

THE
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2025

NATIONAL ANNUAL MEETING

PRESENTED BY
 UpperCrust
AT YOUR SERVICE.

Scouting  America™





ROGER KRONE

Chief Scout Executive
President & CEO

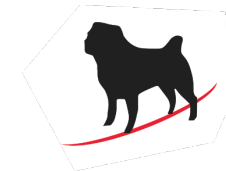
THANK YOU TO OUR SPONSORS



PRESENTING SPONSOR



SILVER SPONSORS



Black Pug
Software

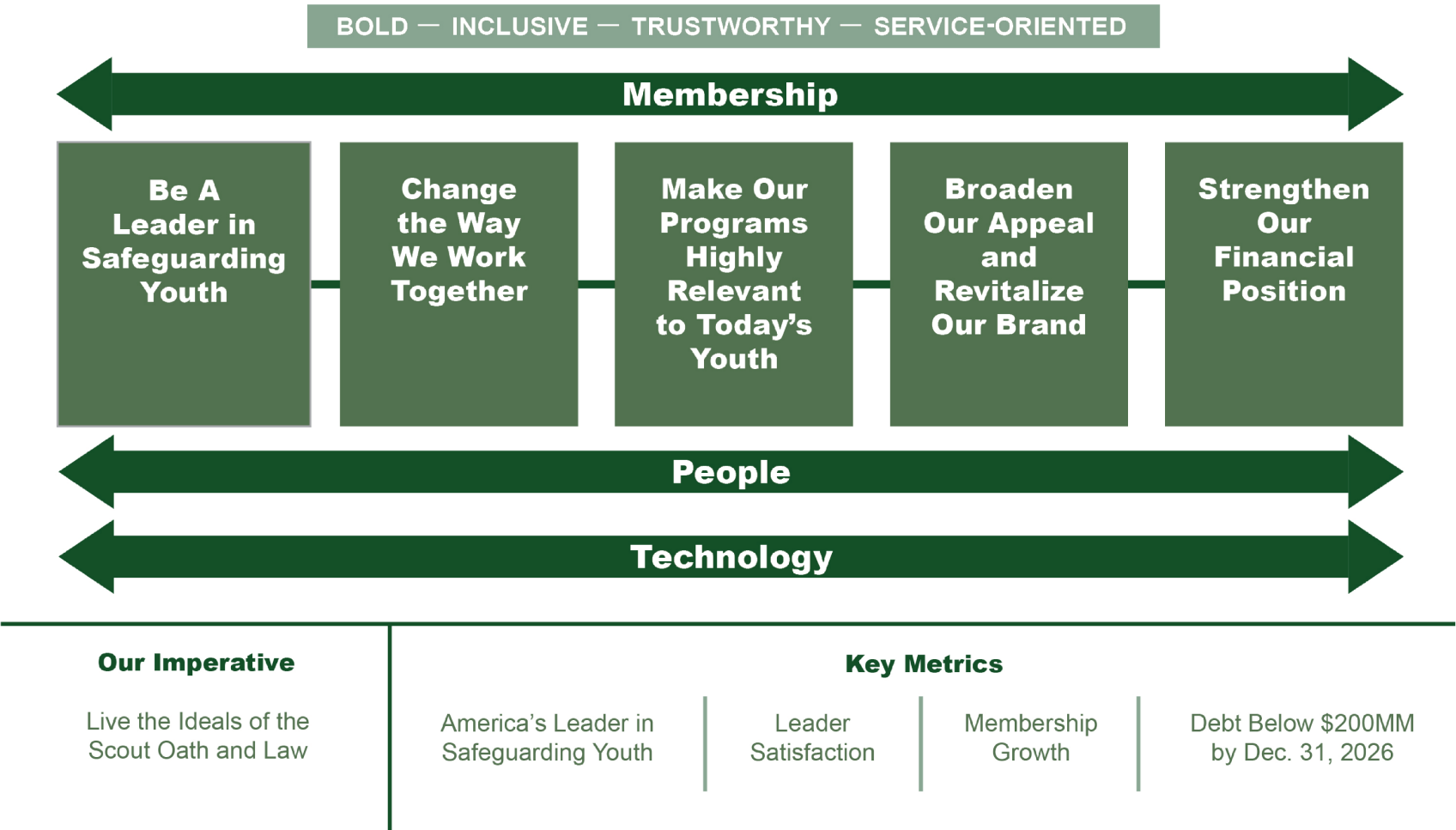
BRONZE SPONSORS



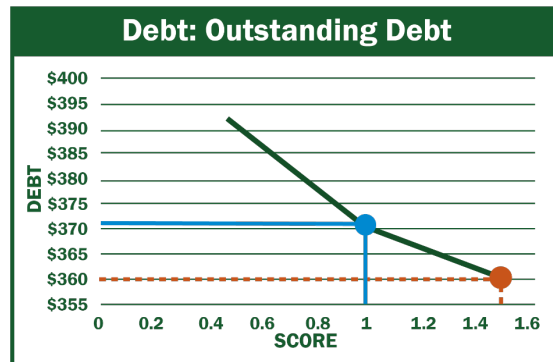
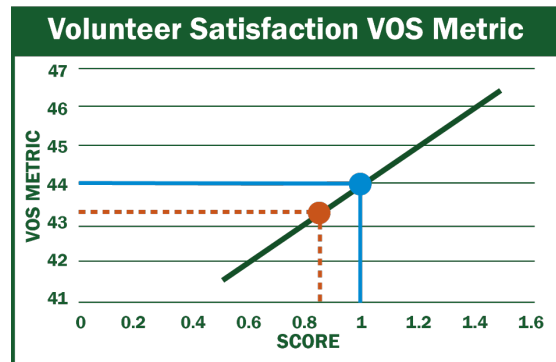
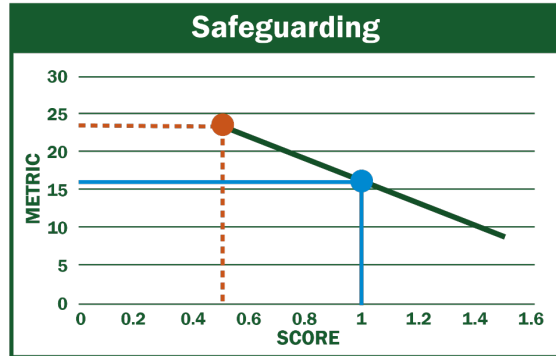
SUPPORTING SPONSORS



OUR GOAL: TO PREPARE AMERICA'S YOUTH FOR LIVES OF IMPACT AND PURPOSE.



ROADMAP METRIC RESULTS 2024



----- ACTUAL
----- PLAN

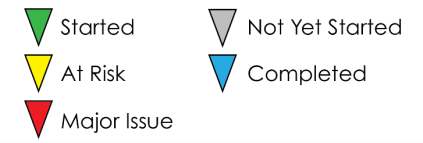
Scouting Enterprise Performance Plan Grid

Enterprise Plan Grid	Achieved	Score, %	Weighted Score, %
Safeguarding (Fatalities/Abuse)	24	50.0	12.5
Membership (Year-End Totals)	1,030,862	72.7	21.2
Satisfaction Index (VOS)	43.3%	84.7	18.1
Financial (Debt)	\$360M	150.0	37.5
Total			89.3



ROADMAP FOR SCOUTING - MASTER SCHEDULE

Preparing America's Youth for Lives of Impact and Purpose



IMPERATIVES

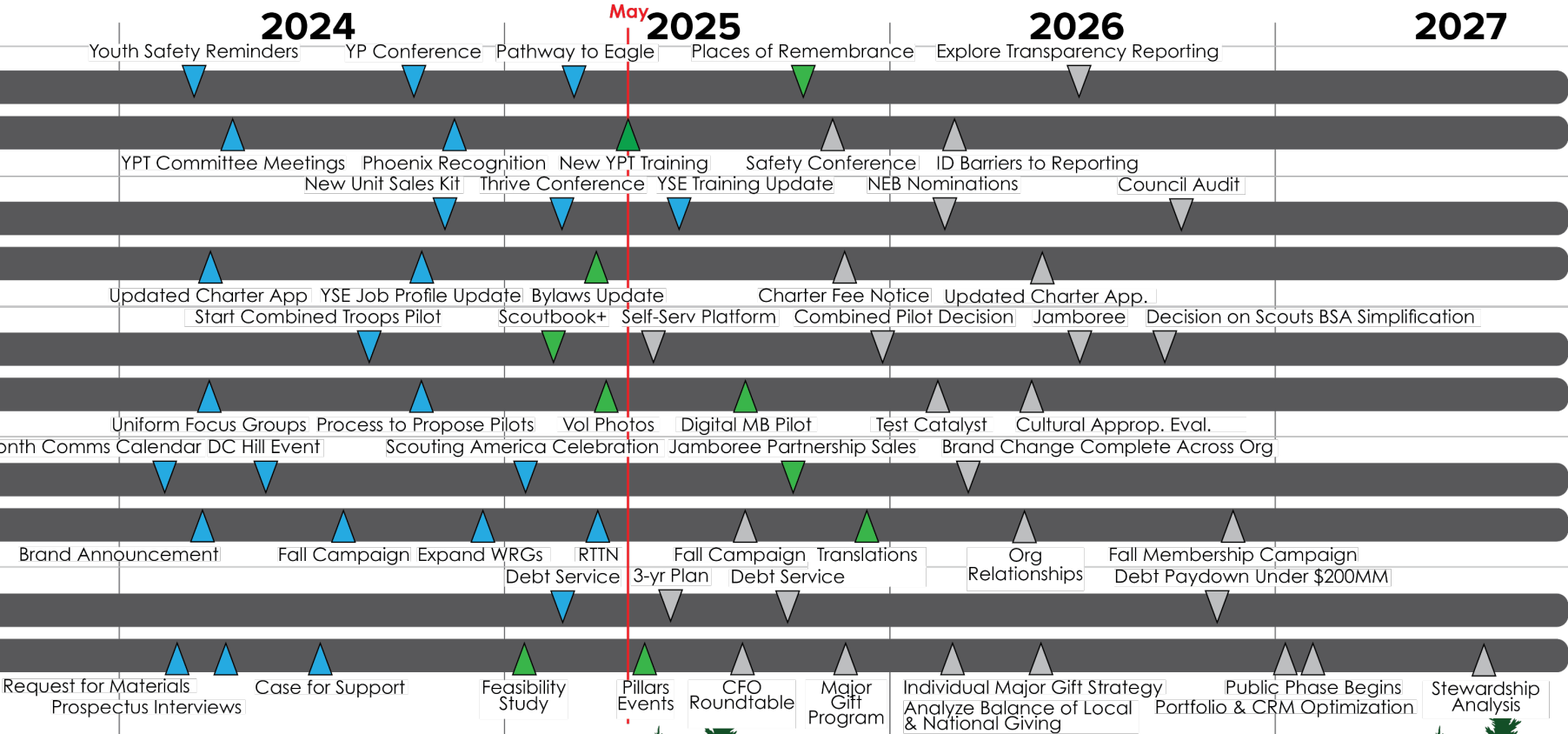
Be a Leader in
Safeguarding
Youth

Change the
Way We Work
Together

Make Our Programs
Highly Relevant to
Today's Youth

Broaden Our Appeal
and Revitalize
Our Brand

Strengthen
Our Financial
Position



Safeguarding Youth (Fatalities or Abuse)

>0

Satisfaction (Satisfaction Index)

43%

Membership (In Thousands)

1,030

Financial (Debt)

\$360MM

0

46%

1,075

\$317MM

0

48%

1,265

\$198MM

0

50%

1,380

\$172MM

2024 HIGHLIGHTS



- Restarted the **Scouting Caucus** with the goal of cultivating relationships that benefit youth both locally and nationally.
- Updated our **range and target sports guidelines** in order to run the safest program possible.
- Rebranded Boy Scouts of America to **Scouting America** to ensure all youth feel welcome in Scouting with a name that reflects the audiences Scouting serves today.

(2024 HIGHLIGHTS CONTINUED)

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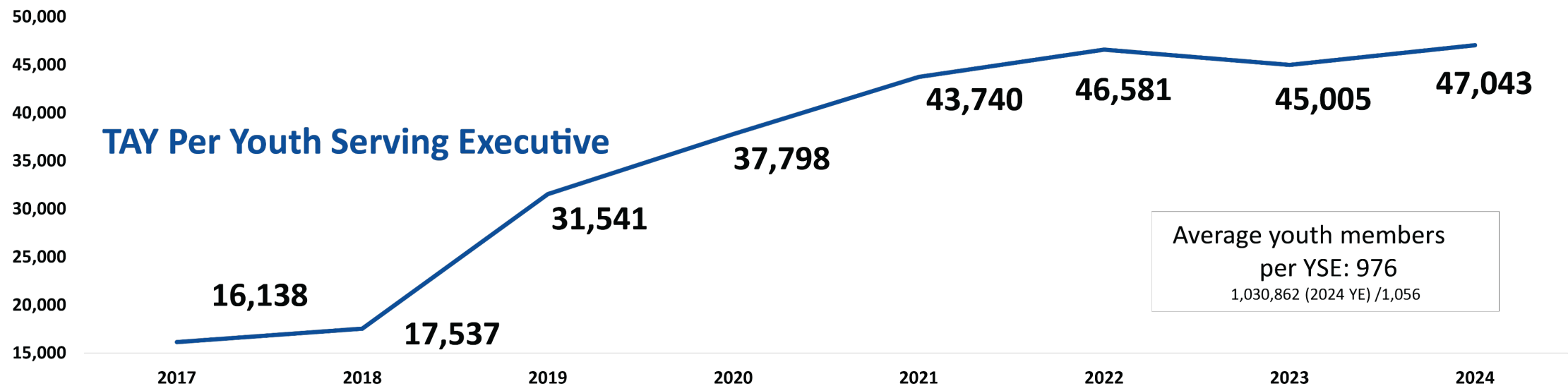
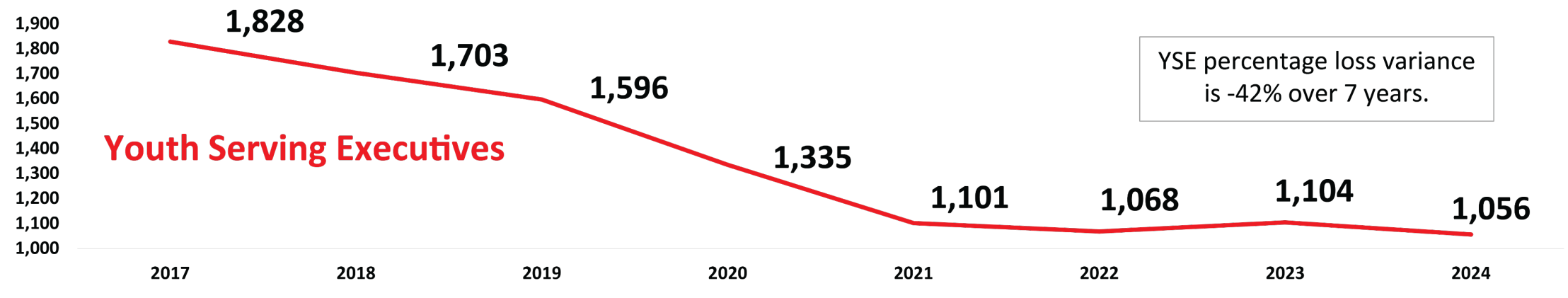
- Signed **David Montgomery** as a Scouting ambassador.
- Piloted a **mixed gender** Scouts BSA program.
- Held a successful **National Order of the Arrow Conference** in Boulder, CO with more than 7,200 attendees.
- Made an **early debt payment** of \$10 million, saving almost \$2 million in interest in 2025.
- Brought experts together for the first **Safeguarding Youth Symposium** in Las Vegas, NV. This event was designed to share the knowledge, tools, resources to safeguard youth.
- Awarded \$30 Million **Lilly Endowment grant**.

WHAT DIDN'T GO WELL IN 2024

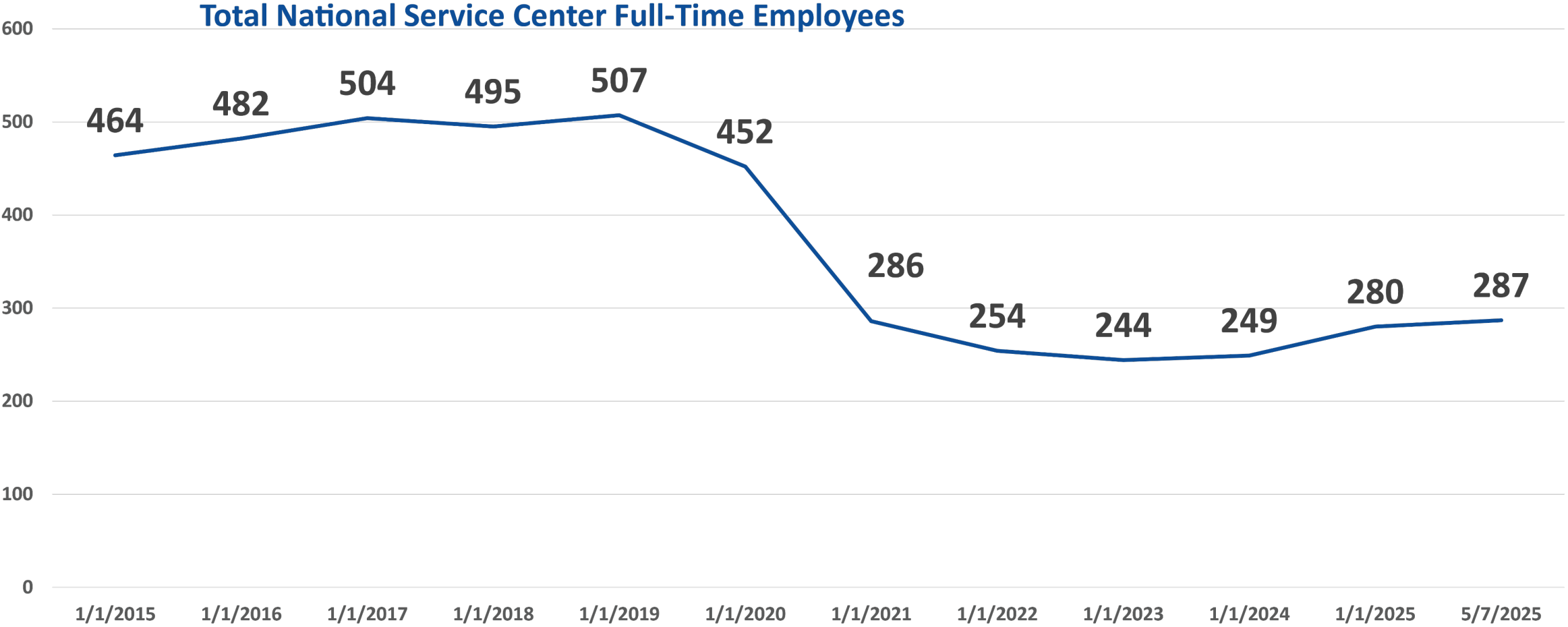


- **Registration/renewal**
- **Number of DEs**
- **National Service Center staffing**
- **Scout Executive succession**
- **Council financial health**

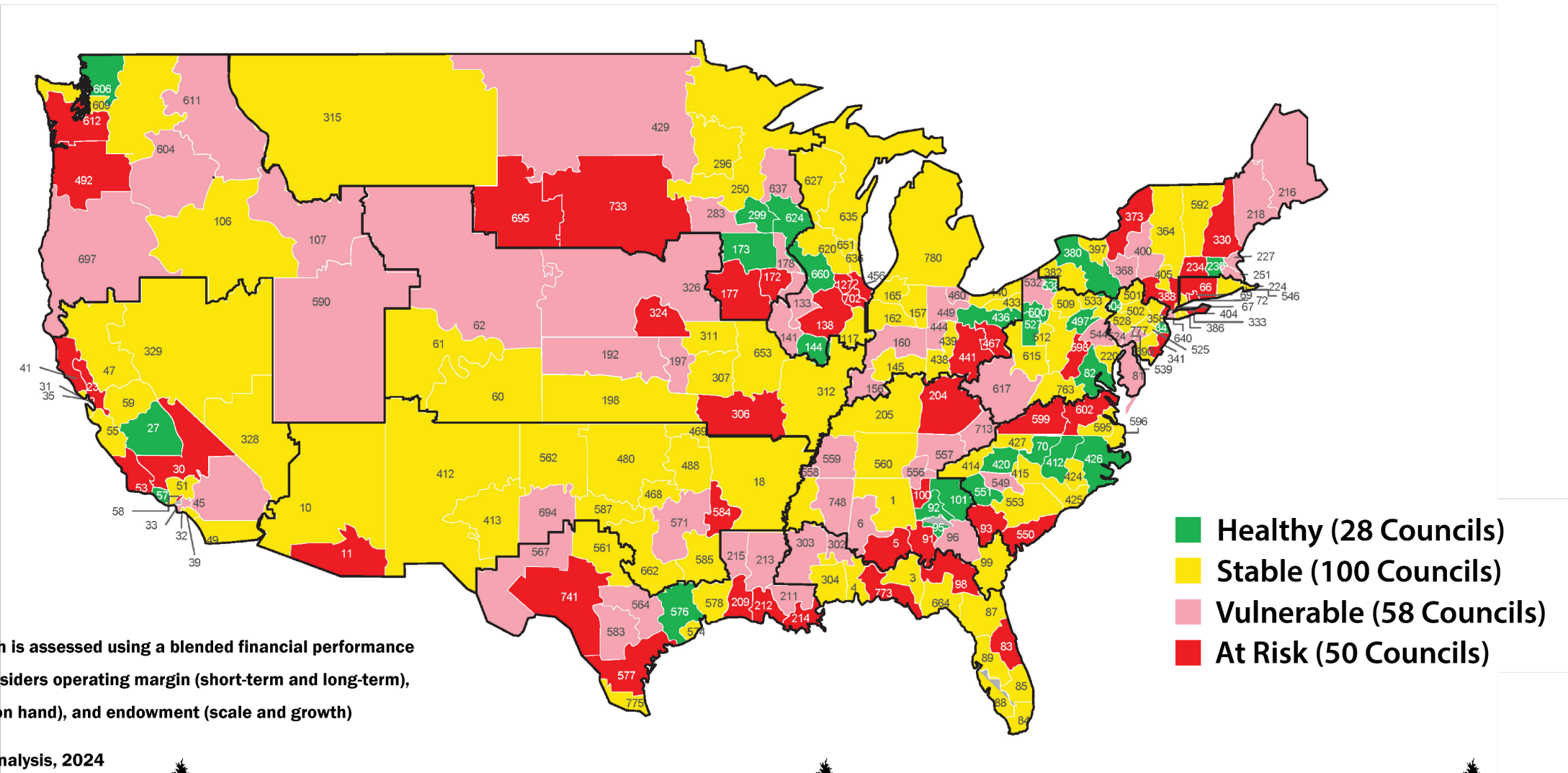
YOUTH SERVING EXECUTIVE TRENDS



NSC EMPLOYEE HEADCOUNT



FINANCIAL HEALTH ASSESSMENT HEATMAP



LONG HISTORY OF SPOKESPEOPLE



BUT...WE'VE NEVER HAD A 1,000-YARD RUSHER...

DAVID MONTGOMERY

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2025 ROADMAP GOALS

Goal 1: Safeguarding Youth

Safeguarding Target:	2024 Actual	2025 Target
	>0	ZERO COMPLIANCE TOLERANCE

Goal 2: Membership Growth

Membership Target:	2024 Actual	2025 Target
	1,030,862	1,075,000

Goal 3: Satisfaction Index (VOS)

Satisfaction Target:	2024 Actual	2025 Target
	43.3%	46.0%

Goal 4: Financial Health (Debt Reduction)

Debt Reduction Target:	2024 Actual	2025 Target
	\$360,000,000	\$317,000,000



2025 OPERATIONAL GOALS



- New **safeguarding** training
- **Safety** conference
- **55+** Unit Growth Executives
- Council **bylaw** update
- **Renewal/registration** improvements
- Additional program **pilots**
- **Digital** merit badge rollout
- Multilingual **translations**
- Expanded recruitment marketing & **playbook**
- Campaign **feasibility study**

INTRODUCING...

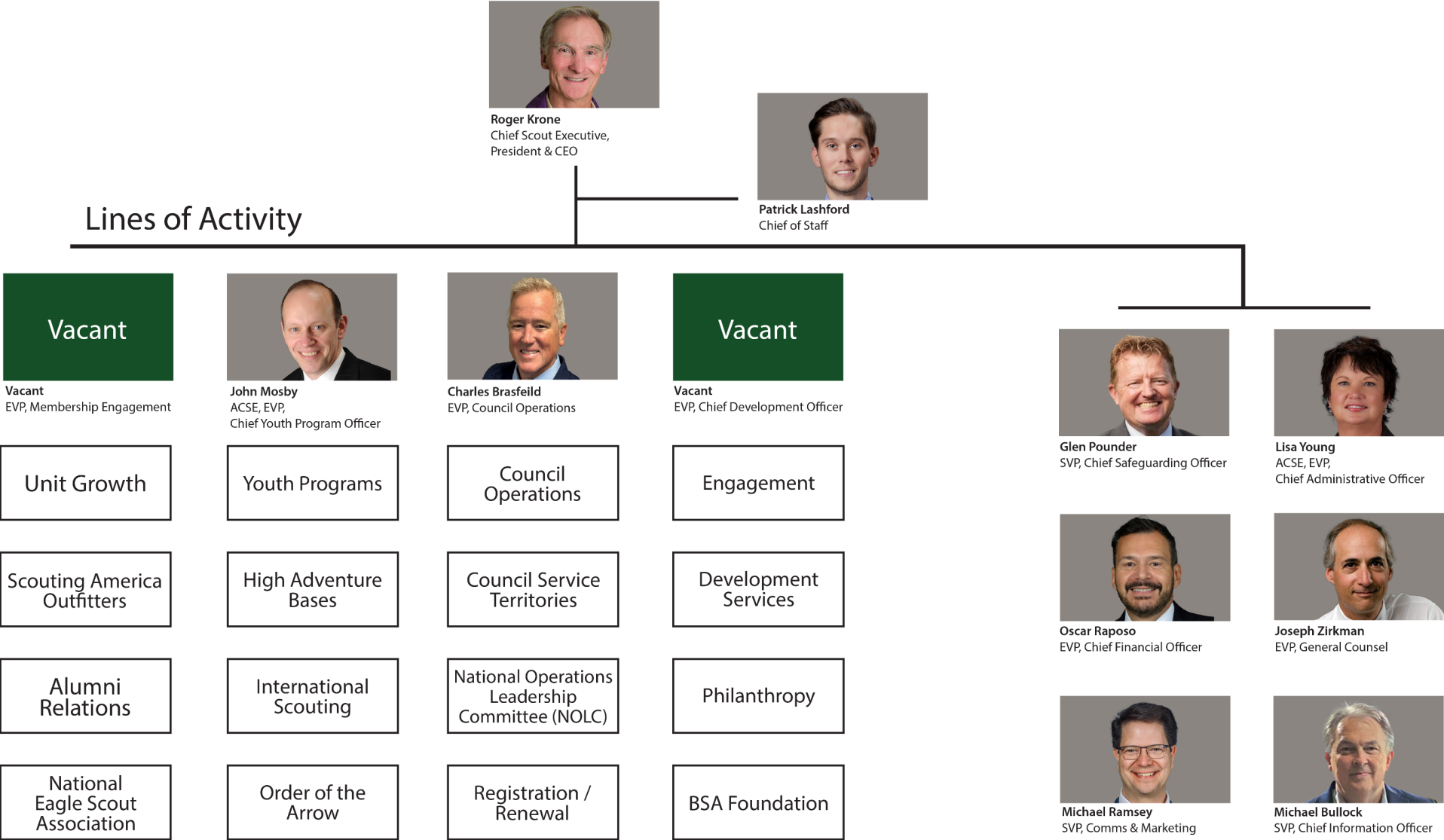
SCOUTLY

Scoutly is an AI “guide” powered by Amazon Bedrock that helps Scouts, parents, and volunteers during their Scouting journey.

THANKS TO OUR SCOUTLY LAUNCH SPONSOR:



ORGANIZATIONAL ALIGNMENT



PREVIEW OF THE NEXT FEW DAYS

Wednesday, May 14

- Silver Antelope Luncheon
- Be A Leader in Safeguarding Youth (Roadmap Session)
- Change the Way We Work Together (Roadmap Session)
- Make Our Programs Highly Relevant to Today's Youth (Roadmap Session)
- Networking Social Event (Dueling Pianos)

Thursday, May 15

- Duty to God Breakfast
- Keynote Speaker: Richard Reeves
- Broaden Our Appeal and Revitalize Our Brand (Roadmap Session)
- Electives Session (1pm-5pm)
- Silver Buffalo Dinner

Friday, May 16

- Americanism Breakfast
- Business Meeting
- Strengthen Our Financial Position (Roadmap Session)
- Q&A / Closing Session

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