



BOY SCOUTS
OF AMERICA®

GREATER YOSEMITE
COUNCIL

2017 Membership Plan

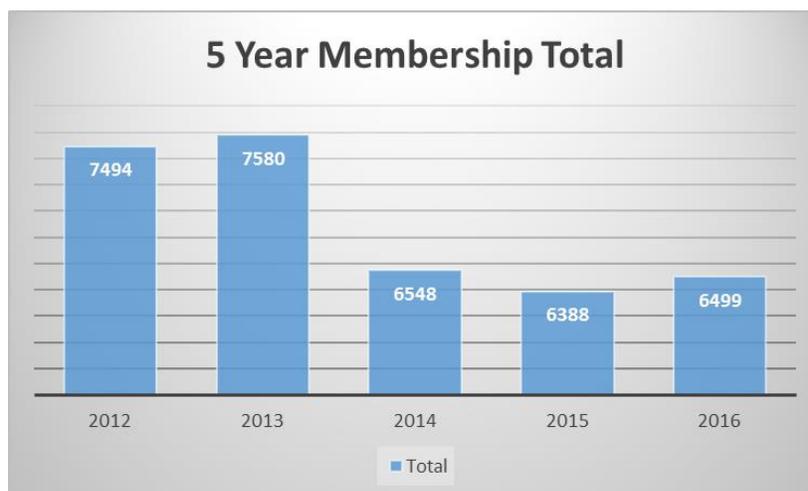
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Background:

This document describes the overall plan for achieving membership growth in the Greater Yosemite Council, BSA in 2017. It is our mission to see that every eligible young person in our council territory become a member.

In 2017, we are committed to growing all programs and continuing the growth trajectory from 2016. As always, our emphasis will be on traditional Cub Scouts. It is important to point out that we are not interested in simply showing growth in membership and units. Rather, our goal is to grow, because we are offering quality unit programs to an increasing number of young people. And, because we are organizing an increasing number of units with strategic chartered partners that can help us accomplish that basic mission.



The Importance of Growing Scouting:

To start the conversation, we should remember that our mission as an organization is important. The mission of the Boy Scouts of America (BSA) is to prepare young people to make ethical and moral choices over their lifetimes by instilling in them the values of the Scout Oath and Law.

The mission of the BSA is accomplished through the delivery of the scouting program by dedicated volunteers who understand the impact scouting can have on a youth, a family, and on a community. Parents want to feel confident in the organization they plan to join. When parents see a well-organized pack with welcoming leaders and youth, as well as a calendar of fun activities, they are more likely to not only join, but also volunteer as leaders.

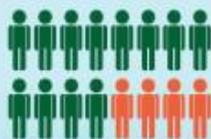
A recent study conducted by Dr. Richard Lerner and Tufts University has confirmed what the BSA has believed and thought to be true for many years, Scouting causes positive changes in the character of youth. The study compared Scouting youth to non-Scouting youth over a period of several years and found an increase in positive character development when compared to non- Scouts.

Tufts Study:



DOES SCOUTING WORK?

We all know Scouting's goal is to prepare young people for life, but does it work? Scouting was put to the test over the course of three years, when a research team from Tufts University worked with the Boy Scouts of America's Cradle of Liberty Council to measure the character attributes of both Scouts and non-Scouts — all with a goal of better understanding the character development of youth as it was happening. The project, which was funded by the John Templeton Foundation and led by Dr. Richard M. Lerner, surveyed nearly 1,800 Cub Scouts and nearly 400 non-Scouts under age 12 using both interviews and survey data. **In the beginning, there were no significant differences in character attributes between the two groups. By the end, however, the differences were striking in several areas:**



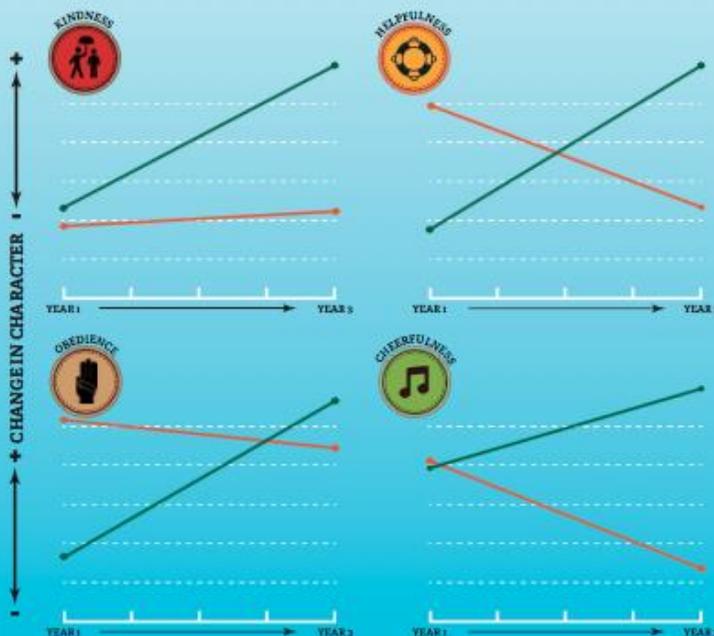
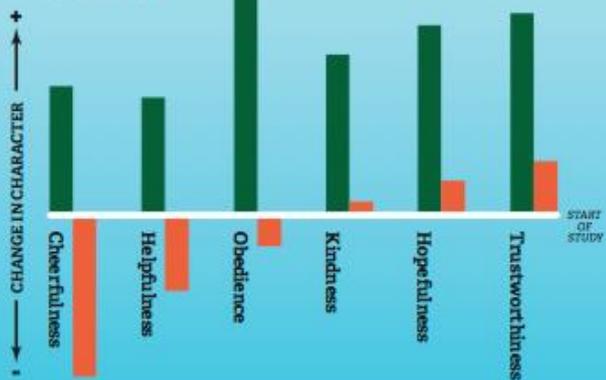
2,000+
Scouts and non-Scouts
aged 6-12 from across the
Philadelphia area were
measured in 6 key areas:



*Hopeful Future Expectations

CHANGE IN CHARACTER

during the course of
the 3-year study:



KEY FINDINGS:

- The more time kids spend in Scouting, the better the outcomes in character development
- Those who attend meetings regularly report higher outcomes virtually across the board when compared to Scouts with lower attendance
- Scouts are more likely to embrace positive social values than non-Scouts
- Scouts who are more engaged in the program report higher outcomes in nearly every category

With fun and discovery at every turn, Scouting makes the most of right now. But what's more, it builds positive character and provides young people a foundation they can stand on to embrace opportunity, overcome obstacles, and make new discoveries.

SCOUTING WORKS.

Goals:

2017 Membership Objectives

Gold Country	2016	7/15/17	2017 Objective
Cub Scouts	481	367	482
Boy Scouts	631	571	632
Venturing / Sea Scouts	153	112	154
Exploring	105	70	106
Total	1370	1120	1374

Outreach	2016	7/15/17	2017 Objective
Cub Scouts	221	156	222
Boy Scouts	15	15	16
Venturing / Sea Scouts	479	349	480
Exploring	138	60	139
Total	853	580	857

Rio Del Oro	2016	7/15/17	2017 Objective
Cub Scouts	651	493	652
Boy Scouts	645	515	646
Venturing / Sea Scouts	106	77	107
Exploring	217	195	218
Total	1619	1280	1623

Sierra Valley	2016	7/15/17	2017 Objective
Cub Scouts	1048	775	1049
Boy Scouts	1108	907	1109
Venturing / Sea Scouts	276	143	276
Exploring	240	154	241
Total	2672	1979	2676

Council Total	2016	7/15/17	2017 Objective
Cub Scouts	2401	1791	2402
Boy Scouts	2377	2008	2378
Venturing / Sea Scouts	1014	681	1015
Exploring	700	479	701
Total	6492	4959	6496

Volunteer Accountability:



Methods:

The council will use all available methods to insure success in achieving our goals, and we will emphasize volunteer leadership in every phase of the plan. The specific methods that will be used include:

1. **Cub School Organizers & Cub Membership Support Guides**
 - a. Assists and Supports the District Exec.
 - b. Setup and help facilitate Back to School Nights
 - i. Participate and schedule Boy Talks
 - c. Support flyer distribution
 - d. Support and Train Current Units
 - e. Engage and develop relationships with school administrators **(By September 15th.)**
 - i. Articles, Meetings & Plans to help encourage Scouting
 - f. Identify and send out retention letter to lost Scouts **(By October 15th.)**
2. **Unit Membership Leader**
 - a. Be the motivator and leader for your unit.
 - b. Help facilitate, setup and support Back to School Rally Nights
3. **Troop Membership Support Guides**
 - a. Webelos to Scout Transition – All potential Second Year Webelos will be identified and tracked to see if they actually transition into a troop. Those who do not transition will be contacted and invited to stay.
 - b. Provide and offer Support to Packs

- c. Make sure every troop identifies and develops a relationship with their feeder Pack
 - i. If Pack does not exist it creates an opportunity to start one

4. Exploring Membership Support Guides

- a. The council will continue to work on building upon our success at growing the Explorer program.
- b. Deploy the Career Interest Survey in additional school systems.
- c. introduce the electronic Career Interest Survey in interested School districts.
- d. Organize Junior High School Explorer Clubs in Partner Schools
- e. Assist and facilitate Open Houses with current Posts

5. Venturing Membership Support Guides

- a. Assist and facilitate Open Houses (See Pg.20)
- b. Assist and facilitate the Crew Annual Planning Conference

6. **Fall Recruitment** – The fall recruitment effort run from August through December; however, the emphasis will be on August, September, and October. We will do Boy Talks in every possible School. (See pg. 21) We will also utilize the 5 Station Sign Up Night Playbook. By doing quick ½ hour sign ups with more comprehensive orientations on a later night. We will use a combination of key, handpicked volunteers and professionals to oversee every sign-up location. We will train all Pack Leaders. (Please see pg.11 for the 5 Station Playbook)

7. **New Unit Organizers** – Recruit and train a team of volunteers in each district who will help run and facilitate new units in the 2-3 months after they have been organized. This should help dramatically with program quality and new unit retention. The key element to our plan involves organizing new units across every program. The primary emphasis will be on organizing new Cub Scout Packs and new Explorer Posts.

8. District Executive

- a. Assist and Support members of the District

9. New Youth Join Incentive

- a. Newcomer Patch
 - i. Passport to Fun Theme
 - ii. Ability to Earn Rockers by attending Fall Camps and Activities
 - 1. Sports Night
 - 2. Family Camp
 - 3. Cub Day Camp
 - 4. Fishing Derby

10. Neighborhood Chats

- a. Conduct fireside chats to inform parents on the values of Scouting
 - i. Develop a partnership with local PTA's to help conduct meetings
 - ii. Recruit Neighborhood Advocates to spread awareness of Scouting

b. Talking Points (See pg. 19)

11. **Solid Retention** – The Council and District Commissioner staff will work with existing units using the Journey to Excellence unit criteria to foster and encourage improvement of every unit delivery system. There is no substitute for good unit program. All units will be classified as either “White (Below Minimum), or Bronze, Silver, and Gold on the JTE continuum. Each Commissioner staff, District Committee and Professional advisor will develop a specific, appropriate intervention for units to continue to improve. We work to have continuous improvement in our retention percentage. (Please See pg.15 for JTE Scorecard)
12. **GYC Youth Coalition** - A great deal of effort and emphasis will be placed on continuing to establish strategic partnerships with other organizations to share resources, leadership, and resources in an effort to effectively serve more young people. Current Partnerships include the Stanislaus County Police Activities League and The Boys and Girls Clubs of Stanislaus County, and the Table Foundation in Stockton.
- a. By using the Council Marketing Analysis, we will work to develop new, similar relationships in the other Zip Codes.
- i. Cub Scouts
1. 93635
 2. 95205
 3. 95206
 4. 95207
 5. 95240
 6. 95301
 7. 95307
 8. 95336
 9. 95337
 10. 95340
 11. 95341
 12. 95348
 13. 95351
 14. 95355
 15. 95358
 16. 95367
 17. 95376
 18. 95377
 19. 95380
 20. 95382

2017 Membership Calendar Back Dater:

March:

1. Gold Unit Journey to Excellence Appreciation Dinner in conjunction with Council Awards Dinner
2. Conduct a District Pinewood Derby Spring Recruitment Campaign

June:

1. Membership Fireside Chat at Council Office
2. Board Meeting Briefing on status of Membership

July:

1. Membership Plan Preview at Council Office

August:

District Membership Support Guides and New Unit Organizers -

1. Conduct a Planning Meeting with Key 3 & Committees to Identify Roles
2. Identify, recruit and Train volunteers
3. Membership Kick-Off at Roundtables
4. Training and Communication to Units
5. Initiate Contact with prospective chartered partners for new Units
6. Organize Neighborhood chats for parents

Units – Designate a *Unit Membership Leader* to work with District Membership Team and District Executive (D.E.) to organize membership efforts executed by the unit. (by August 14th)

7. Submit *Unit Membership Leader* Contact information to the District Executive.
8. Unit Membership Leaders Communicate about Fall Recruitment Materials and recruitment activities to your D.E. or *Membership Support Guide* (by August 14th)

Plan Unit Recruitment Activities

- a. Conduct a game planning session – working with your D.E.
 - i. Determine which School Districts to Target for Flyers & Boy Talks
 - ii. Contact School District offices and find out key person to approve flier
 1. Find out when and how fliers are distributed
 - iii. Find out key person to obtain class enrollment list (how many fliers to print)
 - iv. For targeted Boy Talk Schools
 1. Contact and set appoints with principal
 2. Ask permission to do a Boy Talk
 3. Speak to them about importance of Scouts
- b. Create a sample flier
 - i. Send to school district office for approval
- c. Get class enrollment list
- d. Contact school to request usage of cafeteria for Rally Night
- e. Contact your D.E. with the info obtained to print fliers
- f. Distribute Fliers a week before Rally Night

- g. Organize Neighborhood Chats for parents
- 9. Conduct Superintendent Meetings to get permission to administer Career Surveys in Fall (**Explorers**)
- 10. Consultations with Cub Leaders with specific planning for the fall recruitment plans by (**August 14th.**)
- 11. Distribute Career Interest Surveys to High Schools & Middle Schools (**Explorers**)
- 12. Conduct Fall Recruitment Training for all Packs Leaders at Roundtable
 - a. Get local units involved in School Rally Nights
- 13. Create a new tracking list of likely Webelos II scouts for the coming year to track their progress.
- 14. School Rally Nights Begin (**August 14th.**)
- 15. Meet with School Guidance Counselors/Superintendent's to go over results of Career Interest surveys and secure plans for fall vocation events. (**Explorers**)
- 16. Promote Fall Camps
- 17. **All Applications & Monies are Due the Friday after the event.**
 - a. There will be 3 drop off locations available
 - i. Stockton Scout Office
 - ii. Modesto Scout Office
 - iii. Rio Del Oro Location – By Appt.

September:

District Membership Support Guides & New Unit Organizers -

- 1. Follow-up with assigned Unit Membership Leaders on Above August Activity and determine support where needed.
- 2. Initiate Contact and Follow-up with prospective chartered partners for new Units
- 3. Conduct Explorer Open House's
- 4. Conduct Venturing Open House's
- 5. School Rally Nights Continue
- 6. Conduct Neighborhood Chats
- 7. New Unit Organization Continues
- 8. Promote Fall Camps
- 9. Be Prepared Fall Camporee on **Friday, September 22nd, 2017 at Camp McConnell.**
- 10. **All Applications & Monies are Due the Friday after the event. Weekly due dates: Sept. 1, 8, 15, 22, 29**
 - a. There will be 3 drop off locations available
 - i. Stockton Scout Office
 - ii. Modesto Scout Office
 - iii. Rio Del Oro Location – By Appt.

October:

- 1. New Unit Organization Finishes
- 2. School Rally Nights Continue
- 3. Open House's Continue
- 4. Neighborhood Chats Continue
- 5. Membership Audits with all Units.
- 6. Troops conduct the joint camping trip with one or more Webelos dens.
- 7. LDS Camporee on **Friday, October 6th, 2017 at Zions Camp in Patterson.**
- 8. Fall Family Camp on **Friday, October 13th, 2017 at Zions Camp in Patterson.**
- 9. Sierra Valley Shooting Sports Camporee on **Friday, October 14th, 2017 at Bettencourt Ranch in Winton.**
- 10. **All Applications & Monies are Due the Friday after the event. | Oct. 6, 13, 20, 27**
 - a. There will be 3 drop off locations available
 - i. Stockton Scout Office

- ii. Modesto Scout Office
- iii. Rio Del Oro Location - By Appt.

November:

1. Complete and Finalize Re Charters
2. **All Applications & Monies are Due the Friday after the event. | Nov. 3, 10, 17, 24**
 - a. There will be 3 drop off locations available
 - i. Stockton Scout Office
 - ii. Modesto Scout Office
 - iii. Rio Del Oro Location - By Appt.

December:

1. Turn in All Re Charters (**by December 1st.**)
2. Clean Up. Finish all membership and unit organization. REACH ALL GOALS

5 Station Sign Up Night Playbook:

ACTION ITEMS FOR SUCCESS:

- Order and utilize the materials provided by the campaign including fliers, lawn signs, and posters
- Set a New Scout Recruitment Goal for your Pack that matches your Journey to Excellence goal.
- Ask your Cub Scout parents and boys to invite
- Social Networking – Get your parents to use their social networking sites (Facebook, Twitter, etc.), to inform their friends about your unit. (Have them give a personal testimony of how Scouting is a benefit to their family.)
- Make sure you put up posters of Scouts in action in your school, church and other places that will attract parents and provide them with info on when they can sign up. A poster board with pictures of your scout families having fun is very effective.
- Have an impressive presence at Back to School Picnic/Open House. (Tents, Flag ceremony, Cub Scout greeters, interactive booth, etc.)
- The day before and the day of your School Night, see if the school will allow Cub Scouts in uniform to welcome parents and students in the drop off line.
- Request permission from your School to conduct Boy Talks to promote Scouting
- Confirm the School Night dates with the elementary schools and will produce fliers to be distributed to each boy during classroom presentations.
- Well-trained volunteer recruiters will help District Executives with classroom

What is in your Sign-Up Night Kit?

PACK COORDINATOR:

- Pack Coordinator Handout (1)
- All Station Chief Position Descriptions (1)
- Room Layout (1)
- Table Signs (2 Welcome, 1 for each station)
- Sample Flier
- Flier Order form
- School Night Attendance Roster - Sign in Sheets (2)
- Parent Orientation Guides (as needed)
- Back to the Pack Sheet

STATION 1:

- Station 1 Chief Position Description
- What is Cub Scouting?

STATION 2:

- Station 2 Chief Position Description
- Popcorn Order Form
- Pack Calendar – specific to each unit

- What We Do, When/Where we meet handout – specific to each unit
- Activity Fliers

STATION 3 :

- Station 3 Chief Position Description
- Pack Leadership - specific to each unit
- Scout Shop Guide to the Uniform
- Sample Boy's Life Mags or Mini Mags
- Youth Applications
- Adult Applications
- Participation Cost
- Pens

STATION 4:

- Station 4 Chief Position Description
- Upcoming Leader Specific Training
- Report Envelope to Collect Apps & Fees
- Give Boys' Life Mini Mag upon signing up

STATION 5:

- Station 5 Chief Position Description (1)
- Parent Help Sheet (1)
- Cub Leader Position Specific Training Info
- Graded Table Tents

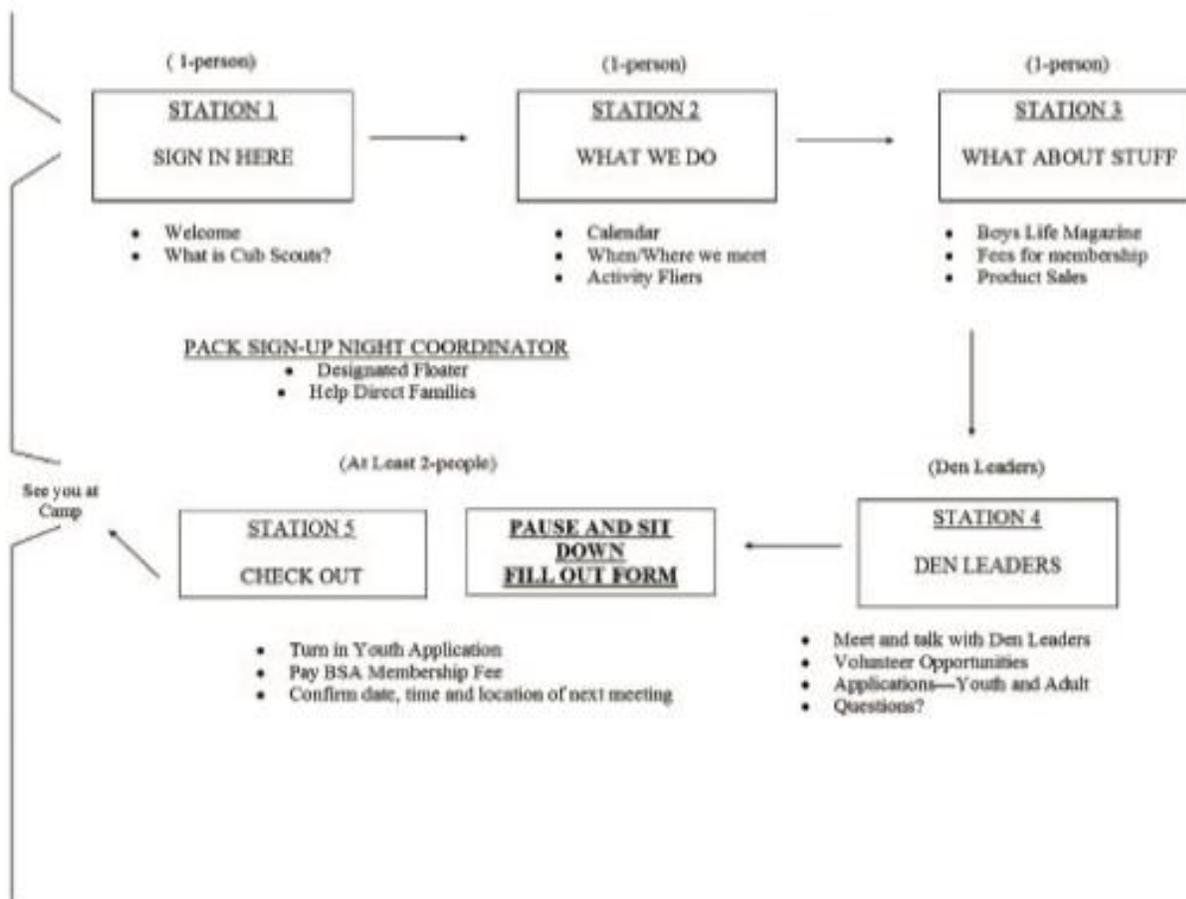
After the Sign-Up Event Is Over:

Turn in the applications and money. Unit leaders and the Join Scouting coordinators should review and complete applications after the Join Scouting event. Applications, registration fees, and one copy of the attendance roster are to be turned in to the district executive within 24 hours of the event.

Welcome your new families and members. Don't wait! Be sure to invite all families to first-night den and pack events the very next week. These meetings are a chance to make a great first impression, have fun, and involve new parents in the life of the pack. Den leaders should make welcome phone calls to the parents of the new Cub Scouts and/or send welcome email messages with meeting dates, location, pack calendars, and any other important information.

Follow up with those families who did not sign up. This is where the sign-in sheet comes in handy. Check your applications against the sign-in sheet and call those families that did not join. Address any concerns the person may have and offer to drop an application by their home, or invite them to the first meeting or your council's recruiting event so they can see Cub Scouting for themselves.

Setup for Sign-Up Night



STATION 1: "SIGN-IN HERE"

- Make sure the Station 1 sign is visible
- Greet every family that comes in and ask them to sign in
- Have sign-in sheets and pens ready. Ask each family for the grade of their son
- Have them sign in
- Have copies of "Welcome to Cub Scouts" available at your station
- Provide each family with a folder to collect all of the information they are about to receive
- Tell each family that there are 5 Stations that they will visit to complete the sign-up process and that it will take 20-30 minutes
- Direct them to Station 2

BIG TAKEAWAY: I FEEL WELCOME AND THIS WILL BE FUN!

STATION 2: "WHAT WE DO"

- Make sure the Station 2 sign is visible

- Provide everyone with a Pack Calendar: “When and Where We Meet”
- Have copies of other event fliers available – Camps, Unit events, Pinewood Derby, etc.
- Inform Families that we would like them to attend as many functions as possible, but they are not required to make every event and meeting
- Direct them to Station 3

BIG TAKEAWAY: THERE ARE LOTS OF OPPORTUNITIES TO BUILD AN ADVENTURE!

STATION 3: “WHAT ABOUT STUFF”

- Make sure the Station 3 sign is visible
- Explain Boys Life magazine
- Explain fees for membership in the BSA and Boys Life magazine
- Explain uniforms
- Share information on popcorn & camp cards, as a way to offset costs – and help teach a boy to earn his own way.
- Answer any questions about dues and/or financial assistance
- Remind parents – there will be more information at the Parent Orientation
- Direct them to Station 4

BIG TAKEAWAY: I UNDERSTAND COSTS AND OPTIONS!

STATION 4: “DEN LEADERS”

- Make an effort to have many Den Leaders and Assistant Den Leaders on hand to talk about their dens and give families a chance to get to know them
- Have copies of “Pack Leadership” to give out.
- Answer questions about the type of activities their child will be doing
- Share cool experiences you have had with your child through the Scouting program
- Discuss leadership opportunities for interested parents
- Hand out Youth applications, ask families to move to a seating area to fill them out and then proceed to checkout
- Remind parents – there will be more information at the Parent Orientation
- Assist the Pack Sign-Up Night Coordinator with room clean-up after the Sign-Up Night Time Window
- Direct them to Station 5

BIG TAKEAWAY: I HAVE MET SOME LEADERS AND AM READY TO GET GOING!

STATION 5: “CHECK OUT”

- Make sure the applications are properly completed, without any missing information, including signature of parent / guardian, date of birth and grade
- Collect the proper amount for BSA Membership Fee (Boys’ Life if added) and note the amount and form of payment on each form. (Pack dues are not collected here. They are to be collected at the Parent Orientation.)
- Assist Sign-Up Night Coordinator with forms and payments at the end of the sign-up – these are to be collected, signed by the CUBMASTER, and the local council copy separated and put in the Envelope along with the BSA Registration Fees collected.

BIG TAKEAWAY: WE ARE IN CUB SCOUTS!

JTE Pack Scorecard:

Pack _____ of _____ District
2017 Scouting's Journey to Excellence

Item	Objective	Bronze Level	Silver Level	Gold Level	Bronze Points	Silver Points	Gold Points
Planning and Budget					Total Points: 200		
#1	Planning and Budget: Have a program plan and budget that is regularly reviewed by the pack committee, and it follows BSA policies relating to fundraising.	Have an annual program plan and budget adopted by the pack committee.	Achieve Bronze, plus pack committee meets at least six times during the year to review program plans and finances.	Achieve Silver, plus pack committee meets at least six times during the year to review program plans and finances.	50	100	200
Membership					Total Points: 500		
#2	Building Cub Scouting: Have an increase in Cub Scout membership or maintain a larger than average pack size.	Conduct a formal recruitment program by October 31 and register new members in the pack.	Achieve Bronze, and either increase youth members by 5% or have at least 40 members.	Achieve Silver, and either increase youth members by 10% or have at least 60 members.	50	100	200
#3	Retention: Retain a significant percentage of youth members.	Reregister 60% of eligible members.	Reregister 65% of eligible members.	Reregister 75% of eligible members.	50	100	200
#4	Webelos-to-Scout transition: Have an effective plan to graduate Webelos Scouts into Boy Scout troop(s).	With a troop, hold two joint activities or 75% of second year Webelos have completed "The Scouting Adventure."	60% of eligible Webelos register with a troop.	80% of eligible Webelos register with a troop.	25	50	100
Program					Total Points: 900		
#5	Advancement: Achieve a high percentage of Cub Scouts earning rank advancements.	50% of Cub Scouts advance one rank during the year.	60% of Cub Scouts advance one rank during the year.	75% of Cub Scouts advance one rank during the year.	100	200	300
#6	Outdoor activities: Conduct outdoor activities and field trips.	Each den has the opportunity to participate in three outdoor activities or field trips during the year.	Each den has the opportunity to participate in four outdoor activities or field trips during the year.	Each den has the opportunity to participate in five outdoor activities or field trips during the year.	50	100	200
#7	Day/resident/family camp: Cub Scouts attend day camp, family camp, and/or resident camp.	33% of Cub Scouts participate in a camping experience or improvement over the prior year.	50%, or 33% and have improvement over the prior year.	75%, or 50% and have improvement over the prior year.	50	100	200
#8	Service projects: Participate in service projects.	Participate in two service projects and enter the hours on the JTE website.	Participate in three service projects and enter the hours on the JTE website.	Achieve Silver, plus at least one of the service projects is conservation-oriented.	25	50	100
#9	Pack and den meetings: Dens and the pack have regular meetings.	Hold eight pack meetings a year. Den or pack meetings have started by October 31.	Achieve Bronze, plus dens meet at least twice a month during the school year.	Achieve Silver, plus earn the Summertime Pack Award.	25	50	100
Volunteer Leadership					Total Points: 400		
#10	Leadership recruitment: The pack is proactive in recruiting sufficient leaders.	Have a Cubmaster, assistant Cubmaster and a committee with at least three members.	Achieve Bronze, and prior to recruiting event, the committee identifies pack and den leadership for the next year.	Achieve Silver, plus every den has a registered leader by October 31.	50	100	200
#11	Trained leadership: Have trained and engaged leaders at all levels.	Cubmaster or an assistant Cubmaster or pack trainer has completed position-specific training.	Achieve Bronze, plus the Cubmaster and den leaders have completed position-specific training or, if new, will complete within three months of joining.	Achieve Silver, plus two-thirds of registered committee members have completed position-specific training for the pack committee.	50	100	200

Bronze: Earn at least 525 points by earning points in at least 7 objectives.

Total points earned: _____

Silver: Earn at least 800 points by earning points in at least 8 objectives.

Gold: Earn at least 1,050 points by earning points in at least 8 objectives.

No. of objectives with points: _____

Our pack has completed online rechartering by the deadline in order to maintain continuity of our program.

We certify that these requirements have been completed:

Cubmaster _____ Date _____

Committee chair _____ Date _____

Commissioner _____ Date _____

This form should be submitted to the Scout service center or your unit commissioner, as directed by your council.



Scouting's Journey to Excellence

2017 Pack Planning, Performance, and Recognition

Journey to Excellence uses a balanced approach to measure performance. It guides program planning before the year begins, monitors activities for continuous improvement during the year, and recognizes performance at the end of the year. In planning your strategy, use actual numbers from the previous year to guide your performance improvement goal planning. The period for measuring performance will be the calendar year.

Planning and Budget Measures	
1	The pack has a program plan and budget that is reviewed at all pack committee meetings, and the pack follows BSA policies relating to fundraising and fiscal management as found on the Unit Money-Earning Application form and any other publication that the council has developed for fundraising and fiscal management. Program plans and budget are reviewed with den leaders and parents at the start of the program year. The pack's program plan should be shared with the unit commissioner.
Membership Measures	
2	A formal recruitment event is conducted and new members are registered by October 31, 2017. On December 31, 2017, the pack has an increase in the number of youth members as compared to the number registered on December 31, 2016. A membership growth plan template can be found at www.scouting.org/membership .
3	Number of youth members on the most recent charter renewal (A) divided by the number of youth registered at the end of the prior charter year (B) minus any age-outs (C). Total = (A) / (B-C). Age-outs are youth who are too old to reregister as Cub Scouts.
4	Hold at least two joint activities with a troop or troops, and have graduating boys register with a troop. "The Scouting Adventure" for second-year Webelos is described in the <i>Webelos Scout Handbook</i> . If the pack has no second-year Webelos Scouts, this requirement is met at the Bronze level.
Program Measures	
5	Total number of Cub Scouts advancing at least one rank (Bobcat, Lion, Tiger, Wolf, Bear, Webelos, Arrow of Light) during the calendar year (A), divided by the number of boys registered at the end of the year (B). Advancement = (A) / (B).
6	The pack has activities and field trips in the outdoors, which could include outdoor pack meetings, hikes, family campouts, parades, outdoor service projects, etc. All dens have the opportunity to participate.
7	Cub Scouts attend an in-council or out-of-council Cub Scout day camp, family camp, and/or Cub Scout resident camp in 2017. STEM programs either as a day camp or resident camp are also included. All levels are total number of different Cub Scouts attending (A) divided by total number of Cub Scouts registered in the pack as of June 30, 2017 (B). Total = (A) / (B).
8	The pack participates in at least two service projects during the year and enters them on the Journey to Excellence website. (See instructions at www.Scouting.org/jte .) The projects may be completed as joint projects with other organizations. At least one project is conservation-oriented.
9	Have at least eight pack meetings within the past 12 months, with one of those meetings being to review the pack's program plans and asking for parental involvement in the pack. Den meetings start by October 31, 2017, and all dens meet at least twice each month within the past year. Pack earns the Summertime Pack Award.
Volunteer Leadership Measures	
10	The pack has a Cubmaster, an assistant, and a committee of at least three members. Ideally, the chartered organization representative should not be dual registered as one of the committee members. The pack identifies persons for next year's leadership for existing dens, including Cubmaster, Den Leaders, and Webelos Den Leaders prior to the start of the program year. All dens have a registered leader by October 31, 2017.
11	All leaders have completed youth protection training. The Cubmaster and den leaders (paid or multiple registration) have completed position-specific training or, if new, will complete within three months of joining. Two-thirds of active committee members have completed leader-specific training.

Scoring the pack's performance: To determine the pack's performance level, you will use the above information to determine the points earned for each of the 11 criteria and then add those individual point scores to determine a composite score. Count only the highest point total achieved in any one criterion. Bronze level requires earning at least 525 points in at least 7 criteria, Silver level requires earning points in at least 8 criteria and 800 points, and Gold level requires earning points in at least 8 criteria and 1,050 points.

For more resources: www.Scouting.org/jte



JOURNEY TO EXCELLENCE

Parent Retention Letter:

Dear Parent:

At the Greater Yosemite Area Council, we are dedicated to providing an exceptional program to youth in our community. Part of this effort is ensuring that our membership records accurately reflect each youth's status in Scouting. As of this date, our records show that your child did not re-register with your local pack, troop, crew, or team. Proper registration ensures that your child's BSA insurance and advancement records are accurate.

If you think you have received this letter in error please contact us so we may double check our records. If your son has been inactive due to schedule conflicts or other circumstances, and you would like to give Scouting another try, please contact us so we may direct you to a unit in your neighborhood. Scouting is a year around activity that you can join or re-join at any time. There are several units in your community that may fit the needs of your family. If you have moved or would like information on another unit in your area please feel free to contact us so we can better serve you.

Please take a moment to fill out the enclosed survey and mail or fax it to our office. Your answers will help us better serve the youth of our community. It is also available on our website at <http://www.yosemitescouting.org/>. Click on the "Join Scouts" link on the front page, and answer the questions. While you're visiting our website, make sure to take a look at the great activities and programs GYC has to offer.

Thanks for taking the time to fill out the survey. Our staff at the Greater Yosemite Area Council look forward to providing you and your family with the greatest scouting adventure possible. Feel free to contact me with any questions.

Contact information.

(Fax) 209.545.6321

Cub Scouts: 1st-5th grade

Boy Scouts: 11 – 18 years old

Venturing: Girls and boys 14-21 years old

Varsity Boys: 11- 18 years old

Greater Yosemite Council, Inc. #59
4031 Technology Drive

Modesto California 95356

Attn. Membership Department

1. What pack, troop, crew, or team was your son or daughter registered with?

(optional)_____

Circle one

2. Did your child participate in outdoor activities? never sometimes always

3. Did your child advance in rank? never sometimes always

4. Did your child attend meetings? never sometimes always

5. Did your child enjoy the program delivered? never sometimes always

6. Circle the camps your child has been to: Mensinger, McConnell

Circle all that apply

1. Yes, I want to re-join

2. Please send me information

3. I am active

4. I am a Webelos Scout and I want to be a Boy Scout

Parents Name_____

Address_____

Phone number_____

E-mail address_____

Youth's Date of Birth_____ Grade_____

Comments:

Neighborhood Chat Talking Points:

- Talk about the Tuft Study (Presentation in Supplemental Info Section)
- Have Parent Testimonials on what Scouting done for their child
- Have former Eagle Scouts talk about what it means to be an Eagle
- Ask Parents what traits, morals, and skills they want their children to develop
 - Take those answers and use Scouting program to fill those needs
- Have Business Owners speak about hiring Scouts to non-Scouts
- The talks should be about why your child will benefit from Scouting through their whole life and the benefits of a Parent allowing their youth to join.
- **Please refer to GYC Case for Support membership PowerPoint slides**

Supplemental Information:

Please Visit <http://bit.ly/gycinfo>

This online folder will contain all supplemental info to help and assist you.

For example, it will contain:

- JTE Scorecards for all Units
- Recruiting Guides
- Copy of this Plan
- Tuft Study
- Info that will be useful to carry out this Plan will be added
- Print as needed
- <http://scoutingwire.org/marketing-and-membership-hub/councils/>

Boy Talks:

Boy talks can make a huge difference when signing up new Cub Scouts! Schools that provide access to boy talks are the way to go. A Boy Talk is simply visiting each classroom and getting the boys excited about Scouting.

The boy talk is where youth excitement is created. The district's Cub Scout sign-up training will help give you the skills to put on an effective boy talk. Boy talks work best by going class-to-class and giving a five-minute promotion on the fun that Scouting has to offer. If this scenario is not feasible then a school assembly will work; however, classroom talks are best. When speaking with the school, thank them for working with us in the development of youth and their community.

Helpful hint: Consult with your district executive if you should need assistance with your boy talks. These energetic in-school presentations will dramatically increase the success of your recruitment!

Please watch <https://youtu.be/V868rmXTSOA> for an example of a Boy Talk

What is a Boy Talk?

A Boy Talk is a short (5 to 6 minutes) presentation to Tiger, Cub Scout or Webelos age boys in order to tell them about a future recruitment night for Scouting. It can be held a classroom or a lunchroom.

Boy Talk Essentials

Boy Talks are best conducted from one classroom to another. However, effective Boy Talks can be done by tagging on to the end of a school assembly or working the cafeteria during the lunch period. Parents and Pack leaders who are familiar with the school principal or school secretary are usually more successful in securing permission to do a talk even if they are not the one doing the talk. In the best case, if you can take your contact info with you chances are it will be more successful. And you will have trained someone how to do a Boy Talk for you in the future.

Take along your promotional supplies such as flyers, posters, stickers, pencils, pinewood derby cars.

Conduct the Boy Talk within four days of your recruitment night.

Steps in Conducting the Boy Talk

- Call the School Principal.
- Schedule the talk. Ask to go classroom to classroom. If that is not allowed request to be on the end of an assembly or do a lunchroom visit.
- Wear your uniform.
- Stop at the school 15 minutes in front of your talk and introduce yourself to the principal and school secretary.
- Tell the lunchroom monitor that you are there to talk to the boys but the girls can listen.

Your talk should include:

- A brief description of the activities of Scouting: BB guns, archery, camping, fishing to excite the boys.
- The date and importance of the recruiting night.

- Have the boys repeat the day and location.
- Leave recruitment fliers at the school with the school secretary.
- Ask to put up posters advertising the recruitment night.
- Give the school secretary a bag of popcorn.

Discussion Points for Talking with School Administrators

- Tuft Study
 - How does Scouting Work
 - Hopefulness
 - Helpfulness
 - Obedience
 - Cheerfulness
 - Kindness
 - Trustworthiness
 - How's does that translate back to classroom
 - Better students
 - More engagement
- Scouting Builds Ethics & Character
 - 12 points of the Scout Law
 - Relate it back to the classroom
- Show the Scouting Works Video https://boyscouts-my.sharepoint.com/personal/nicrae_scouting_org/_layouts/15/guestaccess.aspx?docid=1d158282146e946a281517052b6b206c6&authkey=AawMKkPk46gGqaWpd4PEeY
- How can Scouting help improve their students
 - Less crime
 - Less academic problems
 - More responsible
 - Etc.
- Find out the needs of the school Administrator
 - Talk about how you can fill their needs with Scouting