

THE  
**POWER**  
OF ONE

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# 2025 NATIONAL ANNUAL MEETING

PRESENTED BY  
**UpperCrust**  
AT YOUR SERVICE.



**Scouting** America™





# LISA SCHUCHART

VP, Human Resources  
Chief Diversity Officer

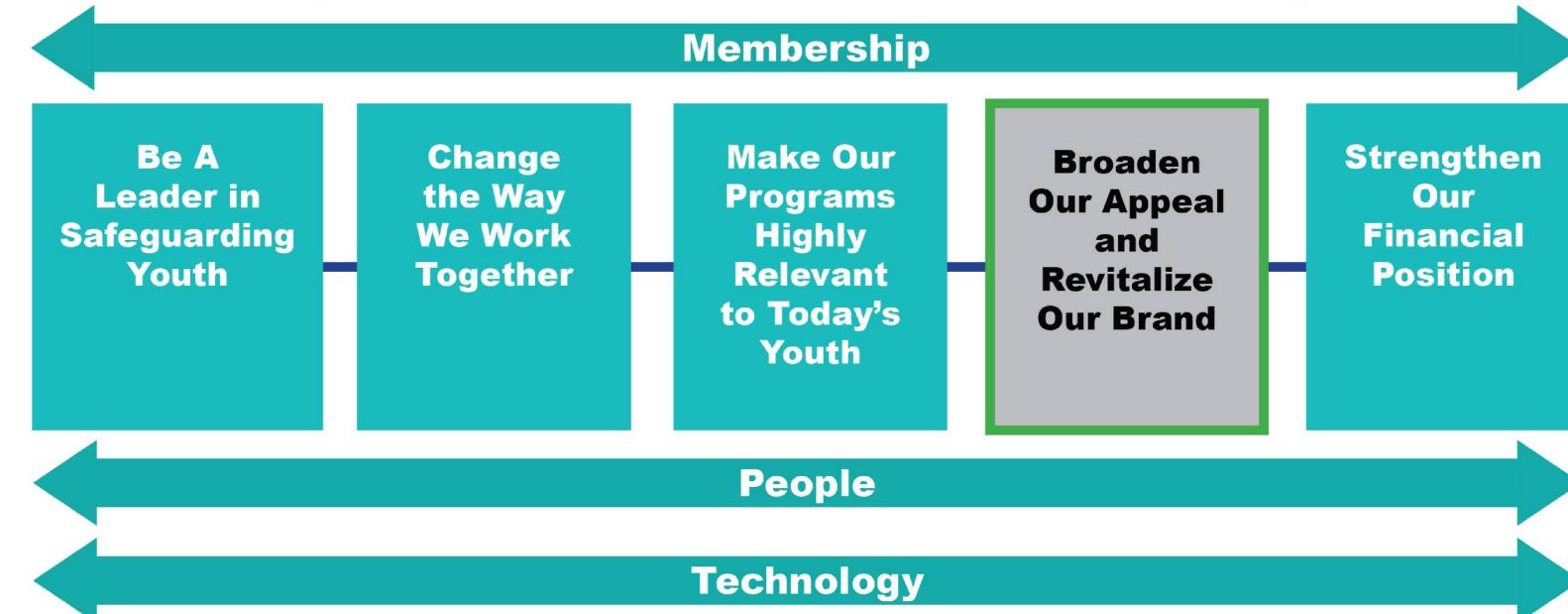




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# Our Goal: To Prepare America's Youth for Lives of Impact and Purpose.

BOLD — INCLUSIVE — TRUSTWORTHY — SERVICE-ORIENTED



## Our Imperative

Live the Ideals of the Scout Oath and Law

America's Leader in Safeguarding Youth

## Key Metrics

Leader Satisfaction

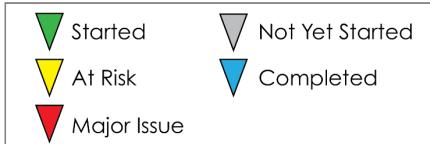
Membership Growth

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



# Broaden Our Appeal and Revitalize Our Brand

Preparing America's Youth for Lives of Impact and Purpose



## Goals

Cultivate a Culture of Inclusion

2024

May 2025

2026

2027

Update Codes of Conduct

Policy Manual

Update Policies

Update DEI Training

Belonging Summit

Expanded Belonging Summit

Resource Repository

Pilot Manager Assimilations

Bite-Sized Education

Recognition Program

Grow Generational Representation

Cultural Celebrations

Begin Lunch-n-Learns

Expand WRGs

Promote WRGs

Update HR Gateway

Wellness Events

Cultural Celebrations

"Buddy" for New Hires

Expand Lunch & Learns

Employee Engagement Survey

Engagement Action Planning

Translations

Expand Internship Program

Board Buddy Program

Mandarin Translations

Multicultural Marketing

Org Relationships

Board Diversity Toolkit

Multicultural Marketing Outreach

Indigenous Peoples Outreach

Org Relationships

Youth Org Partnerships

Employee Resources

Expand the Breadth and Depth of Our Support Base to Reach More of America's Youth

# BROADEN OUR APPEAL: 2024 ACCOMPLISHMENTS



## Create an Inclusive and Welcoming Culture for All

- Rolled out an updated Code of Conduct to all National Council employees – 100% compliance.
- Created a resource repository that showcases how to be welcoming to Scouters from a variety of cultures, characteristics and abilities.
- Promoted cultural celebrations to advance education and inclusion.
- Hosted employee events to foster camaraderie and engagement.



## (BROADEN OUR APPEAL: 2024 ACCOMPLISHMENTS CONTINUED)



### Expand the Breadth and Depth of Our Supporter Base

- Introduced an internship program to increase generational candidate attraction and cultivate a pipeline of future talent.
- Shared outreach best practices across CSTs.
- Developed a board people, culture and diversity toolkit to help Councils grow community representation on boards.



## (BROADEN OUR APPEAL: 2024 ACCOMPLISHMENTS CONTINUED)



### Employee Resources

- **Established bimonthly National and Local Council HR meetings.**
- **Launched “Lunch and Learns” to promote continuous learning and cross-functional education and collaboration.**
- **Introduced a buddy program for new hires to provide a “friend at work” and increase speed to proficiency.**
- **Expanded WRG (workforce resource group) offerings.**

**National Employees - People of Color Representation - 27.3% (up 10.5% YOY)**  
**National Employees - Female Representation - 45.3%**



Scouting  
invites every  
youth to a safe,  
fun place to learn,  
explore, and grow.

Scouting  America™



# YOU ARE AMAZING, JUST THE WAY YOU ARE!

- **Accepting youth for who they are has a profound positive impact on their emotional well-being.**
- **It makes them feel safe and respected.**
- **It lays the foundation for lifelong well-being.**



# ACCEPTANCE IS KEY TO BELONGING



- **Feeling accepted is a key predictor of belonging.**
- **In Scouting, feeling “they belong” is critical to unit satisfaction:**
  - The #1 driver for youth in Scouting
  - The #2 driver for Cub Scout parents
  - The #3 driver for volunteers
- **Feeling that sense of belonging is critical to staying in Scouting.**



# IMPACTS



- **More youth benefit from Scouting.**
- **A variety of perspectives and voices helps us make better decisions and empowers us to serve more families and communities.**

70% more successful at capturing new markets.

Productivity levels increase by 32%.

Better business decisions 87% of the time.

76% of job seekers want it and companies are 72.3% more likely to attract top talent.

45% increase in revenue.

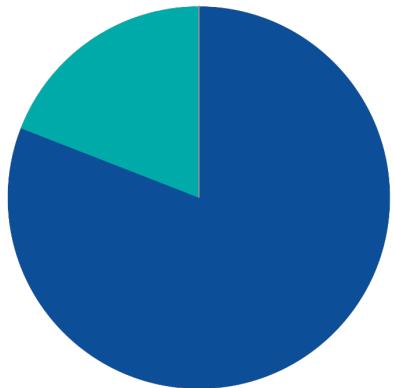
Enhanced company reputation

63% higher employee retention.

# YOUTH MEMBERSHIP DATA (YE 2024)



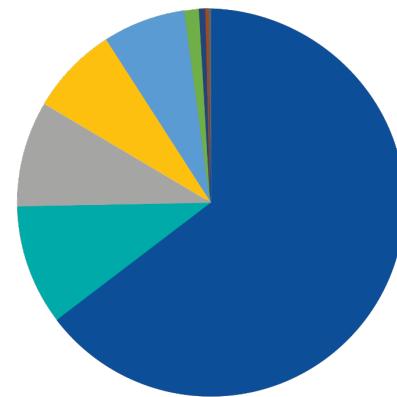
## GENDER



Females 19.08%  
+.11.64% YOY

Male Female Not specified

## RACE/ETHNICITY



People of Color 35.36%  
+5.11% YOY

White Other Hispanic Asian African American  
Not Provided Native American Pacific Islander Alaska Native

### Percentages and Changes YOY –

Alaska Native = 0.05% (+24.89%)    Multiple/Other = 11.38%  
Asian = 7.39% (+7.56%)    Native American = .53% (+6.27%)  
Black = 6.96% (+13.25%)    Pacific Islander = .24% (+.8%)  
Latino = 8.81% (+9.63%)    White = 64.64% (-2.59%)

# OUR WORLD - TODAY AND TOMORROW

## U.S. Youth (Age 0-17) Race/Ethnicity Demographics

### Identify as people of color:

2025 Actual:	51.7%
2035 Projected:	54.9%
2045 Projected:	58.9%
2055 Projected:	62.1%

Source: U. S. Census Bureau



# BROADEN OUR APPEAL: 2025 GOALS - INCLUSIVE CULTURE

- **Integrate WRG mentorship offerings and promote to all employees.** Q2-3
- **Introduce “bite sized education” to continue to promote awareness and acceptance in easily digestible segments.** Q3
- **Update current training to maximize impact and relevance.** Q4
- **Launch formal recognition to promote learnings, reward impact, and celebrate wins.** Q4



# 2025 GOALS - EMPLOYEE RESOURCES

- Continue hosting bimonthly HR calls, open to all SEs and anyone performing any HR duties in local Councils to educate on key topics. Ongoing
- Pilot manager assimilations for NSC new hire or newly promoted managers and their teams to help them get off to a strong start. Q1
- Expand “Lunch and Learns” to include multiple departments. Q2
- Update the HR Gateway to ensure ease of navigation and relevant information. Q3
- Conduct an employee engagement survey for National Council employees to identify what’s working well and where we have areas of opportunity, as well as to establish a benchmark. Q4

# 2025 GOALS - EXPAND OUR REACH

- **Expand internship program to increase generational candidate attraction.** Q2
- **Grow multi-cultural marketing outreach and efforts:**
  - Translate key materials into Spanish Q2 & 3
  - Hire a National Director of Multi-Cultural Marketing Q2-3
  - Create toolkits for outreach Q4
  - Extend outreach to Indigenous Peoples Q4
  - Initiate Mandarin translations Q4
- **Create a local Council board buddy program.** Q4



**“It is always the right time to do the right thing.”**

Martin Luther King Jr.  
Cub Scout

**“That’s one small step for man, one giant leap for mankind.”**

Neil Armstrong  
Eagle Scout

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