

Membership Impact Department News and Resources

MAY 2012

Youth recruitment, new-unit development, and membership support services news from the BSA's Membership Impact Department

OVERVIEW

The Membership Impact Department at the National Council consists of three teams. The Membership Recruitment Team focuses on tools, resources, and strategies to reach out to recruit youth in all markets. Community Alliances focuses on building successful units through effective commissioner service and strong relationships with potential chartered organizations in the community and in faith-based organizations. Membership Resources focuses on the registration of youth, adults, and units; maintenance of membership statistic reports and data; and the integrity of membership in councils. Volunteer committees and task forces provide teams with input and direction on the resources, projects, plans, and efforts designed to improve the quality of unit operations to serve increased numbers of youth.

For a complete list of department functions and personnel, contact michelle.hamilton@scouting.org.

Online Materials and Resources

The Membership Impact Department maintains and keeps updated a whole series of online resources and materials for volunteers and professionals. From guidebooks and sample agendas, to memorandums of understanding from dozens of our national chartered organizations, recruitment materials and unit growth support—these resources are ready for you to use to help you reach more youth with Scouting. You can find these materials at www.scouting.org/scoutsources/membership.aspx.

Other Membership Impact Newsletters

Community Alliances produces a quarterly newsletter for commissioners. Here's the link.

www.scouting.org/scoutsources/Commissioners/newsletter.aspx

Membership Resources produces a monthly newsletter for council registrars. The link for *News and Notes* and its archived editions can be found on MyBSA, Resources tab, Membership Resources.

Membership Impact Volunteers

National's volunteer Membership Impact Support Committee develops resources and initiatives to assist councils with sustainable membership growth. Ray Wood serves as chair of the committee and is assisted by Steve Weekes. Each region has a membership chair: Central, Lucia Cronin; Northeast, Joe Fanelli; Southern, Len Williams; Western, Alison Schuler. The regional chairs work with area membership chairs to develop assistance to council membership chairs with their objectives in membership growth.

Coming This Summer to Philmont

Scouting in the Hispanic/Latino Community:
June 24–30

Recruiting and Serving Ethnic Populations:
August 5–11

How to Grow and Sustain Venturing:
August 12–18

Membership Strategies and Best Practices:
June 24–30; July 15–21
July 22–28; July 29–August 4

How to Conduct a Commissioner College:
July 15–21

Community Organizations and Scouting:
August 5–11

FBI-Faith-Based Initiative: August 5–11

Scouting in the United Methodist Church:
August 5–11

Scouting in the Catholic Church: August 5–11

Scouting in the Lutheran Church: August 5–11

Scouting in the Presbyterian Church: August 5–11

LDS Scouting Leadership Conference: (by invitation only) June 30–July 6, Week 5: July 7–13



COMMUNITY ALLIANCES

Major League Soccer Teams Up With the BSA

Major League Soccer is joining with the BSA to provide avenues of support and mutual program promotion and development.

Thirteen of the 16 MLS teams have already begun to work with their local councils to provide youth and families with program opportunities. Councils are providing Scouts for flag ceremonies at games and promoting Scout days or nights at games, offering participants reduced price tickets. Councils are scheduling recruitment events, soccer clinics, and other program events in conjunction with the teams and their players. There are currently 19 players leaguewide with Scouting experience, including two Eagle Scouts: Zak Boggs of the New England Revolution and Seth Sinovic of Sporting Kansas City. Helpful and supportive players are using their celebrity status to add fun and excitement to Scouting events and help attract youth to our programs.

Soccer is the fastest growing sport in the country. Some councils have worked closely with their local teams to develop comprehensive recruitment campaign strategies focused on the soccer theme to attract new youth.

Membership Resource Materials Revised

Unit Performance Guide

The new-unit retention guide resource was revised recently and given the new title of *Unit Performance Guide*. With the guide's focus being building high-performing units, we have added more quick-response codes (QR codes) in the text that will help direct users to resources for improved training of volunteers and professionals involved in unit organization. We have also updated the "Sales Call" segment to align with the new sales training being offered at our Center for Professional Development. The guide is available for download at www.Scouting.org/Membership. To complement this guide, we have also updated our Strengthening Your Organizations Through Scouting sales kit. The updated kits are now available and can be ordered through our National Distribution Center.

Tau Kappa Epsilon Joins With the BSA

Tau Kappa Epsilon, the world's largest college social fraternity chapterwise, has approved a strong relationship with the BSA. Our discussions have resulted in the leadership of TKE strongly encouraging their chapter leaders to seek ways to collaborate with councils to serve youth and strengthen their communities. Although TKE's main focus is service project oriented, in some cases there may also be good opportunities for councils to establish Venturing crews with TKE chapters. Here are some of the other collaborative possibilities that could result from your council establishing strong ties with the local chapters: helping with program support and leadership for units serving at-risk youth, providing volunteers for Scouting for Food drives, participating in service projects at council camps, and assisting with the distribution of materials to units participating in popcorn and other product sales campaigns.

Faith-Based Initiative

The facts are in and the analysis is done: Faith-based units enjoy longer tenure and their members have higher program advancement. Seventy percent of all Scout units are currently chartered to faith-based organizations, but 70 percent of these organizations have only one Scouting unit. Opportunities abound for us to reach out to these organizations and convince them to organize other units.

The national Religious Relationships Task Force is responding to these opportunities. Volunteers and national staff are working together on the Faith-Based Initiative to train councils participating in a pilot program that focuses on new-unit development with faith-based organizations. The pilot efforts include more volunteer involvement in unit organization from the outset and the assignment of a new-unit commissioner for the first 36 months of the new unit. For more information, visit www.praybub.org and www.scouting.org/scoutsource/membership.aspx.

MEMBERSHIP RECRUITMENT

New Recruitment Event Packet

The April 12, 2012, edition of the *Buzz* featured new ideas for creative recruitment events. Check out the *Buzz* at www.scouting.org/sitecore/content/InternalCommunications/The%20Buzz.aspx or view the literature at http://scouting.org/scoutsource/Membership/Youth_Recruitment/Events.aspx. A packet was mailed to all of the districts before the 2012 National Annual Meeting.

Be a Scout to Include New Functionality

Be a Scout is an online unit mapping tool that provides prospective Scouts and their parents with information regarding the Scout units in their area. Currently, visitors to the beascout.org website that are interested in joining a unit can provide contact information for follow-up contact by the local unit representative. In development is the next phase of this software tool, where visitors will be able to begin the actual application process. It is expected that this fall select councils will be given the opportunity to test this new additional process that takes a big step toward our ultimate objective of providing a way for people to register in a unit electronically online. Stay tuned for announcements regarding the rollout schedule of this new phase for the Be a Scout resource.

Annual Council Membership Plan

Membership Impact was asked to develop a training tool to help councils develop their annual council membership plans. The one-day training agenda that has been created for this purpose focuses on understanding your local youth market potential and its application to your council's strategic plan: how to interpret the Council Market Analysis Report provided by the BSA, how volunteers and professionals can work best together as a team to develop a high-performing council membership committee, and all the planning steps required to successfully implement your council's plan. Please contact De Nguyen at detan.nguyen@scouting.org for more information.

National President's Recognition Program

The National President's Recognition Program honors select youth-serving executives biennially whose service area includes one or more of the following urban, rural, or diverse ethnic populations. It is presented to those who demonstrate outstanding achievement in unit and membership growth and increased Journey to Excellence units in their service area.

The following individuals were selected for this year and will be honored at the 2012 National Annual Meeting.

<u>District Executive</u>	<u>Council</u>
George Snipes	Atlanta Area
Jeremy Belk	Middle Tennessee
Aud Sauser	Black Hills Area
Will Robertson	Cape Fear
Matthew Fernandes	Central New Jersey
Charity Keller	Chattahoochee
Elvin Bucu	Chief Seattle
Joe Carlson	Chippewa Valley
Jonathan Glassman	Connecticut Yankee
Corrie Groth	Crossroads of America
Matthew Keck	Del-Mar-Va
Daniel Akins	Denver Area
Bonita Jemison	Erie Shores
Jonathan Swatts	Flint River
Reid Hall	Great Salt Lake
John Michael Williams	Greater St. Louis
Dustin H. Boatright	Heart of America
Roger Stewart	Hudson Valley
Daniel Reyes Soza III	Lake Huron Area
Matt Nash	Lincoln Heritage
Paul Oswald	Minsi Trails
Sam Williams	National Capital Area
Kofi Anaman	Northeast Illinois
Ronald Chang	Pacific Skyline
Kenneth Terrell	Sam Houston
Lucia Bernal	San Gabriel Valley
Gary Varano	Santa Clara County
Erika Morales	Sequoia
Leith Wilson	Tukabatchee Area
Bradley Falatko	W.D. Boyce

Multicultural Membership Recruitment Workshops

The Stonewall Jackson Area Council and the Occoneechee Council, in conjunction with Area 7, Southern Region, and the Baltimore Area Council with the Northeast Region will each host a multicultural market workshop for volunteers, professionals, paraprofessionals, program aides, and community leaders.

These workshops will focus on using best methods, sound strategies, and proven techniques to better serve our young people and allow them to have a great Scouting experience.

These workshops will not only help you strengthen your existing program but will give you an opportunity to learn key resources that are available for you and your council.

Occoneechee Council, Area 7, Southern Region, August 15, 2012

Stonewall Jackson Area Council, Area 7, Southern Region, August 16, 2012

For more information, please contact Garfield Murden, 972-580-2478, garfield.murden@scouting.org.

Baltimore Area Council, Northeast Region, October 11–12, 2012

For more information, please contact Rudy Gonzalez, 972-580-2377, rudy.gonzalez@scouting.org.

Cub Scout Program Year B Manual

With the overwhelming success of Delivery System Manual, Cub Scout Program Year A, the clamor for Year B has been heard around the country. This step-by-step manual with lesson plans for every den meeting focuses on rank advancement. It is scheduled to go online soon. Shortly after that, the hard copies can be requested by calling 972-580-2119.

By using this resource, councils can provide quality Cub Scout program delivered by paraprofessionals, program aides, and neighborhood coordinators in after-school programs and other areas where leadership is supplemented by council employees or community resources. The program is designed to fit most school calendars, making it ideal for after-school Scouting programs and those held at recreational centers and similar locations. This piece assists the unit leader/facilitator by outlining the program as it can be delivered during the Cub Scout weekly meeting. It is designed for leaders who do not have the adult assistance to divide a pack into dens for each rank. Mixed age groups can meet and work together while maintaining the ability to achieve individual rank advancements as presented in the handbooks. The boys can earn Bobcat, Tiger, Wolf, Bear, or Webelos badges over a 30-week period. The methods in this guide are flexible to allow variations to fit specific needs.

MEMBERSHIP RESOURCES

Registration Shared Services

The Membership Resources Team is implementing a project that could expand into a new resource for councils. Over the past few months, they have taken on the direct registration services for the field service councils included in the Michigan Crossroads Council. New technologies have allowed for this experiment in shared services. The national team processes the youth and adult registrations, unit recharterers, and other registration input

received at the local offices from their customers and bills the council for these services. By using employees focused solely on the data input, economies of scale have been realized, and fewer registration employees are required than before. This project is in the process of final implementation, and a thorough review will be completed. It may become a new service resource that can be offered from national to other councils throughout the country.

