Spring 2012 Briefing

Detailed Report
May 2012

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NET PROMOTER METHODOLOGY...

• Is not a weighted average
• Treats all customer groups equally

VOICE OF THE SCOUT...

• Is not a stand alone program
• It’s one of 18 Journey to Excellence performance management criteria
OVERVIEW & KEY FINDINGS
The Main Story for Spring 2012:
The Scouting program was viewed positively, but inconsistent or poor delivery of the program is frequently mentioned as the cause of a negative experience.

Program Feedback

- Parents & volunteers believe worthwhile values are being reinforced and it is the best program around to become successful in life.
- Scouts’ perception is that they learn life skills, advancement aspects are great and they resonate with feeling as if they are part of something bigger.

Delivery Feedback

- Better organization and general improvements in troop and den meetings.
- Improved leadership through better support, simplified steps, and recruiting more leaders are recommendations made by all groups.
- More relevant and improved training to volunteers.
- Cut the paperwork and red tape in program administration.
## The Main Story for Spring 2012:
### Key Findings by Group

| Scouts/Venturers | • Enjoy their experience, citing it is fun, life skills learned are valuable and activities are of interest.  
|                  | • Say the program is not consistently delivered in the way they want or expect. Meetings are boring and leadership is not strong.  
|                  | • Want more great outdoor activities. |
| Parents          | • Believe Scouting is a critical part of developing character.  
|                  | • Say meetings are not always a good use of time.  
|                  | • Indicate improved trained adult leadership is greatly needed. |
| Volunteers       | • Embrace Scouting  
|                  | • Are challenged to support delivery because of too much red tape, inconsistent rules and paperwork.  
|                  | • Indicate desire to have a reduced cost to be a volunteer  
|                  | • Cite a need for more leaders. |
| Chartered Orgs   | • Are sold on the benefits of Scouting.  
|                  | • Find the chartering process cumbersome.  
|                  | • Are asking for a stronger, reciprocal relationship with their Council. |
Of those members who had email addresses in ScoutNet, 11 percent responded.
By region, the percentage of members with emails addresses in ScoutNet is between 19-24%.
Member segments range from Cub Scout Parents with the lowest NPS to the Boy Scout Parents with the highest.
Top two activities by group that have the highest impact on improving the member experience.

<table>
<thead>
<tr>
<th>Customer Segment</th>
<th>Activities driving the member experience</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cub Scouts</td>
<td>Cub Scouting is really fun. I learn new things in my den meetings.</td>
</tr>
<tr>
<td>Boy Scouts</td>
<td>Being in Scouting makes me feel like I am part of something bigger than myself. Our meetings are a good use of my time.</td>
</tr>
<tr>
<td>Cub Scout Parents</td>
<td>Scout meetings are a good use of my son’s time. Scouting is constantly reinforcing worthwhile values for my son.</td>
</tr>
<tr>
<td>Boy Scout Parents</td>
<td>Scouting is the best program around to help youth become successful in life. Scout meetings are a good use of my son’s time.</td>
</tr>
<tr>
<td>Youth-Facing Volunteers</td>
<td>I understand the unique benefits that Scouting provides to today's youth. I have support from other leaders that helps me be an effective Scout leader.</td>
</tr>
<tr>
<td>District/Council Volunteers</td>
<td>My district/council is doing everything it can to deliver quality programs to our Scouts. I understand the unique benefits that the Scouting program provides to today’s youth.</td>
</tr>
<tr>
<td>Chartered Organizations</td>
<td>Our local council has made sponsoring a Scouting group simple and easy. Scouting has provided a way for my organization to make an impact in the lives of youth.</td>
</tr>
</tbody>
</table>

Comment key word analysis for the top two driver questions above is included in the segment audience sections of this report.
18 Elite Councils exceeded three national averages: 1) Having 60% or more email addresses for their members, 2) Earning a 45% or better NPS score, and 3) Hearing from 11% of their members.
CUB SCOUT PARENTS
Cub Scout Parents: Key Findings

- Cub Scout Parents have the **lowest levels of member satisfaction and loyalty** with an NPS of 31 percent.

- While just over half of the Promoters provided comments that were largely positive related to program and delivery, 61 percent of Detractors provided additional comments describing the experience as **boring, not organized, disappointing, not satisfying or not fun**.

- Non-current Cub Scout Parents had a significant story related by Detractors (49% of the 767 respondents). Ninety-seven percent of their comments were **negative about the program, experience, cost or communication**.
Cub Scout Parents: Bright Spots & Opportunities for Improvement

What is Working

- Over 80 percent of parents agree that Scouting provides activities that their son/s enjoy.
- Parents made comments about Scouting being a positive learning experience, rewarding and good at developing character.

The Number One Improvement: Cub Scout Parents stated more leadership was needed along with better trained adults and improved Den Leaders.

What Needs Improvement

- A Structured, Rewarding Time: The most important fulfillment for Cub Scout Parents is feeling that Scout meetings are a good use of their sons’ time.
- Unique Skills Development: Less than 50 percent of parents agree that “my son learns skills in Scouting that he could not learn anywhere else”. This statement also had the lowest overall agreement than any other survey question for Cub Scout Parents.
Cub Scout Parents have the lowest levels of member satisfaction and loyalty with an NPS of 31 percent.

<table>
<thead>
<tr>
<th>Cub Scout Parent NPS</th>
<th>Members</th>
<th>Non-Current</th>
</tr>
</thead>
<tbody>
<tr>
<td>31%</td>
<td>50%</td>
<td>34%</td>
</tr>
</tbody>
</table>

**PROMOTERS**

Why did you give this score? Parents gave positive attribution to the Experience (24%), Program (19%), Activities (15%), Character Development (13%) and Learning (12%) that their son’s have in Cub Scouts.

<table>
<thead>
<tr>
<th>Cub Scout Parent Response Rate</th>
<th>Members</th>
<th>Non-Current</th>
</tr>
</thead>
<tbody>
<tr>
<td>5%</td>
<td>31%</td>
<td>17%</td>
</tr>
</tbody>
</table>

**PASSIVES**

Why did you give this score? Disorganization is an issue (12%); boredom and general dissatisfaction make up another 3% of the negative reports in open comments. Experience is cited as positive (great, excellent, wonderful) by 10% as is program (great, good, fine) at 12%.

<table>
<thead>
<tr>
<th>Cub Scout Parent Responses</th>
<th>Members</th>
<th>Non-Current</th>
</tr>
</thead>
<tbody>
<tr>
<td>9,099</td>
<td>19%</td>
<td>49%</td>
</tr>
</tbody>
</table>

**DETRACTORS**

Why did you give this score? Negative complaints of 61% include disorganization, boredom, wasted time and unsatisfying/not fun. However, Cub Scout Parents were very engaged for this group: 51% of detractors took the time to write in their thoughts.
### Cub Scout Parents: Scouting is constantly reinforcing worthwhile values for my son.

<table>
<thead>
<tr>
<th>Agree</th>
<th>77%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Neutral</td>
<td>21%</td>
</tr>
<tr>
<td>Disagree</td>
<td>2%</td>
</tr>
</tbody>
</table>

#### Comment Summary:
- Nine percent of respondents noted respect as a value reinforced by Scouting.
- Nine percent also noted that the program needed improvement, is disorganized, and that there was a lack of discipline and respect.

#### Comments
- **Den meetings are great. Anything with the pack is excruciating. So long and drawn out. The kids in my son's den get bored and end up not paying attention and the parent are even more bored.**
- **Agree - meetings are the biggest challenge as a leader - making them relevant and fun - our volunteer leaders make or break the program.**
- **For the most part they are a total nightmare.**
- **Our Den Leader and Cub Scout Leader did not provide many rich scouting experiences/activities. Weekly meetings lacked content.**
Cub Scout Parents: Scout meetings are a good use of my son’s time.

<table>
<thead>
<tr>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>68%</td>
<td>26%</td>
<td>6%</td>
</tr>
</tbody>
</table>

Comment Summary

- Twenty-five percent of respondents stated that the meetings were boring, a waste of time, disorganized, and needed more structure.

Comments

- Although it seems social pressure has created changes since I was in scouts. The values reinforced are different in some ways from the organization's original intent.

- I appreciate emphasis on citizenship but religion is overemphasized. The national organization's stance on homosexuality is inappropriate and discriminatory.

- Again, the program calls for it, but I find this pack to allow very disrespectful behavior.

- When I am disappointed from a poor decision from my Scout, I can always fall back on asking if this behavior would be acceptable in Scouting.... they both know when they do wrong.
**Cub Scout Parents:** If there is one thing that I would suggest to improve Scouting, it would be...

1. Cub Scout Parents stated that more *leadership* was needed along with better trained adults and improved Den Leaders.
2. They noted in regards to *communication* that information needed to be shared more often and be timely and the website needed improvement.
3. Parents talked about *meetings* needing improving and changing.
4. They noted more *activities* that are higher quality and organized are needed.
5. Parents mentioned that the *cost* was too high and it needed to be more affordable.

* Improvements in descending order according to frequency of mention.

**Comments**

Better training and guidance for new leaders to make sure they have a game plan and are confident in leading their den. That is the best way to ensure the boys are getting the best experience.

For families that do not have the income or are on fixed income it is extremely expensive to participate in everything. My son misses out on some of it just because we don't have the money.

Less is more! I think there should be more focus on having higher quality events and activities and things the boys need to do to earn badges. There is just too much going on and particularly for younger boys.
CUB SCOUTS
Cub Scouts: Key Findings

- **Creating experiences** for Cubs that would drive them to recommend Scouting to their friends is overwhelmingly dependent on the **delivery of fun** at den meetings and other organized events.

- The **importance of having fun** supersedes all other situations for Cubs and is four times more important than any other activity reported.

- The second highest driver of the member experience is **learning new things** in den meetings.

- While definitive statements from the Cubs are not directly reporting the delivery of the program being a problem, there is anecdotal evidence that it is **impacting the experience** in Scouting in a fundamental way.
Cub Scouts: Bright Spots & Opportunities for Improvement

What is Working

• Eighty-five percent of respondents agree that their Scouting experience is really fun.
• The Program appears to continue to generate excitement about earning badges with 83 percent of Cubs.
• Seventy-six percent agree that they do learn new things in den meetings.

What Needs Improvement

• It’s Boring: About 90 percent of Detractor comments complained about gatherings being un-stimulating.
• Infrequent Outdoor activities: While 68 percent agree the outdoor activities are great, 39 percent noted the frequency and reach of outdoor activities warrants attention.
• Bullying Exists: While 74 percent agree that boys in their group are not mean, the 26 percent who are neutral or disagree gave alarming comments on this topic.
Creating experiences for Cubs that would drive them to recommend Scouting to their friends is dependent on the delivery of fun at den meetings & other outdoor events.

<table>
<thead>
<tr>
<th>Cub Scout NPS</th>
<th>38%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Why did you give this score?</td>
<td>50% cited friends, 31% stated activities and camping, 10% talked about the fun, cool experience, 6% noted the awards and 6% the Pine Wood Derby</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Cub Scout Response Rate</th>
<th>4%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Why did you give this score?</td>
<td>53% cited friends, 19% stated experience and 24% stated activities and camping</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Cub Scout Responses</th>
<th>6,555</th>
</tr>
</thead>
<tbody>
<tr>
<td>Why did you give this score?</td>
<td>41% cited experience, 37% stated friends, 18% stated meetings and 7% noted activities</td>
</tr>
</tbody>
</table>
Cub Scouts: Cub Scouting is fun.

<table>
<thead>
<tr>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>86%</td>
<td>13%</td>
<td>1%</td>
</tr>
</tbody>
</table>

**Comment Summary:**
- Thirty-five percent of respondents noted camping and activities as being an important part of Scouting: It is either a highlight or they want more of it.
- Eleven percent stated as having great experiences
- Eleven percent noted that the meetings were boring
- Seven percent talked about gaining friends

**Comments**
- I get to relax & do things like normal kids do like playing in the dirt when we're camping instead of one fieldtrip a year to the farm & we are not allowed to touch anything.
- I would give this two strongly agrees if I could because it is really fun when we get to go camping with our mother or father.
- Den activities are fun but the parents are always yelling. Pack meetings are too kiddish.
- I thought it was boring at the beginning of the year. Now I think it is fun b/c I get to draw pictures and play games and stuff.
Cub Scouts:
A family member does Cub Scout activities with me.

Agree: 94%
Neutral: 5%
Disagree: 1%

Comments
- My mom & dad both do activities with me. Me & my dad went camping at the XL center.
- My grandma...she helps me all the time.
- My grandpa and parents do a lot.
- Not usually, his dad is not really interested in the program.

Please Note: Comment key word analysis is limited to the two highest impact driver questions in each segment audience.
Driving Overall JTE/Council Performance

Use NPS to ID at-risk groups

See drivers to help explain the score

View comments to ID trends

Assess leading indicator impact to other JTE criteria.

“Cub Scouting is really fun.”

“I learn new things in my den meetings.”

TOP DRIVER QUESTIONS  ACTUAL SURVEY COMMENTS  KEY ISSUES  ACTIONS

Membership/Youth Growth  Youth Retention  Cub Scout Advancement

NATIONAL NPS  COUNCIL NPS

39%  

BOY SCOUTS OF AMERICA

Prepared. For Life.™
Needed Action Steps
2012 Fall Survey Cycle

• **Identify and take action on quick wins using spring data**
  - High impact, low cost, minimum effort
  - Advertise change as a result of VOS surveys feedback

• **Improve email saturation rate**
  - All new member and leaders strongly encouraged to include email address on application
  - Commissioners promote units adding email addresses during internet rechartering
  - Use email saturation tool on scouting.org/jte to provide unit email lists in rechartering kits

• **Increase response rate**
  - Announce VOS survey is coming on website, newsletter, Scout Shops
  - Promote importance of responding to survey at School nights, roundtables, training sessions, camps and activities, etc
Voice of the Scout Program Manager:
Mike Watkins, Mission Impact, mike.watkins@scouting.org

Voice of the Scout Program Administrator: JTE@scouting.org

Download the VOS Council Toolkit and additional resources including videos, articles, guides and the Executive Summary from the VOS pilot program are located at: http://www.scouting.org/jte
BOY SCOUTS & VENTURERS
Scouts & Venturers: Key Findings

- Boy Scouts have the second **lowest NPS score** of 34 percent with just half the respondents being Promoters of the program.
- Those that stated they are **no longer members** have a much **higher loyalty** level with an NPS score of 67 percent.
- Older Scouts reported a 22 percent higher NPS than the younger Scouts. The disconnect might be found in the way the most **impactful driver activities** are being experienced for each:
  - For more mature, older Scouts they have more of a perspective of how an appreciation and awareness of learning life skills is applicable to success in life.
  - With perspective to younger scouts, outdoor activities are a more important value driver for them than for older Scouts.
Scouts & Venturers: Bright Spots & Opportunities for Improvement

What is Working

• Boy Scouts reported high levels of satisfaction with the program.
• Seventy-five percent agree that being in Scouting makes them feel like they are a part of something bigger than themselves.
• They see the value in Scouting from a development perspective.
• Eighty-two percent agree that Scouting activities are of interest to them.

What Needs Improvement

• Wasted Time & Disorganization: Only 52 percent of Scouts indicated that meetings are a good use of my time.

The Number One Improvement: Scouts noted a need for improvement in leadership and leadership training.
Boy Scouts/Venturers have the second lowest NPS score at 34 percent with just one-half the respondents being Promoters of the program.

<table>
<thead>
<tr>
<th>Boy Scout/Venturer NPS</th>
<th>Members</th>
<th>Non-Current</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>33%</strong></td>
<td>52%</td>
<td>75%</td>
</tr>
</tbody>
</table>

Why did you give this score? 62% talked about it being enjoyable and fun, 15% stated friends, 14% cited the experience as helpful and positive, 14% cited skills and 13% cited the program.

<table>
<thead>
<tr>
<th>Boy Scout/Venturer Response Rate</th>
<th>4%</th>
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</table>

| Boy Scout/Venturer Responses | 5,568   |

<table>
<thead>
<tr>
<th>PROMOTERS</th>
<th>30%</th>
<th>18%</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>52%</strong></td>
<td>75%</td>
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</table>

Why did you give this score? 44% talked about it being enjoyable, 29% stated friends, 30% cited camping and other activities and 13% stated the experience as positive but difficult.

<table>
<thead>
<tr>
<th>PASSIVES</th>
<th>18%</th>
<th>7%</th>
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</table>

Why did you give this score? 45% talked about friends but stating negative and nerdy, 23% cited the experience as not cool and bad, 16% stated the activities as excellent, 16% stated it being enjoyable and 8% state it as boring.
Story: The NPS score for the older Scouts/Venturers (above 14) is 22% higher than younger Scouts.

<table>
<thead>
<tr>
<th></th>
<th>Younger Scouts (11 to 13 years of age)</th>
<th>Older Scouts (14 + years of age)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Promoters:</td>
<td>48%</td>
<td>55%</td>
</tr>
<tr>
<td>Passives:</td>
<td>33%</td>
<td>27%</td>
</tr>
<tr>
<td>Detractors:</td>
<td>19%</td>
<td>18%</td>
</tr>
<tr>
<td>NPS:</td>
<td>29%</td>
<td>37%</td>
</tr>
</tbody>
</table>
Boy Scouts & Venturers: Being in Scouting makes me feel like I am part of something bigger than myself.

Comment Summary:
- Thirty-four percent of respondents noted community and helping make a difference
- Thirty-two percent stated their experience as enjoyable and fun
- Nine percent mentioned the Jamboree

Agree 74%
Neutral 25%
Disagree 1%

Comments
- The Scouting community is huge, I especially realize this after taking part in the VOA and going to NOAC/ OA High Adventure Bases.
- I do feel I’m part of an organization that spans the world. And through this organization I have many things in common with people in my city, state, country, and around the world that I wouldn’t have had in common without Scouting.
- Working at the Regional level of the Venturing program has given me a glance into the bigger picture of things. There is much more than meets the eye in everything that we do.
- I recognize that there is scouting across the world, and witnessed it firsthand at Jamboree. I find out friends I never knew were boy scouts are involved in the program, but I feel like the troops are too individual, like there is little to no connection between the troops.
Boy Scouts & Venturers:  
Our meetings are a good use of my time.

**Comment Summary:**
- Thirty-three percent of respondents noted the meetings as a waste of time, boring, too long and unorganized

**Agree** 47%  
**Neutral** 45%  
**Disagree** 8%

**Comments**
- Not really. School is a priority in high school and again, when first starting it was OK to do it every week but somehow the program is always predictable and not of interest after the fifth time you've done it.
- Now that I am in high school, sometimes it is more important to get my homework done than to be at the meeting, particularly if I am not going on that month's camping trip.
- I have just about everything done now working towards my eagle. The rest of the troop is now working on things the younger scouts need. There's only so much I can do and often find myself being bored and having nothing to do at the meetings.
- Not all meetings are productive. I am disappointed when I go to a meeting that is not productive because I also have school work to do.
- Every scout meeting helps me become a better troop member, but some meetings are a waste of time, and I could have done other things instead, like doing homework or getting an earlier bedtime.
Boy Scouts & Venturers: If there is one thing that I would suggest to improve Scouting, it would be...

1. Scouts noted *leadership* and leadership training.*
2. Scouts mentioned the *costs* being too expensive and there being too much focus on money.
3. Scouts wrote that more *activities* were needed and of higher quality & more organized.
4. Scouts noted that the *meetings* are meaningful but need to be outside more often.
5. They wrote that they wanted more *camping*.
6. Scouts said they would change *nothing*.

* Improvements in descending order according to frequency of use percentages.

**Comments**

Never lose focus of the mission - THE BOYS! BSA does a phenomenal job, just never lose focus.

More oversight from Council of leaders so Troops are not so different and leadership is consistent

I would like to see a wider range of activities to attract more people to make it less 'nerdy'; maybe more modern and mature activities so the older guys will want to stay in it.
BOY SCOUT PARENTS
Boy Scout Parents: Key Findings

- Boy Scout Parents have the **highest levels of member satisfaction and loyalty** of all the customer segments, with net promoters at 63 percent.

- Over 50 percent of the Promoters who provided written feedback cited an **excellent experience** that is interesting, enjoyable and fun.

- Thirty percent of Detractors that commented referenced the **need for better leadership**.
Boy Scout Parents: Bright Spots & Opportunities for Improvement

What is Working

• Boy Scout Parents are most likely to recommend Scouting to others when they believe that the program helps prepare their son/s to be successful in life.

• Seventy-two percent of respondents agree that the program is indeed accomplishing this goal.

• Ninety-two percent state that Scouting reinforces worthwhile values for their son(s).

What Needs Improvement

• *Time Matters:* Boy Scout parents need to see meetings as a good use of time for their teens.
  ➢ Ninety percent of open-ended expressed their disapproval of the program delivery at Scout meetings

The Number One Improvement: Boy Scout Parents noted that *leadership* needed more/better training, guidance and support.
Boy Scout Parents have the highest levels of member satisfaction and loyalty of all the customer segments.

**Boy Scout Parents NPS**

63%

**Why did you give this score?** Fifty percent cited the excellent, wonderful experience, 32% stated the program as positive, 29% stated the life skills learned, 25% talk about the leaderships skills of role models and adults, and 21% mention character development.

**Boy Scout Parents Response Rate**

9%

**Boy Scout Parents Responses**

5,705

**PROMOTERS**

71%  
73%

**Why did you give this score?** Forty-three percent talk about having a wonderful and excellent experience, 30% cite the program, 24% noted leadership, 18% cite life skills, and 13% talk about character development.

**PASSIVES**

21%  
14%

**Why did you give this score?** Forty percent of parents noted that there is a need for better leadership, 28% cited excellent experience, 23% mentioned the program as positive yet bureaucratic, 15% cited camping, and 9% mentioned that the program was too expensive.

**DETRACTORS**

8%  
13%
## Top two Loyalty Drivers: Scouting is the best program around to help youth become successful in life & Scout meetings are a good use of my son’s time.*

<table>
<thead>
<tr>
<th>Statement</th>
<th>Percentages</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scouting reinforces worthwhile values for my son.</td>
<td>92%</td>
<td>6.48</td>
</tr>
<tr>
<td>Scouting provides the activities my son enjoys.</td>
<td>86%</td>
<td>6.22</td>
</tr>
<tr>
<td>Scouting gives my son the opportunity to be a leader in his troop.</td>
<td>82%</td>
<td>6.13</td>
</tr>
<tr>
<td>I appreciate the various opportunities to volunteer that are provided in Scouting.</td>
<td>77%</td>
<td>5.95</td>
</tr>
<tr>
<td>Scouting is the best program around to help youth become successful in life.</td>
<td>72%</td>
<td>5.91</td>
</tr>
<tr>
<td>I know where to get answers to most of my questions about Scouting.</td>
<td>71%</td>
<td>5.77</td>
</tr>
<tr>
<td>Scout meetings are a good use of my son’s time.</td>
<td>67%</td>
<td>5.69</td>
</tr>
</tbody>
</table>

*Percentages indicate those respondents that agreed or strongly agreed with the statement.

*As determined by a regression analysis linked to the NPS™ question.
Boy Scout Parents: Scouting is the best program around to help youth become successful in life.

TOP DRIVER: Comment Summary

- Twenty percent of Boy Scout Parents mentioned church programs
- Forty percent of respondents talked about how other good programs are available

Comments

While I think it is an amazing program, our church has a program called Duty to God that I feel is even better at teaching boys how to be successful.

Everything in moderation. He is involved with other organizations too. The combination is what we hope will make him successful in life.

If the program were run as it is intended I would agree. If not run in a way to allow the boys to lead and be challenged and to serve, then no.
Boy Scout Parents:  
Scout meeting are a good use of my son’s time.

**Comment Summary:**
- Fifty-three percent of Boy Scout Parents indicate the Scout meetings are boring, unorganized, a waste of time, not productive, and needed more structure.

**Comments**
- Meetings tend to be disorganized and inefficient. I understand boy-led, but there should be more direction from adults.
- Since our troop is boy-led, there are times when play becomes a large part of the agenda. But, most of the time skills are taught.
- Often, there is no agenda ahead of time. To me, this indicates no planning, no thought, and an unproductive meeting.
- Totally inefficient!!! A waste of time, a bunch of adults running around in costumes.
Boy Scout Parents: If there is one thing that I would suggest to improve Scouting, it would be...

1. Boy Scout Parents noted that *leadership* needed more/better training, guidance & support.

2. Parents stated that the *cost* was too expensive and that fees needed to be lowered.

3. They mentioned the need for better *communication*.

4. They wrote about *advancement and merit badges* and rank advancement.

5. Parents noted that *forms/paperwork* needed to decrease, as well as improving the website and there being too much bureaucracy.

* Improvements in descending order according to frequency of comments.

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**Comments**

- Council involvement in ensuring the troop runs as it is supposed to. Attend some troop meetings and committee meetings. No one from Council has ever attended a meeting. Leaders do not have training and do not run troops as it should.

- Look harder at the individuals volunteering as leaders & how they operate their troops. There are a lot of excellent troops out there but the few that are not are going to make a bad name for the good ones. Council needs to take action on those troops.

- More information disseminated about ranking and how to achieve ranking; maybe even setting up milestones for the kids.

- The amount of merit badge offerings is wonderful! We would like to see more opportunities to earn merit badges from our council. We have had to look to other councils, parks and rec, business, etc. in order to complete merit badges.

- The program needs to be updated, there is a lot of planning and working on projects, merit badges, etc. but needs a little more fun or it just feels like you’re in school.
CHARTERED ORGANIZATIONS
Chartered Organizations: Key Findings

- Chartered Organizations spoke clearly and in unison: They do not need “to be sold” on the benefits of Scouting.
- These entities need a reciprocal relationship through making sponsoring process uncomplicated and having Scouting families more involved with their organizations.
Chartered Organizations: Bright Spots & Opportunities for Improvement

What is Working

• Eighty-five percent agree that Scouting provides a way for their organization to make an impact in the lives of youth.

• Eighty percent have a good understanding of their responsibilities as a chartering organization.

The Number One Improvement: Respondents stated that the costs were expensive and there was too much focus on money.

What Needs Improvement

• Chartering Process: Only 67 percent think the sponsoring process is easy and simple. A majority of comments were negative stating that there are problems with the process and too much paperwork.

• Council Relationship: Respondents were the least satisfied with the level of interaction between the council and their organization.
Chartered Organizations spoke clearly and in unison: They do not need “to be sold” on the benefits of Scouting.

Chartered Organizations NPS

52%

Chartered Organizations Response Rate

13%

Chartered Organizations Responses

5,785

PROMOTERS

Members: 66%
Non-Current: 62%

Why did you give this score? 27% cited the program and valuable and positive, 25% said character development, 15% mentioned the experience, 12% talked about the community and service, and 10% mentioned the impact of the program in helping youth and making future leaders.

PASSIVES

Members: 21%
Non-Current: 19%

Why did you give this score? 28% said the program was positive; 18% cited the experience as both positive and negative; 16% noted the character development; 11% noted the process, having problems, too much paperwork, and not efficient; and 8% stated community.

DETRACTORS

Members: 13%
Non-Current: 19%

Why did you give this score? 5% stated that the process having problems and too much paperwork, 4% talked about bad or poor experiences, 2% stated it was expensive, and 3% wrote that the program was positive and of quality.
Top two Loyalty Drivers: *Scouting has provided a way for my organization to make an impact in the lives of youth & Our local council has made sponsoring a Scouting group simple and easy.*

<table>
<thead>
<tr>
<th>Statement</th>
<th>Percentage</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>I am aware that BSA requires mandatory training to ensure the safety of youth.</td>
<td>98%</td>
<td>6.72</td>
</tr>
<tr>
<td>Scouting has provided a way for my organization to make an impact in the lives of youth.</td>
<td>87%</td>
<td>6.29</td>
</tr>
<tr>
<td>I have a good understanding of the responsibilities of being a charter organization of the BSA.</td>
<td>81%</td>
<td>6.11</td>
</tr>
<tr>
<td>Scouting is our partner in providing positive youth programs to meet the goals of my organization.</td>
<td>79%</td>
<td>6.06</td>
</tr>
<tr>
<td>Our local council has made sponsoring a Scouting group simple and easy.</td>
<td>67%</td>
<td>5.65</td>
</tr>
<tr>
<td>Scouting families participate in our organization’s events and/or activities.</td>
<td>57%</td>
<td>5.44</td>
</tr>
<tr>
<td>I am satisfied with the amount of interaction between the council and our organization.</td>
<td>53%</td>
<td>5.12</td>
</tr>
</tbody>
</table>

Percentages indicate those respondents that agreed or strongly agreed with the statement. *As determined by a regression analysis linked to the NPS™ question.*
Chartered Organizations: Scouting has provided a way for my organization to make an impact in the lives of youth.

Comment Summary:
- Twenty-nine percent of responses noted the Scouting program as positive
- Twenty-one percent talked about church
- Twenty-one percent noted the experience as positive and excellent

Comments:
- Chartering a scout troop is a great means of community outreach and steering the youth towards a positive outcome.
- I have seen boys progress from Tiger to Eagle. It is an amazing journey.
Chartered Organizations: Our local council has made sponsoring a Scouting group simple and easy.

Comment Summary

- Sixty-one percent of Chartered Organizations noted the process as having problems, being difficult, having bad experiences, and having too much paperwork.

- Twenty-eight percent noted receiving professional help and having a good experience.

Comments

- When a 'New' unit is formed - a packet with ALL available information that would make a leaders job easier - should be distributed at the time the unit is 'official'. I know of at least one that received no printed materials to aid the leader(s).

- The yearly charter is very painful. Boys records are often lost. The process is like starting over each and every year. It is almost like we have not been chartered the previous year. This process really needs to be fully automated.

- Online re-chartering is great! Easy to use and fairly idiot proof.
Chartered Organizations: If there is one thing that I would suggest to improve Scouting, it would be...

1. Respondents stated that the *costs* were expensive and there was too much focus on money.
2. Chartered Organizations noted that the *training* needed improvement and there need to be more.
3. They mentioned in regards to *leaderships*, there needed to be new, stronger, experienced leaders.
4. Respondents wrote that the *process*, specifically re-chartering and application needed improvement.
5. They stated that there needed to be more *communication*.

* Improvements in descending order according to frequency of comments.

**Comments**

- Leadership is of such excellent quality that they must invest in training & encouraging new leadership at first supplement & in the long run, replace them. It all goes down the drain without sacrificial, committed and talented individuals.

- See if the cost of the awards could be reduced. Each boy wants to earn the awards but the cost takes moneys that could be used for activities. One year we spent $1200 on awards alone for the Boy Scouts. This did not include the Cubs.

- Make sure the mandatory uniforms are 'Made in the USA' and not China, that is a disgrace, it's the Boy Scouts of America, we promote honesty and duty to our country. We are not showing that to the boys when we buy cheap materials in another country and still charge abhorrent prices for the uniforms.
YOUTH-FACING VOLUNTEERS
Youth-Facing Volunteers: Key Findings

- This group’s NPS of 43 percent is in the middle of all the customer segments.
- Youth-Facing Volunteers believe that Scouting delivers unique benefits to youth.
- They don’t see themselves as leaders within Scouting.
- Cub Scout Volunteers’ NPS is 33 percent lower than Boy Scout Volunteers.
Youth-Facing Volunteers: Bright Spots & Opportunities for Improvement

What is Working

• Ninety-four percent of Youth-Facing Volunteers’ are more apt to recommend Scouting to others when they embrace the concept that Scouting provides a unique benefit for today’s youth.
• Detractors were very engaged in making comments about the program being great. (89% of comments)
• Only three percent of Passives’ comment about the program were negative.

What Needs Improvement

• Business Ease: Leaders perceive that there is too much bureaucracy and red tape and want it easier to carry out their desired responsibilities of working with the youth.
• Council Support: Seventy-four percent agree they’re receiving what they need to be an effective leader; however, only 36 percent feel that roundtables are an effective means to provide support.

The Number One Improvement:
Respondents stated that more leaders are needed and that the steps needed to be simplified.
Youth-Facing Volunteers believe that Scouting delivers unique benefits to youth & desire support to be more effective leaders in delivering the program.

**Youth-Facing Vol. NPS**

**43%**

**Why did you give this score?**
- 48% cited the experience was excellent and rewarding;
- 28% stated the program was positive;
- 14% talked about character development, values, and citizenship;
- 13% stated leadership;
- 9% noted helping youth;
- and 10% cited the community as positive for youth

**Youth-Facing Vol. Response Rate**

**9%**

**Youth-Facing Vol. Responses**

**34,010**

**Members**  **Non-Current**

**PROMOTERS**  **55%**  **47%**

**PASSIVES**  **30%**  **26%**

**DETRACTORS**  **12%**  **27%**

**Why did you give this score?**
- 42% talked about the experience as excellent and rewarding;
- 21% cited the program as positive;
- 16% talked about the leadership as a commitment and stated leadership skills;
- 13% cited time as positive but a large commitment that can be too much at times;
- and 9% noted character development in values and responsibilities

- 24% cited the experience as positive, but with too much paperwork;
- 23% talked about the leadership as being a commitment and the benefits to leaders as negative;
- 19% stated the time as a large commitment that took up too much time;
- 18% stated the program as both positive and negative;
- and 9% noted the training and negative
Story: Cub Scout volunteers NPS score is 33% below the Boy Scout and Venturing volunteers.

<table>
<thead>
<tr>
<th>Cub Scout Volunteers</th>
<th>Boy Scout &amp; Venturing Volunteers</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Promoters:</strong></td>
<td><strong>Promoters:</strong></td>
</tr>
<tr>
<td>51%</td>
<td>59%</td>
</tr>
<tr>
<td><strong>Passives:</strong></td>
<td><strong>Passives:</strong></td>
</tr>
<tr>
<td>34%</td>
<td>30%</td>
</tr>
<tr>
<td><strong>Detractors:</strong></td>
<td><strong>Detractors:</strong></td>
</tr>
<tr>
<td>15%</td>
<td>11%</td>
</tr>
<tr>
<td><strong>NPS:</strong></td>
<td><strong>NPS:</strong></td>
</tr>
<tr>
<td>36%</td>
<td>48%</td>
</tr>
</tbody>
</table>
### Top Two Loyalty Drivers:

*I understand the unique benefits that Scouting provides to today's youth & I have support from other leaders that helps me be an effective Scout leader.*

<table>
<thead>
<tr>
<th>Statement</th>
<th>Percentage</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>I understand the unique benefits that Scouting provides to today's youth.</td>
<td>94%</td>
<td>6.50</td>
</tr>
<tr>
<td>I fully understand my role within the unit.</td>
<td>86%</td>
<td>6.24</td>
</tr>
<tr>
<td>I have support from other leaders that helps me be an effective Scout leader.</td>
<td>75%</td>
<td>5.90</td>
</tr>
<tr>
<td>I know where to go to get tools and resources to be a successful leader.</td>
<td>71%</td>
<td>5.80</td>
</tr>
<tr>
<td>Through Scouting, I teach youth skills they cannot learn anywhere else.</td>
<td>70%</td>
<td>5.82</td>
</tr>
<tr>
<td>The council staff provides outstanding customer service.</td>
<td>52%</td>
<td>5.19</td>
</tr>
<tr>
<td>Attending roundtables help me become a more effective leader.</td>
<td>36%</td>
<td>4.79</td>
</tr>
</tbody>
</table>

Percentages indicate those respondents that agreed or strongly agreed with the statement.

*As determined by a regression analysis linked to the NPS™ question.*
Youth-Facing Volunteers: I understand the unique benefits that Scouting provides to today’s youth.

**Comment Summary:**

- Thirty percent of Youth-Facing Volunteers commented on the experience being excellent & positive
- Twenty-four percent noted character development
- Fourteen percent stated leadership skills
- Ten percent noted the program as being positive

**Comments**

- I no longer feel my son has to belong in several different activities, Boy Scouts encompasses a wide range both physical and team oriented but also teaches them negotiating skills, community service. In our unit the boys make decisions & vote on activities meals etc. he has done a full 360 & works excellent now in a group setting.

- By far I know that. My two Eagle Scout sons have never been in trouble, have certainly been blessed with great jobs because of the Scouting program/Eagle Scout awards, etc. and are outstanding citizens and young men.

- We were starting to develop some excellent programs toward empowering youth, youth development and leadership skills recommended by the BSA toward a 'Boy Led Troop'. They were not valued, disappeared and now the Scoutmaster administers all activities rendering any assigned roles of leadership meaningless.
Youth-Facing Volunteers: I have support from other leaders that helps me be an effective Scout leader.

**Agree** | 75%
---|---
**Neutral** | 22%
**Disagree** | 3%

**Comment Summary:**
- Thirty-five percent of respondents talked about leadership being positive and competent
- Twenty-five percent stated support as positive and knowledgeable
- Ten percent mentioned that they needed more support and more training

**Comments**
- I all too often find myself surrounded by untrained and inexperienced adult leaders. It is a constant struggle for me as I find myself playing too many roles that take my 100% attention away from the youth we serve.
- I strongly agree I have support from the 3 other Venturing leaders, but we’re too shallow of an organization to rate this any higher. We need to exponentially grow our adult leadership organization. I expect this metric to be very different a year from now.
- The number of members in the pack have been depleted because the district has allowed too many packs in one area. This limits the volunteers and ultimately the help I can get. There is really only 2 of us running the pack and we will be gone by the end of 2012.
Youth-Facing Volunteers: If there is one thing that I would suggest to improve Scouting, it would be...

1. Respondents stated that leadership was lacking and more leaders were needed and that the steps need to be simplified.
2. They noted that the program is great but need updating.
3. Respondents think the costs are expensive and want lower fees.
4. They mention that there needs to be more data sharing and communication.

* Improvements in descending order according to frequency of comments.

**Comments**

Make it easier to enjoy being a leader. Simplify the training, cut costs for the leaders, and streamline the system.

Better data sharing in a timely and effective manner. We don't have access to accurate timely membership lists, we don't get info on upcoming events, the website is hard to navigate, no shared knowledge base, no way to share information easily.

Create awareness through national advertising. There should be enough supporters in influential places to make this happen at a free to reasonable cost.

Uniform and consistent training and leadership. It seems as though the program varies widely depending on whom you are dealing with. That's not entirely bad, but I prefer greater uniformity across the board.
COUNCIL & DISTRICT VOLUNTEERS
Council & District Volunteers: Key Findings

- The second highest NPS of all segments with 56 percent being net promoters.
- Almost all comments provided are positive about the program from Promoters, Passives and Detractors alike.
- Volunteers are less enthusiastic about the delivery of program quality and the council’s responsiveness to volunteers.
- However, Detractors cite the experience being frustrating, the process is bureaucratic and the time commitment being too large.
Council & District Volunteers:
Bright Spots & Opportunities for Improvement

What is Working
• Ninety-six percent District and Council Volunteers understand and believe in the unique benefits that Scouting provides to youth.
• Seventy percent state they have the tools and resources to be an effective volunteer.

What Needs Improvement
• Serving Volunteer Needs: Volunteers are split on agreement that the organization is responsive to their needs.
• Goal Orientation: Forty-three percent do not agree that committee/board is accomplishing its goals in a timely manner.
• Council Support: Sixty-three percent agree that the district/council is doing everything it can to deliver quality programs; however, problems exist such as more training is needed and improvement is needed in the program.

The Number One Improvement:
Council-District Volunteers stated that the communication needs to be more effective with a better delivery of relevant information.
With the second highest NPS of all segments at 56 percent, almost all comments provided were positive about the program.

<table>
<thead>
<tr>
<th>Council/District Vol. NPS</th>
<th>Members</th>
<th>Non-Current</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>56%</strong></td>
<td><strong>65%</strong></td>
<td><strong>46%</strong></td>
</tr>
</tbody>
</table>

**PROMOTERS**

Why did you give this score? 30% cited the program and the value of it, 23% stated the experience as rewarding and life-long, 17% noted the character development, 15% stated impact as making a difference and 9% noted community.

<table>
<thead>
<tr>
<th>Council/District Vol. Response Rate</th>
<th>Members</th>
<th>Non-Current</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>16%</strong></td>
<td><strong>25%</strong></td>
<td><strong>34%</strong></td>
</tr>
</tbody>
</table>

**PASSIVES**

Why did you give this score? 29% cited the experience as rewarding but frustrating and having problems, 24% noted the program, 11% talked about the impact and benefits, 9% noted character development and 8% stated community.

<table>
<thead>
<tr>
<th>Council/District Vol. Responses</th>
<th>Members</th>
<th>Non-Current</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>10,363</strong></td>
<td><strong>9%</strong></td>
<td><strong>20%</strong></td>
</tr>
</tbody>
</table>

**DETRACTORS**

Why did you give this score? 39% responded on the experience and having lots of fun but it also being difficult and frustrating, 19% noted the program being positive, 18% talked about the process not working and politics being an issue, 10% noted it being expensive and costly, especially fundraising and 8% noted the training being negative.
Top two Loyalty Drivers: *My District/council is going everything it can to deliver quality programs to our Scouts & I understand the unique benefits that the Scouting program provides to today’s youth.*

<table>
<thead>
<tr>
<th>Statement</th>
<th>Mean</th>
<th>Percentages</th>
</tr>
</thead>
<tbody>
<tr>
<td>I understand the unique benefits that the Scouting program provides to</td>
<td>6.63</td>
<td>96%</td>
</tr>
<tr>
<td>today’s youth.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>I have the tools and resources to be an effective volunteer.</td>
<td>5.68</td>
<td>69%</td>
</tr>
<tr>
<td>My skills and capabilities are being fully used in my volunteer position.</td>
<td>5.46</td>
<td>64%</td>
</tr>
<tr>
<td>My district/council is doing everything it can to deliver quality programs</td>
<td>5.50</td>
<td>63%</td>
</tr>
<tr>
<td>to our Scouts.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>I get all the information I need to do the work required for my position.</td>
<td>5.39</td>
<td>60%</td>
</tr>
<tr>
<td>My committee/board is definitely effective at accomplishing its goals in</td>
<td>5.36</td>
<td>57%</td>
</tr>
<tr>
<td>a timely manner.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>I feel the council today is very responsive to Scout volunteers’ needs.</td>
<td>5.09</td>
<td>50%</td>
</tr>
</tbody>
</table>

Percentages indicate those respondents that agreed or strongly agreed with the statement.

*As determined by a regression analysis linked to the NPS™ question.
Council & District Volunteers: My district/council is going everything it can to deliver quality programs to our Scouts.

Comment Summary:

- Thirty-one percent of volunteers noted that the experience was excellent
- Twenty percent stated that the experience needed improvement, was expensive and had problems
- Fourteen percent mentioned that it also needed improvement

Agree: 63%
Neutral: 32%
Disagree: 5%

Comments:

- Our council is committed to the youth that we serve. Our council is sending the message though its actions that a quality program experience is its number one priority.
- General training is not well organized; Wood Badge is great, but position specific training at the district level is an improvement area.
- Overall, I think people mean the best, it's just that execution fails some.
- Almost too much. I think sometimes there is SO much that everything is done somewhat poorly. Scale down and get it right! When there are two or three events planned for the same weekend, that is too much.
Council & District Volunteers: I understand the unique benefits that the Scouting program provides to today’s youth.

**Agree** | 96%
---|---
**Neutral** | 3%
**Disagree** | 1%

**Comment Summary:**
- Seventy-one percent noted the program as excellent and unique
- Twenty-five percent wrote about the character development
- Eight percent stated community

**Comments**
- This is the best youth program out there for our youth to bad everyone doesn’t realize it.
- The BSA Program for youth has great opportunity to serve youth. The continuous erosion of standards for both youth and adults will eventually place the BSA on the list of dinosaurs.
- That’s why I volunteer! It’s the Boys, Stupid, It’s the Boys!
Council & District Volunteers: If there is one thing that I would suggest to improve Scouting, it would be...

1. Council-District Volunteers stated that *communication* needs to be better and that there needs to be more information.
2. In *leadership* they note there needs to be new leaders and enthusiastic/committed leadership.
3. In terms of *cost*, there needs to be lower fees and prices.
4. They noted that *training* needs to be more efficient and simplified.

* Improvements in descending order according to frequency of comments.

**Comments**

Focus on recruiting more adult volunteers. It would allow for more effective and happier leaders which will lead to more membership of youth.

Train the professionals to better utilize their volunteers which in turn would help them to achieve their goals. It shouldn't always be about the money. Also reduce turnover at the District Executive level. There needs to be stability.

Find a way to make it affordable for those boys/families that could most benefit.
Research Background

Research Method
This project was designed as exploratory research to collect primary data using a structured design. Using a “SPSS 19” software package, several formal quantitative analysis procedures were employed to analyze the data. These included exploratory factor analysis, factor analysis, reliability analysis, regression analysis, frequency analysis and text analytics.

Survey Instruments
The survey questions, both NPS™-type and value drivers, are the result of an extensive vetting process that began with the help of professionals and volunteers in four councils. These results, plus information from years of national council research, provided the basis for questions for a nationwide pretest conducted in May 2011. Questions were further refined from a pretest with eight councils in a July 2011 pilot program, with twelve to fifteen questions for each segment included in the pilot survey. Based on results using quantitative analysis processes, the questions were finalized to seven drivers plus an NPS-type for each segment.

Timeframe
Data were gathered from March 14, 2012 through April 6, 2012

Population
Responses were solicited from seven customer segments: Cub Scouts (through their parents), Cub Scout parents, Boy Scouts and Venturers (under 14 through their parents), Boy Scout & Venturer parents, Youth-Facing volunteers, Council/District volunteers and Chartered Organization representatives.
List of 35 Gold Councils and 18 Elite Councils

18 ELITE COUNCILS
Those that achieved Gold benchmarks and 11% (or more) responded, achieved the national response rate.

35 GOLD COUNCILS
60% or more of members have email addresses in PAS = Silver JTE
45% or higher council NPS score = Gold JTE

Alapaha Area: Valdosta, GA
Anthony Wayne Area: Fort Wayne, IN
Blue Grass: Lexington, KY

Buckeye: Canton, OH
Cascades Area: Lake Charles, LA
Calumet: Munster, IN
Capitol Area: Austin, TX
Central New Jersey: Dayton, NJ
Chattahoochee: Columbus, GA

Chestnut: Bartlesville, OK
Chester County: West Chester, PA

Cherokee Area: Bartlesville, OK
Crest: Charleston, SC
Connecticut Yankee: Milford, CT
Crossroads of America: Indianapolis, IN

Del-Mar-Va: Wilmington, DE
Evangeline Area: Lafayette, LA

Far East: Tokyo, JA
Flint River: Griffin, GA

Great Trail: Akron, OH
Heart of America: Kansas City, MO
Jayhawk Area: Topeka, KS
Jersey Shore: Toms River, NJ

La Salle: South Bend, IN
Lincoln Heritage: Louisville, KY

Long Beach Area: Long Beach, CA
Los Padres: Santa Barbara, CA
Louisiana Purchase: Monroe, LA
Mecklenburg County: Charlotte, NC
Mid-Iowa: Des Moines, IA

Minsi Trails: Lehigh Valley, PA
Monmouth: Morganville, NJ

Monterey Bay Area: Salinas, CA
New Birth of Freedom: Mechanicsburg, PA
Northeast Illinois: Highland Park, IL
Northeastern Pennsylvania: Moosic, PA
Ohio River Valley: Wheeling, WV

Otschodela: Oneonta, NY
Ozark Trails: Springfield, MO
Patriots’ Path: Florham Park, NJ
Piedmont: Piedmont, CA
Pine Tree: Portland, ME
Samoset: Weston, WI
Santa Clara County: San Jose, CA
South Texas: Corpus Christi, TX
Southeast Louisiana: New Orleans, LA
Southern New Jersey: Millville, NJ
Stonewall Jackson Area: Waynesboro, VA
Suffolk County: Medford, NY
Transatlantic: Livorno, IT

W.D. Boyce: Peoria, IL
West Central Florida: Seminole, FL
Westark Area: Fort Smith, AR
Who makes up the Voice of the Scout?

**Parents**
Boy Scout & Cub Scout Parents

**Youth**
Boy Scouts, Venturers, & Cub Scouts (via Parents)

**Volunteers**
Youth-facing & Council/District Volunteers

**Chartered Organizations**
Net Promoter Score: Basic Components

**Promoters**  (score 9–10)  
Loyal enthusiasts whose tendency would be to refer others and fuel growth.

**Passives**  (score 7–8)  
Satisfied but unenthusiastic customers vulnerable to leaving to dedicating their time to something else.

**Detractors**  (score 0–6)  
Unhappy customers who can impede growth through negative word-of-mouth, damaging the Boy Scout brand.

\[ \text{NPS \%} = \frac{\% \text{ of Promoters} - \% \text{ of Detractors}}{\% \text{ of Promoters}} \]

i.e. N=100 (response rate)

10% NPS  
(30 people chose 9-10)

30% promoters  
(20 people chose 0-6)

20% detractors  
(30 people chose 0-6)
Why using NPS makes sense for Scouting

- Proven methodology
- Easy to use & understand
- Easy to communicate
- Action oriented
- Simple for respondent

- 1 Loyalty Question
- 7 Driver Questions
- Open comments

Loyalty (NPS)

Experience Driver

Experience Driver

Experience Driver

Experience Driver

Experience Driver

Experience Driver

Experience Driver
Driver questions have been statistically validated so we understand what drives loyalty for each audience segment.*

<table>
<thead>
<tr>
<th>Category</th>
<th>Question</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program</td>
<td>Scouting is constantly reinforcing worthwhile values for my son.</td>
</tr>
<tr>
<td>Program</td>
<td>My son learns skills in Scouting that he could not learn anywhere else.</td>
</tr>
<tr>
<td>Program</td>
<td>I appreciate the opportunity to participate with my son in Scouting.</td>
</tr>
<tr>
<td>Activities</td>
<td>Scouting provides activities my son enjoys.</td>
</tr>
<tr>
<td>Operations</td>
<td>I know where to get answers to my questions about Scouting.</td>
</tr>
<tr>
<td>Operations</td>
<td>Cub Scouts is a great value for the money.</td>
</tr>
<tr>
<td>Leadership</td>
<td>Scout meetings are a good use of my son’s time.</td>
</tr>
</tbody>
</table>

*Based on preliminary independent research done in Spring/Summer 2011
Driving Overall JTE/Council Performance

Use NPS to ID at-risk groups

See drivers to help explain the score

View comments to ID trends

Assess leading indicator impact to other JTE criteria.
Council Journey to Excellence in 2012

Council VOS= JTE Bonus points in 2012.

Bronze – 25 pts
Commit to participate in the Voice of the Scout program and attend on boarding training.

Silver – 50 pts
Achieve bronze requirements and have 60% of all registrants (youth and adults) with email addresses in ScoutNet.

Gold – 200 pts
Achieve silver requirements and achieve an overall average Net Promoter Score of 45%.
District Journey to Excellence in 2012

District VOS= JTE Bonus points in 2012.

**Bronze = 25 Points**
- Have 60% of all registrants (youth and adults) with email addresses in ScoutNET.

**Silver = 50 Points**
- Achieve bronze requirements and have 15% of those surveyed actually respond.

**Gold = 200 Points**
- Achieve silver requirements and achieve an overall average Net Promoter Score of 45%.
Voice of the Scout Program Manager:
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Download the VOS Council Toolkit and additional resources including videos, articles, guides and the Executive Summary from the VOS pilot program are located at: http://www.scouting.org/jte