

Scouting's Journey to Excellence
2011 Council Performance Recognition Program

Item Number	Objective	Bronze Level	Silver Level	Gold Level	Bronze Points	Silver Points	Gold Points
Finance		National Strategic Plan Pillar #2: Resources and Finances			Total Points:		500
1	Fiscal Management: Maintain positive unrestricted net assets in the Operating Fund to support annual operating expenses.	Positive unrestricted operating net assets or increase 2% (surplus/transfers) over expenses	.06 ratio or positive and increase 2% (surplus/transfers) over expenses	.25 ratio or .06 and increase 2% (surplus/transfers) over expenses	75	100	200
2	Fundraising: Increase council-generated net contributions in the Operating Fund over prior year.	Greater than or equal to prior year	2% growth over prior year	10% growth over prior year	75	100	200
3	Endowment: Add new permanently restricted gifts to the Endowment Fund.	New gifts of at least 1% of expenses or \$25,000, whichever is less	New gifts of at least 2% of expenses	New gifts of at least 5% of expenses	25	50	100
Membership		National Strategic Plan Pillar #1: Impact and Participation			Total Points:		600
4	Membership Impact: Increase market share (Cub Scouts, Boy Scouts, Varsity Scouts, Venturers and Explorers).	7% density or 1% growth in density (i.e. 5.00% to 5.05%)	10% density, or 7% and 2% growth in density	14% density, or 10% and 2% growth in density	75	100	200
5	Membership/youth growth: Increase number of registered youth (Cub Scouts, Boy Scouts, Varsity Scouts, Venturers and Explorers).	0.00 - 1.99 %	2.00 - 2.99%	>2.99%	75	100	200
6	Youth retention: Improve retention rate of traditional members.	62% retention or 2 percentage points increase (i.e 58%-60%)	68% retention, or 62% and 2 percentage points increase	75% retention, or 68% and 2 percentage points increase	75	100	200
Program		National Strategic Plan Pillar #4: Dynamic and Relevant Programs			Total Points:		500
7	Cub Scout advancement: Increase the percentage of Cub Scouts earning rank advancements.	40% or 2 percentage points increase (i.e 28%-30%)	55%, or 40% and 2 percentage points increase	75%, or 55% and 2 percentage points increase	25	50	100
8	Boy Scout advancement: Increase the percentage of Boy Scouts earning rank advancements.	35% or 2 percentage points increase (i.e 30%-32%)	40%, or 35% and 2 percentage points increase	50%, or 40% and 2 percentage points increase	25	50	100
9	Cub Scout camping: Increase the percentage of Cub Scouts attending day camp and/or resident camp.	17% or 2 percentage points increase (i.e 8%-10%)	30%, or 17% and 2 percentage points increase	50%, or 30% and 2 percentage points increase	25	50	100
10	Boy Scout camping: Increase the percentage of total Boy/Varsity Scouts attending long-term camp and high-adventure program.	45% or 2 percentage points increase (i.e 38%-40%)	60%, or 45% and 2 percentage points increase	75%, or 60% and 2 percentage points increase	25	50	100
11	Community service: Increase the amount of community service provided by Scouts, leaders, and other participants.	Average .5 hour per youth member or .2 hour growth (i.e. .1 to .3)	Average 1 hour per youth member, or .5 hour and .2 hour growth	Average 3 hour per youth member, or 1 hour and .2 hour growth	25	50	100
Unit Service		National Strategic Plan Pillars #5 & #7: Leadership, Innovation and Technology			Total Points:		400
12	Youth-serving executives: Maintain or improve ratio of youth-serving executives to total available youth.	1 YSE per 15,001 - 20,000 TAY	1 YSE per 12,001 - 15,000 TAY	1 YSE up to 12,000 TAY	75	100	200
13	Commissioner Service: Increase the number of registered commissioners over prior year.	Commissioner-to-unit ratio of 1:8, or 5% increase in the number of commissioners over prior year	Commissioner-to-unit ratio of 1:4, or 7.5% increase in the number of commissioners over prior year	Commissioner-to-unit ratio of 1:3, or 10% increase in the number of commissioners over prior year	25	50	100
14	Unit visitations: Improve the rate of visitations to units by commissioners.	Council registers and begins to use UVTS 2.0	UVTS 2.0 shows 25% of units are visited six times per year	UVTS 2.0 shows 50% of units are visited six times per year	25	50	100
Leadership and Governance		National Strategic Plan Pillar #5: Leadership			Total Points:		300
15	Council leadership: Have a trained and engaged executive board.	Key 3 completed orientation	Key 3 completed orientation and board orientation held	Complete online board assessment, and Key 3 and board orientation completed	25	50	100
16	District leadership: Increase the number of volunteers serving on district committees.	Average of 10 or increase average by one person per district	Average of 17 or increase average by two people per district	Average of 30 or increase average by three people per district	25	50	100
17	Unit leadership: Increase the number of direct contact leaders who are trained.	18% or 2 percentage points increase (i.e 8%-10%)	25%, or 18% and 2 percentage points increase	40%, or 25% and 2 percentage points increase	25	50	100



Scouting's Journey to Excellence

2011 Council Performance Recognition Program

Journey to Excellence, the new council performance recognition program, changes the basic way we measure and recognize success in the Boy Scouts of America by moving councils away from measuring process and to measuring performance. It is based on many of the best practices used in the corporate performance measurement field today. Below is specific information to help you understand the criteria and exactly what data will be used to determine the three levels of performance. In planning your strategy, use actual numbers from the previous year to guide your performance improvement goal-planning. The council may qualify by meeting either determined and improvement standards. No recording or filing will be required, because recognition will be determined based on information collected from ScoutNET and the Journey To Excellence service hours website.

Finance Measures	
1	Unrestricted net assets (Operating Fund) as of 12/31/11, divided by total expenses (Operating Fund) as of 12/31/11, and measured on 1/31/12 NOTE: Positive unrestricted net assets are required to achieve overall Gold Level.
2	Difference between total of current and reclass contributions in FOS, project sales, net special events, foundations and trusts, and other direct support accounts, except legacy and bequests (Operating Fund) as of 12/31/11, and measured on 1/31/12, less 12/31/10 total of same contribution accounts, divided by 12/31/10 total of same contributions accounts.
3	Total of current permanently restricted contributions recorded in the Endowment Fund during 2011 calendar year, divided by total expenses (Operating Fund) as of 12/31/11, and measured on 1/31/12.
Membership Measures	
4	Total Lone Cub Scouts, Cub Scouts, Lone Boy Scouts, Boy Scouts, Varsity Scouts, Venturers, Sea Scouts, and Explorers on 12/31/11, divided by total available youth.
5	Difference between 12/31/11 total of Lone Cub Scouts, Cub Scouts, Lone Boy Scouts, Boy Scouts, Varsity Scouts, Venturers, Sea Scouts, and Explorers and 12/31/10 total of same membership categories, divided by 12/31/10 total of same membership categories.
6	Number of traditional youth that rechartered or separated reregistered, divided by number of youth in traditional programs at end of unit's charter year in past 12 months.
Program Measures	
7	Total number of Cub Scouts advancing at least one rank (Bobcat-Arrow of Light) on 12/31/11, divided by total Cub Scouts on 12/31/11.
8	Total number of Boy Scouts advancing at least one rank (Tenderfoot-Eagle) on 12/31/11, divided by total Boy Scouts/Varsity Scouts on 12/31/11.
9	Council Cub Scouts attending any in-council/out-of-council day camp and/or resident camp in 2011, divided by Cub Scout membership on 6/30/11.
10	Council Boy/Varsity Scouts attending any in-council/out-of-council long-term summer camp, high-adventure experience, jamboree, or serving on camp staff in 2011, divided by Boy Scout/Varsity Scout membership on 6/30/11.
11	Total service hours by Scouts, leaders, and other participants recorded on Journey To Excellence service hours website on 12/31/11, divided by registered youth (Cub Scouts, Boy Scouts, Varsity Scouts, Venturers, and Explorers) on 12/31/11.
Unit Service Measures	
12	Total available youth population divided by number of youth-serving executives (LFL-certified executives plus unit-serving executives) employed during 2011.
13	Total number of all unit commissioners (with paid or multiple registration with position code 80) on 12/31/11 less 12/31/10 total of same position codes, divided by 12/31/10 total of same position codes; OR number of traditional units divided by total number of unit commissioners.
14	Number of unique units receiving six or more visits or contacts as reported by the Unit Visit Tracking System (UVTS 2.0) on 12/31/11, divided by total number of traditional units on 12/31/11.
Leadership & Governance Measures	
15	The council Key 3 (Scout executive, council president, and council commissioner) and other executive board members have completed council-defined orientation or training for their position (either through formal training or through personal coaching) within six months of beginning service. The executive board has completed and reviewed results from an online self-assessment survey by 12/31/11 (survey link furnished by the National Council).
16	Total of district committee members (paid or multiple registration with code 61, 62, 64, 75, or 79) on 12/31/11, divided by the number of districts containing traditional units on 12/31/11.
17	Number of CM, TL, DL, WL, SM, NL, 10, VC, or SK (paid or multiple registration) completing basic training requirements for their position by 12/31/11, divided by total number of positions listed above (paid or multiple registration) on 12/31/10.

Scoring the council's performance: To determine the council's performance level, the National Council will use the above information to determine the points earned for each of the 17 individual criteria and then add those individual point scores to determine a composite score. Bronze level requires earning 700 points, Silver level requires earning 950 points and Gold level requires earning 1,200 points. No forms will be completed or submitted by the local council; instead the council will be able to track month-end progress and year-end achievement from a dashboard on MyBSA.

Performance measures already being considered for inclusion in the 2012 council performance recognition program will involve collecting feedback and improved scores on customer satisfaction surveys sent to parents, employees, and charter partners within the council.

