

# Introduction

The Environmental Scan from the Boy Scouts of America is provided as a tool to assist councils in:

- ♣ Developing local council strategic plans
- ♣ Creating marketing tools
- ♣ Recruiting volunteers
- ♣ Improving fundraising effectiveness

This Environmental Scan provides the most up-to-date data available from government agencies and other sources at the time of publication.

It is updated annually. However, please note that data for various topics often do not cover identical time periods. Sources of information are provided throughout the publication and in the final section as reference points for further study.

The bullet points beneath the charts provide insights and additional information to enhance understanding of the issues. Bullet points identified with the BSA symbol ♣ indicate information that is specific to the Boy Scouts of America.

The Environmental Scan is divided into 11 main sections ranging from changes in household structure to trends among chartered organizations. For online viewing: Please use the interactive table of contents and the button at the top of each page to navigate to the sections you wish to review.

## Trends Affecting the Boy Scouts of America in the 21st Century

The Boy Scouts of America is facing new opportunities and new challenges in its second century.

### 1. Increasing diversity in the population.

- The population of the United States exceeds 300 million and the ethnic population exceeds 100 million.

- The Hispanic/Latino population continues to be among the fastest growing ethnic groups and is the largest ethnic population in the U.S., with a population of more than 50 million. Because the Hispanic/Latino population skews younger, they are also more likely than other ethnic groups to have children of Scouting age.
- The black/African American population in the U.S. is nearly 40 million.
- The Asian population is the fastest growing population, and, at nearly 15 million, accounts for 5 percent of the U.S. population.
- More than 12 percent of the U.S. population was not born in the United States.

### 2. Population centers are shifting.

- Along with ethnic population growth, U. S. populations are shifting from the northeast and central states to the southern and western states. This trend will have a great impact on future social, political, economic, educational, and employment trends in the United States.
- After the 2010 Census, eight states gained seats in the House of Representatives: all are in the South or West. Ten states lost seats: all except Louisiana are in the North or Midwest.
- More than half of Americans—about 158 million—are suburbanites. Rural residents now make up only 16 percent of the total population.

### 3. Changes in the Youth Population

- Since 2007, the number of births has declined from 4.3 million to 4 million in 2010, the lowest number this century.
- Ethnic children will compose the majority of children under age 18 by 2019.



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- Nationally, the total Cub Scout-age population is expected to grow 2.7 percent over the next five years. However, growth is not equally distributed across regions. The Cub Scout-age population is expected to increase in the Southern (4.4%) and Western (4.2%) regions. In contrast, the Cub Scout-age population is projected to remain stable in the Northeast (0.9%) and Central (0.0%) regions.

### Implications for the BSA

- ♣ Opportunities and challenges are available for increasing membership and expanding the market share of youth served. Developing new units in the Southern and Western regions, while increasing market share in the Northeast and Central regions, is essential to address the youth population growth trends.
- ♣ The growing teen population presents opportunities for growing membership in Venturing.
- ♣ While the number of Cub Scout-age boys will increase, beginning in 2013, the decline in birthrates will be reflected in the number of U.S.-born youth. Councils will need to appeal to an increasing number of foreign-born Cub Scout-age boys.
- ♣ Efforts must be made to introduce Scouting to emerging markets that are not familiar with the benefits of Scouting. Awareness of Scouting and its mission and values tends to be lower among recent immigrants and minority populations. To reach them, councils will need to make a concerted effort to raise awareness by being visible in the community, partnering with credible organizations, securing community leaders as spokespeople, and communicating the long-term benefits and values of Scouting to those segments.

- ♣ Messages should be targeted separately to youth by showing the fun and exciting adventures and to their parents by explaining how Scouting can help their child succeed.
- ♣ The diversity in the council area should be reflected in the volunteers and employees of the councils so that Scouting will appeal to the whole community.
- ♣ Councils can refer to the Council Market Analysis and research resources on [scouting.org/about](http://scouting.org/about) to better understand how to approach emerging ethnic markets.

### 4. The New Millennial Generation

- The Millennial and post-Millennial generations are the most diverse population in American history. Millennials and post-Millennials are the first generations to grow up with the ability to communicate quickly with people of other nations and cultures via technology such as the Internet. Such exchange is significantly contributing to the reduction of racial and cultural prejudices. As a result, these generations are more likely to be tolerant.
- While they are open to other cultures, Millennials possess high levels of pride in their own culture. The majority of African American and Hispanic Millennials say they would like to participate in more activities that celebrate their culture and heritage.
- Four out of 10 Millennials grew up in single-parent households.
- One in four Millennials has no religious affiliation.



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## Implications for the BSA

- ♣ Councils must continue to be aware of the ethnic and cultural diversity in their communities and understand the needs of youths and their families in those segments. *Strategic Plan Research* (210-1058) and *Successful Recruiting* (210-1066) provide councils with information about these populations and their needs.
- ♣ Councils need to look for ways to reach Millennial parents who have no affiliation with faith-based organizations.
- ♣ As a result of declines in BSA membership in the past decades, many parents of Scout-age youth were not involved in Scouting and are not familiar with the benefits of Scouting. Councils need to clearly communicate how Scouting will help their children.
- ♣ Councils need to incorporate the cultures in their communities into their Scouting events.

## 5. Changing Families

- People are marrying and having children later in life. Nearly three in four parents of children under 18 are between the ages of 30 and 49.
- The percent of children under 15 who live with a stay-at-home parent has slowly increased from 23.3 percent in 1994 to 27.2 percent in 2009.
- About 30 percent of children live in single-parent families.
- Nearly 4 percent of households today are multigenerational.

## Implications for the BSA

- ♣ Councils must communicate the importance and value of positive adult role models in Scouting.
- ♣ Scouting must welcome single-parent families and recognize the time constraints and challenges these parents face.

- ♣ Councils should address time pressures by emphasizing the benefits of Scouting: bonding and family togetherness, building self esteem, and using time constructively.
- ♣ Councils need to be sensitive to parents' time constraints when scheduling and developing programs and offering training.
- ♣ Units should present a variety of volunteer opportunities and time commitments so that all parents can select a volunteer role that meets their scheduling needs.
- ♣ National outcomes studies such as *Eagle Scouts: Merit Beyond the Badge*; *The Values of Americans*; *A Year in the Life of a Cub Scout ... Boy Scout ... Venturer*; *Summer Camp Outcomes Study*; and *Volunteer Outcomes Study* should be used when families are being introduced to the benefits of Scouting. Most study materials are available in both English and Spanish to meet the council's marketing needs.
- ♣ Units should offer multiple chances to join in order to meet available schedule times.

## 6. Changing Education Trends

- Public school enrollment for grades nine through 12 is expected to increase by 3.77 percent from 2010 to 2020. Enrollment for kindergarten through eighth grade is expected to increase 8.10 percent.
- The number of students who are homeschooled increased from 356,000 in 1994 to 1,508,000 in 2007. Nearly four out of 10 parents of homeschoolers report they chose homeschooling to provide religious or moral instruction for their children.
- An estimated 1.73 million students attended charter schools in the 2009–2010 school year.



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- Higher education institutions have increased enrollments as a greater percentage of high school graduates are entering colleges and universities. This increase in demand is driving up the costs. Competition for acceptance and scholarships has become fierce.
- Outside interests want to ensure that no private non-academic organizations operate from or within public schools.

### Implications for the BSA

- ♣ Councils should continue to build and enhance relationships with school administrators and boards while seeking new venues for recruiting youth and being visible in the communities. *The Values of Americans* (210-849) provides information about how Scouting helps youth improve and build interest in academic areas.
- ♣ Councils should continue developing and enhancing recruiting efforts for youth in private and charter schools as well as homeschooled youth.
- ♣ Councils should meet the needs of youth by providing programs rich with education and career development tools and promoting the benefits of Learning for Life and Exploring.
- ♣ When addressing parents, councils should highlight the educational opportunities available through earning merit badges, the scholarships available through Scouting, and the value of the Eagle rank on college and scholarship applications.

## 7. Growth of Technology and the Information Age

- Nearly 70 percent of Americans have access to broadband in their homes.
- Only two in 10 teens live in homes that either have no Internet access or only dial-up connections.

- The majority of youth in grades six through 12 have access to a cell phone. More than four in 10 high school youth have access to a smart phone.

### Implications for the BSA

- ♣ Councils should update programs to use current technology while maintaining core values.
- ♣ The BSA should take advantage of technology and the Internet to market the programs.
- ♣ When addressing parents and youth, highlight the activities, awards, and merit badges that use state-of-the-art technology as one benefit of Scouting.

## 8. Youth Activities

- More than one-fourth of youth ages 13 to 20 do not currently participate in activities or organizations.
- Youth ages 13 to 20 say that the top two reasons they join an organization are to learn, see, and do new things and to get a chance to hang out with friends.

### Implications for the BSA

- ♣ Councils need to communicate that Scouting provides opportunities for fun and adventure that can't be matched by other organizations.
- ♣ Councils can encourage Boy Scouts and Venturers to include their friends through peer-to-peer recruiting.

## 9. Healthy Living

- U.S. Department of Health and Human Services recommends children and adolescents should have 60 minutes or more of physical activity each day.
- Nationwide, fewer than one in five high school students participates in the recommended amount of physical activity seven days in an average week.



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- Nearly 20 percent of boys 6 to 11 years old are overweight.
- The percentage of boys 12 to 19 years old who are overweight increased more than 4 percentage points from 2000 to 2008. The percent of girls 12 to 19 years old increased 2 percentage points in the same time period.
- Nearly one in 10 U.S. children has attention deficit hyperactivity disorder. Boys are twice as likely as girls to have been diagnosed with either a learning disability or ADHD.

### Implications for the BSA

- ♣ Councils should emphasize the benefits of the physical activities available to Scouts, especially through unit camping on weekends, summer resident camps and day camps, the activity and merit badges, and the advancement programs.
- ♣ Councils should encourage youth, volunteers, and employees to take the SCOUTStrong PALA challenge.
- ♣ Councils can utilize camps for weekend challenge events like Survivor and Amazing Race, etc.

## 10. Attitudes Toward Giving to and Volunteering for Charitable Organizations

- Americans consistently contribute about two percent of their disposable personal income to philanthropic causes — regardless of the economic climate.
- Half of Americans now believe that giving one's time to charitable organizations is more important than giving money. This is especially true among young adults (ages 18 to 34).
- Americans give their time and money to nonprofits that match their beliefs.
- People say the reasons they do not volunteer is that they have not been asked, or that they do not know how to get involved.

### Implications for the BSA

- ♣ Councils need to emphasize how Scouting programs benefit families and communities.
- ♣ Councils should highlight their service projects to potential donors, volunteers, and other funding sources to show how Scouting benefits the community.
- ♣ Councils should be more proactive in providing information about volunteer opportunities and asking people to volunteer.

## 11. Chartered Organization Trends

- The faith-based organizations that have had consistent increases in membership in the past few years are the Catholic Church and the Church of Jesus Christ of Latter-day Saints.
- Many of the larger denominations are experiencing flat to slightly decreasing membership trends.
- Civic organizations have not been growing in membership during the past decade. This trend is expected to continue because of the time constraints on most Americans.
- Boys & Girls Clubs of America and the YMCA have increased in both BSA units chartered and youth-served.

### Implications for the BSA

- ♣ Councils should strive to achieve higher levels of penetration with traditional faith-based chartered organizations while expanding the BSA's reach into nontraditional organizations.
- ♣ Because of limited access to public organizations and declining membership in civic organizations, councils should foster relationships with other private organizations that have goals and values similar to those of the BSA.



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### **National Household Education Surveys Program (NHES)**

[nces.ed.gov/nhes](http://nces.ed.gov/nhes)

This survey, conducted in 2007, had two different parts: School Readiness, and Parent and Family Involvement in Education and School Readiness.

### **Pew Hispanic Center**

[www.pewhispanic.org](http://www.pewhispanic.org)

This website contains information on the growing impact of the U.S. Hispanic population.

### **Pew Research Center**

[www.pewresearch.org](http://www.pewresearch.org)

This website provides numbers, facts, and trends shaping the United States and the world, including information about new immigrants and generations.

### **Population Reference Bureau**

[www.prb.org](http://www.prb.org)

The Population Reference Bureau provides U.S. and world population data. It also provides links to state data including population, economics, crime, education, and environmental information.

### **U.S. Bureau of the Census**

[www.census.gov](http://www.census.gov)

This home page provides a basic introduction to the U.S. Bureau of the Census, the current state of Census 2010, various press releases, subscription information, and more. It has links to many other major sources of U.S. census data.

### **U.S. Department of Agriculture**

[www.usda.gov](http://www.usda.gov)

This site contains information regarding the cost of raising children. The costs are broken into categories such as childcare, transportation, and housing. Differing costs are also estimated for single-parent and dual-parent families.

### **U.S. Department of Justice**

[www.justice.gov/defendingchildhood](http://www.justice.gov/defendingchildhood)

Here you will find information on youth violence, victims of crimes, safe community initiative, and domestic violence.

### **Data Archives of U.S. Census and Survey Statistics**

#### **Inter-university Consortium for Political and Social Research (ICPSR)**

[www.icpsr.umich.edu](http://www.icpsr.umich.edu)

Located at the Institute for Social Research, University of Michigan, ICPSR is a membership-based, nonprofit scholarly organization with the most extensive archive of computerized social science data in the world. These include vast U.S. census data holdings, including many decennial censuses, many of the surveys mentioned in this listing, the City and County Data Books, and a limited supply of foreign census materials.

#### **NOAA Coastal Services Center**

[www.csc.noaa.gov](http://www.csc.noaa.gov)

The Coastal Services Center collects information on oceanography, meteorology, and the like. It is a resource of census data for anyone with an interest in recent American social or economic history.



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