

Scouting's Journey to Excellence

2012 Council Performance Recognition Program

Item	Objective	Bronze Level	Silver Level	Gold Level	Bronze Points	Silver Points	Gold Points
Finance		National Strategic Plan Pillar #2: Resources and Finances			Total Points:		500
#1	Fiscal management: Maintain positive unrestricted net assets in the Operating Fund to support annual operating expenses.	Positive unrestricted operating net assets or increase 2% (surplus plus/minus transfers) over expenses	.08 ratio, or positive and increase 2% (surplus plus/minus transfers) over expenses	.25 ratio, or .08 and increase 2% (surplus plus/minus transfers) over expenses	75	100	200
#2	Fundraising: Increase council-generated net contributions in the Operating Fund over prior year.	Greater than or equal to prior year	3% growth over prior year	10% growth over prior year	75	100	200
#3	Endowment: Add new permanently restricted gifts to the Endowment Fund.	New gifts of at least 0.5% of expenses or \$10,000, whichever is less	New gifts of at least 1% of expenses	New gifts of at least 5% of expenses	25	50	100
Membership		National Strategic Plan Pillar #1: Impact and Participation			Total Points:		600
#4	Market share: Increase market share (Cub Scouts, Boy Scouts, Varsity Scouts, Venturers and Explorers).	7.5% density or 1% growth in density (i.e. 5.00% to 5.05%)	10% density, or 7.5% and 2% growth in density	15% density, or 10% and 2% growth in density	75	100	200
#5	Membership/youth growth: Increase number of registered youth (Cub Scouts, Boy Scouts, Varsity Scouts, Venturers and Explorers).	0.00 - 0.99 %	1.00 - 2.99%	3+%	75	100	200
#6	Youth retention: Improve retention rate of traditional members.	62% retention or 2 percentage points increase (i.e. 58%-60%)	69% retention, or 62% and 2 percentage points increase	76% retention, or 69% and 2 percentage points increase	75	100	200
Program		National Strategic Plan Pillar #4: Dynamic and Relevant Programs			Total Points:		500
#7	Cub Scout advancement: Increase the percentage of Cub Scouts earning rank advancements.	40% or 2 percentage points increase (i.e. 28%-30%)	55%, or 40% and 2 percentage points increase	75%, or 55% and 2 percentage points increase	25	50	100
#8	Boy Scout advancement: Increase the percentage of Boy Scouts earning rank advancements.	40% or 2 percentage points increase (i.e. 30%-32%)	45%, or 40% and 2 percentage points increase	50%, or 45% and 2 percentage points increase	25	50	100
#9	Cub Scout camping: Increase the percentage of Cub Scouts attending day camp, family camp, and/or resident camp.	30% or 2 percentage points increase (i.e. 18%-20%)	45%, or 30% and 2 percentage points increase	90%, or 45% and 2 percentage points increase	25	50	100
#10	Boy Scout camping: Increase the percentage of total Boy/Varsity Scouts attending long-term camp and high-adventure program.	50% or 2 percentage points increase (i.e. 38%-40%)	60%, or 50% and 2 percentage points increase	80%, or 60% and 2 percentage points increase	25	50	100
#11	Community service: Increase the amount of community service provided by Scouts, leaders, and other participants.	Average 2 hours per youth member or .2 hour growth (i.e. .8 to 1.0)	Average 3 hours per youth member, or 2 hours and .2 hour growth	Average 5 hours per youth member, or 3 hours and .2 hour growth	25	50	100
Unit Service		National Strategic Plan Pillars #5: Leadership			Total Points:		600
#12	Youth-serving executives: Maintain or improve ratio of youth-serving executives to total available youth.	1 YSE per 14,001 - 21,000 TAY	1 YSE per 8,001 - 14,000 TAY	1 YSE up to 8,000 TAY	75	100	200
#13	Commissioner Service: Increase the number of registered unit commissioners over prior year.	Commissioner-to-unit ratio of 1:6, or 5% increase in the number of commissioners over prior year	Commissioner-to-unit ratio of 1:4, or 1:6 ratio and 5% increase in the number of commissioners over prior year	Commissioner-to-unit ratio of 1:3, or 1:4 ratio and 5% increase in the number of commissioners over prior year	25	50	100
#14	Unit visitations: Improve the rate of visitations to units by commissioners.	UVTS 2.0 shows 5% of units are visited six times per year or 2 percentage points increase	UVTS 2.0 shows 10% of units are visited six times per year, or 5% and or 2 percentage points increase	UVTS 2.0 shows 25% of units are visited six times per year, or 10% and or 2 percentage points increase	25	50	100
#15	Voice of the Scout: Actively participate in the program and improve the Net Promoter Score on constituent surveys. --- Bonus Points in 2012 ---	Commit to participate in the Voice of the Scout program and complete training webinars	Achieve bronze requirements and have 60% of all registrants (youth and adults) with email addresses in ScoutNET	Achieve silver requirements and achieve an overall average Net Promoter Score* of 45%	25	50	200
Leadership and Governance		National Strategic Plan Pillar #5: Leadership			Total Points:		300
#16	Council leadership: Have a trained and engaged executive board.	Conduct a board retreat of at least 4 hours within the past year, which includes a review of a recent board assessment	Achieve bronze requirements and prepare an action plan from the board assessment, within the scope of a current strategic and operational plan	Achieve silver requirements and have a standing council nominating committee, with at least 10% of the board members new within the past year	25	50	100
#17	District leadership: Increase the number of volunteers serving on district committees.	Average of 10 or increase average by one person per district	Average of 17 or increase average by two people per district	Average of 30 or increase average by three people per district	25	50	100
#18	Unit leadership: Increase the number of direct contact leaders who are trained.	22% or 2 percentage points increase (i.e. 12%-14%)	30%, or 22% and 2 percentage points increase	45%, or 30% and 2 percentage points increase	25	50	100

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Journey to Excellence in 2012 will build upon the methods established in 2011. It is based on many of the best practices used in the corporate performance measurement field today. Below is specific information to help you understand the criteria and exactly what data will be used to determine the three levels of performance. In planning your strategy, use actual numbers from the previous year to guide your performance improvement goal-planning. The council may qualify by meeting either determined or performance improvement standards.

Finance Measures	
1	Unrestricted net assets (Operating Fund) as of 12/31/12, divided by total expenses (Operating Fund) as of 12/31/12, and measured on 1/31/13 <i>NOTE: Positive unrestricted net assets are required to achieve overall Gold level.</i>
2	Difference between total of current and reclassified contributions in the Operating Fund, including FOS, project sales, net special events, foundations and trusts, and other direct support accounts (except legacies and bequests) as of 12/31/12, and measured on 1/31/13, less 12/31/11 total of same contributions accounts, divided by 12/31/11 total of same contributions accounts.
3	Total of current permanently restricted contributions recorded in the Endowment Fund during 2012 calendar year, divided by total expenses (Operating Fund) as of 12/31/12, and measured on 1/31/13.
Membership Measures	
4	Total Lone Cub Scouts, Cub Scouts, Lone Boy Scouts, Boy Scouts, Varsity Scouts, Venturers, Sea Scouts, and Explorers on 12/31/12, divided by total available youth.
5	Difference between 12/31/12 total of Lone Cub Scouts, Cub Scouts, Lone Boy Scouts, Boy Scouts, Varsity Scouts, Venturers, Sea Scouts, and Explorers and 12/31/11 total of same membership categories, divided by 12/31/11 total of same membership categories.
6	Percent of traditional youth (Lone Cub Scouts, Cub Scouts, Lone Boy Scouts, Boy Scouts, Varsity Scouts, Venturers, and Sea Scouts) remaining registered after one year (12/31/11 to 12/31/12), including all transfers. Boy Scouts or Varsity Scouts who turn 18 within the year and Venturers and Sea Scouts turning 21 are not included in the calculations.
Program Measures	
7	Total number of Cub Scouts advancing at least one rank (Bobcat - Arrow of Light) on 12/31/12, divided by total Cub Scouts on 12/31/12.
8	Total number of Boy Scouts advancing at least one rank (Tenderfoot - Eagle) on 12/31/12, divided by total Boy Scouts/Varsity Scouts on 12/31/12.
9	Council Cub Scouts attending any in-council/out-of-council day camp, resident camp, or family camp in 2012, divided by Cub Scout membership on 6/30/12. <i>NOTE: Cub Scouts attending family camp are being counted beginning in 2012.</i>
10	Council Boy Scouts/Varsity Scouts attending any in-council/out-of-council long-term summer camp, high-adventure experience, jamboree, or serving on camp staff in 2012, divided by Boy Scout/Varsity Scout membership on 6/30/12.
11	Total service hours by Scouts, leaders, and other participants recorded on Journey To Excellence service hours website on 12/31/12, divided by registered youth (Cub Scouts, Boy Scouts, Varsity Scouts, Venturers, Sea Scouts, and Explorers) on 12/31/12.
Unit Service Measures	
12	Total available youth population divided by the typical count of youth-serving executives (LFL-certified executives plus unit-serving executives) employed during 2012.
13	Total number of traditional units (packs, troops, teams, crews, and ships) on 12/31/12, divided by total number of all unit commissioners (paid or multiple registration with position code 80) on 12/31/12. Performance improvement is the difference between the total number of unit commissioners on 12/31/12 and 12/31/11, divided by total on 12/31/11.
14	Number of unique units receiving six or more visits or contacts, as recorded in the Unit Visit Tracking System (UVTS 2.0) during 2012, divided by total number of traditional units on 12/31/12.
15	<i>Bronze:</i> Council Key 3 members complete Voice of the Scout training webinars. <i>Silver:</i> 60% of all volunteers and chartered organization representatives have an email address in ScoutNET, and 60% of all traditional members have a parent's/guardian's email address in ScoutNET. <i>Gold:</i> Overall average of Net Promoter Score* for all seven segments is 45%. <i>*The Net Promoter is a registered trademark of Satmetrix, Bain & Company, and Fred Reichheld.</i>
Leadership & Governance Measures	
16	<i>Bronze:</i> The executive board conducts a retreat of at least four hours, which includes a review of a recent board assessment. <i>Silver:</i> An action plan, using the results of the board assessment, is adopted in line with the current strategic plan and annual operations plan. <i>Gold:</i> At least 10% of the members of the executive board are new within the past year.
17	Total of district committee members, including District chairmen (61), District vice chairmen (62), Neighborhood chairmen (64), District members-at-large (75), District committee members (79), and District commissioners (81), with paid or multiple registration on 12/31/12, divided by the number of districts containing traditional units on 12/31/12.
18	Number of Cubmasters (CM), Tiger Cub den leaders (TL), Den leaders (DL), Webelos den leaders (WL), Scoutmasters (SM), Leaders of 11-year old Scouts- LDS (10), Varsity Scout coaches (VC), Crew advisors (NL), and Skippers (SK), paid or multiple registration, completing essential training requirements for their position by 12/31/12, divided by total number in the positions listed above on 12/31/12.

Scoring the council's performance: To determine the council's performance level, the National Council will use the above information to measure the points earned for each of the 18 individual criteria and then add those individual point scores to determine a composite score. Bronze level requires earning 825 points, Silver level requires earning 1050 points and Gold level requires earning 1,350 points (plus positive unrestricted net assets in the Operating Fund).

