member Engagement and Satisfaction

Goal 2: Strengthen Operational Resilience and Innovation

Strategic Priority B

Build Industry Capacity & Resilience

Support the capacity building and resilience of current and future camp leaders and camp operations, by fostering of communities of practice, mentorship, standards and professional development.

Goal 3: Enhance the Standards Process, Learning Opportunities & Other Supports

Goal 4: Support Strong Inclusive Camp Environments

Strategic Priority C

Create & Amplify the Case for Camp

Build sustainable awareness and understanding of the case for camp and its impact among to decision makers and influencers through powerful marketing, advocacy and storytelling.

Goal 5: Advocate for the Camp Industry

Goal 6: Focus on Marketing and Storytelling

