



Outdoor Ministries Connection 2016 Survey: LOM Data Report

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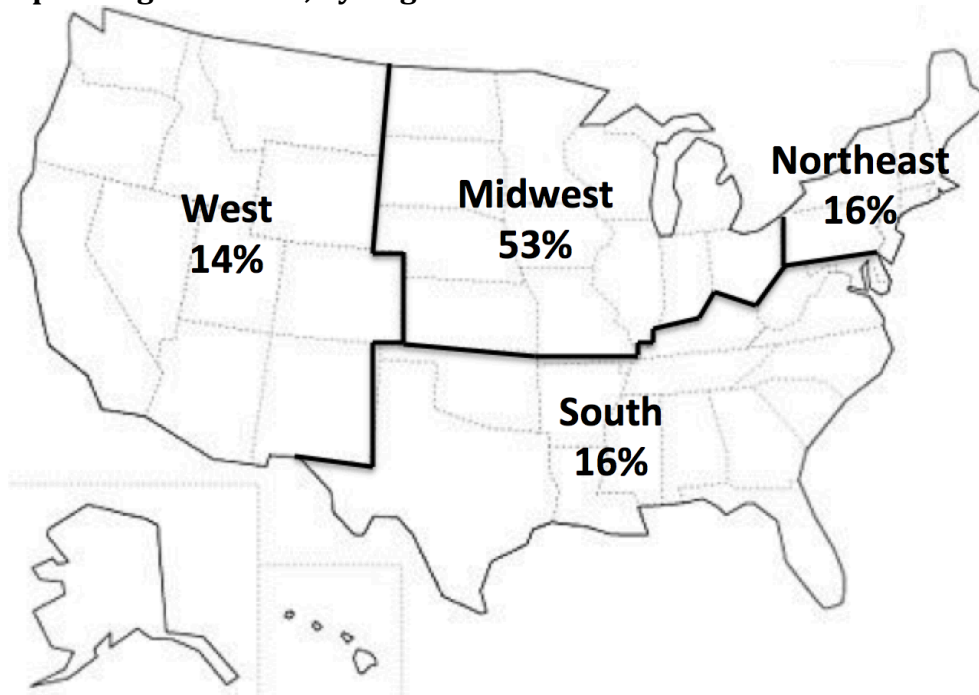
May 2017

Part 1: General Camp Statistics:

74 unique ministry centers responded in part or in full to the survey that claimed affiliation with Lutheran Outdoor Ministries (LOM)

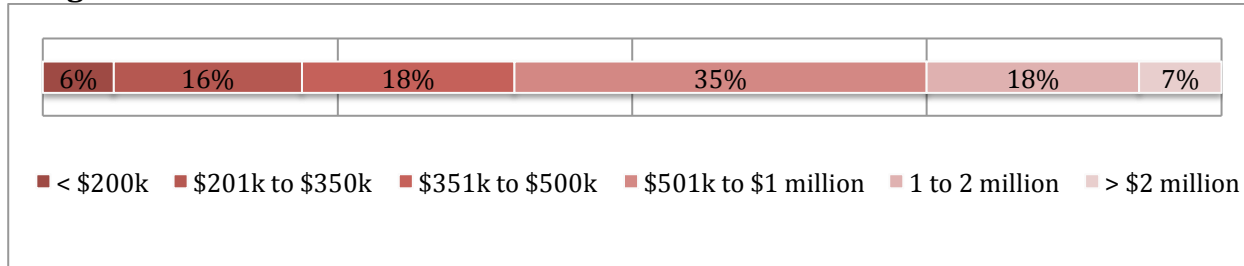
- 71 of these sites (96%) were affiliated with the ELCA
- Other Lutheran denominations represented included LCMS (5%), LCMC (4%), NALC (3%), and other Lutheran (3%)
- 11% of LOM sites indicated affiliation with multiple denominations
- Responding sites represented 26 US states and 1 Canadian province
- 76% of respondents were camp directors, 19% were program or associate directors, and the remainder were board members, camp managers, or volunteers

Responding LOM Sites, by Region



Property Size (Acreage):

- 13% owned or leased less than 50 acres of property (or had no property)
- 24% had 50-100 acres
- 26% had 101-250 acres
- 23% had 251-500 acres
- 14% had more than 500 acres

Budget:

- 6% had an annual budget of less than \$200k
- 16% \$201k – \$350k
- 18% \$351k – \$500k
- 35% \$501k – \$1 million
- 18% more than \$1 million – \$2 million
- 7% more than \$2 million

Full-time, year-round Employment:

- 5% had no full-time staff members
- 12% employed 1 full-time staff member
- 28% employed 2-3
- 14% employed 4-5
- 29% employed 6-10
- 12% employed 11 or more

Employment Summary (full-time and part-time year-round staff):

- About a third of these ministry sites operate with 5 or fewer paid staff members
- Another third of LOM sites operate with 6-10 paid staff members
- The final third operates with more than 10

Accreditation: 62% were accredited through the American Camp Association (ACA)

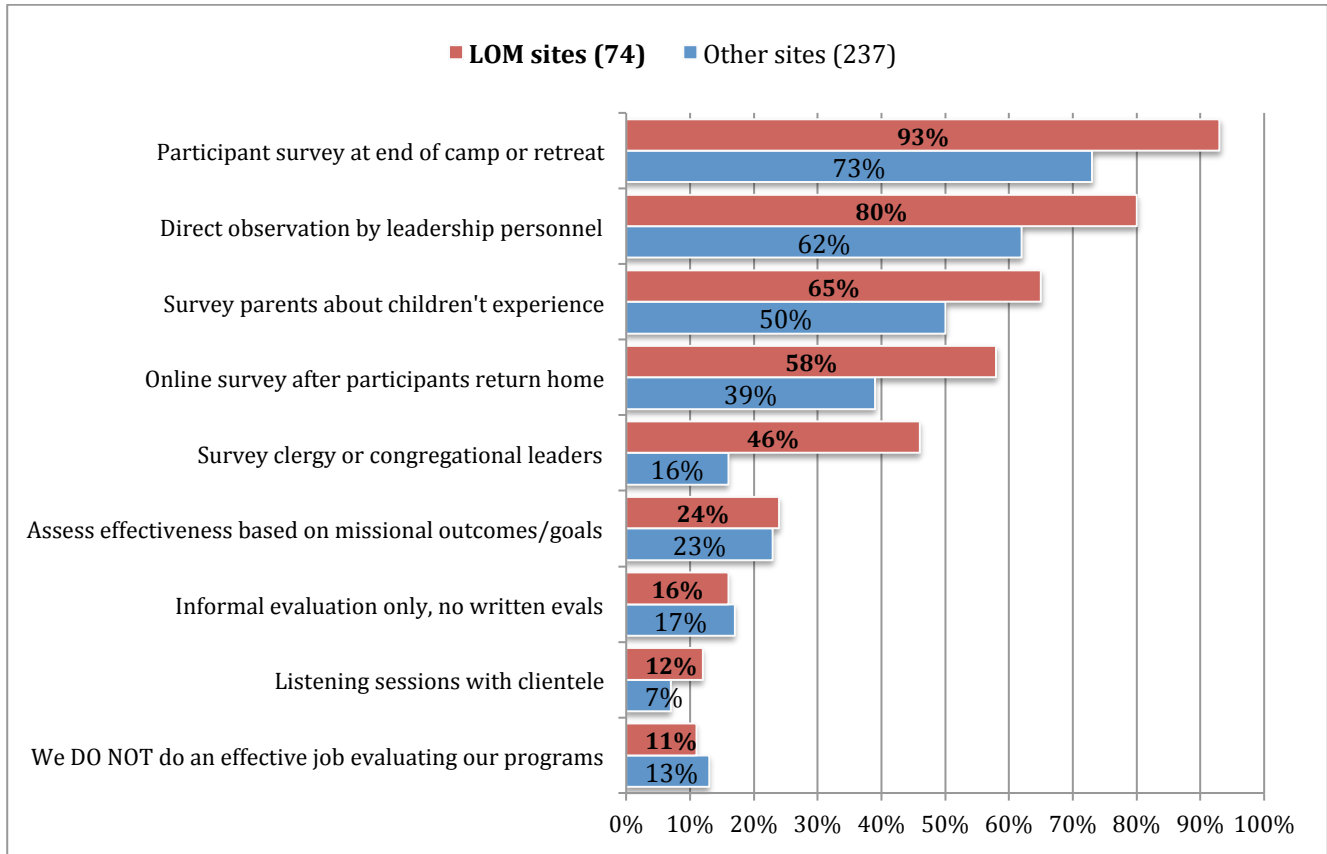
General Ministry Site Overview:

- 0% Primarily adult conferences and retreats
- 18% Primarily youth/child camping
- 82% Combination of youth/child summer camping and year-round retreats/conferences

LOM Sites larger operations, on average:

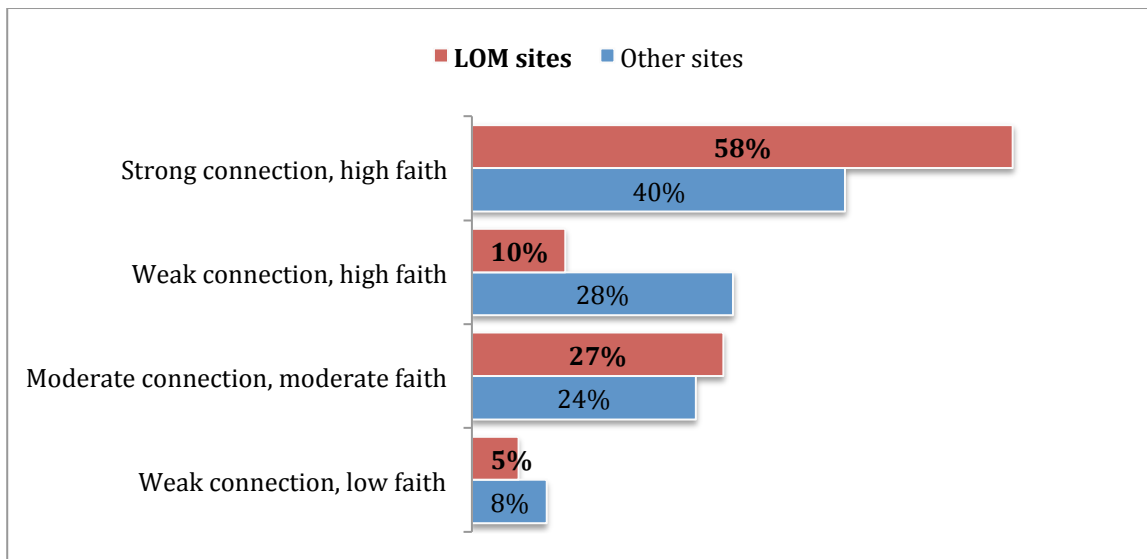
- LOM sites had higher average annual operating budgets and more year-round staff than non-LOM sites; 60% had budgets of more than \$500k, compared with only 45% of non-LOM sites. It appears that this is due mostly to larger average summer camp programs.

Evaluation Methods:



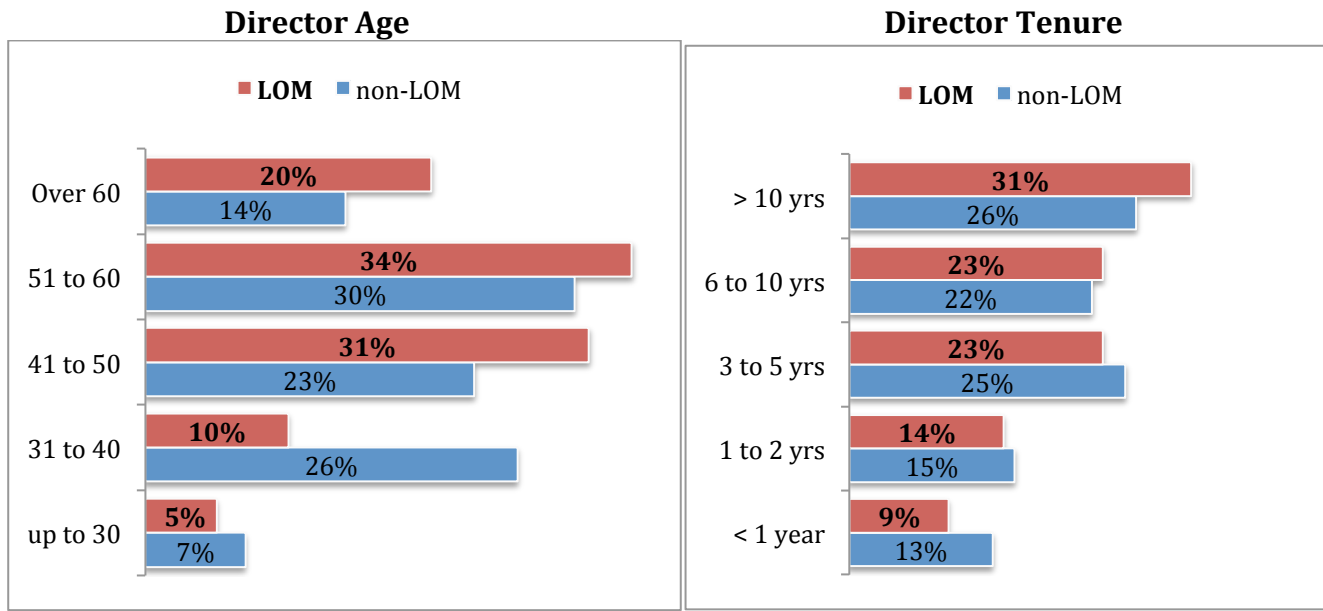
Camp Type:

1. Low faith emphasis, weak connection to congregational/denominational ministries
2. Moderate faith emphasis, moderate connection to congregational/denom. ministries
3. High faith emphasis, weak connection to congregational/denominational ministries
4. High faith emphasis, strong connection to congregational/denominational ministries



Part 2: Camp Directors

- 100% were white
- 77% were male
- Education: 55% bachelor's degree, 39% master's degree or higher
- 31% had received **no formal theological education** (compared with 32% non-LOM)
- 16% had a masters of divinity degree (compared with 18% non-LOM)



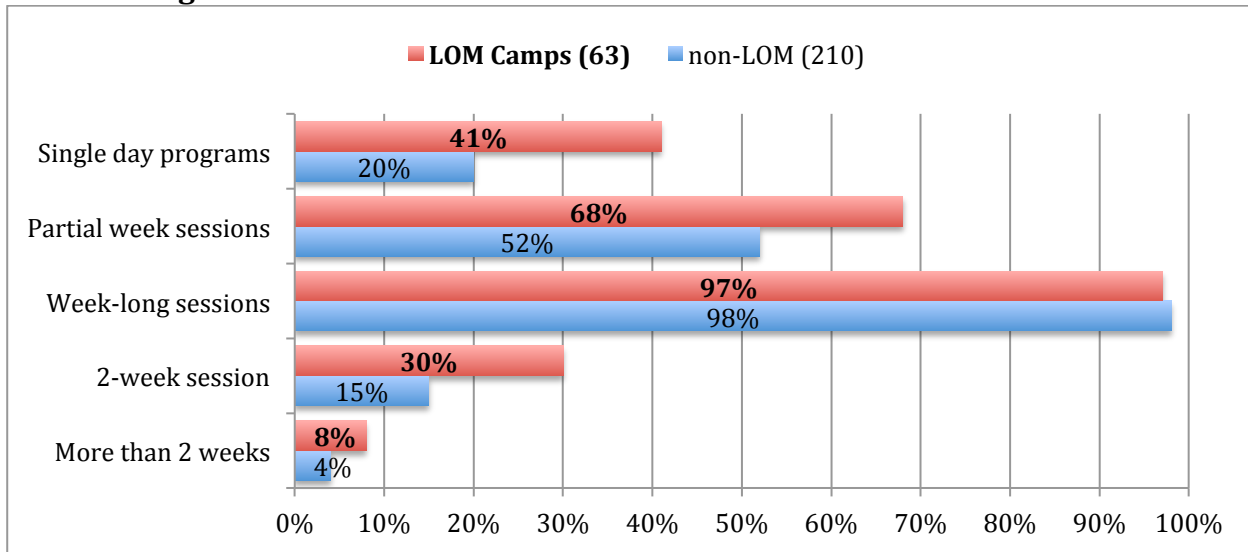
- Over two-thirds (**69%**) of all LOM directors were white males over the age of 40
- LOM directors were older and more educated, on average, than their counterparts in the other denominations studied. They also had longer average tenures at their current ministry centers.
- LOM directors were also much more likely to be male than any other denominational director and more likely to be white.

Part 3: Summer Camp

Overall summer program summary (of 65 camps):

- 46% had primarily co-ed residential summer camp for children/youth
- 5% were primarily family camp
- 49% ran a combination of traditional summer camp and retreats or other programs
- None of the LOM ministry centers were PRIMARILY retreat centers or day-camp only

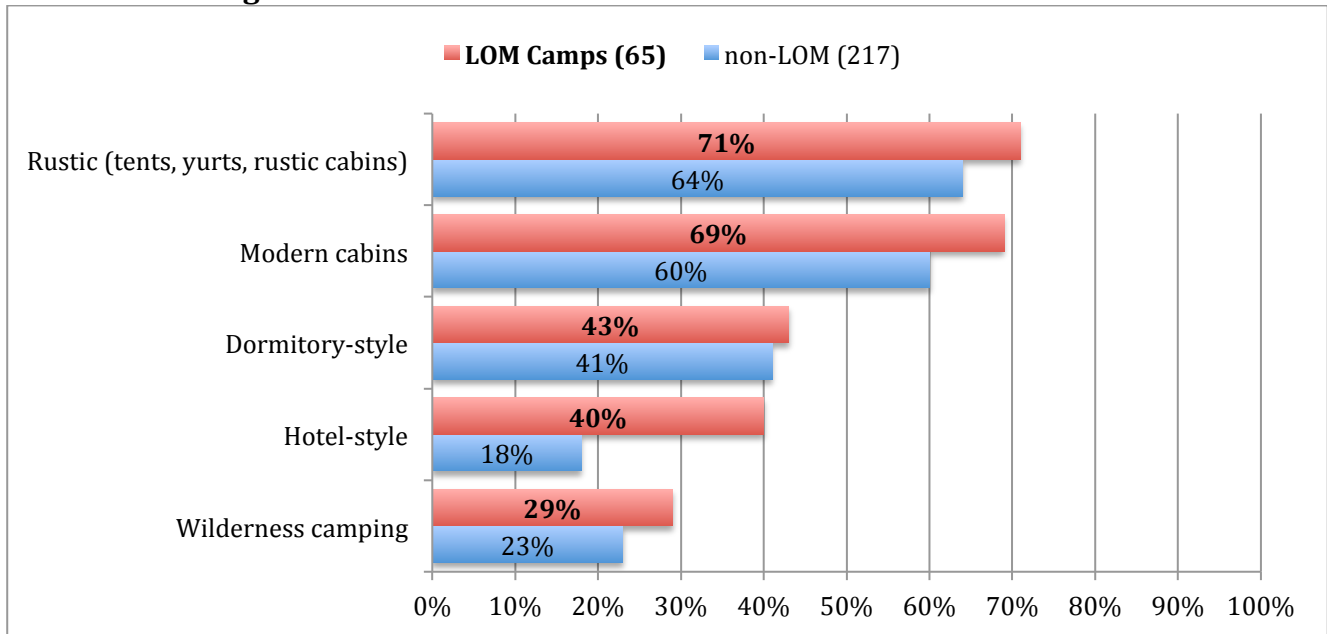
Session Lengths Offered:



Weeks of Summer Programming:

More than half (55%) of LOM sites offered 8 or 9 weeks of summer programming. 20% offered 7 or fewer weeks of programming, and 25% offered 10 weeks or more.

Summer Housing Accommodations Offered:



Summer Camp Capacity:

A quarter of camps had a capacity of 120 or fewer campers. Another quarter had a capacity of 120-150, another quarter 151-249, and the remaining quarter 250 or more campers at once. Average capacity for LOM camps (202) was higher than non-LOM camps (155).

Table 1: Summer Camp Enrollment:

	LOM Camps 2014	LOM Camps 2016	non-LOM Camps 2016
90% capacity or higher	14%	16%	12%
75% to 89% capacity	42%	33%	32%
Less than 75% capacity	44%	51%	56%
Enrollment higher than previous summer	41%	49%	43%
Enrollment about the same as previous	28%	40%	39%
Enrollment lower than previous summer	32%	11%	18%
Highest of past 5 summers	-	22%	26%
Higher than most of past 5 summers	-	22%	21%
About the same as past 5 summers	-	34%	35%
Lower than most of past 5 summers	-	20%	11%
Lowest of past 5 summers	-	3%	7%

Overnight Camp Attendance:

Summer camp attendance numbers were collected from 60 camps. A quarter of camps had 400 or fewer total summer campers. Another quarter had 401 to 650. Another quarter had 651 to 1050, and the last quarter had more than 1050 overnight campers in summer 2016. The average number of overnight campers was 796 (*up from 754 in the 2014 survey*). Camps that broke down attendance by age group reported more junior/senior high campers than elementary campers.

Day Camp Attendance:

On-site Day Camp attendance numbers were collected from 40 camps. A quarter had fewer than 70 day campers. Another quarter had 70 to 155. Another quarter had 156 to 400, and the final quarter had more than 400 day campers. A large majority of day camp participants were under the age of 12 (elementary age).

Camper Days:

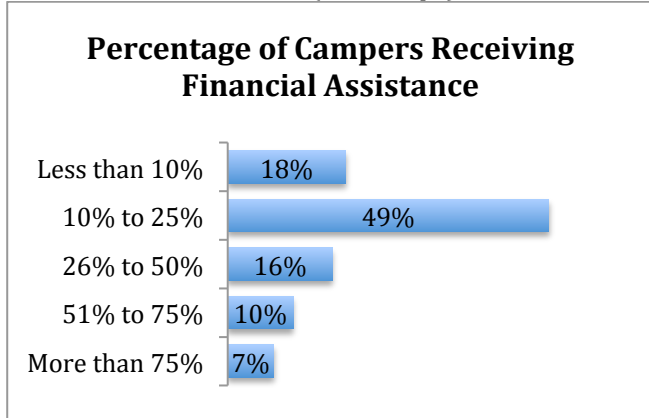
Camper days is an industry standard for summer camp enrollment typically defined as an overnight and 3 meals. A large majority (78%) of responding LOM camps said that they do not keep track of this number (compared with 55% of non-LOM camps). The small number of camps providing this number (only 12) make the data unreliable, so they are not reported.

Average weekly camp fee: \$417 (*up from \$384 in 2014*)

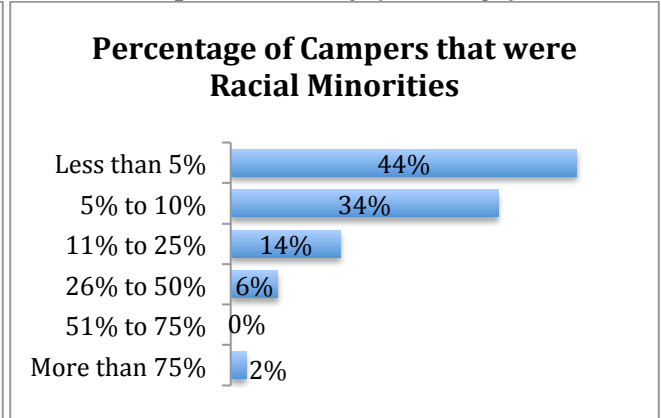
- Half of camps reported weekly fees between \$390 and \$450
- Non-LOM camps charged \$397, on average

Northeast	Midwest	South	West
\$433	\$414	\$438	\$386

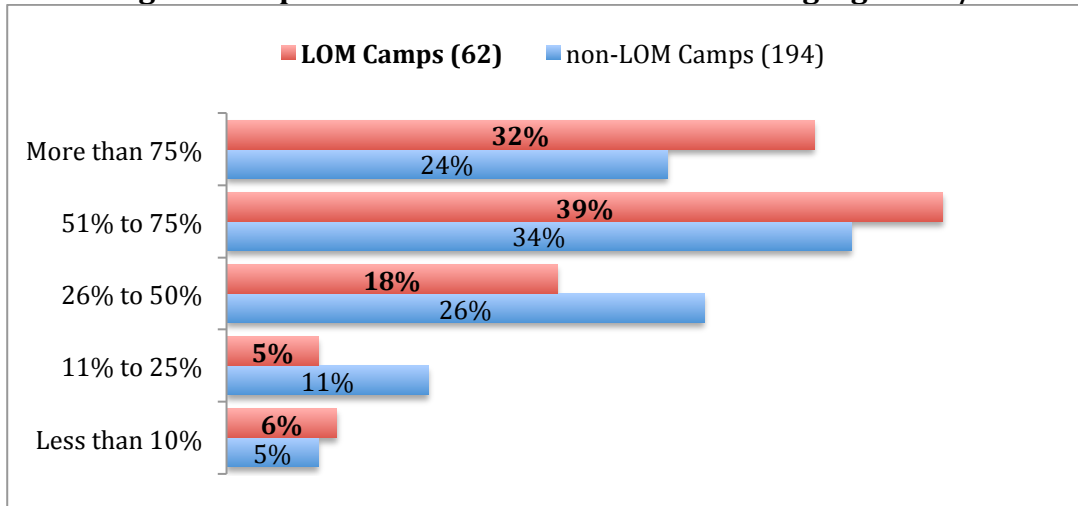
Financial Assistance (61 camps):



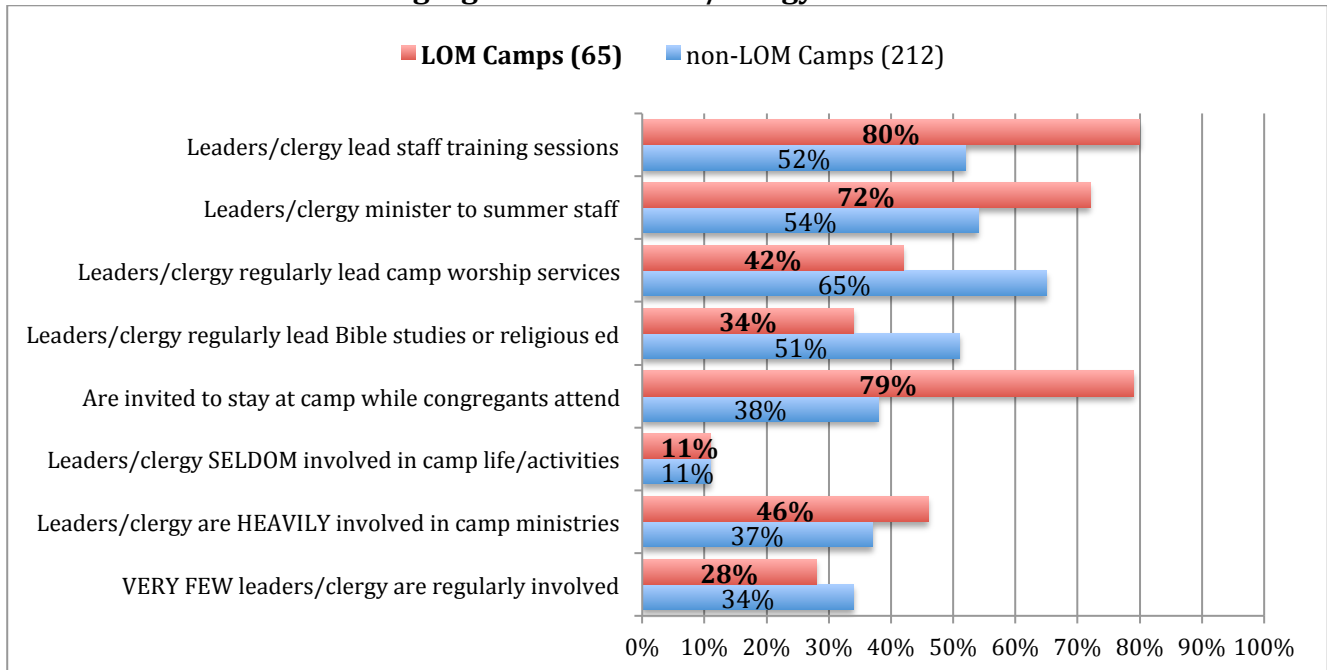
Camper Diversity (63 camps):



Percentage of Campers Affiliated with Constituent Congregations/Denomination



Level of Involvement of Congregational Leaders/Clergy



Summer staff:

Most of the responding camps employed seasonal staff members for the summer months. Most had paid summer staff members, with only a few relying predominantly on volunteer staff. Reliance on volunteer staff is much more common in camps of other denominations. In terms of *paid summer staff*, a third had fewer than 25, another third had 25-45, and the remaining third had more than 45. 10% had 70 or more paid summer staff members.

Staff training:

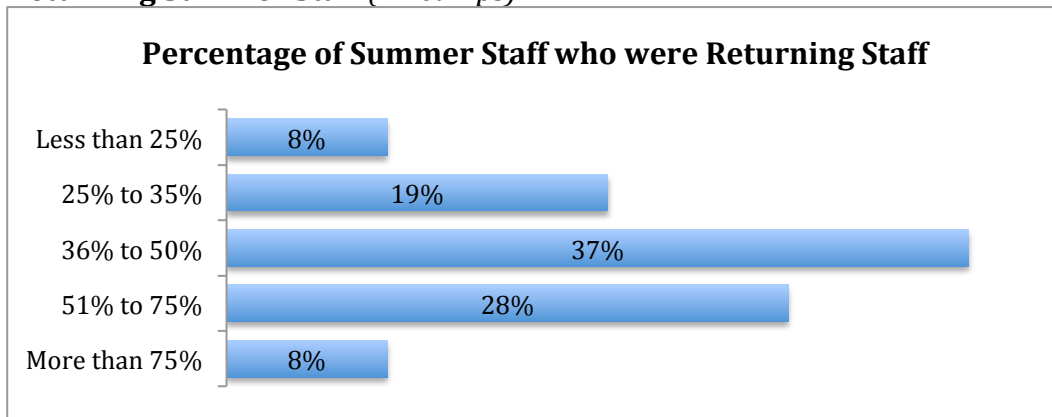
Paid staff members generally received extensive training at these camps. The average length of staff training in 2016 was 12 days, with 75% of all camps having between 10 and 14 days. Very few camps (9%) offered fewer than 10 days, while 15% had more than 14 days.

Average weekly summer staff salary: \$223 (DOWN from \$230 in 2014)

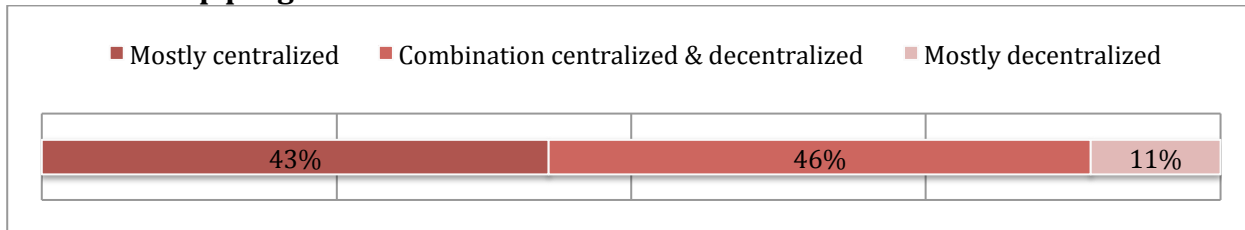
- Three-quarters of camps reported weekly staff salaries between \$200 and \$250
- Non-LOM camps paid summer staff \$230, on average

Northeast	Midwest	South	West
\$206	\$231	\$203	\$222

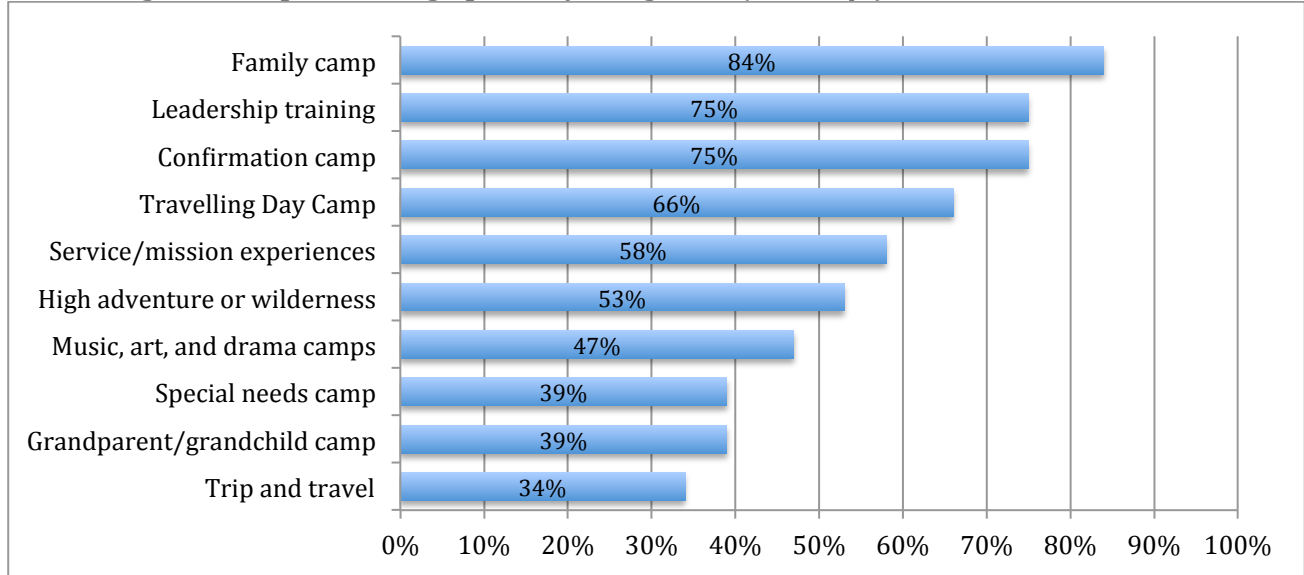
Returning Summer Staff (64 camps):



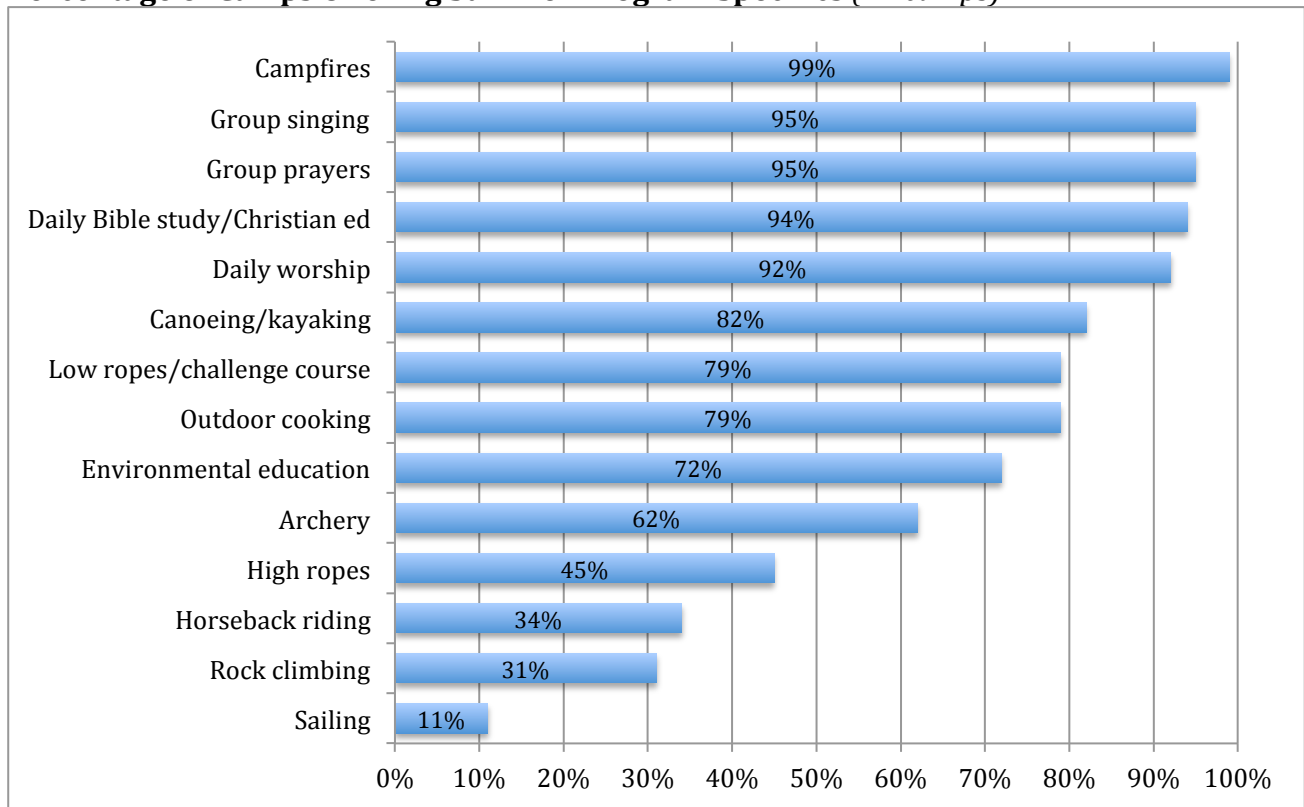
Summer camp programs:



Percentage of Camps Offering Specialty Programs (64 camps)



Percentage of Camps Offering Summer Program Specifics (65 camps)

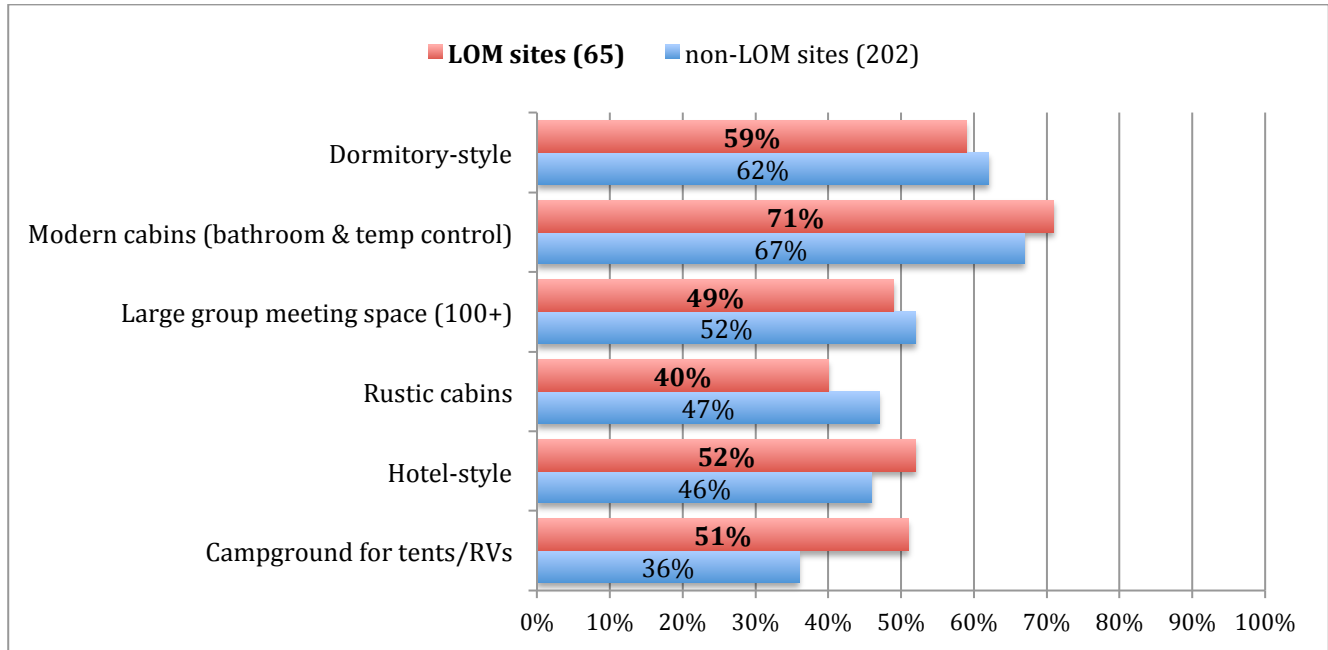


Part 4: Retreats and Conferences

Primary clientele for retreats/conferences (65 ministry sites):

- 23% Primarily **adults**
- 5% Primarily **youth/children**
- 72% Mix of children, youth, adults, and families

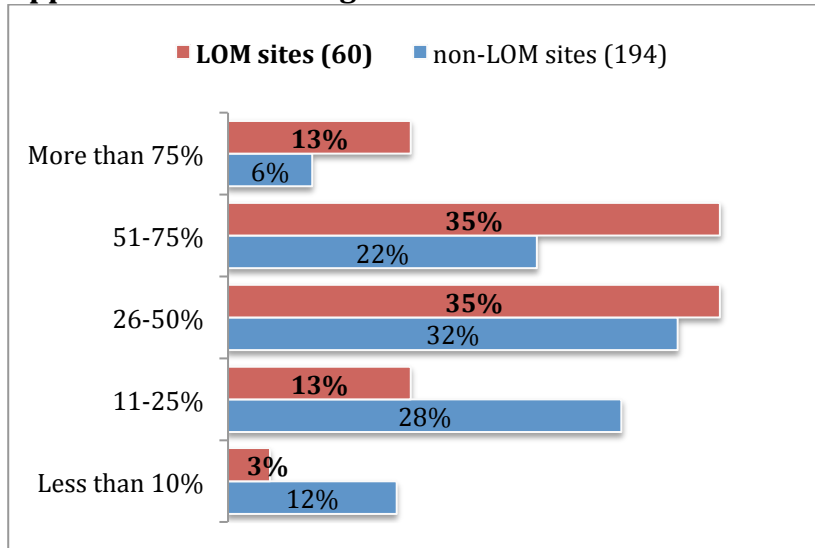
Retreat Accommodations Offered:



Seasonal Retreat Staff:

Ministry centers varied in their reliance on seasonal staff to help during the retreat season. About a third (35%) did not employ any seasonal retreat staff. Another third employed 1 or 2, and the remaining third employed 3 or more, with 10% employing at least 10.

Approximate Percentage of Retreat Guests Affiliated with Constituent Congregations:



Overnight capacity for retreats/conferences *(out of 65 ministry sites):*

A quarter of minister centers reported that their overnight retreat capacity was 75 or fewer guests. 30% reported a capacity of 100 to 150 guests. Another quarter had a capacity of 76 to 130, another quarter 131 to 199, and the remaining quarter had a capacity of 200 or more guests.

Retreat Guests in most recent retreat season:

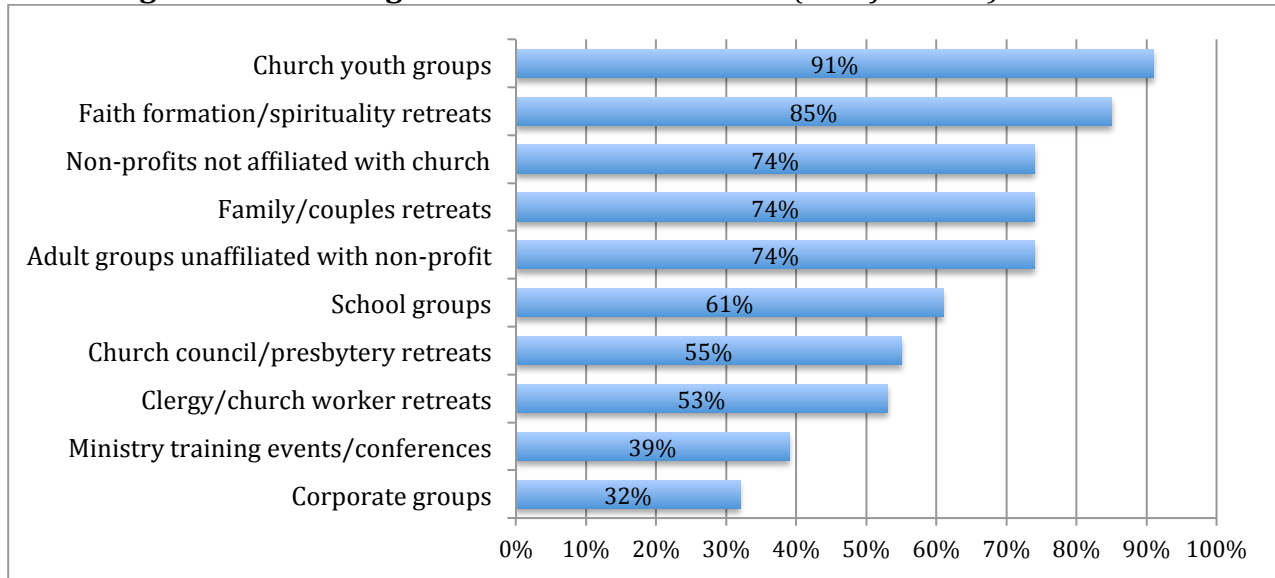
More than half of ministry centers were unsure how many retreat guests they hosted in the most recent retreat season, whether overnight or day-only guests. Of the 31 sites that provided numbers, half hosted 1000 or fewer guests, with the other half over 1000.

Guest days is an industry standard for retreat enrollment typically defined as an overnight and 3 meals. 78% of LOM camp directors indicated that they do not keep track of this number. With only 12 camps providing the number of guest days, no meaningful data can be offered for LOM as a whole.

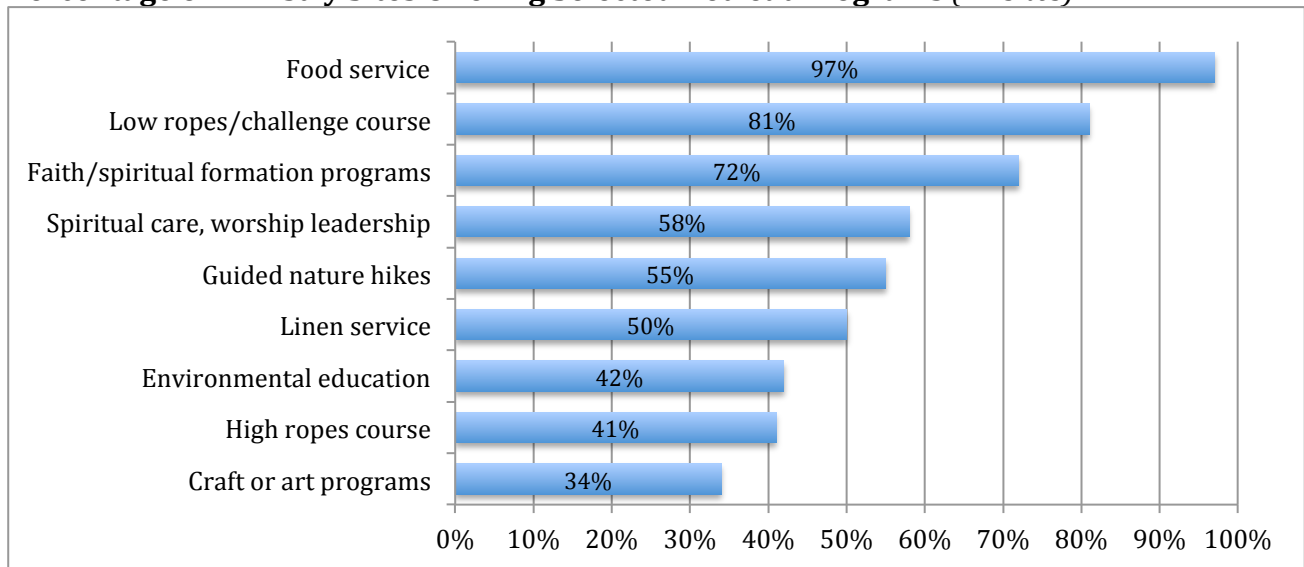
Table 2: Retreat/Conference Usage *(out of 65 LOM, 201 non-LOM sites)*

	2014	2016 LOM Sites	2016 non-LOM sites
90% capacity or higher	-	4%	5%
75% to 89% capacity	-	16%	21%
50% to 74% capacity	-	37%	36%
Less than 50% capacity		43%	38%
Usage higher than previous year	-	46%	44%
Usage about the same as previous	-	37%	39%
Usage lower than previous year	-	17%	17%
Highest of past 5 years	-	17%	21%
Higher than most of past 5 years	-	28%	29%
About the same as past 5 years	-	40%	38%
Lower than most of past 5 years	-	15%	11%
Lowest of past 5 years	-	0%	2%

Percentage of Sites serving Selected Retreat Clientele (out of 66 sites)

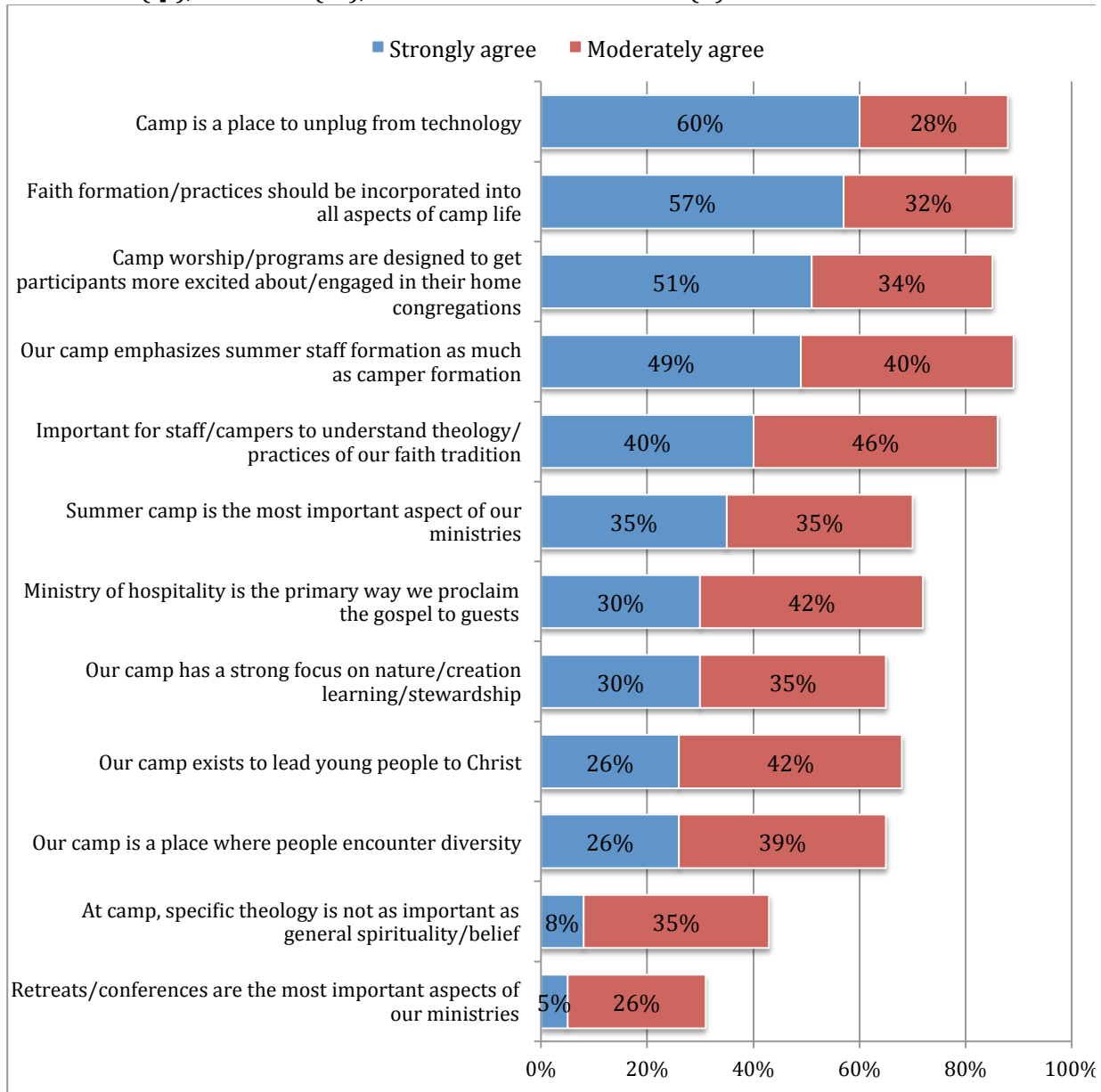


Percentage of Ministry Sites Offering Selected Retreat Programs (64 sites)



Part 5: Camp Philosophy

Level of Agreement with Philosophy Statements about Ministry Site (out of 66 LOM ministry centers) – Right-hand column indicates whether LOM centers, on average, agreed significantly more than (↑), less than (↓), or were no different from (≈) non-LOM centers.



Level of Importance Assigned to Selected Program Priorities (of 66 LOM ministry centers) – Right-hand column indicates whether LOM centers, on average, said specific statements were significantly more important (↑), less important (↓), or no different from (≈) non-LOM centers.

