

## Scouting's Journey to Excellence

### 2012 District Performance Recognition Program

Item	Objective	Bronze Level	Silver Level	Gold Level	Bronze Points	Silver Points	Gold Points
<b>Finance</b>					<b>Total Points: 400</b>		
#1	<b>Fundraising:</b> Achieve district finance goals as defined by the council.	Meet or exceed goal established for bronze.	Meet or exceed goal established for silver.	Meet or exceed goal established for gold.	150	200	400
<b>Membership</b>					<b>Total Points: 600</b>		
#2	<b>Market Share:</b> 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
#3	<b>Membership/Youth Growth:</b> 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
#4	<b>Youth Retention:</b> 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
<b>Program</b>					<b>Total Points: 500</b>		
#5	<b>Cub Scout Advancement:</b> 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
#6	<b>Boy Scout Advancement:</b> 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
#7	<b>Cub Scout Camping:</b> 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
#8	<b>Boy Scout Camping:</b> 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
#9	<b>Community Service:</b> 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
<b>Unit Service</b>					<b>Total Points: 600</b>		
#10	<b>Chartered Organization Relationships:</b> Conduct a personal visit with a key person in each chartered organization.	90%	95%	100%	25	50	100
#11	<b>Commissioner Service:</b> 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
#12	<b>Unit Visitations:</b> 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
#13	<b>Unit Performance:</b> Improve the performance ratings of units using Journey to Excellence metrics.	Have 60% of the units in the district achieve the Bronze award or above.	Have 65% of the units in the district achieve the Bronze award or above.	Have 70% of the units in the district achieve the Bronze award or above.	25	50	100
#14	<b>Voice of the Scout:</b> Improve response rate and Net Promoter Score on constituent surveys. --- Bonus Points in 2012 ---	Have 60% of all registrants (youth and adults) with email addresses in ScoutNET	Achieve bronze requirements and have 15% of those surveyed actually respond	Achieve silver requirements and achieve an overall average Net Promoter Score* of 45%	25	50	200
<b>Leadership &amp; Governance</b>					<b>Total Points: 400</b>		
#15	<b>District leadership:</b> Increase the number of volunteers serving on the district committee.	At least 10 members or increase of one person	At least 17 members or increase of two persons	At least 30 members or increase of three persons	25	50	100
#16	<b>District Committee:</b> Increase the effectiveness of the district committee.	At least 8 district committee meetings held within the past year	Achieve bronze requirements and have written succession plan for district leadership	Achieve silver requirements and have all key positions filled (District chairman, District commissioner, membership, finance and program)	25	50	100
#17	<b>Unit Leadership:</b> 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	75	100	200



# **Scouting's Journey to Excellence**

## **2012 District Performance Recognition Program**

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 district may qualify by meeting either determined or performance improvement standards.

<b>Finance Measures</b>	
1	The council will approve goals for the district, defining bronze, silver, and gold determined standards. The district may be evaluated based upon achieving an overall fundraising goal or achievement of the individual elements, as defined by the council. There is no improvement performance standard for this criterion, as it is being measured against goals.
<b>Membership Measures</b>	
2	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.
3	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.
4	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.
<b>Program Measures</b>	
5	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.
6	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.
7	District 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:</i> Cub Scouts attending family camp are being counted beginning in 2012.
8	District 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.
9	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.
<b>Unit Service Measures</b>	
10	Number of chartered organization heads (or designees) visited during 2012 by a commissioned professional or key district volunteer, divided by the total number of chartered organizations on 12/31/12.
11	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.
12	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.
13	Total number of traditional units rated as bronze, silver, or gold on 12/31/12, divided by the total number of traditional units.
14	<i>Bronze:</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>Silver:</i> Total number of survey responses divided by number of those surveyed minus number of email bounce backs. <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 &amp; Company, and Fred Reichheld.</i>
<b>Leadership &amp; Governance Measures</b>	
15	Total district committee members, including District chairman (61), District vice chairmen (62), Neighborhood chairmen (64), District members-at-large (75), District committee members (79), and District commissioner (81), with paid or multiple registration on 12/31/12.
16	<i>Bronze:</i> The district conducts at least 8 district committee meetings during 2012. <i>Silver:</i> The district has a succession plan, including volunteers identified to serve as district chairman and district commissioner in future years. <i>Gold:</i> A volunteer is registered in all key district leadership positions on 12/31/12, including District chairman, District commissioner, membership, finance, and program).
17	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 district's performance:** To determine the district's performance level, the council will use the above information to measure the points earned for each of the 17 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 at least bronze level in fundraising).

