

# Serving Youth in Family Scouting





# National Key 3 Task Force

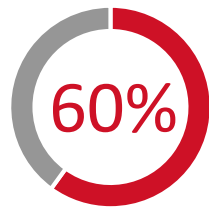
Top national-level volunteers, experts in program – chartered to:

- 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

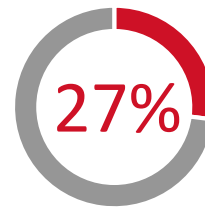


## WHAT WE KNOW

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

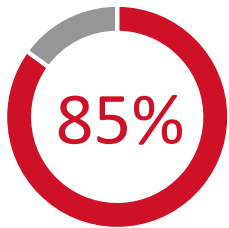
Nearly half of all boys are now ethnic minorities

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

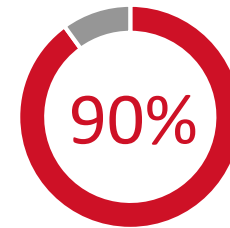
67%

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.

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

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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.

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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



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# 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

NEW PROSPECTS

UNITED WAY  
RELATIONSHIPS



**FINANCE**

## NO CHANGE

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

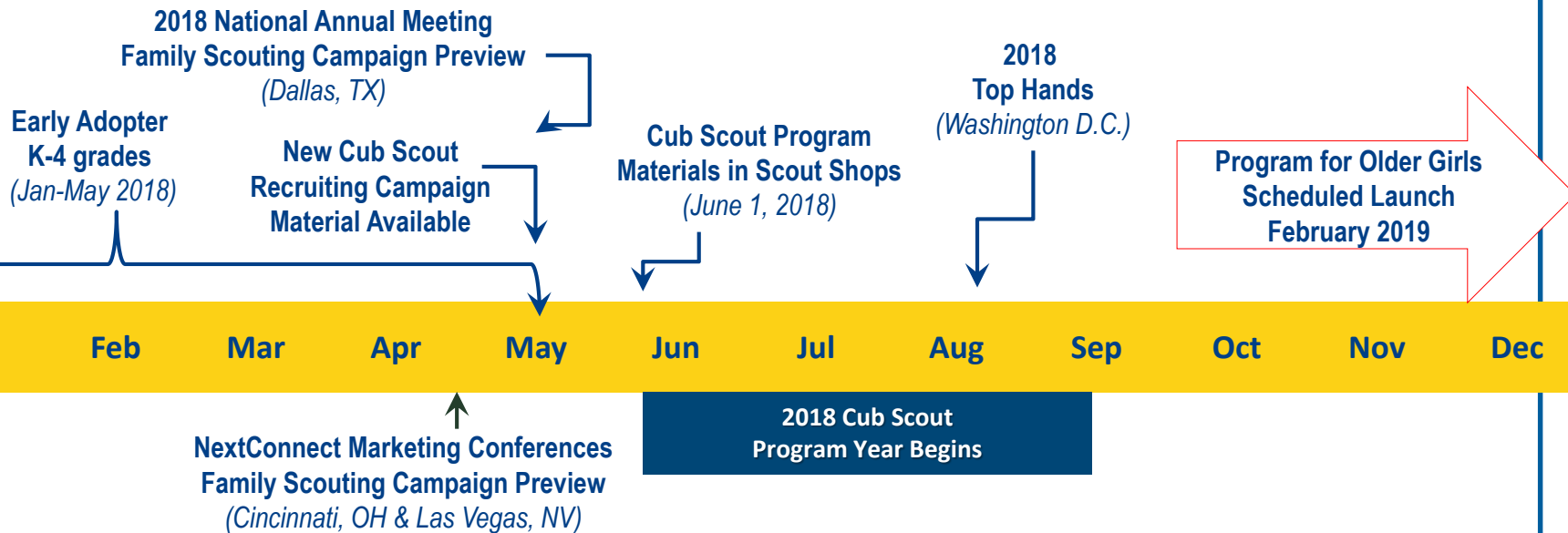
NATIONAL SUPPLY  
UNIFORM OPTIONS

**NATIONAL  
SERVICES**

MEMBER CARE



# 2018 FAMILY SCOUTING TIMELINE



# Family Scouting Questions

## Questions of Clarification

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

[Family.Scouting@scouting.org](mailto:Family.Scouting@scouting.org)





