BOY SCOUTS OF AMERICA®
KNOX TRAIL COUNCIL

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BUILD AN ADVENTURE CAMPAIGN

2016 MEMBERSHIP PLAN FOR UNITS

Prepared. For Life.™

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Council Membership Plan

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I. Welcome to Scouting

Scouts do stuff. They build things. Play with purpose. Make friends and work together. Set goals and clear them. They go places. Physically. Mentally. Spiritually. These life-changing experiences — and the confidence they provide — become bricks in the wall of childhood. Bricks that eventually form a foundation. One a Scout can stand on to embrace opportunity and overcome obstacles. For the parents watching in awe, it's not a question of where their Scout will go, but where won't he go.

As we celebrate more than 105 years of Scouting in America, the Knox Trail Council extends a warm welcome to you, our newest family in the Scouting program, and here in the Metrowest area. We have had quiet an adventure and we are looking to make the future even greater!

And that is why we have created this membership plan to build a greater future. The Build an Adventure campaign is a national campaign started in 2014, with its inviting, aspirational, and fun imagery which helps parents understand that Scouting makes the most of the little time they have to impact the lives of their children, while appealing to youth using fun, family, and friends.

You have just joined a vibrant, dynamic, and growing program which has the collective support of hundreds of community organizations, institutions, chartered partners, and dozens of other youth-serving agencies. Scouting works!

The Knox Trail Council is grateful for the excellent support we receive from existing families in terms of time, talents, and finances. Those who have come before you have laid the foundation for YOU – today – so that your children can enjoy Scouting.

We trust that you will do your part, in whatever way you can, for the kids of tomorrow.

Welcome to the Scouting Family! Enjoy the adventure.

Yours in Scouting,

Sherry E. Bowden, Council President

Mark I. Niedzielski, Council Commissioner

Matthew J. Budz, Scout Executive/CEO

II. Council Background

The Knox Trail Council was established in 1996 and is the result of a consolidation of Scouting programing that has served Greater Metrowest for nearly a century. The Council's name is derived from the name of the path that was used by General Henry Knox in the spring of 1776 to bring a train of artillery, captured at Fort Ticonderoga, NY to General George Washington in Boston, MA during the Revolutionary War. This trail passes through the Council's footprint and is even preserved in its original state within one of our camping facilities.

Today, our Council serves thousands of youth and is managing two excellent camping properties: the Nobscot Scout Reservation in Framingham/Sudbury, MA and the Robsham Scout Reservation in Bolton, MA. Combined, they constitute over 800 acres of beautiful forested land and open space, making each one into a true 'Urban Oasis'.

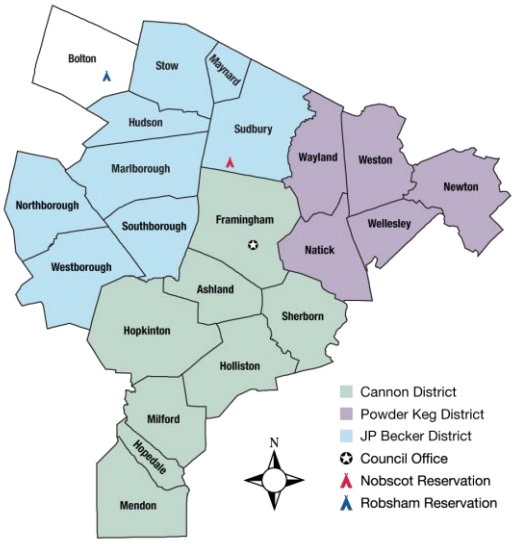
The Council's Mission Statement is:

> "… to prepare young people to make ethical and moral choices over their lifetimes by instilling in them the values of the Scout Oath and Law."

The Council's Purpose is:

> "… to provide the program support needed by the volunteer leaders of the various Cub Scout Packs, Boy Scout Troops, Venture Crews, Explorer Posts and Learning for Life Groups in the communities we serve in the Metro Area."

Council Territory



The Knox Trail Council serves 21 cities and towns in the Greater Metrowest region of Eastern Massachusetts. This overall territory is divided into three distinct areas, known as Districts, to ensure resources are evenly distributed amongst the Council's constituent communities.

Cannon District: Ashland, Framingham, Holliston, Hopkinton, Hopedale, Mendon, Milford, and Sherborn.

Powder Keg District: Natick, Newton, Wayland, Wellesley, and Weston.

JP Becker District: Hudson, Marlborough, Maynard, Northborough, Southborough, Sudbury, Stow, and Westborough.

III. Council Membership Analysis

Current Council Strategic Plan

Over the past five years from 2011-2015, there has been a decline in traditional Cub Scout and Boy Scout membership. To provide growth while sustaining membership in Units and Youth members, the Council Membership & Relations Committee has adopted the following goals.

- *Recruitment*
  - Prepare all Units to participate in both Spring and Fall recruitment drives.
- *Retention*
  - Organize and facilitate programming targeted at retaining youth membership.
  - Ensure a timely and well managed registration process to ensure strong retention rates.
- *Webelos to Scout Transition*
  - Organize and facilitate programming targeted at promoting transition in critical areas.
  - Implement best practices for effective Webelos-to-Scout transition plans.
- *New Unit Formations*
  - Identify new charter organization partners for establishing new units.

The Knox Trail Council 2016-2020 Long Range Strategic Plan calls for the recruitment of new volunteer commissioners and membership committee members to help meet goals and objectives at the Council and District levels over the next four years.

Membership History

The year-end membership totals, by program, for the past five years are as follows:

Year	Cub Scouts	Boy Scouts	Venturers	Learning for Life/ Exploring
2011	3452	2182	201	1210
2012	3221	2168	190	1139
2013	2773	2143	169	200
2014	2604	2065	162	134
2015	2513	1963	195	499

The current membership and market share, by age group as of Year End, December, 2015 are:

Program	Youth	Market Share
Cub Scouts	2513	15.03
Boy Scouts	1963	18.79
Venturers	195	0.92

Council Market Analysis Report and Council Demographics

The following three maps show a picture of the council area.

- These visuals are useful for:
    - Identifying areas of potential growth
    - Assigning ZIP codes to districts
    - Determining locations for day camps and district events
        - Consider locations that are convenient for youth members.
        - Consider locations that will make Scouting more visible in the community.
        - Look for opportunities for service projects.
    - Planning billboard campaigns
    - Seeking new chartering organizations

BSA Market Share Maps

- The labels on these maps identify the ZIP codes in the council area,
- The number of youth members divided by the number of boys in each ZIP code is reported as a percentage (BSA Market Share).
- The shading on the map indicates ZIP codes with higher and lower BSA market shares.

Data Tables

The data tables include a great deal of information for each traditional program – Cub Scouts, Boy Scouts, and Venturing – for each ZIP code in your council.

- Information includes:
    - Total Available Youth (TAY)
    - Year-end Membership totals
    - BSA Market Share
    - Gap and Expected members (for Cub Scouts only)
    - Race and Ethnicity: Total Available Youth, Membership totals , and BSA Market Share
        - Hispanic/ Latino
        - African American
        - Asian
        - Caucasian
        - Other Races
        - Members not identified by ethnicity

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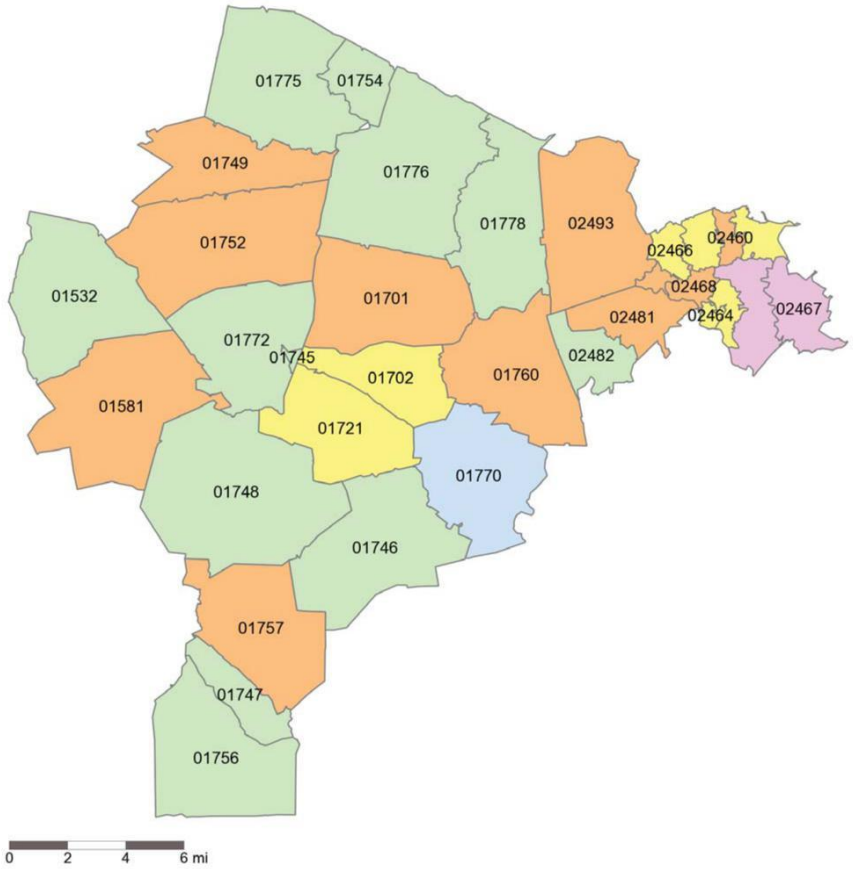
BSA MARKET SHARE: CUB SCOUTS
Knox Trail Council, 244



Membership ÷ TAY:
Expressed as percentage

- High (Above 44)
- Above Average (17.75 to 44)
- Average (7.1 to 17.75)
- Below Average (2.9 to 7.1)
- Low (Below 2.9)

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BSA MARKET SHARE: BOY SCOUTS
Knox Trail Council, 244

Membership ÷ TAY:
Expressed as percentage

- High (Above 49)
- Above Average (21 to 49)
- Average (9 to 21)
- Below Average (3.85 to 9)
- Low (Below 3.85)

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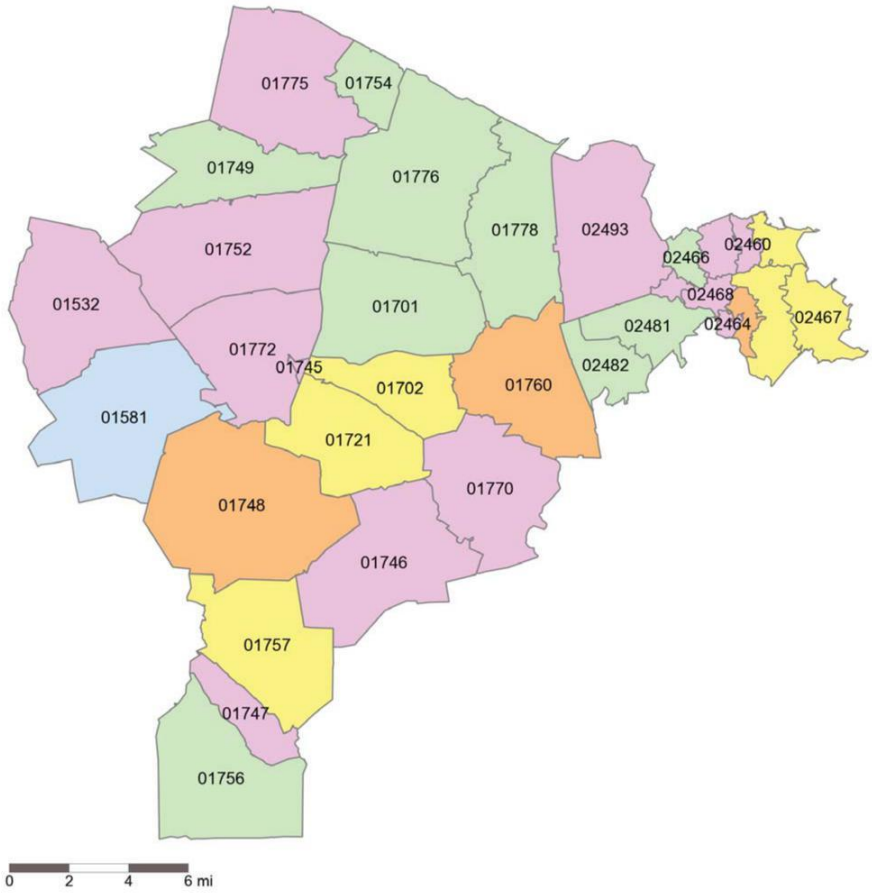
BSA MARKET SHARE: VENTURING
Knox Trail Council, 244



Membership ÷ TAY:
Expressed as percentage

- High (Above 2.65)
- Above Average (0.85 to 2.65)
- Average (0.27 to 0.85)
- Below Average (0.087 to 0.27)
- Low (Below 0.087)

An analysis of the Cub Scout data table can identify specific ZIP codes for targeted recruiting.

By applying this analysis to individual ZIP codes, the number of expected Cub Scouts is determined.

- Expected
  - The percentage of Cub Scout members in each Mosaic segment applied to the households in each ZIP code
- Gap
  - The difference between the number of expected Cub Scouts and the number of Cub Scout members

The gap represents boys who are in the same demographic segments as the boys your council is currently serving. A high negative gap indicates a ZIP code that includes boys who are likely to find Cub Scouts appealing. If the negative gap is greater than -50, look for new chartering organizations. If the negative gap is less than -50, look for units already established in these areas, and encourage them to reach out to youth in their area.

To target your underserved markets, consider ZIP codes with low market shares and high numbers of households with children. Study the Mosaic profiles and consider the ethnic and cultural make up of these ZIP codes to determine marketing strategies.

IV. Assumptions Going Forward

1. By 2019, we can expect the following demographic trends to occur in our council area:
    - **a.** The total population for the area will increase while the Total Available Youth for the area will slightly decrease, with the smallest change among the 0 – 4 year old age group.
    - **b.** The number of households will increase.
    - **c.** The percentage of households with an annual income greater than $100,000+ will increase.
    - **d.** There will be an increase in the Asian population.
    - **e.** There will be an increase in the Hispanic/ Latino population.
    - **f.** There will be a slight increase in the African American/ Black population.
    - **g.** There will be a slight decrease in the White/ Caucasian population.

2. The Council Membership & Relations Committee will continue to expand by recruiting driven, engaged volunteers to key positions, leading implementation of critical components of the Build an Adventure campaign.

3. District Membership Committees will continue to expand by recruiting driven, engaged volunteers to key positions and supporting Membership Chairs at the Pack and Troop level.

4. Youth Retention in the Knox Trail Scouting program will continue at present levels, among the highest in the Northeast Region.

5. Implementing this Membership Plan will enable the Council to “turn the corner” and reverse the downward trend of market share across the programs.

V. Determining the Membership Goals

Before Knox Trail Council develops its yearly growth plan the Council, reviews membership data, calculates membership goals, and then determines opportunities for growth. This information comes from a wide range of sources including the Council Market Analysis, the Council Objective Totals Report and District Totals Report.

You can see a Council Objective Total Report sample below.

	Youth					Units/Groups			Quality Units		
	Last Yr. End	Last Yr	Actual	Goal	Yr End Goal	Last Yr	Actual	Goal	Last Yr	YTD	Goal
Boy Scouts of Amer.											
Tigers	318	81	88	0	0						
Cub Scouts	1130	942	895	0	0	62	59	0	0	0	0
Webelos	1156	1126	1059	0	0						
Lone Cubs	0	0	0	0	0	0	0	0	0	0	0
Total Cub Scouting	2604	2149	2042	0	0	62	59	0	0	0	0
Boy Scouts	2057	1986	1897	0	0	53	53	0	0	0	0
Lone Scouts	0	0	0	0	0	0	0	0	0	0	0
Varsity Scouts	8	8	0	0	0	1	0	0	0	0	0
Total Boy Scouting	2065	1994	1897	0	0	54	53	0	0	0	0
Venturers	162	137	143	0	0	14	14	0	0	0	0
Sea Scouts	0	0	0	0	0	0	0	0	0	0	0
Total Venturing	162	137	143	0	0	14	14	0	0	0	0
Total Traditional	4831	4280	4082	0	0	130	126	0	0	0	0

So how does the council determine its membership goals? Each fall, council looks at its Total Traditional number from the previous year end and subtract it from the current year end.

Total Cub Scouting: 2604 – 2042 = 562 Youth Needed
Total Boy Scouting: 2065 – 1897 = 168 Youth Needed
Total Venturing: 162 – 143 = 19 Youth Needed
Total Traditional: 4831 – 4082 = 749 Youth Needed

This number is then divided by the number of units within an individual district. In years when there is a loss in membership, this average provides the number of youth that, must be recruited in order to close the gap.

Total Cub Scouting: 562 Youth Needed / 59 Packs = 9.5 Youth Needed
Total Boy Scouting: 168 Youth Needed / 53 Troops = 3.1 Youth Needed
Total Venturing: 19 Youth Needed / 15 Crews = 1.2 Youth Needed
Total Traditional: 749 Youth Needed

To achieve these goals, a membership timeline has been developed to guide volunteers and staff toward successful growth strategies in the following focus areas: recruitment, retention, Webelos-to-Scout transition, and new unit formation. (Please note these numbers and averages will fluctuate over time).

VI. Plan for Membership Growth Opportunities

Our plan to grow the Scouting program must encompass the four areas of recruitment, retention, Webelos to Scout transition, and new unit formation. We must seek out the emerging ethnic markets within our council and offer new, innovative programs to attract members of those communities who will benefit from membership in Scouting. Finally, we must build the Venturing and Exploring programs to our older youth members to keep them engaged in Scouting into adulthood and prepare them for life.

Recruitment

Recruitment is the heart and soul of our membership strategy. Each unit in this council has to commit to conducting both Spring and Fall recruitment activities – doing only one results in the potential of youth members seeking out other activities instead of Scouting! The full recruitment plan for the Knox Trail Council is attached to this document.

The following ZIP codes have a negative Cub Scout Gap, meaning that there is a large negative discrepancy between the number of Cubs in that ZIP and the expected number of Cubs in that ZIP. Districts must focus their recruitment efforts in these ZIP codes, and ensure that units are receiving the necessary support to accomplish this:

ZIP Code	District	Town	Cub Scout Gap
01701	Cannon	Framingham	-88
01702	Cannon	Framingham	-55
01721	Cannon	Ashland	-51
02466	Powder Keg	Auburndale	-23
02461	Powder Keg	Newton Highlands	-22
01749	JP Becker	Hudson	-17
02493	Powder Keg	Weston	-17
02460	Powder Keg	Newtonville	-16
02468	Powder Keg	Waban	-14
02464	Powder Keg	Newton Upper Falls	-9

Additionally, the following ZIP codes show a low market share in addition to a negative Cub Scout Gap, and should be included in high-priority recruitment efforts.

ZIP Code	District	Town	Cub Scout Gap
02459	Powder Keg	Newton Center	-95
02467	Powder Keg	Chestnut Hill	-83
02465	Powder Keg	West Newton	-46
02458	Powder Keg	Newton	-37

Retention

Overall, our retention rate in the Knox Trail Council has remained strong, averaging over 80% annually. Units with excellent retention generally have a strong program, trained leaders, and excellent recruitment efforts. The following ten ZIP codes have the highest Cub Scout market shares in the council, which is loosely related to good retention and recruitment efforts in units in these areas. Districts should seek out the leaders of these units to learn what their best practices are, and share them with the rest of the council:

ZIP Code	District	Town	Market Share
01770	Cannon	Sherborn	45.81%
01772	JP Becker	Southborough	25.29%
01775	JP Becker	Stow	24.45%
01746	Cannon	Holliston	24.05%
01748	Cannon	Hopkinton	23.46%
01778	Powder Keg	Wayland	22.89%
01756	Cannon	Mendon	22.62%
01747	Cannon	Hopedale	22.54%
01776	JP Becker	Sudbury	22.41%
01532	JP Becker	Northborough	20.07%

While the focus of this plan is Cub Scout recruitment, we must not forget that a great deal of our past success in the retention area comes from a successful Webelos-to-Scout transition. Cub Scout Packs should ensure that every Webelos Scout has an opportunity to visit enough troops in the area to find the right "fit". Troops should be proactive in inviting Webelos Scouts to unit activities and weekend outings in order to attract them to their programs. Finally, district retention chairs should work with Unit Commissioners to ensure that every Webelos transitions to Boy Scouting.

New Unit Formation

There are areas in our council that have been underserved historically, meaning they do not have a strong Scouting presence. It is incumbent upon District Membership Committees to seek out new potential chartered partners in these communities and establish Scouting units with the assistance of the Commissioner Staff and a dedicated New-Unit Commissioner. The top areas meriting consideration are:

ZIP Code	District	Program	Town
01701	Cannon	Cub Scout	Framingham
01757	Cannon	LFL/ Exploring	Milford
01752	JP Becker	Cub Scout	Marlborough
01752	JP Becker	LFL/ Exploring	Westborough
02458	Powder Keg	Cub Scout	Newton
02482	Powder Keg	LFL/ Exploring	Wellesley

Potential chartered partners include faith-based organizations and community organizations such as PTOs, fraternal and community organizations, and veterans' organizations. Some of these organizations have a mandate from their national organization to support Scouting, including sponsoring units. District membership committees should canvass the organizations in their district areas to assess their location with reference to underserved areas in Scouting, and approach them to determine their willingness to sponsor a unit.

Within our three districts, we need to take a good, hard look at the elementary schools, and map out which schools serve packs, and if there are any schools without a corresponding pack, these are ideal places to look to organize new packs. The optimal arrangement would be a "one school, one pack" system, and we should make plans to move toward that standard.

Existing chartered organizations should also be considered to adding a unit if they do not presently sponsor the full complement of a Cub Scout Pack, Boy Scout Troop, and a Venturing Crew. District Executives should maintain an ongoing list of those organizations and the efforts made to expand Scouting within their walls.

Emerging Markets

As stated in the Council Market Analysis section, we can see increases in the Hispanic and Asian markets through 2016. The same applies to the Hispanic communities within our council. We must make every effort to expand beyond the "comfortable" limits we have experienced in the past and make sure that Scouting becomes an all-inclusive program in our council area. This must also be expanded to our District Committees and the Council Board; we need our districts' leadership to be on the lookout for individuals who can serve the district and council in leadership capacities beyond the local unit, in order to truly reflect the communities that we serve.

Venturing and Exploring

Venturing is an excellent program for high school students that goes beyond the Boy Scout program, allowing the members to run their own organization and its activities, limited only by their own imaginations. We have not cultivated the Venturing program in this council to its full potential, and therefore lose lost a valuable part of our program.

Recently, the Council have recruited George Eckert and Tom Bednarz to serve as the Council Venturing Officers Association Co-Chairs. Through George and Tom's efforts, we are looking to expand the Venturing program in two ways: first, we will look for district membership committees to identify potential chartered partners as part of the new-unit organization process listed above; second, we would like to start strengthen our relationships with our current Venture Crews, and work with them to provide a quality Venturing/ Exploring program.

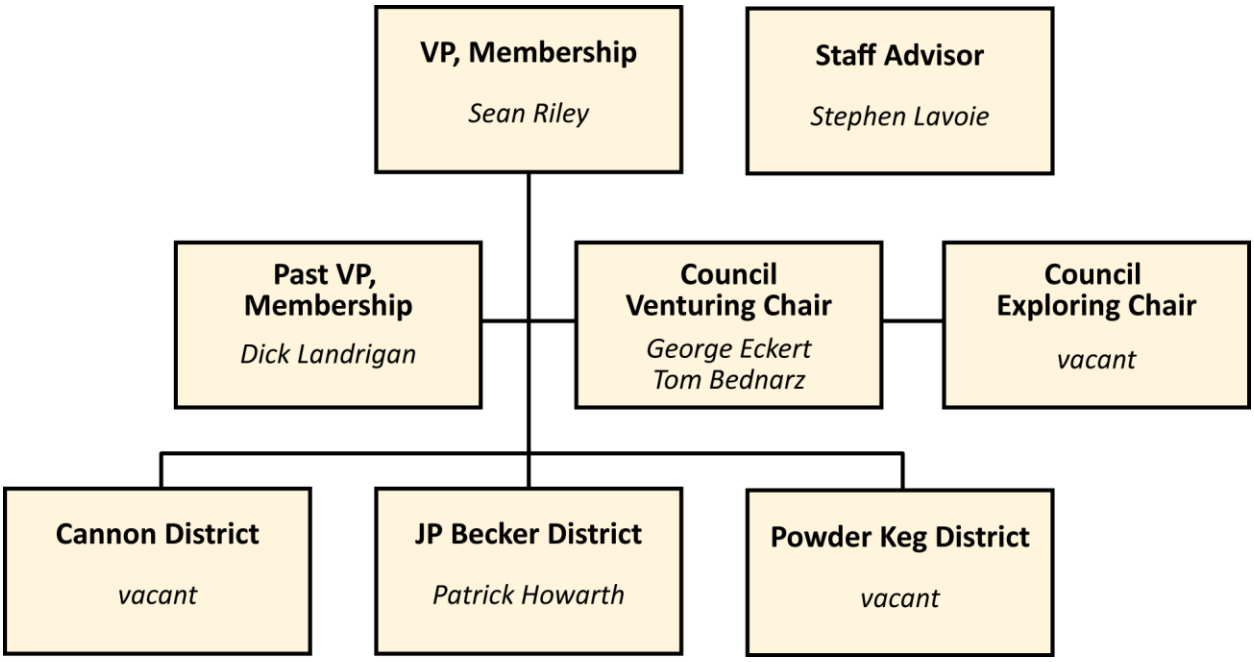
The Exploring program has also been vastly under-utilized in this council in the past. We have initiated discussions that would facilitate getting career interest surveys completed in the schools at Assabet Valley Regional Technical High School and Joseph P. Keefe Technical High School as pilot projects, which has been the main obstacle in the past to expanding this program. We believe that, given the rich concentration of industry and high-tech in our council area, this program could take off and expand ten-fold once we make the inroads with the high school students. District Membership Chairs should be actively recruiting a District Exploring Chair for their committees, and District Executives should be developing a list of potential chartered partners and programs to address Exploring's twelve Career Fields and the many career clusters that fall into them.

Top Twelve Career Fields

VII. Volunteer Infrastructure and Partnership

Council Membership Committee

The current structure of the Council Membership Committee is:



At this time, there are currently openings at the Council level for:

- Council Program Transition Chair
- Council New-Unit Start-up Chair

These positions will be a priority for fill during 2016

District Membership Committee

At the district level, we urge each district to fill the following positions:

- District Membership Chair
- Spring and Fall Recruitment Chair
- Webelos-to-Scout Transition Chair
- Venturing Chair
- Exploring Relations Chair

Unit Membership Committee

At the unit level, we also urge each unit to fill the following positions:

- Peer-to-Peer Recruiting Coordinator
- Unit Spring Recruitment Coordinator
- Unit Fall Recruitment Coordinator
- Transition Coordinator

As we go forward, we can look to adding more positions and members to the council, district, and unit membership committees, under the principle that "many hands make light work". Future positions that we may add at all levels include:

- Diversity Chair
- Venturing Transition Chair

The possibilities are endless, as we continue the transition to the "volunteer-driven, professionally guided" membership team.

VIII. Execution Plan and Backdating Schedule

The Backdating Schedule is a tool that districts can use to plan their monthly membership activities. **This schedule lists the months in which the tasks should be accomplished; we suggest that the work on all tasks be undertaken six months prior to the completion date.** This is intended as a guide; Districts may alter dates according to their own needs, realizing that individual unit schedules may differ from the national model.

Key:
C: Cub Scout Recruitment (Spring and Fall)
W: Webelos to Scout Transition
B: Boy Scout Recruitment (Spring and Fall)
V: Venturing Crew recruitment
T: Training Opportunity for Leaders

January

Item	Program
Review Council Membership Plan; Update where needed and share with local units.	C, B, W, V
Host Webelos Scouts and their parents at Boy Scouts troop meeting.	W
Plan a bridging ceremony for the Blue and Gold banquets in February to welcome graduating Webelos Scouts to their new troop.	W
Attend a meeting for first-year Webelos Scouts to introduce them to Boy Scouts.	W
Participate in Council Freeze Out.	B
Set a date and plan a troop open house for March.	B
Basic Training for Leaders.	T

February

Item	Program
Conduct summer camp orientation to encourage Cub Scout involvement.	C, W
Hold the bridging ceremony at the Blue and Gold Banquet.	W
Get new Scouts actively involved with the troop through troop activities.	W
Recruit parents of new Scouts to become Assistant Scoutmasters or troop committee members.	W
Set a date and plan a troop open house for March.	B
Basic Training for Leaders.	T

March

Item	Program
Recruit Pack Membership Chair for School Nights	C
Conduct summer camp orientation to encourage Cub Scout involvement.	C, W
Hold the bridging ceremony at the Blue and Gold Banquet.	W
Get new Scouts actively involved with the troop through troop activities.	W
Recruit parents of new Scouts to become Assistant Scoutmasters or troop committee members.	W
Plan a troop activity to get new Scouts involved with the troop shortly after they join.	B
Hold troop open house to welcome potential Boy Scouts and their parents.	B
Basic Training for Leaders.	T

April

Item	Program
Participate in the Annual STEM Academy at Nobscot.	C
Schedule townwide Join Scouting Nights – working other units in town.	C
Conduct summer camp orientation to encourage Cub Scout involvement.	C, W
Attend a meeting of Bear Cub Scouts to introduce them to Boy Scouts.	W
Work closely with new Scouts and parents during their transition to the Boy Scout troop, ensuring their needs are met and that their move has been natural and fun.	W
Sponsor a troop activity for new Scouts.	W, B
Participate in the Mountain Biking Program at Nobscot	B
Encourage each troop member to attend summer camp. Conduct summer camp orientation to encourage full troop involvement.	B
Basic Training for Leaders.	T

May

Item	Program
Participate in Pawsox Overnight Activity	C
Submit recruitment fliers for approval from school/ superintendent's office.	C, B
Email fliers to district executive to be printed and delivered.	C, B
Host Joining Scouting Night at local schools or central location in town.	C, B, V
Work on rank advancement with new Scouts.	W
Work closely with new Scouts and parents during their transition to the Boy Scout troop, ensuring their needs are met and that their move has been natural and fun.	W, B
Encourage each troop member to attend summer camp. Conduct summer camp orientation to encourage full troop involvement.	B
Basic Training for Leaders.	T

June

Item	Program
Attend Join Scouting Night Kickoff at Program Expo at the Fay School.	C, B, V, T
Participate in council's Annual Spring Taste of Scouting event.	C
Order yard signs.	C, B
Order fliers for Cub Scout, Boy Scout and Venture Crews.	C, B, V
Order recruitment material for Fall Recruitment Boxes for units.	C
Ensure that all new Scouts attend summer camp.	W
New Scouts attend summer camp with troop.	B

July

Item	Program
Order all in-house materials for School Nights, recruitment boxes, fall event postcards – Taste of Scouting, Fall Camporee, Adventure Day Camp	C
Order Y and A applications, mini Boys' Life magazines, etc.	C, B, V
Work closely with new Scouts and parents during their transition to the Boy Scout troop, ensuring their needs are met and that their move has been natural and fun.	W
Work on rank advancement with new scouts.	W
New Scouts attend summer camp with troop.	B

August

Item	Program
Set town meetings for Join Scouting Nights – work with other units in town.	C
Get names, addresses, and telephone numbers of second-year Webelos.	W
Plan a joint Boy Scout troop/ Webelos den camping trip for October/ November.	W
Plan a program of upcoming events to present at a Webelos den meeting visit in November.	W
Have Webelos participate in the Webelos Overnight Week.	W
New Scouts attend summer camp with troop.	B
Venture Crew plans an open house that will excite potential members.	V

September

Item	Program
Take press releases to local radio, TV, newspaper outlets.	C, B, V
Submit fliers for approval from school/ superintendent's office.	C, B
Email fliers to district executive to be printed and delivered.	C, B
Host Joining Scouting Night at local schools or central location in town.	C, B, V
Make sure new leaders get trained and attend September Scout events.	C, B, V
Have den chiefs attend a local training course.	W

Have Webelos Den Leaders make contact with local troops.	W
Put second-year Webelos Scouts on the mailing to receive the troop newsletter.	W
Continue planning the joint camping trip for October/ November.	W, B
Venture Crew conducts an open house to recruit potential members.	V
Basic Training for Leaders	T

October

Item	Program
Make sure School Nights are happening.	C
Secure school and classroom access for meeting locations.	C
Participate in council's Annual Fall Taste of Scouting event.	C
Select a den chief for each Webelos den.	W
Set a date for Webelos and their parents to visit a troop meeting in the month of October, November, or December.	W
Conduct the joint camping trip with the Webelos den.	W, B
Venture Crew holds first crew activity with new members.	V
Basic Training for Leaders.	T

November

Item	Program
Attend a Webelos den meeting to teach the Webelos how the Boy Scout troop works.	W
Set a date for Webelos and their parents to visit a troop meeting in the month of October, November, or December.	W
Conduct the joint camping trip with the Webelos den.	W, B
Recharter unit using online system.	C, B, V
Basic Training for Leaders.	T

December

Item	Program
Set a date for Webelos and their parents to visit a troop meeting in the month of October, November, or December.	W
Start acquiring Blue and Gold Banquet dates from Packs for Troop presence.	W
Recharter unit using online system.	C, B, V
Conduct health assessments of all units.	C, B, V
Basic Training for Leaders.	T

IX. Summary

Execution and Implementation

This plan should be reviewed at the district level and be ready for implementation in January 2016. The District Chair, through the Council Vice President for District Operations, is responsible for ensuring that districts follow the strategies and timetables outlined in this plan.

District Membership Chairs will report back to the Council Membership & Relations Committee during quarterly membership committee meeting/conference call on their progress towards their individual district goal as listed in the council strategic plan.

Comments from the District Chairs and Vice Chairs, Membership on the provisions of this plan are welcome at any time. Comments should be directed to Sean Riley, Vice President, Membership & Relations, at seanriley05@gmail.com.

The Council VP, Membership & Relations is responsible to review this plan quarterly and revising it as needed.