

**Taughannock District**  
**Minutes of Day of Planning – January 28, 2017**  
**(thanks to Mike Brown and Mike Hughes)**

Open 08:30

**JTE** - Almost gold JtE status - clearly silver

**Organization/Roles** – now on TCScouts.org website – remember to use the website since most of whatever we will need is already there!

**Goals**

- 1) Achieve JTE Gold and Increase membership by 3% from re-charter to re-charter – focusing most (or even all) effort on establishing a unit or set of units in downtown Ithaca and downtown Cortland
- 2) Each sub-committee has at least 5 active members and gives at least 5 reports to the Committee
- 3) Critically analyze needs and Implement an overall District Plan which also coordinates with recent Council goals

**Taughannock 2020 Plan** – this plan is our response to Goal 3)

❖ one of our focuses is to try to link what we are doing to our overall membership/retention/finance goals

➤ Brainstorming:

- Themes
  - Twelve Points of Scout Laws
  - how youth benefit
  - focus on service - use Eagle projects
  - Activities
  - Cub recruiting
  - Outdoor
  - Patriotism
- we settled on the 12 points as it fits well to a 12 quarter (3 year) effort
- Media plan – how can we get our scouts “seen” in the media
  - Help with flags in cemeteries
  - Parades
  - Community events
  - Finding ways of putting Scouts in front of public
  - Make sure pictures are taken and distributed to media
  - Local signs
  - Open letter from key member of community related to theme (letter to editor)
  - Statements from youth members at each level, what theme means to them
  - Remember all levels of the BSA program - Cub/Scout/Venture/SeaScout/Explorer
  - Highlight activities which are fun - pinewood/camp/Jamborees/High Adv bases
  - Commissioners to solicit or take pictures of meetings
  - Ask unit level people to post to Facebook page
  - Solicit pictures/stories from units

Place notes in media

Change perceptions to Scouting as ordinary and necessary

- Program Coordinator - How to attract someone to do publicity job?  
Need someone at district level who knows community and Scouting
  - Three plus years in area and Scouting
  - Understudy with others with more experience  
(or several who know different communities)
  - someone who is up with today's technologyNeed someone full-time (not short term) who can identify resources for theme
  - That person can then hand off resources to short-term theme peopleCommunication skills  
Marketing skills  
Organized  
Used to organizing projects (Project Management)  
Media background  
Recruiting skills  
Go to professors at colleges  
Organize PR campaign using media around theme  
People starting media business  
Coordinator Who? - Laurie Linn? Doug Smith? Jim Graney?  
Don Perkins has contacts in media and TC3  
Do we still have Communications Explorer Post?
  
- Additional Thoughts?
  - need media coverage
  - difficulty in keeping units moving forward already / buy-in to new program
  - need to show units benefit to them
  - get message to parents about benefits of Scouting
  - what comes first?
  - build from bottom up?
  - reports from units/commissioners need to go to someone who can do something with it
  - if you publicize it, membership will grow, money will follow
  - get people involved who had peripheral or former involvement but now inactive
  - already difficult to recruit people, key is who is recruiting, need to get right recruiter
  - need coordinated approach to make Scouting work better
  - tie quarterly theme into everything
  - some units are too small to have person coordinating additional tasks
  - units that need help most won't or can't help
  - prepare battlefield before go into operation
  - continuity is key - and problem - coordinator needs continuity, recruit quarterly assistants
  - need boy talks in schools (i.e. direct contact element)
  - leverage new Cub Scout professional
  - don't reinvent wheel
  - need to define goals to manageable level
  - create something positive will motivate units which need help
  - long-time need
  - Recognize monthly unit - what has one unit done for the theme of the quarter - send release out about one unit who has done something related to the theme - recognize those who aren't usually recognized - use commissioners to suggest units

## Committees

### ❖ Advancement

#### ➤ Goals

- 4 life to eagle training
- 1 board of review training committee/roundtable comm'r
- 1 merit badge training
- 11 meetings
- notify commissioners of units not advancing at every comm'r meeting
- new policy: SM's must advise of Eagle reviews by roundtable - no exceptions, no walk-ins
- meet council advancement

Coordinate attendance at Council - Michelle

#### ➤ Alumni/Nominating

- meet 4 times a year to maintain a database (Eagles etc)
- setup/take down Barton, camp improvements - use database for Beaver days
- dish-to-pass for Barton alums (time to be decided)
- 
- change vision to include eagles, OA parents/alumni
- tap into old unit leader lists and more National lists

Council contact - open

#### ➤ CAPS

- starting list of activities
- Lyn's survey - desire for a District Pinewood championship; Cub Adventures/advancement ("Loop-a-paloza")
- do not think there should be a fall and a spring camporee in the same scouting year
- district-wide all program service project day
  
- council contact: (Kathlene)

#### ➤ Finance

Goals -

- work with Advisory committee to get Comm'y FOS and Family FOS id'd this quarter
- work with council to communicate district budget back to Roundtable by this quarter

Contact: Marc Stammer

#### ➤ Membership/Publicity

- (not present)

#### ➤ Training/Recognition

- Description - scrap the form - almost all training now offered on-line
- - merit badge training support

Goals

- find a new chair (Sheldon Craig, Jamie Saroka?) by 3/31/17

- establish whether there is still a need for the committee ... training needs largely coopt'd
- determine how to morph the job of this committee ... by 6/30/17
- developing district trainers
- monitor/recognize training status
- run a well-attended recognition event in April

Contact: ???