

THE  
POWER  
OF ONE



# 2025 NATIONAL ANNUAL MEETING

PRESENTED BY  
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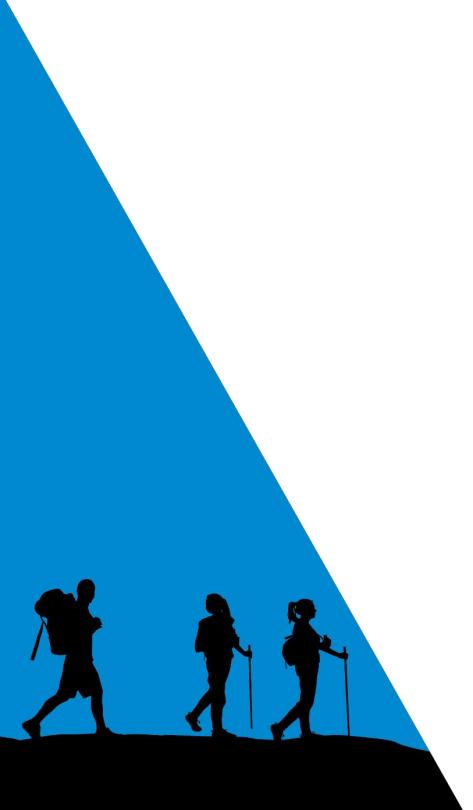
Scouting  America™





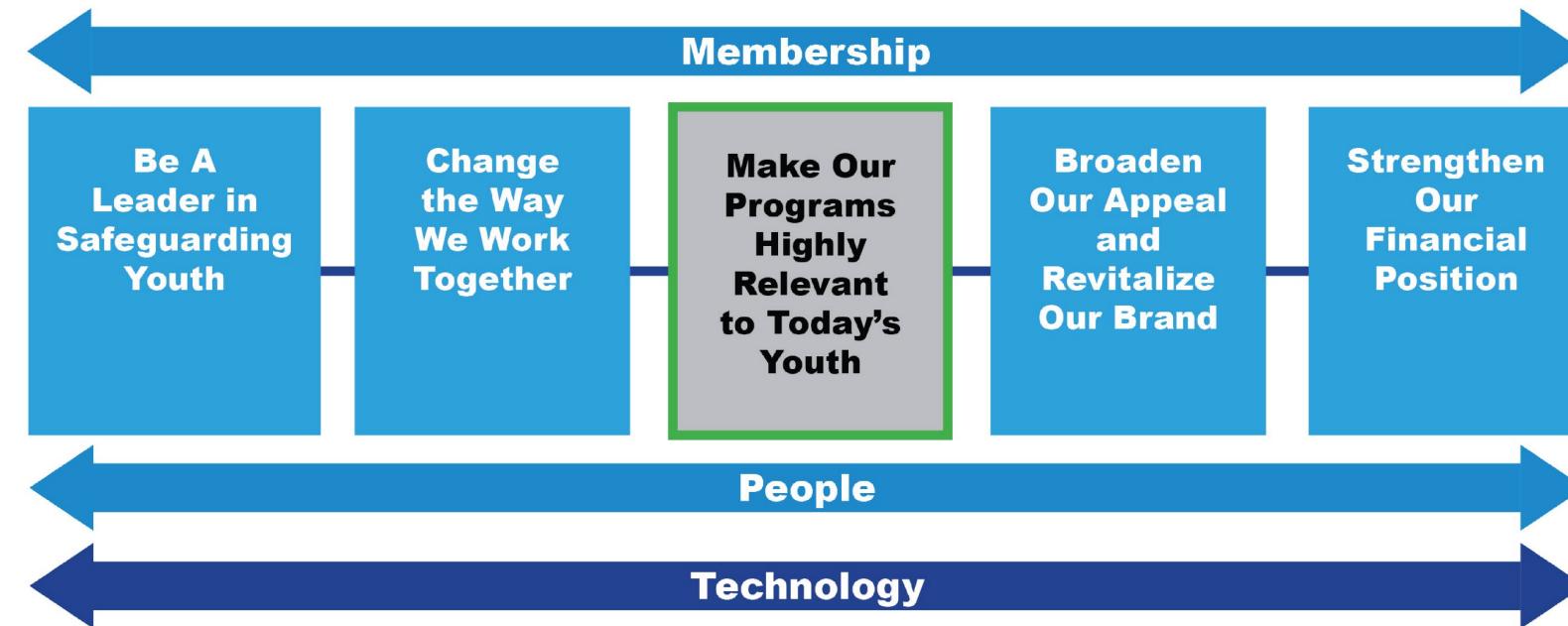
# **JOHN MOSBY**

Assistant Chief Scout Executive  
EVP, Chief Youth Program Officer



# Our Goal: To Prepare America's Youth for Lives of Impact and Purpose.

BOLD — INCLUSIVE — TRUSTWORTHY — SERVICE-ORIENTED



## Our Imperative

Live the Ideals of the Scout Oath and Law

## Key Metrics

America's Leader in Safeguarding Youth

Leader Satisfaction

Membership Growth

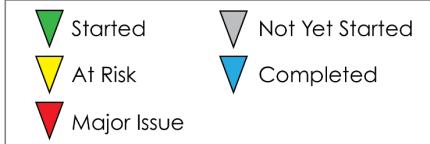
Debt Below \$200MM by Dec. 31, 2026





# Make Our Programs Highly Relevant to Today's Youth

Preparing America's Youth for Lives of Impact and Purpose



## Goals

### Pilots and Focus Groups

2024: Combined Troop Training, Start Combined Troops Pilot, Pilot New HAB Outside Business  
2025: Start Testing Program Overhauls  
2026: Combined Troop Pilot Ends, Eval New HAB Outside Business

### Program Simplification

Uniform Focus Groups, Implement SBR Committee, Select Prog. Overhauls, Eval CS Prog, Define Catalyst, SBSA Survey

### Review for Cultural Appropriation

Create Council Process to Propose Pilots, Recruit Catalyst Chair, Digital MB Pilot, Test Units Without Uniform, Implementation of Adopted Council Pilots, Provide AIA Guidance to Councils, Start Cultural Appropriation Evaluation

### Execute the 2026 National Jamboree

Begin Preparations for 2026 National Jamboree, RFPs for Major Contracts, WVU & Military Agreements, Update OA Language to be Welcoming, Staff Recruitment 1,750, Select Vendors for Major Contracts, Secure 125 Troops, Complete BOM, Secure 230 Troops, Execute 2026 National Jamboree



# RELEVANT PROGRAM: 2024 ACCOMPLISHMENTS



- **Combined Troop Pilot** – Conducted training & kicked-off the testing.
- **Tested Concert @ Summit and Hut-to-Hut @ Philmont.**
- **Re-established the Summit Advisory Committee.**
- **Engaged with uniform focus groups for improved member experience.**



## (2024 RELEVANT PROGRAM ACCOMPLISHMENTS CONTINUED)



- Launched new, simplified Cub Scout program.
- Created Innovation Councils Group to generate & test new program ideas.
- Updated OA language & provided AIA guidance to councils.
- Kicked off 2026 National Jamboree with an outstanding committee.



# RELEVANT PROGRAM: 2025 GOALS



- Complete testing of combined troops.
- Kick-off Catalyst program concept.
- Survey Scouts BSA program for simplification input.
- Test Family Adventure Camp entry-level program in Councils.
- Update all LFL curriculum books.



## (2025 RELEVANT PROGRAM GOALS CONTINUED)

- **Create digital experiences for select merit badges.**
- **Evaluate current programs for AIA.**
- **Secure 230 full Troops for the 2026 National Jamboree.**
- **Test new programs:**
  - Squirrels
  - Seasonal Scouting
  - Outdoor Club
  - Community Scouting



# SCOUTS BSA COMBINED TROOP PILOT

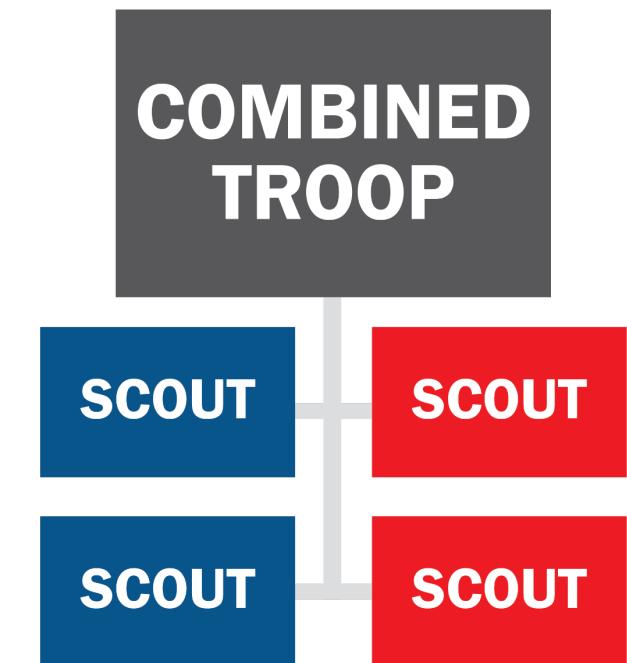
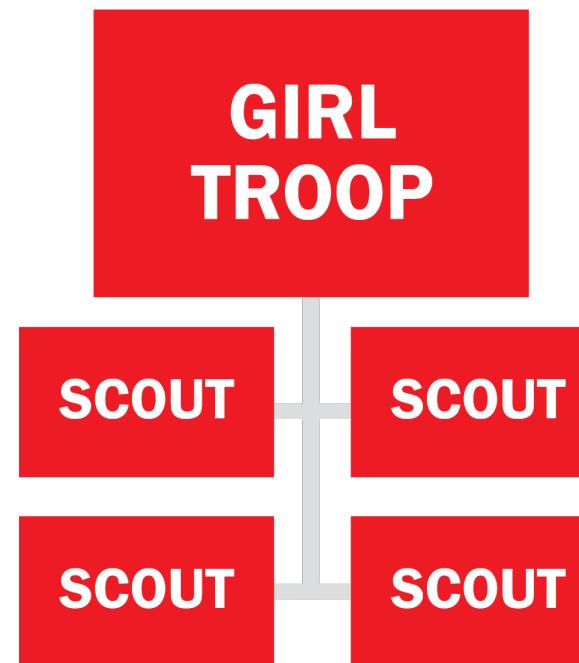
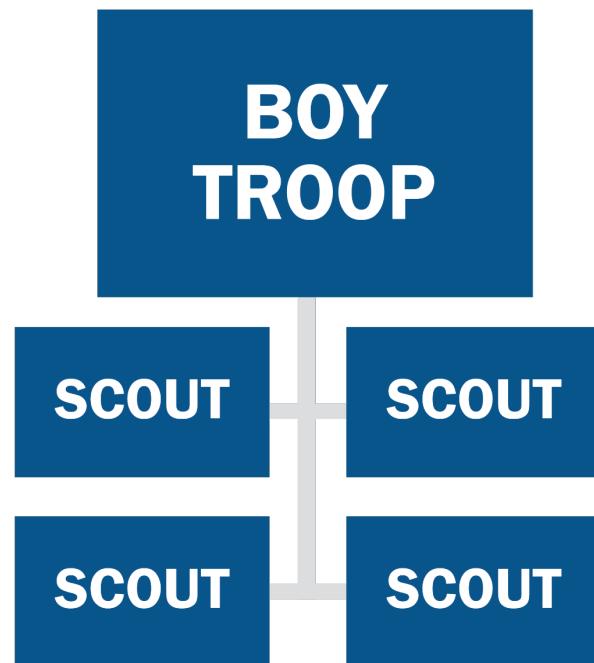
Angelique Minett  
Scouts BSA Chair



# IT'S ABOUT UNIT OPTIONS



**What works best for each family and chartering organization?**





## GOALS OF THE COMBINED TROOP PILOT

- **Need and feasibility**
- **Real-life data**
- **Best practices**



- 174 Councils applied to participate with over 900 Chartering Orgs and 1,000+ units.
- Not pictured: applicants in Alaska, Hawaii, Puerto Rico, Transatlantic and Far East Councils.

A photograph of two Scouts, a boy and a girl, wearing life jackets and holding paddles, standing outdoors in a natural setting. The boy is on the left, wearing a grey life vest, and the girl is on the right, wearing a red life vest with the brand name "Onyx" visible. They are smiling and appear to be on a boat or in a canoe. The background is a blurred green forest.

# LESSONS FROM THE PILOT SO FAR

- 100% of pilot Troops have participated in surveying.
- Pilot leaders, parents, & Scouts highly likely to recommend this **option**.
- Troops where all adult leaders, Scouts, & parents felt part of the decision-making process report a better experience in the pilot. – **KEY**
- Scouts BSA Committee is preparing guides for either decision of NOLC & board.

# COMBINED TROOP PILOT GUIDES

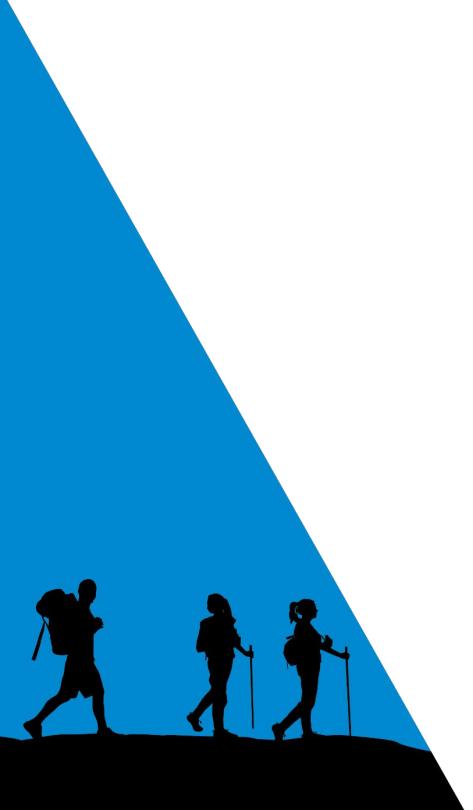
- 1** If pilot **not approved as an option**, a guide will be used to return the pilot units back to their original separate boy and girl Troops.
  
- 2** If pilot **approved as an option**, the following will be provided:
  - A decision guide on forming a combined Troop, both for new units and for units that wish to combine.
  - An operations best practice guide for combined Troops, based on the feedback and lessons learned from the pilot.
  - A website landing page on scouting.org for information on combined Troops, containing both the decision guide, the best practice guide, and all other supporting materials for combined Troops, such as recordings of webinars and Troop Talk Live episodes.





# STEVE JEGIER

## Digital Aviation Merit Badge Lead

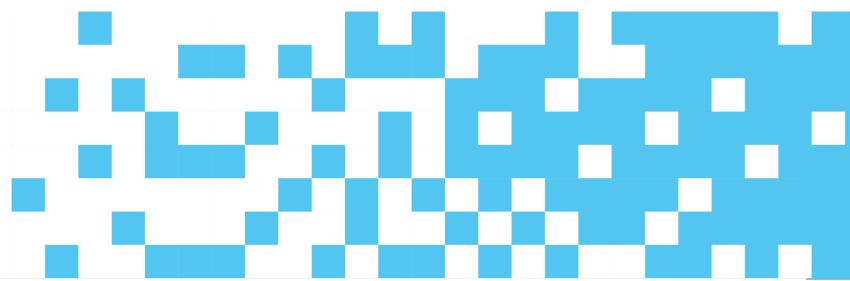
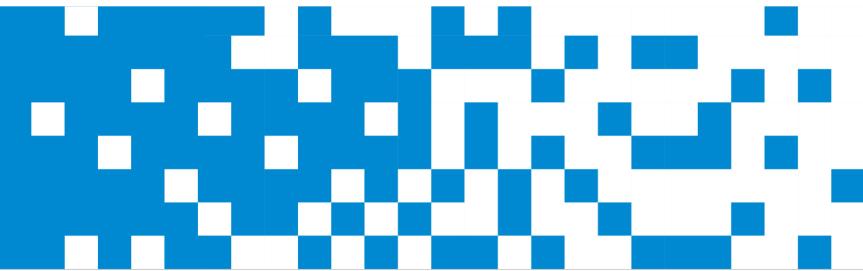


# DIGITAL AVIATION MERIT BADGE



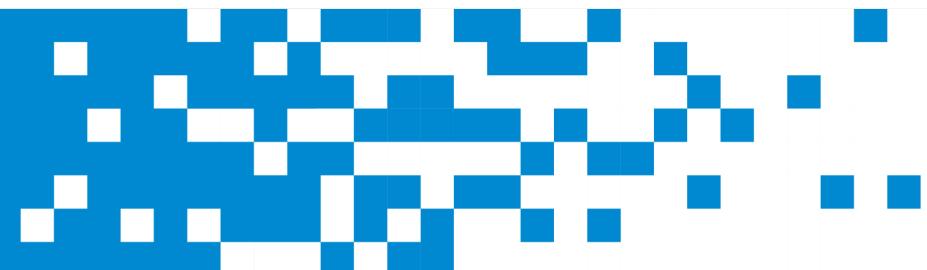
# DIGITAL MERIT BADGE PROGRAM!

A program that is more accessible, relevant, engaging and motivational for today's Scouts.



Support resources for Merit Badge Counselors, Council leadership, and community partners.

Well-paved pathways to encourage continuing learning – Exploring, Internships, etc.



Ultimately, we are streamlining and enabling the process of earning merit badges, and providing a way for Scouts to easily pursue career opportunities of interest.

A photograph of a young man and a young woman smiling inside the cockpit of an airplane. The man is on the left, wearing a blue patterned shirt, and the woman is on the right, wearing a blue t-shirt. They are both looking towards the camera. The cockpit instruments are visible in the background.

# HOW WE GOT THE AVIATION PILOT “OFF THE GROUND”

- **Assembled a diverse team of subject matter experts.**
- **Updated Aviation merit badge requirements.**
- **Aggregated existing and newly developed content.**
- **Added multimedia and digital/online capabilities.**

# STATUS: FLYING HIGH!



Online forum to disseminate information, gather feedback, and share best practices went live 11/5/24.



The screenshot shows the Scouting America website with a navigation bar including 'PROGRAMS', 'SCOUTING SAFETY', 'AWARDS', 'ABOUT', 'TRAINING', 'RESOURCES', 'OUTDOOR PROGRAMS', 'SKILLS', 'HIGH ADVENTURE', and 'PARTNERS'. The 'SKILLS' tab is highlighted. Below the navigation, there's a 'MERIT BADGES' section with links to 'All Merit Badges A-Z', 'Eagle-required Merit Badges', 'Tips and Guides', and 'Counselor Information' (which is highlighted). The main content area is titled 'Counselor Information' and includes sections for 'Merit Badge Counselor Guides' and 'Citizenship in Society Merit Badge'. It features a paragraph about the citizenship in society merit badge counselor guidelines, links to the 'Counselor Guide' and 'Merit Badge Requirements', and a 'Featured Career Sponsors' section.

Desktop & mobile versions of a “Digital Resource Guide” (for Scouts) went live 4/21/25.

Templates for merit badge counselors and Council staff/partners became available for download 4/21/25.

The screenshot shows a digital resource guide for the Aviation Merit Badge. At the top is a large image of a hand holding a gold eagle-shaped merit badge. Below the image is a blue diamond-shaped badge with the letters '1.F'. The text 'Aviation Merit Badge' and 'Digital Resource Guide' is displayed. A section titled 'Explain how an airfoil generates lift, specifically noting Bernoulli's principle.' is shown with the text: 'Now, let's dive into how an airfoil (the shape of an airplane's wing) generates lift, and we'll touch on Bernoulli's Principle because it plays a big role in this.'

# THANKS TO OUR TEAM OF SCOUTING AVIATORS

- **Kathy Asbach:** Helicopter pilot, long-time merit badge counselor
- **Tim Beavers:** Air Force pilot, United Airlines pilot, long-time merit badge counselor
- **Ryan Botzenmayer:** Charlotte Police Department youth program coordinator, drone/aviation Post advisor
- **Dave DuHadway:** Air Force pilot, Predator drone pilot, United Airlines Captain, Scoutmaster & Council VP
- **Stephen Henly:** Air Force Flight Commander, Special Ops & Comms, Aerial Navigation Specialist



# THANKS TO OUR TEAM OF SCOUTING AVIATORS

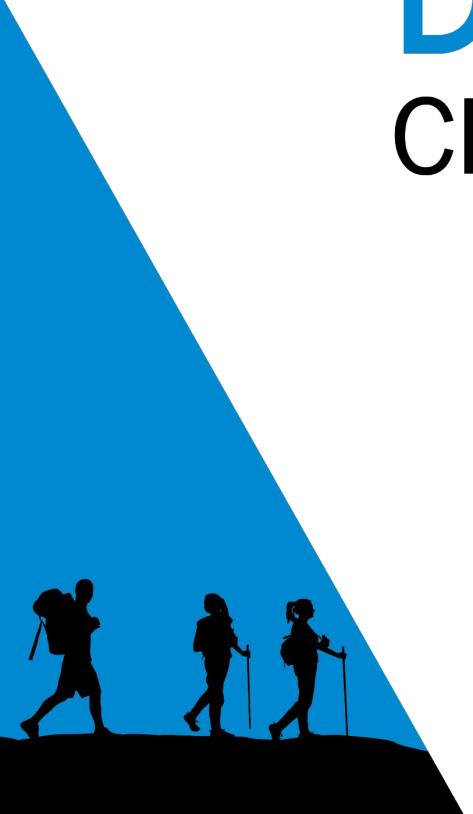
- **Joseph Bernard Murphy:** Corporate pilot, Aviation Training Manager, Ground Instruction & Flight Simulators
- **Adam Sylvan:** American Airlines pilot, new merit badge counselor
- **Aaron Watt:** Eagle Scout with Aviation merit badge, now attending Embry Riddle Aviation Academy
- **Mark Wiesenahn:** VP at Sporty's Pilot Shop & Training Center, helped write previous merit badge pamphlets





# DAVID EHRLICH

Chair, Scouts BSA Merit Badge Committee



# SCOUTLY DEMO VIDEO



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