

Serving Youth in Family Scouting





National Key 3 Task Force

Top national-level volunteers, experts in program – chartered to:

- Evaluate the survey feedback
- Provide a recommendation on the proposal to serve families more effectively
- Suggest how such a program may be implemented
- Propose an implementation timetable



WHAT WE KNOW

Families are getting busier



Both parents work in the household



Single-parent households

Higher for underserved markets

30%

Hispanic HH

55%

African-American HH

All families have less free time

Over 1/3 of parents feel they spend too little free time with their kids

Millennial parents want to spend more time interacting with their kids

Families are more diverse

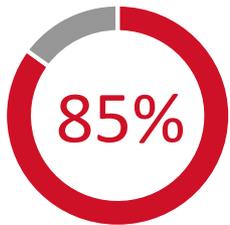
Nearly half of all boys are now ethnic minorities

Many underserved communities prefer to participate in activities as a family



WHAT WE KNOW

Cub Parents See Program Relevance for ALL Kids



Cub Scout parents think Cub Scouts is relevant for boys and girls

Greater than 2 out of 3

Current Cub Scout parents would be interested in registering their daughters if a program was available.

70%

Southern and Northeast regions

67%

Central region

63%

Western region

Non-Scouting Families are Interested



Parents would be interested in this type of program.

Western and Southern region index highest interest

95%

Western region

91%

Southern region



Primary Research Key Takeaways To Date

Across all segments:

- The current curriculum for the Cub Scout and Boy Scout programs is deemed relevant for both boys and girls.
- There is high receptivity and interest in joining the program at both the Cub Scout and Boy Scout level.

Among Boy Scouts and Venturers, there is high interest in expanding the program with minimal impact on current program participation.

If a program for girls age 11 to 18 is added, respondents are generally in favor of allowing girls to earn the Eagle Scout rank and participate in Order of the Arrow.

Survey-based estimates indicate expanding the Cub Scout program to include girls 5-10 years old could potentially bring in a significant increase in membership.

Family Cub Scouting seems straightforward



But what about Boy Scouts?



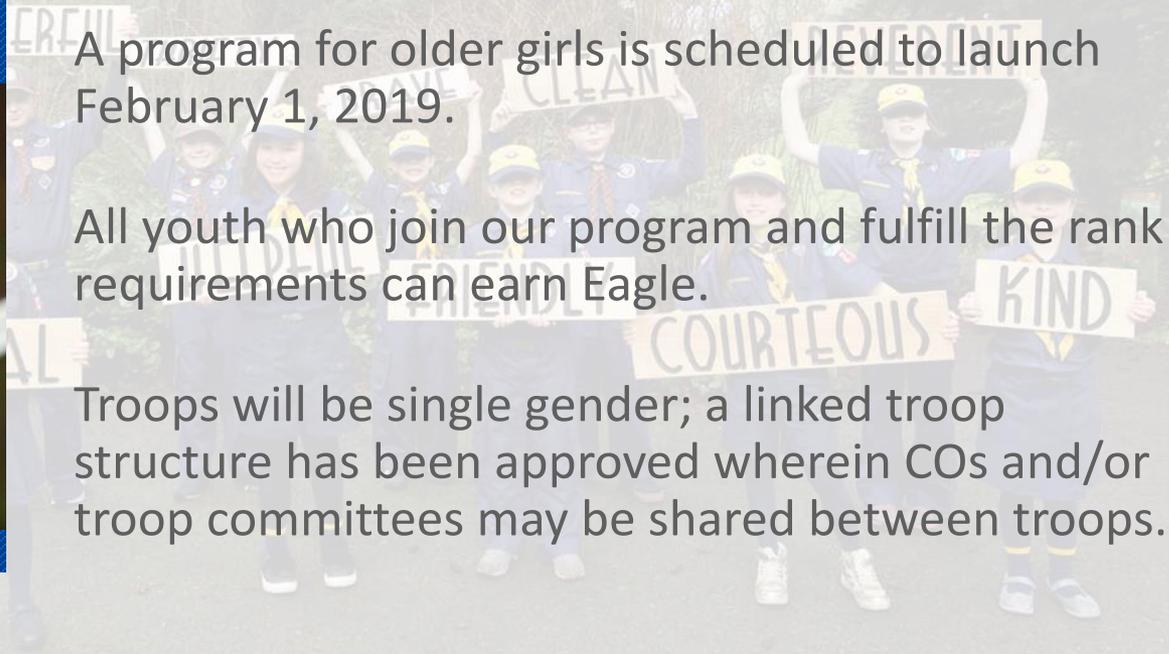
Here's where we are today

October 11, 2017, the BSA National Executive Board voted unanimously to approve welcoming girls to both Cub Scouting and Boy Scouting, in 2018 and 2019, respectively.

A program for older girls is scheduled to launch February 1, 2019.

All youth who join our program and fulfill the rank requirements can earn Eagle.

Troops will be single gender; a linked troop structure has been approved wherein COs and/or troop committees may be shared between troops.





What Are We Hearing?

One father said he has no plans to put a cap on his daughter's dreams.

"My girl can be anything she wants to be...and I'm not going to stop her."

"To the BSA staff, thank you for making this happen. My family is now all in Scouts. My husband was never registered before because I did everything (granted he's very busy). It was the fact that his daughter wanted to join that he joined too. Got his full uniform yesterday. **Family scouting is a very real thing.**"

"I think it will be a great bonding experience and will create lifelong memories for us."

"I'm pleased to say that several of the girls brought their brothers to join."





856 MEDIA PLACEMENTS

347 MILLION IMPRESSIONS

CHICAGO
 NEW YORK CITY
 BOSTON
 PORTLAND
 DENVER
 ATLANTA
 DALLAS
 CHARLESTON
 SACRAMENTO
 MILWAUKEE



Prepared. For Life.™

So What's Changing?





MEMBERSHIP



FINANCE



GOVERNANCE /
ADMINISTRATION



PROGRAM



UNIT SERVICE



NATIONAL
SERVICES

MISSION • VISION • OATH • LAW • AIMS/METHODS



POTENTIAL CHANGE

NEW CHARTERED PARTNER RELATIONSHIP

FEMALE MEMBERSHIP
2018 PACKS
2019 TROOPS

PACK STRUCTURE

TOTAL AVAILABLE YOUTH

PROMOTIONAL MATERIALS FOR FAMILY PACKS



MEMBERSHIP

NO CHANGE

YOUTH APPLICATION

REGISTRATION FEES

ADULT LEADERSHIP POSITIONS

YOUTH LEADERSHIP POSITIONS



POTENTIAL CHANGE

NO CHANGE



NEW PROSPECTS

UNITED WAY
RELATIONSHIPS

FINANCE

BLACKBAUD

FAMILY FRIENDS OF
SCOUTING

SPECIAL EVENTS

PRODUCTS SALES



POTENTIAL CHANGE

BOARD DIVERSITY

DISTRICT LEADERSHIP DIVERSITY

EXTERNAL WEBSITES
(SCOUTING.ORG,
BEASCOUT)

INTERNAL WEBSITES
(MY.Scouting,
SCOUTBOOK,
SCOUTING.ORG)



GOVERNANCE /
ADMINISTRATION

NO CHANGE

COUNCIL BY-LAWS

RISK MANAGEMENT

NATIONAL ANNUAL
MEETING

JOURNEY TO EXCELLENCE

COUNCIL & DISTRICT
STRUCTURE

PROFESSIONAL
PERFORMANCE

GUIDE TO SAFE SCOUTING



POTENTIAL CHANGE

YOUTH PROTECTION TRAINING

DEN CHIEFS

UPDATING TRAINING MODULES FOR GENDER

HANDBOOK & LEADER MATERIALS FOR GENDER

ORDER OF THE ARROW



PROGRAM

NO CHANGE

ADVANCEMENT

TRAINING REQUIREMENTS

NATIONAL CAMPING STANDARDS

TENTING & SHOWER POLICY

COUNCIL & DISTRICT STRUCTURE

HIGH ADVENTURE PROGRAM REQUIREMENTS



**POTENTIAL
CHANGE**



**UNIT
SERVICE**

NO CHANGE

COMMISSIONER STAFF
STRUCTURE

ROUNDTABLES

COMMISSIONER COLLEGE





POTENTIAL CHANGE

NO CHANGE



MARKETING CAMPAIGN

BOYS' LIFE MAGAZINE

NATIONAL SUPPLY
UNIFORM OPTIONS

**NATIONAL
SERVICES**

MEMBER CARE



2018 FAMILY SCOUTING TIMELINE

2018

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

Early Adopter
K-4 grades
(Jan-May 2018)

2018 National Annual Meeting
Family Scouting Campaign Preview
(Dallas, TX)

New Cub Scout
Recruiting Campaign
Material Available

Cub Scout Program
Materials in Scout Shops
(June 1, 2018)

2018
Top Hands
(Washington D.C.)

Program for Older Girls
Scheduled Launch
February 2019

NextConnect Marketing Conferences
Family Scouting Campaign Preview
(Cincinnati, OH & Las Vegas, NV)

2018 Cub Scout
Program Year Begins

Family Scouting Questions

Questions of Clarification

Please share your thoughts, concerns, opportunities, and questions.

Family.Scouting@scouting.org



