

## District Day of Planning Notes January 18, 2020

Reviewed district structure

Reviewed 2019 Goals - Didn't make most of them

- Achieve JtE Gold – did that as of today as to total points – might be off for membership category
- reviewed 2019 performance
- Membership – didn't achieve growth

Set Goals for 2020

- Achieve JtE Gold
- Membership
  - At least 750 total youth
    - increase boy membership
    - set goal for girl membership?
  - stop losses at Cub level – esp. Wolf/Bear
    - program (fun)? Timing? Parental expectations? Keep families?
  - limit effects of financial issues (fees, costs)
- Training – build community through local in-person training
- Build parental involvement/volunteering

Broke up into committees

CAPS Goals for 2020 – basically the same as 2019

- By March 31, reach out to all units to invite them to send a representative to the committee. Also reach out personally to potentially “key” people.
- Promote at least one District or Council high-adventure trip
- Plan/help plan and support at least three council/district Cub activities a year (Pinewood / Spring / Fall Adv Wknd)
- Publicize National/International awards such as Outdoor Challenge recognition, Messengers of Peace Award, DoE, etc.
- Create a recognition for most service hours by units
- Plan and support at least two Scout activities a year (camporee plus service opportunity such as Feed My Starving Children) with an emphasis on holding activities in front of the public, getting teasers out at program kickoff in June/August with flyers by the roundtable the month \*before\* the event
- Identify and appoint organizers for the 2021 Winter camporee
- Promote camping at Cub and Scout levels to improve camping nights per youth
- Regularly have one member attend or call into Council program night

Training Goals for 2020:

- 1 – Align training to goals of addressing problems of retention, especially at Cub level
- 2 – Goal: all top-level unit leaders in existing units trained by 12/31/20
- 3 - Have goals to present at February 2020 DC meeting
- 4 – Review Roundtable date – move to a night with no unit meetings? Survey units.

Membership/Publicity Goals for 2020: (workshop and prioritize this afternoon)

- 1 – spring 2020 recruiting for 5<sup>th</sup> graders
- 2 – continue two recruiting periods – fall and spring
- 3 – encourage area recruiting groups by 3/31
- 4 – support “join Scouting” events by assigning volunteers by 8/15

- 5 – come up with plan by 3/31 on how to take team approach to recruiting Scouters (adults)
- 6 - make better small-pack resources available (partner with Training) by 5/31
- 7 – starting all-girl pack in Tompkins County by Fall 2020
- 8 – Review available youth by location/population (with trends) and assure program is available where needed – by 4/30
- 9 – Recruit somebody at district level to do media liaison for units
- 10 – set up Girl Troops at various spots

Advancement Goals for 2020:  
(same as last year)

Finance Goals for 2020:

- 1 – Meet financial goals for Family and Community FOS by 11/1
- 2 – Establish recognition for Family and Community FOS by recognition dinner
- 3 – Follow up on Family FoS absentees
- 4 – Set up plan for regular work on Community FOS by 9/1
- 5 – Work with Alumni/Nominating to identify chairs for each Family and Community FoS by 9/1
- 6 - Work with DE to create on-time District Event budgets
- 7 – Work with DE to increase calendar sales to large local businesses by 12/31
- 8 – Financial training for units to have balanced budgets and quality fundraising at May Roundtable with handout to bring back to units
- 9 – With help of Alumni committee encourage restricted gifts or set up dedicated fund that can be used to help youth with registration fees in Taughannock District starting 9/1

Alumni / Nominating Goals for 2020:

- 1 – 4 (same as last year)
- 5 – by 3/31 survey units who have adults who have stayed after their kids left program as to why they stayed
- 6 – by 3/31 come up with team to teach units how to ask adults to become involved and what to ask them to do
- 7 – by 5/31 create plan for “Scout Network” (UK term) to involve young adults in the program (NESA/APO/campus tours, other ideas)

Religion – no separate meeting – goals per last year to support Council committee

Calendar planning – see separate file

Group presentations/Discussions

Membership/Recruiting (Dan Wakeman, moderator)

Hurdles:

- Sticker Shock
- Societal Change – does Scouting appeal any more?
- Parents view as one more thing for them to do – feeling overcommitted
- Lack of investment – parents don’t see investment in Scouting
- Difficulty of marginal units to provide quality program (critical mass)
- New units are by definition marginal – how to provide interesting enough program to keep youth involved until the unit becomes more than marginal
- Don’t manage transitions well (Bear-Webelos, Webelos-Scouts, etc)
- New Cub advancement program – all happens at den meetings, preempts fun with

advancement, not done in family as in the past – sends wrong message to parents  
Getting good den leaders to carry dens through, especially with smaller packs (six levels, potentially two dens at each level), wind up with new leaders starting from scratch each year. If you lose leader, lose den.  
Making recruiting locally responsive, not directed from Council. Can't do the same thing across district/council.  
Paperwork is a burden

#### Solutions:

Setting expectations up front  
Break expenses down on monthly basis, or present as annual cost  
Unit uniform bank  
Exciting activities  
Getting the message across to parents and youth as to the good we do  
Selling Scouts (per Gary Decker's FB post)  
Presenting parents get support from Scouting community  
Cub leaders tell parents benefits of going into Scouting (will have friends when transition to middle school, etc).  
Recruit leaders for specific terms  
Sell the Community of Scouting – communications!  
Sell the benefits of Scouting to parents – what's in it for the youth? This will help your child get into good school, etc.  
Sell friendly environment  
Get parents to talk up Scouting to other parents  
Share the successes  
Eagle Courts of Honor – sell the values

#### Camping

##### Hurdles:

- insufficient enrollment at both camps for Scouts BSA – potential to cancel weeks
- insufficient advertising at council level

##### Solutions:

- communicate need to go to camp to units outside Taughannock District (all of our units go to camp, most in council camps)
- encourage out-of-council troops to publicize camp to other troops in their camps
- beef up provisional camper program – encourage Scouts to go another week – reinstate formal provisional campsite and provisional leadership (especially to units which go out of council)
- encourage units to invite Scouts from other units to spend another week in camp with them
- publicize when our units are going to our camps so parents can send Scouts with them
- cooperate with other adjoining councils to promote all Finger Lakes area camps jointly
- have camp presentation at events which have Scouts present
- contact local camps which are full to offer the camp to their Scouts
- contact out of council troops who used to come to our camps (being done)
- have solid Cub camping program at camps and encourage Cubs to attend
- build up Scout numbers so that we have more Scouts who can come to camp
- contact Scouts not going to camp to find out why

- reach out to non-Scouts – would have to register as Scouts – have table at school camp nights (also helps with recruiting into troops/packs)
- long term, need to pay staff better to attract and retain older staff
- reach out to Explorer Posts
- organize special weeks (sailing, etc) for troops (as opposed to only as provisional individual Scouts)
- Set up formal system to recruit troop volunteers to help in program areas at camps.
- Market to Girl Troops

## Finance

Family campaign last year reached 93% of goal, community 92%, 103% of popcorn, 133% at DCAD in Cortland

Reading from cards is boring

Personal stories grab interest – how Scouting helps the youth

### Hurdles:

- Feeling that contribution is too small to matter
- need broader base of contributors
- need people to run program who aren't currently doing something else
- FoS cards are from database which isn't up to date (council will be using color brochures w/o names in future instead of cards)
- Popcorn campaign starts and ends too early (?)
- Popcorn is too expensive (value proposition)
- Doubled membership fee a hurdle for Family FoS (need to look at total cost)
- Fees for National Jamboree are too high
- lack of transparency or participation in setting goals (units and district)
- program budgets not reviewed by lower-level district people who have to live with them
- lack of specific information on what is needed for project sales so we can help (units who buy things for camp should hand in receipts so district can get credit for project sales)
- need someone to take charge of Community FoS

### Solutions:

- go for 100% participation from group, rather than pushing specific level of \$ (noting that full participation helps encourage outsiders to give \$ at community FoS)
- promote community FoS and get leads at Family FoS presentations (who should the district be approaching)
- note other ways of giving while doing Family FoS (calendar ads, project sales, etc)
- Threaten units with having council presenter unless they give...
- Set up links at district website where they can donate thru unit
- use data mining of former members/leaders to approach new potential donors
- compare total costs of Scouting to other youth programs (not just registration fee, which is misleading) – still a good value for money
- Educate units for annual budgeting, so that units pay majority of registration fees (if not all). How can units raise enough money so that families don't have to come up with all of the registration fee in December
- stop collecting small amount in September and then going back to the well again

in a few months. Collect regular annual fee in September, unit pays the 2-3 month extra from unit funds.

- give paper recognition to businesses when they contribute (i.e. paper scout or tent to put on wall)
- sell local benefit to contribution
- get Community FoS chairs for smaller local areas than for two-county area, then overall (or county level) FoS chair can be recruited to just coordinate efforts of community FoS people.