

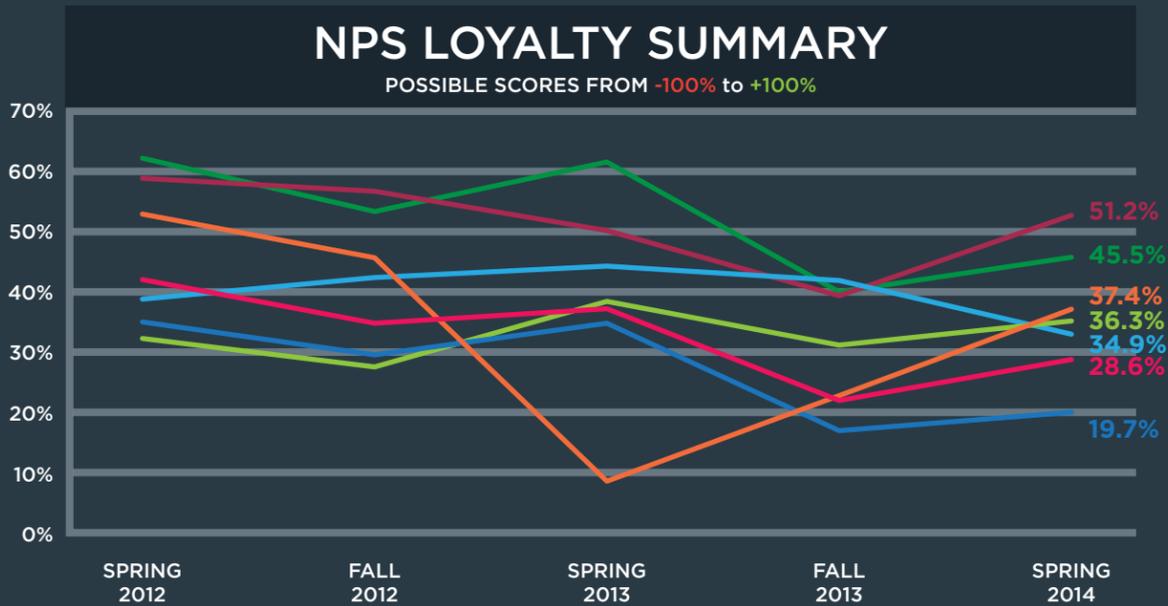


SPRING 2014 • VOICE OF THE SCOUT HIGHLIGHTS

Each Spring and Fall, the Voice of the Scout (VOS) measures how well membership expectations are being met and how this is impacting long-term loyalty to Scouting. VOS loyalty is found using the net promoter score (NPS) approach. NPS can be simply understood as the percentage of promoters Scouting has within its membership ranks, after accounting for those who are not happy. With five survey cycles since 2012, VOS is yielding insight into trends that reflect Scouting's strengths, opportunities and challenges.

KEY FINDING #1: Scouting Loyalty Gets an Overall Boost (5.2 percentage points) for the First Time in Two Years.

All segments except Cub Scouts are up—with increases ranging from 2 to 13 percentage points above Fall 2013 levels. These groups seem to be re-focusing more attention on the merit, benefits and opportunities of the Scouting program. Members are staying with the program because they believe in the core of Scouting. Scouting's overall loyalty is 36.2%, the first national average increase since VOS began.



Survey Cycle: **Spring 2014**
 Loyalty Level: **36.2%** (up 5.2 percentage points from Fall)
 # Responded: **124,705**
 Response Rate: **10.7%**

Leaders in Loyalty (By Industry)

- Travel: Southwest 66%
- Insurance: Kaiser 35%
- Telecoms: Tracfone 39%
- Online Service: Netflix 50%

KEY FINDING #2: Make Cub Scouting Fun—The Difference is in the Outdoors.

Cub Scouts overall loyalty level dropped 7.1 percentage points to 34.9%, the lowest level for this segment since VOS began. The driver for having great outdoor activities also had a steep 8.1 percentage point drop, and comments left by Cubs show that severe weather kept them inside a lot this winter.

The connection between fun and the outdoors is undeniable.

We know kids just want to have fun, but for too many Cub Scouts is not fun... we see the dreaded word BORING pop up too much. For those who are not having fun, their NPS is -77.7%! Those that are having great outdoor activities have a 94.9% agreement that Scouting IS fun.

Getting recognition for learning new things makes Scouts happy!

The common thread between ranks and belt loops (both important historical drivers of loyalty) is the formalized recognition that taps into healthy forms of discovery and competition. VOS shows us this makes kids excited about what their future holds with Scouting.

TAKEAWAY:
Getting outdoors brings more fun into Cub Scouting!

TAKEAWAY:
Choose activities that provide opportunities for recognition and rank!

WHAT TO AIM FOR IN TARGETING LOYALTY

Making experiences improve in these key areas below is the most direct path to increasing loyalty for each segment type, per council size.

SMALL
500 level councils

MEDIUM
300/400 level councils

LARGE
100/200 level councils

Cub Scouts

Cub Scout Parents

Boy Scout/Venturers

Boy Scout Parents

- Cub Scouting is really fun.
- I earn a lot of belt loops, pins and awards in Cub Scouts.
- I am excited about getting my next rank badge.

- Scouting reinforces worthwhile values for my son.
- Scout meetings are a good use of my son's time.

- Being in Scouting makes me feel like I am part of something bigger than myself.
- Scouting includes activities I am interested in.
- Our meetings are a good use of my time.
- My parents are very supportive of Scouting.

- Scouting reinforces worthwhile values for my son.
- Scouting is the best program around to help youth become successful in life.

Youth-Facing Volunteers

Council/District Volunteers

Chartered Organizations

- 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.

- I understand the unique benefits that Scouting provides to today's youth.
- I feel the council today is very responsive to Scout volunteer needs.

- Our organization sponsors units because Scouting builds tomorrow's leaders.
- Scouting is our partner in providing positive youth programs to meet the goals of my organization.
- Our local council has made sponsoring a Scouting group simple and easy.



THE THRILL OF THE EXPERIENCE: SCOUTING IS FUNDAMENTALLY FOR YOUTH

VOS keeps a pulse on the experience of Scouting, measuring the strength of the relationship between councils and members. Yet, having a high loyalty score is not the most important objective.

The point of VOS is to optimize the experiences needed for organic growth, and this is accomplished by maintaining dedicated focus on member feedback. When this feedback is sourced for developing training, making program enhancements or making process decisions, our membership ultimately benefits.

In this spirit, the following councils are excelling toward the real objective of VOS: impacting membership. They have Cub Scout and Boy Scout/Venturer loyalty scores that are higher than the national average, have response rates over 10% and are “gold” in Journey to Excellence retention.



SAN GABRIEL VALLEY COUNCIL

The VOS Challenge: Lack of communication to parents and responsiveness to volunteers has emerged as a trend impacting the relationship to these important groups of people. Can you share your approach to communicating with parents and/or volunteers?



“While we continue with standard practices like roundtables and e-mail blasts, we have restructured our leadership team meetings and have had great success. We no longer hold leadership team meetings at our headquarters in Pasadena, instead they are hosted by a different district each quarter. By having it at various venues within our demographic, we accommodate all leadership groups of our council. We also provide district-level websites for people to go to with news and announcements that are more relevant to them. Our key marketing materials are offered in multiple languages (Korean, Mandarin, Spanish and Vietnamese) to serve our diverse population.”

MONMOUTH COUNCIL

The VOS Challenge: Being a part of something bigger has proven to be the most important driver of loyalty for Boy Scouts and Venturers. How does your Council make the connection to “something bigger” through your program?

“A most recent example of how we connect to something bigger was our first-ever Ten Commandments Hike, which had participants from three separate councils. This hike, hosted by our All-Faiths Committee, had nearly 200 Scouts, Venturers, Girl Scouts, families and leaders. The hike was a new way to explore the 12th point of the Scout Law, “A Scout is Reverent.” At all these events Scouts and leaders alike have the chance to meet other Scouts and leaders from different towns and communities. It always results in the creation of new friends, but more importantly it gives everyone a feel for the bigger picture of Scouting and its mission.”



VENTURA COUNTY COUNCIL

The VOS Challenge: Through VOS we also know being outdoors is a critical component of making sure Cub Scouting is fun. How do you make the connection and keep kids advancing in the program?



“It starts with good quality training teams to help set our Cub Scout leaders up for success. As much as possible, our ‘classroom and outdoor skills’ are actually taught in the outdoors. We also have an excellently attended Webelos Resident Camp with a great staff that furthers our advancement program. Word of mouth fills the camp every year. We have it at the same location as the Boy Scout Resident Camp and parents are encouraged to attend. For the business end of things, in capturing Advancement we remain flexible and customer-service oriented: we continue to accept hard copies as well as online submissions for documentation.”

JOIN THE IMPROVEMENT MOVEMENT

What's Getting Better (averaged increases since VOS began)

- 4.8%** Den meetings are introducing new things to Cub Scouts.
- 7.2%** Cub Scout Parents know where to go to get questions answered.
- 6.0%** Parents see den meetings becoming a better use of their Cub Scout's time.
- 3.0%** Opportunities to lead are getting noticed by Boy Scout Parents.
- 3.0%** Chartered Organizations are seeing interaction levels at more satisfactory levels.

Tactics For Improvement

- ✓ Keep rank-enhancing activity and fun the focus for Cub Scout meetings.
- ✓ Integrate activities for Boy Scouts/Venturers with other troops, councils and community groups.
- ✓ Create a comprehensive communication plan that will properly orient and continually inform volunteers and parents.
- ✓ Wherever possible, align Scouting's programs with specific community goals of Chartered Organizations.
- ✓ Identify fees, dues, uniforms and typical activity costs upfront.

Find the full Spring 2014 Executive Summary Report, along with VOS training and reference materials at www.scouting.org/jte

