Voice of the Scout (VOS) is a system designed to assess the delivery of value promised to members. With perspective provided by seven audience segments, the role of this outreach is to help guide decisions based on member feedback.

VOS measures loyalty with the Net Promoter Score (NPS) methodology. NPS is communicated by a percentage. In addition to the NPS, each segment audience has seven Loyalty Drivers that have been developed to give operational insight for leadership, policy, training, and communication improvements or enhancements.

During the spring 2013 survey, the VOS survey channel was used to also distribute membership standards policy questions. These questions were not included on surveys to Boy Scouts/Venturers or Cub Scouts. Additionally, membership standards questions are not a regular part of the VOS survey and have not been programmed into the VOS dashboard or reports. For purposes of this analysis, the line is somewhat blurred as many text-based NPS and Loyalty Driver comments referenced the impact of the membership standards policy, and will be given context accordingly on the lead slide for each segment audience.

See Appendix for a refresher on how the Net Promoter Score is calculated. Additional resources and references can be found at Scouting.org/jte
Voice of the Scout: Statistical foundation and overview

**Spring 2013 Survey Period**
March 8 – April 4

**Distribution Method**
Email using information from ScoutNet

**Unique Rules**
- Children under 14 are not surveyed directly.
- Feedback from Cub Scouts and Boy Scouts under the age of 14 were requested via their parents email, and have been collected through the parent survey.

**Total Number of Responses:**
259,633

**National Response Rate:**
21%

<table>
<thead>
<tr>
<th>SEGMENT RESPONSE RATES</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Cub Scouts:</td>
<td>7%</td>
</tr>
<tr>
<td>Cub Scout Parents:</td>
<td>10%</td>
</tr>
<tr>
<td>Boy Scouts/Venturers:</td>
<td>7%</td>
</tr>
<tr>
<td>Boy Scout Parents:</td>
<td>15%</td>
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<tr>
<td>Youth-facing Volunteers:</td>
<td>22%</td>
</tr>
<tr>
<td>District/Council Volunteers:</td>
<td>34%</td>
</tr>
<tr>
<td>Chartered Organizations:</td>
<td>20%</td>
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</table>

**Confidence Level:**
99%
The Overarching Theme for Spring 2013: There is unequivocal unity about the value Scouting brings to youth.

Key Finding Point #1:
Loyalty scores increased for the majority of segment audiences.

Key Finding Point #2:
Regardless of their stance on the membership standards policy, preserving the experiences Scouting provides is what matters most to members.

Key Finding Point #3:
Chartered Organizations and District/Council Volunteers are strongly communicating their dissatisfaction with the membership standards policy uncertainty.

Key Finding Point #4:
While the national NPS decreased, more members agree than disagree – Scouting positively impacts the lives of youth.
Key Finding #1: Loyalty scores increased for the majority of segment audiences

Even in the midst of heavy national attention and internal turmoil due to the membership policy issue, there is an increased level of agreement in the spring findings that Scouting is playing a positive role in the development of youth into responsible and capable adults.

This statement can be supported due to:

- NPS went up across all youth, Youth-Facing Volunteers, and parent segments. The common factor for these audiences is that they are on the unit level of the program.

- The Boy Scout Parent NPS improved substantially, from 53% (fall 2012) to 61% (spring 2013).

- While this report is active-member oriented, there was also a substantial increase in non-active Cub Scout Parents NPS moving up from -55% to 8%.
Key Finding #2: Regardless of their stance on the membership standards policy, preserving the experiences Scouting provides is what matters most to members.

With over a quarter million responses, the agreement needed to make any average score go up would suggest that a very strong consensus exists.

Spring 2013 findings offers powerful evidence that the experiences provided through the Scouting program are very highly valued and opinions have not changed in light of the membership standards policy issues.

This can be supported by the fact:

*Every single one of the 49 loyalty drivers across each one of the seven membership segment groups went up, some substantially, over the fall 2012 survey findings.*

Of important note: while the Loyalty Driver questions have been tied to what drives increased loyalty to Scouting, the membership standards policy issue impacted the way people answered questions in this survey cycle.
Key Finding #2 (continued): Why have all the drivers increased?

With consistent Loyalty Driver increases across all segment audiences, something has shifted in the members’ minds from the previous cycles. To pull this out of the data with confidence is difficult to do. That understood, here are potential explanations:

**Emotion around the survey was likely heightened due to membership standards questions.**

Numerous studies have shown that the order of the questions has a significant impact on results. Membership standards questions were placed before VOS questions, whereby the respondent was likely very vested (in either direction) in their opinion on how a change in the membership policy might impact the future of Scouting.

**Uncertainty around the future of the organization increased engagement.**

Due to the membership standards issue, there is obviously a heightened awareness around Scouting across the board – proof points in VOS are the response rates overall. With this perspective, there may be a higher sense of urgency for members to give their opinions believing that a very high impact decision to the organization is imminent.

**Councils may be making improvements that are resonating with the members.**

Based on increases seen in related Journey to Excellence metrics, councils are making improvements to the program and delivery that may be resulting in an increase in scores.

For example, direct contact leaders trained increased from 37% to 39% in 2012, and Bobcat advancement increased from 46% to 60% in 2012.
Key Finding #3: Chartered Organizations and District/Council Volunteers are strongly communicating dissatisfaction with the membership policy uncertainty.

Because the survey was released before the proposed resolution to change the membership standards policy was developed, segments responsible for the ‘management’ of Scouting were uncertain about the direction it would go. This is possibly responsible for the drop in the national NPS average.

The data supports this key finding with the substantial drops in the way they scored the NPS question:

**Chartered Organizations NPS fell by 81%**
- NPS scores by chartering groups
  - Community: 23%
  - Education: 8%
  - Faith-based: 6%

**For District/Council Volunteers, NPS dropped by 10%**
- In 2013, there were more Detractors and fewer Passives compared to fall.

In text-based responses, many of the detractors are citing a similar sentiment: The pending outcome of the membership standards policy is impacting the way they score the NPS question.
**Key Finding #4: While the national NPS went down, more members agree than disagree – Scouting positively impacts the lives of youth**

In the report that follows, you will see that two of the seven NPS segments audiences had a decreased NPS—Chartered Organizations and District/Council Volunteers.

These drops are believed to be influenced by the uncertainties surrounding the membership standards issue. Since the national NPS is calculated by averaging all seven segment audiences equally, the decreased NPS for these two management-oriented segments pulled the national NPS down from 41% to 38%.

However, putting the membership standards aside, there are many more members who agree than disagree about the value of Scouting:

In the text-based feedback, across the board experiences are mentioned foremost as being enjoyable, positive and fun for youth and parents alike, and volunteers are citing the connections to character development.

Members also collectively recognize that Scouting connects youth to something bigger than themselves.
Segment Analysis
CHARTERED ORGANIZATIONS: Uncertainty surrounding membership standards is driving NPS declines and testing partner alignment

The ability of Scouting to be a program that is complimentary to the missions of existing chartered organizations is under the microscope. Within the segment audience, the membership standards policy is impacting loyalty: NPS dropped from 48% in the fall cycle to 9% this spring.

With the largest decline in NPS, looking deeper into the chartered organization types is insightful. Within the types exists great variation in NPS:

- **Community Group:** NPS = 23%
  16% response rate (1,949/12,593)

- **Education:** NPS = 8%
  10% response rate (557/5,620)

- **Faith-based**:
  NPS = 6%
  19% response rate (7,559/39,573)

Another level of variation exists even within the Detractors grouping, over one-half are scoring in the middle NPS spectrum (scoring a 5 or 6) and approximately one-fourth are giving Scouting a “0” with many open-ended responses citing that they could not score otherwise without a decision regarding the membership standards issue.

*Of note: Faith-based chartered organizations represent 70%+ of current Scouting membership.*
CHARTERED ORGANIZATIONS:
Common ties and moving Loyalty forward

Although Chartered Organization NPS dropped 81% from fall 2012 to spring 2013, the esteem for the Scouting program is being demonstrated by the increase in all seven Loyalty Drivers.

Top Loyalty Drivers for both the fall and the spring are “Our local council has made sponsoring a Scouting group simple and easy” and “Scouting has provided a way for my organization to make an impact in the lives of youth.”

In reviewing Detractor comments, many focus on support for the current membership policy. Outside the membership standards policy and beyond support of the value of Scouting, comments included concerns about national leadership and the need for new or improved training requirements (which is currently under development for national-level implementation).

To improve future Loyalty Scores, below are suggestions for councils:

• Tailor Chartered Organization communication regarding the policy and its complimentary role to the mission of Scouting.
• Continue to execute comprehensive trainings, and role in any new requirements with emphasis and clarity.

“Promoter

“It’s the best youth program for boys and girls over 14 anywhere. Whether there are homosexuals in the program or not, that will continue to be the case. There are plenty of homosexuals now. As long as sexuality is not an element of the program, the program does not change.”

“Passive

“Regardless of the outcome of this important decision, all boys need an outlet, and a positive way to grow. In Scouting they learn this. Scouting gives them the role to leadership, now and in the future.”

“Detractor

“Depends on this decision. If National BSA chooses to change the policy then [I am] not recommending.”
DISTRICT/COUNCIL VOLUNTEERS:
Polarization results in a *decrease* in Loyalty

The uncertainty surrounding the membership standards policy is creating a polarized audience, which is reflected in the growth seen for both Detractors and Promoters.

The Detractors in the District/Council Volunteer segment follows a similar pattern as those in the Chartered Organization segment with most detractors either at the higher and lower ends of the Detractor spectrum (60% of Detractors scoring a 5 or 6 and 25% scoring a 0).

Data support for this statement found through these results:

- The middle group of Passives saw an 11-percentage points decline, while Promoters increased by 5-percentage points to 65%, and Detractors increased by 8-percentage points to 20%.

- Top comments from Detractors reflect competing concerns about maintaining or changing the membership standards policy and a “waiting to see” stance.

- Promoter and Passives comments tend to focus on the quality of the Scouting programs, benefits like character development, and the opportunity to impact youths lives.
DISTRICT/COUNCIL VOLUNTEERS: Common ties and moving Loyalty forward

“I believe Scouting is a truly invaluable program which builds the character of our boys and helps raise them into strong, service minded, responsible, caring citizens.”
-Promoter

“I believe that Scouting provides an exceptional program for character development and youth education, offering opportunities such as wilderness camping and travel that are not available through other organizations. It served me well and it has been rewarding to give back.”
-Passive

“Make the decision on what kind of organization you are and move forward - just decide.”
-Detractor

Aside from any uncertainty regarding membership standards, the District/Council Volunteers support and believe in the Scouting program, as represented by the increase in all seven Loyalty Driver questions.

Top Loyalty Drivers for both the fall and the spring are “I understand the unique benefits that Scouting provides to today’s youth” and “I feel the council today is very responsive to Scout volunteers’ needs.”

To better support these volunteers, many are recommending more consistent, timely communication to move the organization forward.

To improve future Loyalty scores, below are suggestions for councils:

• Focus on what council employees can do to build stronger relationships with volunteers.
• Identify, assess and align resources to support volunteers.
• Reference and reinforce the insight volunteer feedback is providing, and act upon improvements that can be made.
• Give practical and inspired context to all communications that help to further the mission of delivering an exceptional program to youth.
YOUTH-FACING VOLUNTEERS:

Polarization results in an *increase* in Loyalty

Youth-Facing Volunteers experienced similar polarization as the District/Council Volunteers segment audience, with an increase in both the Promoter and Detractor groups.

The exception is that with Youth-Facing Volunteers, there was a more substantial increase in Promoters than Detractors. This movement resulted in an increase in NPS from the fall by 2-percentage points.

Data support for these statements supported through text analysis:

- Top comments from Promoters and Passives tend to focus on the experience Scouting provides, and the benefits of the program including character development, although there is evidence that some Promoters would change their NPS rating if the membership policy changes.

- Detractors top comments tend to focus on agreement or disagreement with the membership policy.
YOUTH-FACING VOLUNTEERS: Common ties and moving Loyalty forward

Agreement is very high, 94% of Youth-Facing Volunteers understand that Scouting provides unique benefits to youth. It is an organizational advantage that so many adults clearly grasp Scouting’s larger purpose and mission.

Leading Loyalty Drivers are “I understand the unique benefits that Scouting provides to today’s youth” and “I have support from other leaders that helps me be an effective Scout Leader.”

Beyond the membership policy, honoring Detractors feedback means acknowledging their concerns about a relevant Scouting program; lack of support and communication with their local council; quality of leaders, quality of training, and quality advancement standards; and cumbersome administrative tasks.

To improve future Loyalty scores, below are suggestions for councils:

• Actively promote online resources to complete administrative tasks such as rechartering, tour plans, etc.
• Build interactions between Youth-Facing Volunteers and the council professionals to provide superior service and support.
• Establish rigor around training.
• Maximize the tactical possibilities of roundtables to equip Youth-Facing Volunteers with new or effective skills.
Agreement with Loyalty Drivers is 70% or greater for Cub Scouts. Unlike adult segments, existing VOS drivers explain the increase in NPS for this youth segment.

Similar to past survey cycles, one of the top Loyalty Drivers continue to be “Scouting is really fun.” For the spring 2013 cycle, “I am excited about my next rank badge.” emerged as a new driver as well.

In reviewing Detractor feedback, these respondents mention that Scouting is boring, their pack/den is not active, and there needs to be more outdoor and hands-on activities as part of the program.

To improve future Loyalty scores, below are suggestions for councils:

• Provide training for ways to engage boys during the meetings.
• Provide more hands-on/outdoor experiences at meetings and events.
CUB SCOUT PARENTS: Loyalty substantially increased due to a swell into the promoter category.

More than 90% of Cub Scout parents agree that Scouting provides activities their sons enjoy. Parents of Cub Scouts are praising the experience, values, program and character development that are being passed onto their children.

Promoters are also praising these same aspects of Scouting more often than they are mentioning the membership standards policy.

There is a theme among Detractors that their low score was due to the uncertainty of the membership standards policy.

Additional data support for these themes found through results:

- Promoters had a 6-percentage point increase and there was a 3-percentage point decrease in both passives and detractors.

- Cub Scout Parents demonstrate the largest increase in NPS for all segment audiences, at +36%.

- Of the Detractors, 73% scored at the upper spectrum for that category with a 5 or 6.
CUB SCOUT PARENTS: Common ties and moving Loyalty forward

Exceptional rates of agreement exist within this audience segment. For example, Scouting provides Cub Scout Parents opportunities to engage with their children that 91% of the population appreciates, and 92% are seeing their sons enjoy activities that Scouting provides.

The most important Loyalty Drivers for Cub Scout Parents are that meetings are a good use of their son’s time and that worthwhile values are being reinforced. The lowest level of driver agreement is at 52% of parents believing that “Scouting teaches something their sons could not learn anywhere else.”

In comments, Detractors addressed the following: lack of strong unit leadership, disorganization, poor communication, and a lack of outdoor activities in the program.

To improve future Loyalty Scores, below are suggestions for councils:

- Encourage leaders to do more hands-on/outdoor activities at meetings and events.
- Leverage and maximize all training & support opportunities.
- Encourage leaders to distribute information on events by all possible ways (texts, emails, flyers, wall postings, directing visits to council webpage/Facebook/twitter for updates, etc.).

“It is an excellent program for raising boys to become men. Especially for a single parent such as myself.”
-Promoter

“I believe this is a good program that teaches skills, independence, and values. It also ‘forces’ parent/son time together that probably would not occur without the Scouting program.”
-Passive

“Too much meeting, not enough activity for small boys.”
-Detractor
BOY SCOUTS/VENTURERS: For youth on the verge of becoming adults, being a part of something bigger really matters.

Development efforts seem to be paying off for youth leaders, with one of the largest driver increases seen in “I have a lot of respect for my unit’s youth leadership.”

Top Loyalty Drivers are “Being in Scouting makes me feel like I am part of something bigger than myself” and “Our meetings are a good use of my time”. While scores have increased, it should still be noted that fewer than 60% of youth agree meetings are a good use of time.

In reviewing Detractor feedback, it should be understood they want more outdoor and camping activities; more consideration to include older youth, and more engagement in troop meetings and activities.

To improve future Loyalty Scores, below are suggestions for councils:

- Identify all opportunities for programs to be youth-led.
- Encourage youth leaders to actively engage with other youth.
- Ensure unit leaders enjoy working with youth and are trained.
- Encourage units to participate in monthly campouts, summer camps, high adventure activities, camporees, and other kinds of district or council events.
BOY SCOUT PARENTS: Moving more passives into promoters, Boy Scout parents continue to support the program’s offerings

Boy Scout Parents are in very high agreement on Scouting’s developmental worth in the form of providing activities their son enjoys as well as opportunities for leadership that will carry through to a successful adulthood.

Like other segment audiences closest to the delivery end of the program (Cub Scout Parents, Youth-Facing Volunteers, and both youth groups), the NPS score has increased.

Simply and powerfully supported by the data:

- 73% of Boy Scout Parents are Promoters.
- Passives decreased by 9-percentage points to 16% while Promoters increased 8.6 percentage points to 72.6%. Detractors were unchanged over Fall 2012.
- The NPS score improved 15% over Fall 2012.

Detractors sentiment was dominated by the membership standards issue. Comments were included from both perspectives: by those who agree and by those who disagree with any change to the existing policy.
BOY SCOUT PARENTS: Common ties and moving Loyalty forward

Boy Scout Parents are stalwart, solid supporters of Scouting. While Cub Scout parents may have had the greatest increase in NPS, Boy Scout Parents have the highest NPS of all segment audiences not only for this VOS spring cycle, but for all three VOS cycles to date.

The most important drivers in getting this segment to Loyalty are making sure meetings are a good use of time for their son, the worthwhile values are reinforced, and that Scouting helps their son become successful in life.

In hearing from Detractors, aside from the issues surrounding the membership policy, a few parents mention concern about having trained leaders for their child’s unit while others comment that they would like to see more troop support.

To improve future Loyalty Scores, below are suggestions for councils:

• Ensure all leaders are trained and all opportunities are leveraged for providing on-going skill advancement and training.
• Encouraging unit commissioners to be actively involved in supporting their units.

“Boy Scouts has been an awesome experience for both my boys and my husband.”
-Promoter

“I’ve been involved in Scouting for 20 years and it’s a great program for boys of all ages, and I hope to see it continue.”
-Passive

“I have two boys. One is in Scouting and one is not. Scouting is not for everyone. I think it is great for the boys that embrace it”
-Detractor
For councils, understanding how to “carry-on” after the membership vote will take varying degrees of time and effort.

Examining individual council feedback from VOS will provide exceptional insight to level-set any fallout that may be experienced. Using this executive summary to understand the national climate can be a powerful and applicable tool to understand localized sentiment.

Communications about any changes to the program should include messages about how the change will deliver value to the Scouting experience to reinforce the value of members voice in the process.

Ultimately, Scouting members are the final determiner of growth, and VOS will continue to honor this by giving them a voice to help move Scouting forward.
VOS GOLD COUNCILS: Journey to Excellence Top Performers

JTE Gold Councils

De Soto Area Council (013)  El Dorado, AZ
Southern Sierra Council (030)  Bakersfield, CA
Housatonic Council (069)  Derby, CT
South Florida Council (084)  Miami Lakes, FL
Evangeline Area Council (212)  Lafayette, LA
Norwela Council (215)  Shreveport, LA
Andrew Jackson Council (303)  Jackson, MS
Buffalo Trail Council (567)  Midland, TX
South Texas Council (577)  Corpus Christi, TX
NeTseO Trails Council (580)  Paris, TX
Garden State Council (690)  Rancocas, NJ
APPENDIX

NPS history and loyalty driver means

Calculating NPS
# CUB SCOUTS: NPS History and Cycle-to-Cycle Change

<table>
<thead>
<tr>
<th></th>
<th>Spring 2013 NPS</th>
<th>Promoters</th>
<th>Passives</th>
<th>Detractors</th>
<th>Response Rate</th>
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<td></td>
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<tr>
<td><strong>Detractors</strong></td>
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<td></td>
</tr>
<tr>
<td><strong>Response Rate</strong></td>
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<td><strong>Total Responses</strong></td>
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<th>Response Rate</th>
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Baseline
Boys in my Cub Scout group are not mean to each other.

Cub Scouting is really fun.

We have great outdoor activities in Cub Scouts.

I learn new things in my den meetings.

I earn a lot of belt loops, pins and awards in Cub Scouts.

I am excited about getting my next rank badge.

PERCENTAGES IN RED ARE LEADING DRIVERS IN THOSE RESPECTIVE YEARS

Spring 2013 | Fall 2012 | Spring 2012
---|---|---
Boys in my Cub Scout group are not mean to each other. | 76% | 76%
Cub Scouting is really fun. | 91% | 91%
A family member does Cub Scout activities with me. | 95% | 95%
We have great outdoor activities in Cub Scouts. | 76% | 76%
I learn new things in my den meetings. | 83% | 83%
I earn a lot of belt loops, pins and awards in Cub Scouts. | 71% | 71%
I am excited about getting my next rank badge. | 86% | 86%
### CUB SCOUT PARENTS: NPS History and Cycle-to-Cycle Change

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Baseline: Produced on May 30, 2013
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<th>Statement</th>
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<td>78%</td>
<td>72%</td>
<td>68%</td>
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</tr>
<tr>
<td>I know where to get answers to my questions about Scouting.</td>
<td>82%</td>
<td>75%</td>
<td>71%</td>
</tr>
<tr>
<td>Scouting provides activities my son enjoys.</td>
<td></td>
<td>85%</td>
<td>82%</td>
</tr>
<tr>
<td>I appreciate the opportunity to participate with my son in Scouting.</td>
<td></td>
<td>92%</td>
<td>91%</td>
</tr>
<tr>
<td>My son learns skills in Scouting that he could not learn anywhere else.</td>
<td>52%</td>
<td>51%</td>
<td>47%</td>
</tr>
<tr>
<td>Scouting is constantly reinforcing worthwhile values for my son.</td>
<td></td>
<td>80%</td>
<td>76%</td>
</tr>
</tbody>
</table>

PERCENTAGES IN RED ARE LEADING DRIVERS IN THOSE RESPECTIVE YEARS
## BOY SCOUTS & VENTURERS: NPS History and Cycle-to-Cycle Change

<table>
<thead>
<tr>
<th></th>
<th>Promoters</th>
<th>Passives</th>
<th>Detractors</th>
<th>Response Rate</th>
<th>Total Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Spring 2013 NPS</strong></td>
<td>34%</td>
<td>52%</td>
<td>31%</td>
<td>7%</td>
<td>13,821</td>
</tr>
<tr>
<td>+4 points</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>+8,733</td>
</tr>
<tr>
<td><strong>Fall 2012 NPS</strong></td>
<td>30%</td>
<td>50%</td>
<td>29%</td>
<td>3%</td>
<td>5,088</td>
</tr>
<tr>
<td>-4 points</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>-479</td>
</tr>
<tr>
<td><strong>Spring 2012 NPS</strong></td>
<td>34%</td>
<td>52%</td>
<td>30%</td>
<td>8%</td>
<td>5,567</td>
</tr>
<tr>
<td>baseline</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
My parents are very supportive of the Scouting program.

Our meetings are a good use of my time.

Outdoor activities are a key component of our Scouting program.

Scouting includes activities that I am interested in.

I have a lot of respect for my unit’s youth leadership.

Life skills that I have learned in Scouting are very valuable.

Being in Scouting makes me feel like I am part of something bigger than myself.

PERCENTAGES IN RED ARE LEADING DRIVERS IN THOSE RESPECTIVE YEARS.
## BOY SCOUT PARENTS: NPS History and Cycle-to-Cycle Change

<table>
<thead>
<tr>
<th></th>
<th>Promoters</th>
<th>Passives</th>
<th>Detractors</th>
<th>Response Rate</th>
<th>Total Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Spring 2013 NPS</strong></td>
<td>61%</td>
<td>72%</td>
<td>16%</td>
<td>15%</td>
<td>13,791</td>
</tr>
<tr>
<td></td>
<td>+8 points</td>
<td>+8 points</td>
<td>-9 points</td>
<td>+8 points</td>
<td>+8,225</td>
</tr>
<tr>
<td><strong>Fall 2012 NPS</strong></td>
<td>53%</td>
<td>64%</td>
<td>25%</td>
<td>7%</td>
<td>5,566</td>
</tr>
<tr>
<td></td>
<td>-10 points</td>
<td>-7 points</td>
<td>+4 points</td>
<td>-4 points</td>
<td>-139</td>
</tr>
<tr>
<td><strong>Spring 2012 NPS</strong></td>
<td>63%</td>
<td>71%</td>
<td>21%</td>
<td>11%</td>
<td>5,705</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Baseline</td>
</tr>
</tbody>
</table>
BOY SCOUT PARENTS: LOYALTY DRIVER HISTORY

Scout meetings are a good use of my son’s time.

Scouting provides the activities my son enjoys.

I know where to get answers to most of my questions about Scouting.

Scouting gives my son the opportunity to be a leader in his troop.

I appreciate the various opportunities to volunteer that are provided in Scouting.

Scouting reinforces worthwhile values for my son.

Scouting is the best program around to help youth become successful in life.

PERCENTAGES IN RED ARE LEADING DRIVERS IN THOSE RESPECTIVE YEARS
## YOUTH-FACING VOLUNTEERS:
### NPS History and Cycle-to-Cycle Change

<table>
<thead>
<tr>
<th></th>
<th>Spring 2013 NPS</th>
<th>Fall 2012 NPS</th>
<th>Spring 2012 NPS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Promoters</td>
<td>36%</td>
<td>34%</td>
<td>44%</td>
</tr>
<tr>
<td>Passives</td>
<td>57%</td>
<td>50%</td>
<td>56%</td>
</tr>
<tr>
<td>Detractors</td>
<td>22%</td>
<td>33%</td>
<td>32%</td>
</tr>
<tr>
<td>Response Rate</td>
<td>22%</td>
<td>7%</td>
<td>9%</td>
</tr>
<tr>
<td>Total Responses</td>
<td>130,293</td>
<td>25,942</td>
<td>33,993</td>
</tr>
</tbody>
</table>

- Spring 2013 NPS: +2 points to +15 points
- Fall 2012 NPS: -10 points to -2 points
- Spring 2012 NPS: -11 points to +5 points

Baseline: Produced on May 30, 2013

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YOUTH-FACING VOLUNTEER: LOYALTY DRIVER HISTORY

I know where to go to get tools and resources to be a successful leader.

The council staff provides outstanding customer service.

Attending roundtables help me become a more effective leader.

I have support from other leaders that helps me be an effective Scout leader.

I understand the unique benefits that Scouting provides to today's youth.

I fully understand my role within the unit.

Through Scouting, I teach youth skills they cannot learn anywhere else.

PERCENTAGES IN RED ARE LEADING DRIVERS IN THOSE RESPECTIVE YEARS

- Spring 2013
- Fall 2012
- Spring 2012

Produced on May 30, 2013
## DISTRICT/COUNCIL VOLUNTEERS:
NPS History and Cycle-to-Cycle Change

<table>
<thead>
<tr>
<th>Season</th>
<th>Promoters</th>
<th>Passives</th>
<th>Detractors</th>
<th>Response Rate</th>
<th>Total Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Spring 2013 NPS</strong></td>
<td>45%</td>
<td>65%</td>
<td>16%</td>
<td>34%</td>
<td>44,814</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>-5 points</td>
<td>+21 points</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>+3 points</td>
<td>+3 points</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>-11 points</td>
<td>+8 points</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>+8 points</td>
<td>-11 points</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>+26,351</td>
<td></td>
</tr>
<tr>
<td><strong>Fall 2012 NPS</strong></td>
<td>50%</td>
<td>62%</td>
<td>27%</td>
<td>13%</td>
<td>18,463</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>-6 points</td>
<td>-11 points</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>-4 points</td>
<td>+2 points</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>+3 points</td>
<td>-11 points</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>+8,111</td>
<td></td>
</tr>
<tr>
<td><strong>Spring 2012 NPS</strong></td>
<td>56%</td>
<td>66%</td>
<td>25%</td>
<td>24%</td>
<td>10,352</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>-6 points</td>
<td>-5 points</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>-2 points</td>
<td>+3 points</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>+8,111</td>
<td></td>
</tr>
</tbody>
</table>

**Baseline**
I understand the unique benefits that the Scouting program provides to today’s youth.

My district/council is doing everything it can to deliver quality programs to our Scouts.

My committee/board is definitely effective at accomplishing its goals in a timely manner.

My skills and capabilities are being fully used in my volunteer position.

I get all the information I need to do the work required for my position.

I feel the council today is very responsive to Scout volunteers’ needs.

I have the tools and resources to be an effective volunteer.

PERCENTAGES IN RED ARE LEADING DRIVERS IN THOSE RESPECTIVE YEARS
<table>
<thead>
<tr>
<th></th>
<th>Promoters</th>
<th>Passives</th>
<th>Detractors</th>
<th>Response Rate</th>
<th>Total Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Spring 2013 NPS</strong></td>
<td>9%</td>
<td>47%</td>
<td>15%</td>
<td>20%</td>
<td>11,645</td>
</tr>
<tr>
<td></td>
<td>-39 points</td>
<td>-17 points</td>
<td>-6 points</td>
<td>+22 points</td>
<td>+6,829</td>
</tr>
<tr>
<td><strong>Fall 2012 NPS</strong></td>
<td>48%</td>
<td>64%</td>
<td>21%</td>
<td>9%</td>
<td>4,816</td>
</tr>
<tr>
<td></td>
<td>-5 points</td>
<td>-2 points</td>
<td>0 points</td>
<td>+3 points</td>
<td>-965</td>
</tr>
<tr>
<td><strong>Spring 2012 NPS</strong></td>
<td>53%</td>
<td>66%</td>
<td>21%</td>
<td>13%</td>
<td>5,781</td>
</tr>
</tbody>
</table>

**Baseline**
I am satisfied with the amount of interaction between the council and our organization.

Scouting families participate in our organization’s events and/or activities.

Our local council has made sponsoring a Scouting group simple and easy.

I am aware that BSA requires mandatory training to ensure the safety of youth.

I have a good understanding of the responsibilities of being a charter organization of the BSA.

Scouting is our partner in providing positive youth programs to meet the goals of my organization.

Scouting has provided a way for my organization to make an impact in the lives of youth.

PERCENTAGES IN RED ARE LEADING DRIVERS IN THOSE RESPECTIVE YEARS
NET PROMOTER SCORE™: The calculation and connection to Loyalty.

The Net Promoter Score is determined by asking one question about the likelihood of making a recommendation to others. Stating that one is likely to make a recommendation essentially extends that individual’s credibility and trustworthiness to the organization, which demonstrates the condition that loyalty exists. This is also recognized as an endorsement when a recommendation is actually made. In this way, NPS is tied to increased levels of engagement and growth.

The 11-point scale is broken down into three groups depending on response. Promoters score 9-10, Passively Satisfied score 7-8, and detractors score 6 to zero.

i.e. 100 responses: If 30 chose 9-10 and 20 chose 0-6, then NPS = 10%

*The Net Promoter is a trademark of Satmetrix, Bain & Company, and Fred Reichheld.