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Longs Peak Council

Boy Scouts of America

"TO IMPROVE THE QUALITY OF THE PROGRAM
IN EVERY UNIT IN AMERICA!"
**CENTENNIAL AWARD
PROGRAM**



November 2007

The Centennial Award Program

Let's talk for a minute about the *Centennial Award Program* . . . It's intent and the path forward.

The Purpose: "To improve the **QUALITY** of program in every unit in America."

The Vision: "The Boy Scouts of America will prepare every eligible youth in America to become a responsible, participating citizen and leader who is guided by the Scout Oath and Law."

How will we achieve success?

Our national strategic plan outlines *Five Pillars of Success*, supported by measurable, specific goals or objectives, to guide us:

Pillar I: Every youth has an opportunity to be involved in a quality Scouting experience—

- Increase market share and/or growth.
- Increase the number of new members.
- Improve member retention.
- Increase the number of units.

Pillar II: Every local council is fiscally sound—

- Reduce the number of councils with annual operating deficits.
- Increase local councils' unrestricted net assets.
- Increase local councils' endowment fund assets.

Pillar III (*Focus for 2008*): The number of engaged, accountable volunteers is dramatically increased at all levels of Scouting—

- Add 1 million new volunteers and provide them with training.
- Increase the number of active, engaged, and trained commissioners.
- Increase the number of Centennial Quality Councils/Districts/ Units.

Pillar IV: Local, regional, and national chartered organizations and strategic alliances are identified and engaged—

- Increase the number of chartered organizations and strategic alliances.
- Conduct a national development campaign to fund phases of the Strategic Plan.

Pillar V: Enough of the right professionals are identified, developed, and retained in the right positions at all levels, with a focus on inclusiveness—

- Increase number of youth-serving executives.
- Increase number of minority/female professionals.
- Improve employee retention.

Time Table—A 4-Year Plan

- 2006 – A year of research.
- 2007 – Focus on helping every local council to become fiscally sound.
- 2008 – Launch a campaign to engage 1 million new volunteers.
- 2009 – Salute chartered organizations and other strategic alliances and highlight our tradition of service.
- 2010 – Celebrate our 100th anniversary.

So What Are the Key Issues Driving Change? Generally speaking, it revolves around the old cliché: "If you continue to do what you have always done, you will continue to get what you have always got." But here are more specifics:

- Membership loss for six consecutive years
- Little or no involvement by volunteers in support of new-unit organization
- Small new units being organized
 - * 70% have 10 or fewer members registered
 - * 21% have five or fewer members registered
- Weak new units organized with
 - * No trained leaders or few leaders trained
 - * Lack of commissioner service to assist with support
- Operational strategies need to be changed to reverse the downward trend
- Disproportionate amount of time spent by district executives on new-unit organization that has a small return on time invested

What do we have to back that up?

<i>Measurement</i>	<i>National Average</i>	<i>Longs Peak Council</i>
Percent Youth Retained	65.4%	69.8%
Percent Direct Contact Leaders Trained	40%	
Cub Scouting		39.7%
Boy Scouting		38.4%
Venturing		30.7%
Market Share Based on Density of Total Available Youth Served in Each Program		
Cub Scouting	17.7%	23%
Boy Scouting	14.9%	20.2%
Venturing	2.3%	1.8%
Registered Unit Level Volunteers		
Registered Adults/Unit—All Levels	9.35	8.7
Youth/Registered Adult—All Levels	2.56	2.67

The Boy Scouts of America was founded on the premise—
 “Volunteer involvement and the training of leaders are critical in providing a quality program.”

Unit Commitment Form

Between October 31st and December 1, Unit Commissioners need meet with their respective units to confirm requirements have been met for the Centennial Quality Unit Award, with the goal throughout the Council to have all forms turned in to your respective Professional staff no later than December 1.