New Merit Badge Process

All ideas funnel to Innovation Team

Youth Interest Survey
Steve Bowen, Volunteer Chair
Janice Downey, Staff Advisor

Merit Badge Task Force
Ron Coleman, Volunteer Chair
Bob Scott, Staff Advisor

Program Content Committee

All proposals

Production, printing, (digitizing), and distribution to Scout shops

Media Team
1. Requirements
2. Manuscript, editing
3. Photos, illustrations
4. Final product

Subject-matter experts develop MB pamphlet
TBD, Volunteer Chair
Janice Downey, Staff Advisor
and consult as needed with:
Frank Ramirez, MBMTF Staff Advisor
Scott Berger, MBMTF Volunteer Chair

Communications: Internal Communications, Sam Thompson—area/regional/SE’s, Scout Wire, websites, Scouting Magazine, Boys’ Life, Council Operations, Marketing, Supply, Health and Safety, YPT, Risk Management, outdoors, public relations, social networks, blogs, advancement news, etc. External communication and PR to be determined.

Timeline: 12 months (best-case scenario)
Youth Interest Survey
Sample Summary

How interested would you be in earning the Kayaking merit badge if it were available?

<table>
<thead>
<tr>
<th>Interest Level</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very interested</td>
<td>186</td>
<td>69%</td>
</tr>
<tr>
<td>Somewhat interested</td>
<td>56</td>
<td>21%</td>
</tr>
<tr>
<td>Not very interested</td>
<td>20</td>
<td>7%</td>
</tr>
<tr>
<td>Not at all interested</td>
<td>8</td>
<td>3%</td>
</tr>
</tbody>
</table>

Interested—Top Two 90%

Be a part of the panel

http://www.scouting.org/about/research/ResearchPanel.aspx
New Merit Badge Consideration Areas

“Fit” w/ Scouting
- Consistency with Scouting Aims, Values, Oath, Law (1)
- Enhancement to existing merit badge program (2)
- Alignment w/existing policies including *Guide to Safe Scouting*, Health & Safety (3)

Practicality
- Availability of merit badge counselors, resource and industry support (4)
- Uniqueness vs. existing merit badges (5)
- Risk assessment, YPT (if necessary) (6)

Fun and engaging
- Interest breadth and depth: perceived vs. documented (7)
- Age appropriateness, fun, career vs. hobby, skill development (8)

Resource requirements
- Council/summer camp implications—adding excitement vs. additional burden (9)
- Cost of development (10)
- Cost to individual Scout/unit (11)

Program Content Committee
Action: Adopt or Reject