



Fall 2013 Voice of the Scout Executive Summary

Overview

Voice of the Scout (VOS) is a system designed to assess the delivery of value promised to the Boy Scouts of America's 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.

The fall 2013 survey period was from September 23 to October 19 and received 100,511 responses. The timing is noteworthy as it followed the vote to change the membership policy for youth only and the announcement of a membership fee increase. The segments of response included:

- Cub Scouts: 3%
- Cub Scout parents: 5%
- Boy Scouts/Venturers: 4%
- Boy Scout/Venturer parents: 8%
- Youth-facing volunteers: 17%
- District/council volunteers: 23%
- Chartered organizations: 11%

Loyalty to Scouting

In the spring of 2013, members continued to acknowledge the value of Scouting despite discussions taking place about possible changes in membership policies. As a result, loyalty scores among those closest to the youth experience increased while loyalty among those who administer the programs decreased. This fall, after the decision to change the membership policy, members continued to show their support of Scouting and strongly believe that it benefits youth, although most loyalty scores declined. The NPS metric captures loyalty to Scouting by measuring the likelihood that members would recommend the program to their friends and family. The overall NPS of 31 percent is representative of our many successes but also helps identify areas of opportunity.

Success

The results reaffirmed that Scouting provides beneficial activities youth enjoy and opportunities for adults to positively impact the lives of youth. The top drivers of Cub Scout loyalty are about the experience, with 90 percent agreeing that "Cub Scouting is really fun." For Cub Scout parents, nearly 90 percent agreed that they "appreciate the opportunity to participate with my son in Scouting." The primary loyalty driver for Boy Scouts and Venturers is "My parents are very supportive of the Scouting program," with 89 percent of youth agreeing with this statement. More than 85 percent of Boy Scout and Venturer parents believed that "Scouting provides the activities my son enjoys." The primary loyalty drivers for youth-facing volunteers continues to be "I understand the unique benefits that Scouting provides to today's youth" with 88 percent agreement. District and council volunteers echo that sentiment with 90 percent agreeing that "I understand the unique benefits that the Scouting program provides for today's youth." Chartered organizations felt that "Scouting has provided a way for my organization to make an impact in the lives of youth," with 84 percent agreement.

Opportunity

Based on the results, the expectations of volunteers, chartered organizations, youth, and parents are not always being met. These drivers point to areas of opportunities for loyalty increases through better meeting those expectations. Only slightly more than half of Cub Scout parents indicated that their son learns skills in Scouting that he could not learn anywhere else. For Boy Scouts and Venturers, 52 percent agreed with the statement that "Our meetings are a good use of my time." Nearly one-third of youth-facing volunteers believed that roundtables help them become a more effective leader. Fewer than half of district and council volunteers agree with the second main loyalty driver, "I feel the council today is very responsive to Scout volunteers' needs." About 53 percent of chartered organizations agreed with the statement "I am satisfied with the amount of interaction between the council and our organization."