

The value of Scouting remains strong.



Loyalty to Scouting



Success



Opportunity

In the spring of 2013, members acknowledged 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. Subsequent to the spring vote, the fall respondents continued to show their support of Scouting and strongly believe that it benefits youth, although most loyalty scores declined.

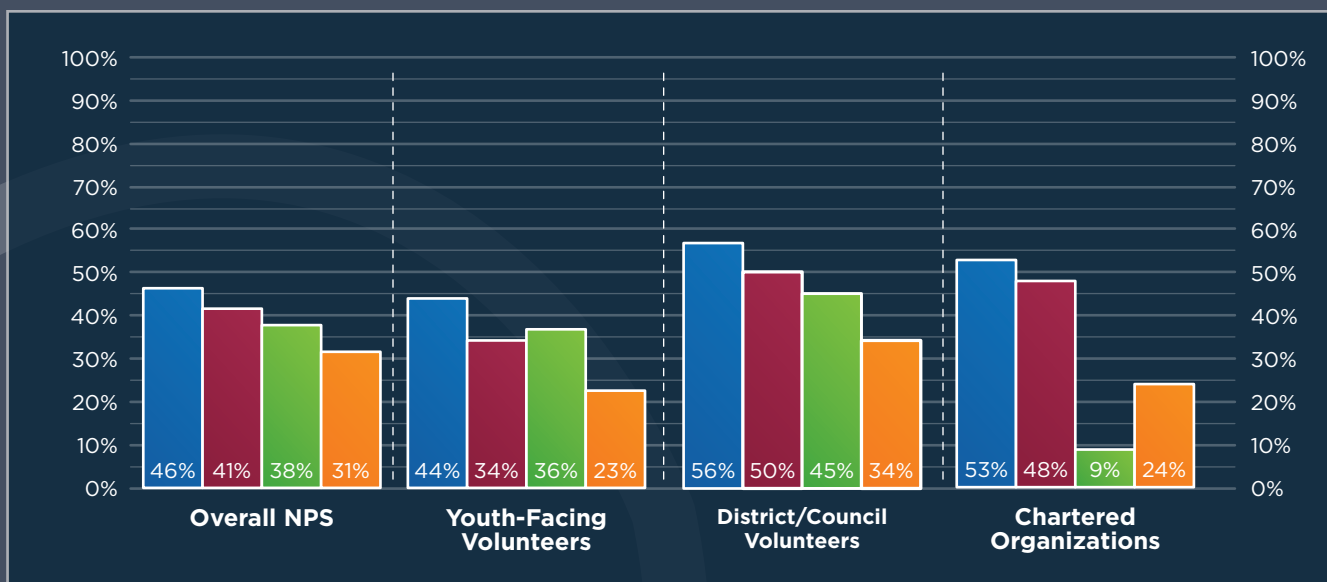


Loyalty to Scouting

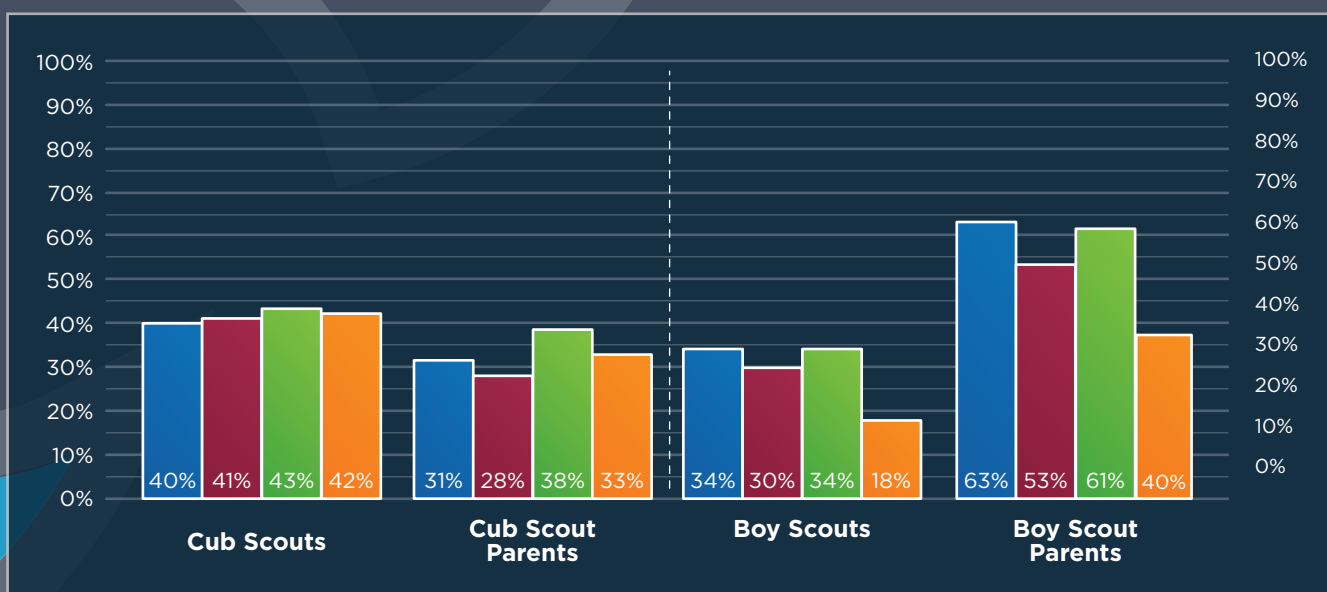
NPS is a metric that captures loyalty to Scouting, by measuring the likelihood that members would recommend the program to their friends and family. An NPS of 31% is representative of our many successes but also helps identify areas of opportunity.

Overall
NPS
31%

This is the fourth consecutive decline in NPS, indicating a risk to member retention.

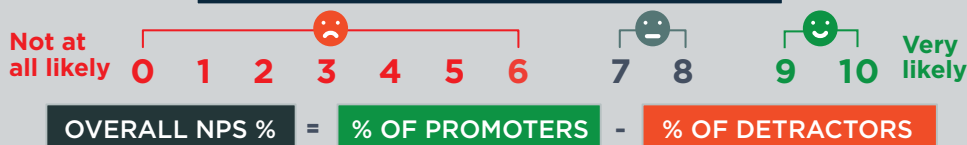


Measuring loyalty is about engagement and insight coming from Scouting's most important participants—youth, parents, volunteers, and chartered organizations. Regardless of the score, the Voice of the Scout gives valuable insight at national, area, council, and district levels.



Spring 2012 Fall 2012 Spring 2013 Fall 2013

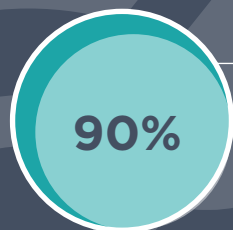
How the NPS is calculated





Success

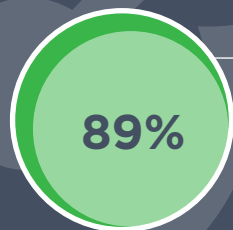
Scouting provides beneficial activities youth enjoy and opportunities for adults to positively impact the lives of youth.



Cub Scouts

Cub Scouting is really fun.

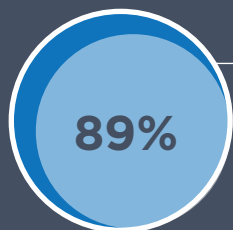
"Because it's so much fun and we do things like rocket launches, pinewood derby and raingutter regatta and camp over lots of times a year."



Cub Scout Parents

I appreciate the opportunity to participate with my son in Scouting.

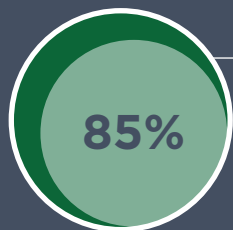
"Awesome for my son and also his dad has a busy work schedule and this encourages their time together."



Boy Scouts & Venturers

My parents are very supportive of the Scouting program.

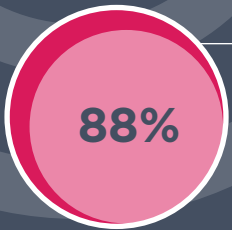
"Boy Scouts is a way for me to make friends, learn new things, keep in touch with friends, and trains me for leadership skills that I use in school and other places."



Boy Scout & Venturer Parents

Scouting provides the activities my son enjoys.

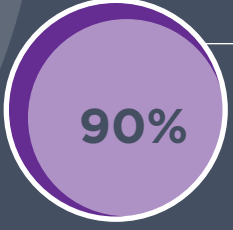
"Scouting provides unique activities that are not available in any other program for boys in this age range."



Youth-Facing Volunteers

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

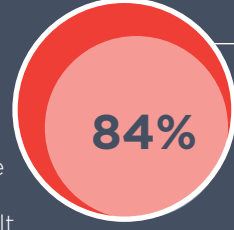
"The program provides boys with incredible opportunities to develop a wide range of life skills they would not otherwise have the opportunity to develop—particularly related to leadership and citizenship."



District/Council Volunteers

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

"I believe there are four items that make Scouting unique: focus on God, Scouts developing relationships with great adult leaders, learning skills in many areas to broaden their opportunities, and learning to think for themselves (decision-making skills)."



Chartered Organizations

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

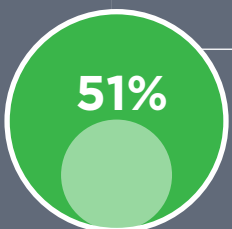
"BSA is an outstanding organization that teaches youth, values, life skills and community service."

The above statements are all based on agreement levels with 80% or higher demonstrating success in that customer segment.



Opportunity

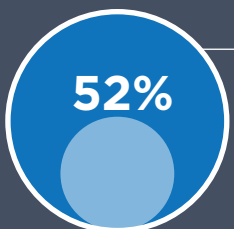
Expectations of volunteers, chartered organizations, youth, and parents are not always being met.



Cub Scout Parents

My son learns skills in Scouting that he could not learn anywhere else.

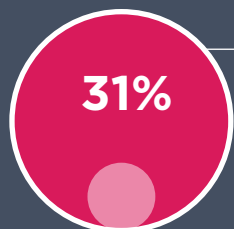
"I am able to and do teach him the same skills myself. Scouting reinforces what I teach."



Boy Scouts & Venturers

Our meetings are a good use of my time.

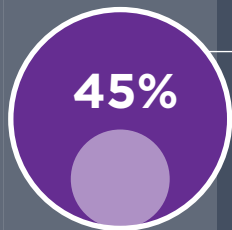
"My expectation was for more outdoor activities, but it has been too much classroom."



Youth-Facing Volunteers

Attending roundtables help me become a more effective leader.

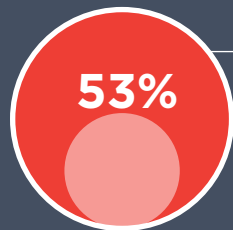
"A half-hour of horn-tooting by the board followed by an hour of cheers and skit demonstration, etc., is a waste of time. We can get that info online. We don't address real issues and tools."



District/Council Volunteers

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

"Council is too disorganized and under staffed to be of any help at all."



Chartered Organizations

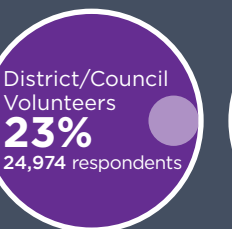
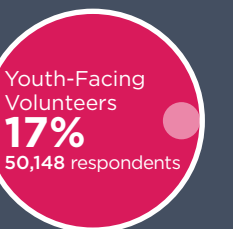
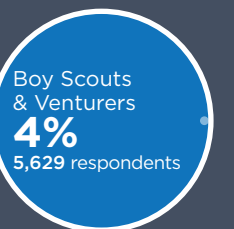
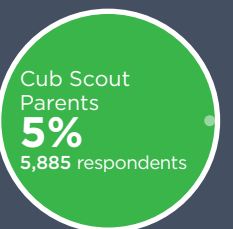
I am satisfied with the amount of interaction between the council and our organization.

"Not enough help in the startup of our pack."

The above statements are all based on the lowest agreement percentage meaning changes to improve the customer experience will positively impact loyalty in that customer segment.

Response Rates

Each spring and fall, the responses have been statistically significant at the national level, and this fall is no different. Nationally, 100,511 people participated in our surveys, meaning the respondents are representative of BSA membership with a 99% confidence level at a +/- 1% interval.



GOLD COUNCILS

Five Gold Councils achieved all three JTE standards: 55% or higher email addresses, 8% or higher response rate, and 55% or higher overall council NPS score.

🏆 De Soto Area Council - El Dorado, AR

🏆 Evangeline Area Council - Lafayette, LA

🏆 Housatonic Council - Derby, CT

🏆 Otschodela Council - Oneonta, NY

🏆 South Texas Council - Corpus Christi, TX

About this infographic

The Voice of the Scout surveys are sent out to members with valid email addresses in the spring and fall since the inception of the program in spring 2012. Research findings will be published two times per year. Additional resources such as the full 2013 Fall Voice of the Scout Research Briefing, training materials, and research methodology can be found at www.scouting.org/jte and scroll to the Voice of the Scout section.

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