



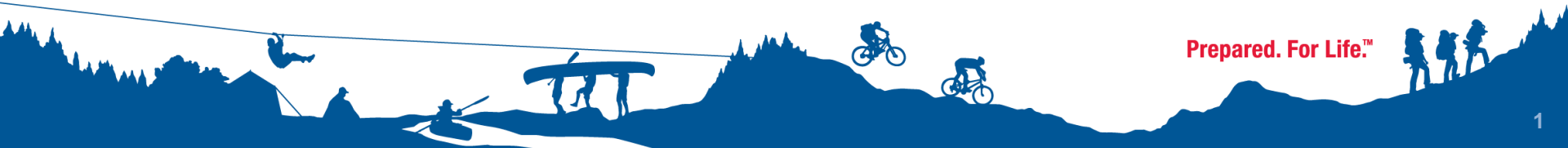
JOURNEY TO EXCELLENCE

Welcome!

If you are accessing the audio portion of this presentation via cell phone and are in a noisy environment, please mute your line on your phone.

If you call in on a land line, we can mute your connection using our presentation software.

On behalf of all participants, thank you.



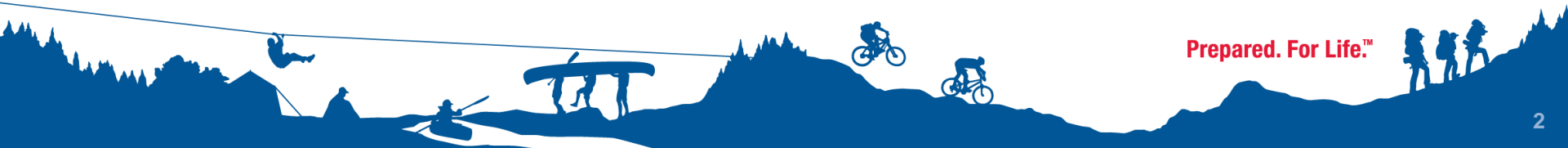
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JTE Dashboard Training

Volunteers

March 16 & 17, 2011



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JOURNEY TO EXCELLENCE

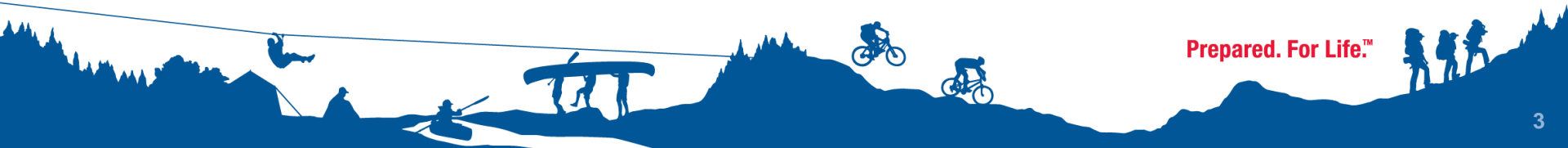
INTRODUCTION & ORIENTATION

DASHBOARD FOUNDATION & CALCULATIONS

USER EXPERIENCE & LIVE VIEW

MYBSA REFERENCE & HELP SECTION

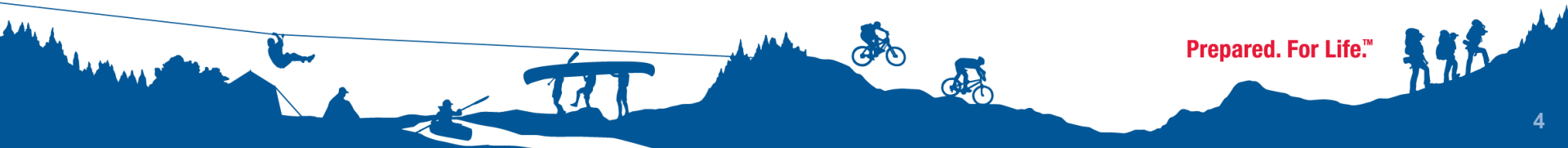
OPEN FOR Q&A



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TRAINING OBJECTIVES

- Achieve familiarity with how the measures of the Journey to Excellence program are represented on the Dashboard at each tier of view.
- Solidify an operational understanding of the permissions functionality as it relates to council, area, regional & national professionals and volunteers.
- Provide insight into how the Dashboard “drills-down” into revealing pertinent details at each level.



WHAT THE DASHBOARD IS

FLEXIBLE

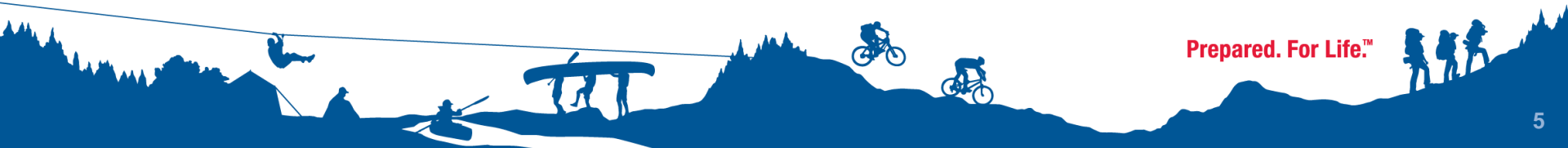
This tool is designed to morph according to performance and improvement standards each year. Changes to drive continuous improvement in 2012 will be based on the data that feeds the dashboard in 2011.

NON-INTRUSIVE

Data collected is from existing information that councils are already submitting. One criteria does have an e-form to update council Key 3 leadership details, which is automatically submitted.

RELATIVE

Bronze, Silver and Gold status levels are based on nationally-determined benchmarks, yet 11 of the 17 criteria also recognize year-over-year performance improvement as a way to advance recognition levels.



PRECURSOR: System Requirements

Devices

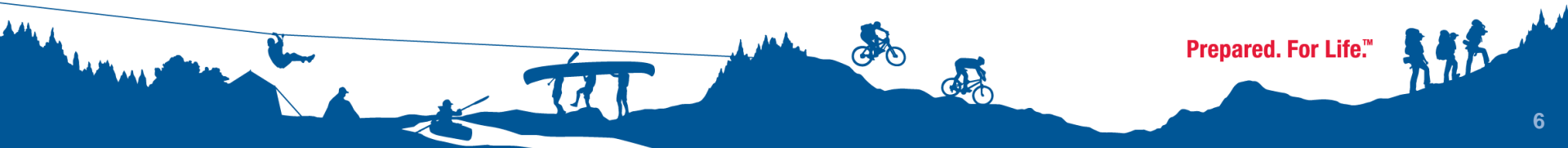
The dashboard works on PC and Mac operating systems and can be deployed on smart phones and tablet computers, such as the Droid, Blackberries, iPhones and iPads.

Java-Script Enabled

To deploy on the devices above, the dashboard has been programmed using Java-Script. Please make sure your internet browsers are set to accept Java scripted pages (usually in the Permissions or tools settings of your browsers)

Browsers Grades

- Internet Explorer 7.0 or higher
- Safari 5.0 or higher
- Firefox 3.6 or higher



PRECURSOR: Enabling Java Script



For Internet Explorer 7.0 +

Click the **Tools** menu

Select **Internet Options**.

Click the **Security** tab.

Click the **Custom Level** button.

Scroll down until you see the '**Scripting**' section.

Select the '**Enable**' radio button for '**Active Scripting**'.

Click the **OK** button.

If you see a confirmation window, click the '**Yes**' button



Safari 2 or 3

Click the **Safari** menu

Select **Preferences**

Click the **Security** tab

Select '**Enable JavaScript**'



Firefox 3.6+

Click the **Tools** menu

(Mac: goto **Firefox** tab and select **Preferences**)

Select **Options**

Click the **Content** tab

Select '**Enable JavaScript**'

Click the **OK** button.

UNDERSTANDING ACCESS & PERMISSIONS

District Chairs and Commissioners
Council Employees
Council Key 3 Leaders
Council Executive Board
Council Officers
Council Advisory Board

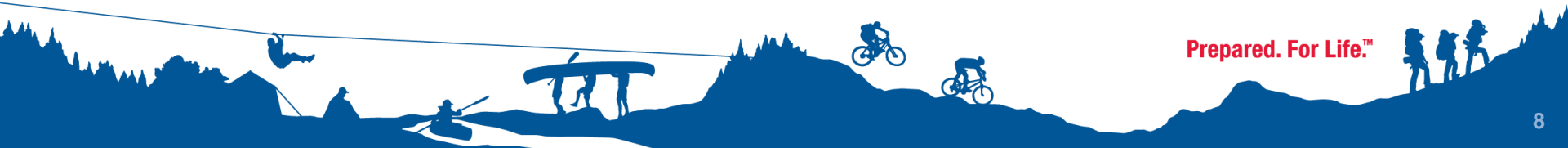


Assigned Council

Area, Region, National Professionals
Area, Region, National Volunteers



All Views



UNDERSTANDING ACCESS & PERMISSIONS:

COUNCIL-VIEW POSITIONS

Council Professional and Staff

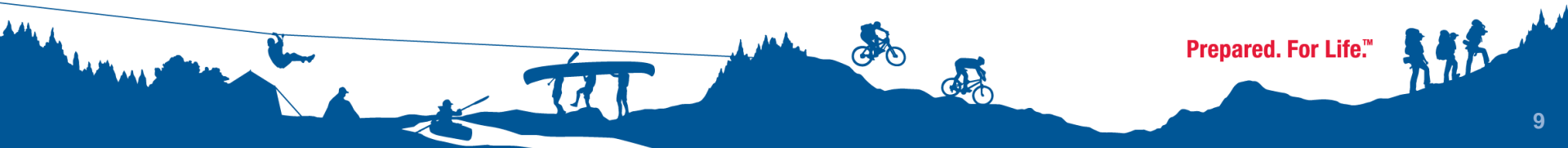
Directors
Executives
Office Manager
Business Manager
Special Position Professionals

(all those with myBSA access)

Council Volunteers

Officers
Commissioners
Board Members
Advisory Council Members
Committee Chairs
Committee Members

District Commissioners
District Chairs



UNDERSTANDING ACCESS & PERMISSIONS

COUNCIL-VIEW POSITIONS

All Users of the Dashboard must be registered with an BSA ID number.

District & Council Volunteers-

Contact your Council Registrar to verify your paperwork is current, with your correct position code, and fees are paid.

Area/Regional/National
Volunteers-

Position codes at these levels are given unique BSA registration numbers separate from those held at the district or council levels. MyScouting accounts must correspond with these identifiers for users to have access to area/region/national overviews.

(reference / contact detail coming at the end of this presentation)

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JOURNEY TO EXCELLENCE

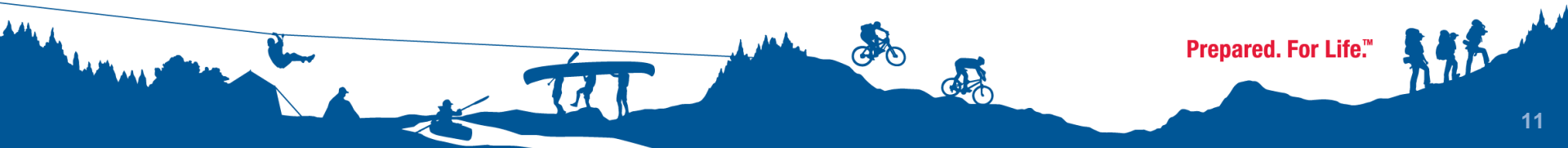
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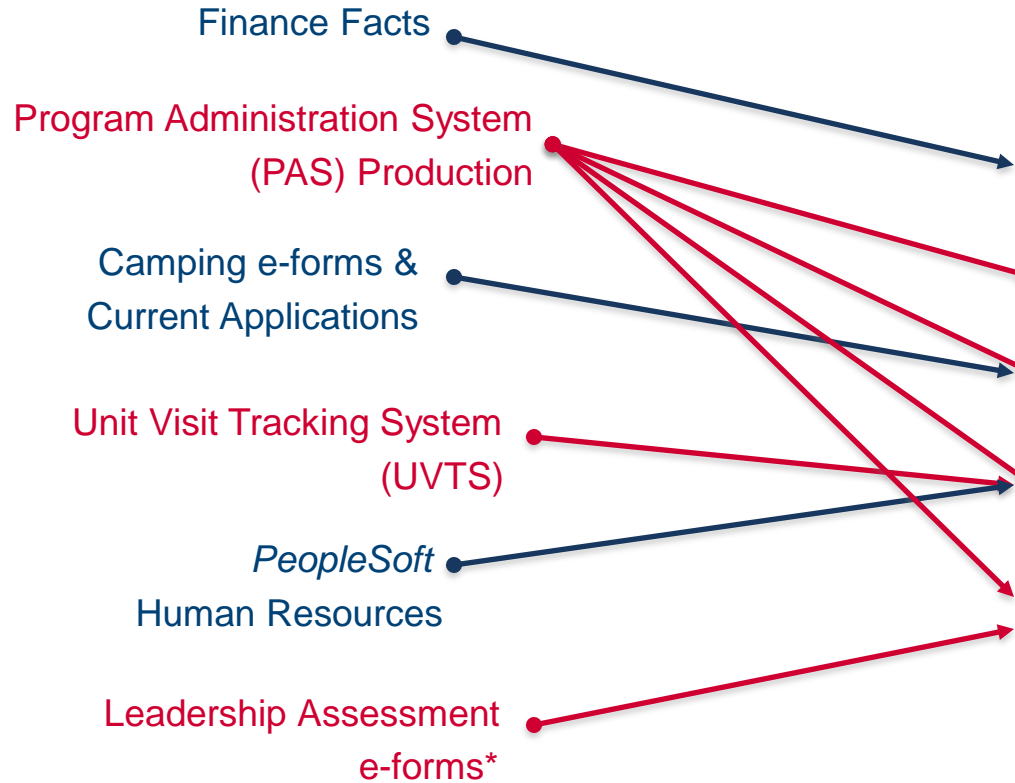
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DATA FOUNDATION & CALCULATIONS



Scouting's Journey to Excellence
2011 Council Performance Recognition Program

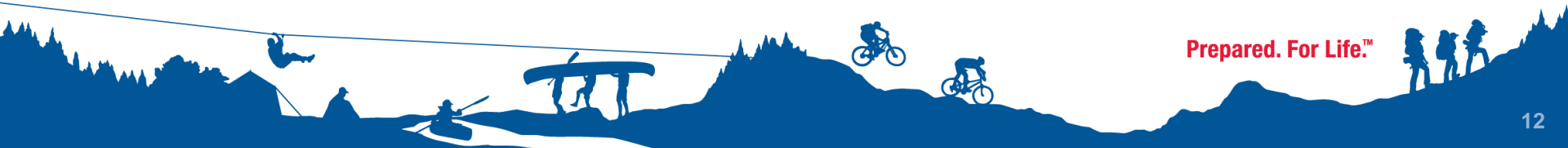
Journey To Excellence, the new council performance recognition program, changes the basic way we measure and recognize success in the Boy Scouts of America by moving councils away from measuring process and to measuring performance. It is based on many of the best practices used in the voluntary performance 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-setting. The council may qualify by meeting either determined and representative 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 | Unexpended net assets (Operating Fund) as of 12/31/11, divided by total expenses (Operating Fund) as of 12/31/11, and measured on 12/31/12. NOTE: Positive unexpended net assets are required to achieve overall Gold level. |
| 2 | Difference between total of current and reserve contributions in 2010, current sales, net special events, foundations and trusts, and other direct support accounts (Operating Fund) as of 12/31/11, and measured on 12/31/12, less 12/31/10 total of same contribution accounts, divided by 12/31/10 total of same contribution accounts. |
| 3 | Total of current and reserved permanently restricted contributions reported in the Endowment Fund during 2011 calendar year, divided by total expenses (Operating Fund) as of 12/31/11, and measured on 12/31/12. |
| Membership Measures | |
| 4 | Total Lone Cub Scouts, Cub Scouts, Lone Boy Scouts, Boy Scouts, Venture 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, Venture 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 transferred or expanded registration, divided by number of youth in traditional programs at end of unit's charter year (its last 12 months). |
| Program Measures | |
| 7 | Lone Cub Scouts rank advancements (Advancement of Cub Scouts on 12/31/11, divided by total Cub Scouts on 12/31/11). |
| 8 | Total Boy Scout rank advancements (Advancement of Boy Scouts on 12/31/11, divided by total Boy Scouts/Venture Scouts on 12/31/11). |
| 9 | Council Cub Scouts attending any in-council or district day camp and/or resident camp in 2011, divided by Cub Scout membership on 12/31/11. |
| 10 | Council Boy Scouts attending any in-council or district day camp and/or resident camp, high-adventure experience, patrollers, or serving on camp staff in 2011, divided by Boy Scouts/Venture Scouts membership on 12/31/11. |
| 11 | Total service hours by Scouts, leaders, and other participants recorded on ScoutNET to Excellence service hours website on 12/31/11, divided by registered youth (Cub Scouts, Boy Scouts, Venture Scouts, Venturers, Sea Scouts, and Explorers) on 12/31/11. |
| Unit Service Measures | |
| 12 | Average number youth average at month end of post-training activities (20% certified executives post web-training activities) completed during 2011, divided by 12/31/11 registered youth population. |
| 13 | Total number of all web-commissioned rank-ups 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 total number of unit commissions divided by number of traditional units. |
| 14 | Number of unique units meeting six or more units or councils 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 Boy 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 01, 02, 05, 75, or 79) on 12/31/11, divided by the number of districts governing traditional units on 12/31/11. |
| 17 | Number of CM, CA, TL, DL, DA, WL, WA, SM, SK, NL, NA, VC, VL, 36, or 107 (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. |

Measuring 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 relevant criteria and then add those individual point scores to determine a composite score. Bronze level requires earning 120 points, Silver level requires earning 200 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 and progress and year and achievement from a web-based on MySA.

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

* Criteria #15 Council Leadership Only



DATA CALCULATIONS & SCORING



PERFORMANCE STANDARD

This measurement is designed to recognize improved performance and advance a status level when warranted.

DETERMINED STANDARD

This measurement sets benchmark values to demarcate gold, silver, and bronze levels.

Performance Standard is a factor in most, but not all criteria. Criteria without a Performance Standard include:

- #2- Fundraising
- #3- Endowment
- #5- Youth Growth
- #12- Youth-serving Executives
- #14- Unit Visitation
- #15- Council Leadership

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. | 56 ratio or positive and increase 2% (surplus/transfers) over expenses. | 25 ratio or 56 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 5.99%). | 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. | 45% 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. | 45% or 2 percentage points increase (i.e. 38%-40%). | 55% or 45% and 2 percentage points increase. | 65% or 55% 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 1:4, or 7.5% 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 three 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 |



JOURNEY TO EXCELLENCE

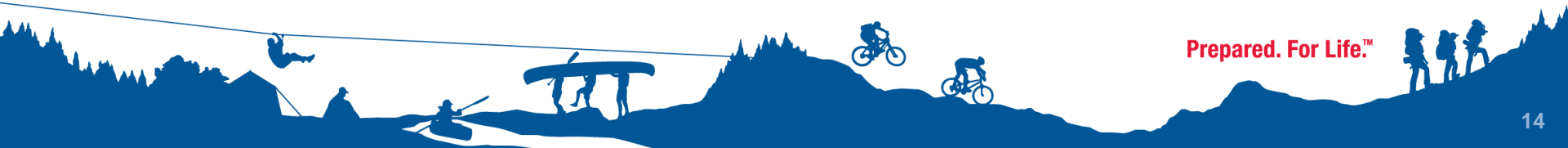
INTRODUCTION & ORIENTATION

DASHBOARD FOUNDATION & CALCULATIONS

USER EXPERIENCE & LIVE VIEW

MYBSA REFERENCE & HELP SECTION

OPEN FOR Q&A



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USER INSIGHT- Council View Elements

Arrow with Numbers:

Represent year to prior year increase or decrease .

Charts:

Always reflects Performance Standard.

Council Score Bar: Reports overall council tallies of current month, year over year as they land within the areas of bronze, silver or gold.

Orb: Reflects gold, silver, bronze status, which are only designators at the council level.

Gauges: Always reflects Determined Standard.

Criterion Explainer
Gives specific detail pertaining to the criterion calculation.

Gold Performers:
Lists all Determined Standard gold councils.



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USER INSIGHT: Overviews

National

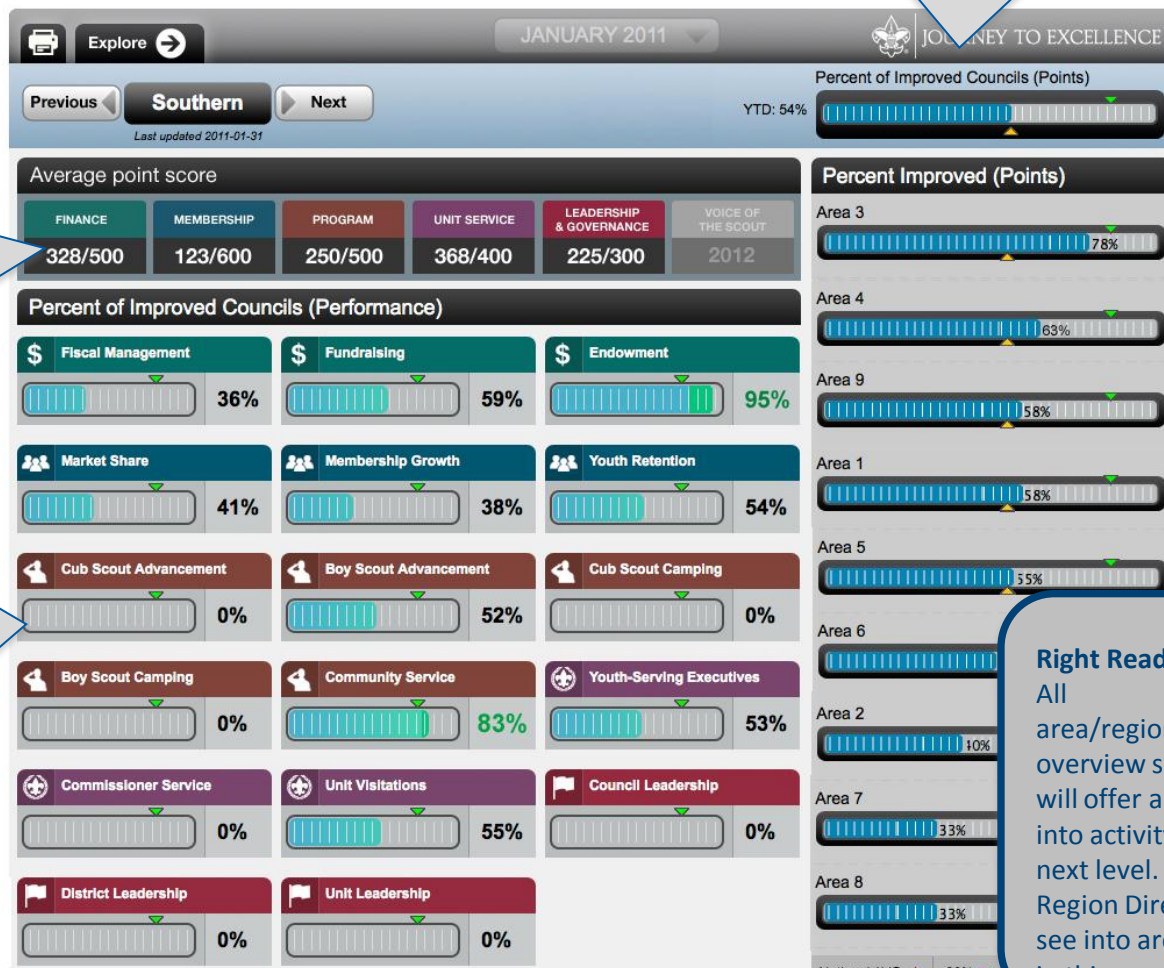
Region

Area

Blue Ribbon Bar: Always reflects a composite tally by total points, with a percentage to signify year over year change.

Strategic Tiles:
View will be enhanced to include these average scores by Area.

Criteria Plank:
Always reflects year over year percentage of improved councils within an area, region, at the national level.



Right Read Window:
All area/region/national overview screens will offer a tier view into activity into the next level. I.e) Region Directors can see into area metrics in this grey column.

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JOURNEY TO EXCELLENCE

[Home](#) [Scouting in Your Area](#) [Donate](#) [Shop](#) [Sponsors](#) [ScoutSource](#) [Youth Protection](#) [MyScouting](#)

My Profile

Training

Unit Tools

District Tools

Council Tools

Events

My Profile

Update My Profile

Training

E-Learning

Training Validation

Unit Tools

National Safety Council

Defensive Driving Course

Internet Advancement

Internet Rechartering

District Tools

Unit Visit Tracking

Unit Visit Tracking New

Council Tools

Journey To Excellence

Events

Event Registration



Brand on Demand

Brand On Demand is a tool that allows councils to tailor marketing pieces provided by the National Council especially to their council needs while retaining the integrity of the BSA brand. The National Council provides the templates for marketing materials that councils can customize. The templates can be used for marketing purposes, general business, etc...

Council Strategic Management

Council Strategic Management is a tool to help councils plan, implement, monitor, and change the council's strategic goals and objectives. It will provide a road map by which councils can navigate toward successful performance, aligning councils with the national strategic plan and allowing them to be competitive non-profit entities in their communities.

Speakers Bank

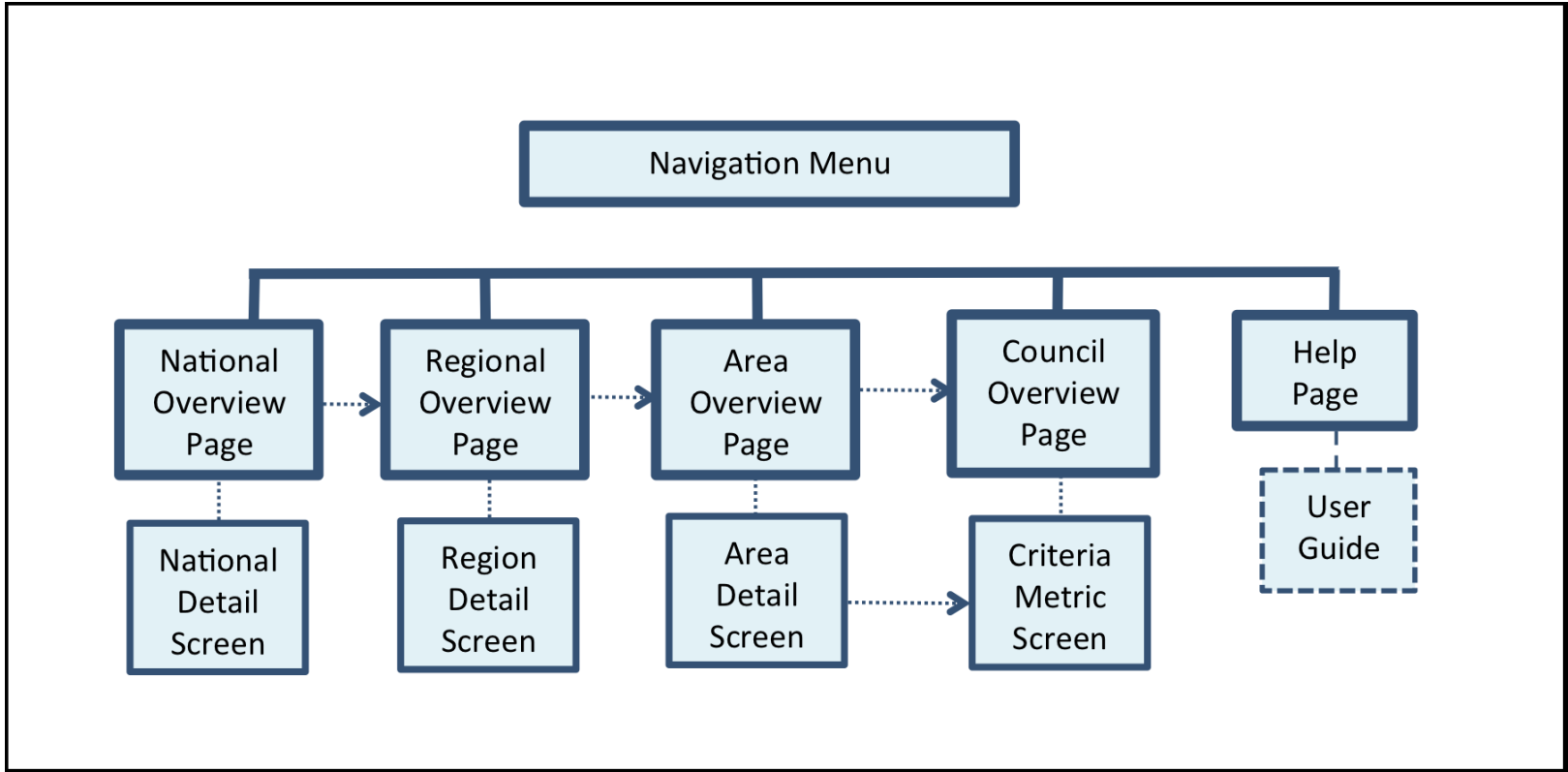
The BSA Speakers Bank includes resources for speakers to use as they present to various audiences and tell the Scouting story. This tool ensures that we speak with one voice as we pursue our national and local objectives in recruiting, fund-raising, and general community outreach.

Journey to Excellence

The Journey to Excellence dashboard is an agile performance management tool that reports on the council's Journey to Excellence progress. The dashboard presents the recognition program's 17 criteria simply and effectively, and each screen has been designed to give pertinent insight making it easier to drive continuous improvement. This new tool has been designed to deploy on all devices using "A-grade" browsers, which include current versions of Internet Explorer, Safari, Firefox, and Google Chrome, so feel free to use it on your desktop, laptop, smart phone, or tablet computer.

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USER INSIGHT- Site Map Graphic





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Explore

JANUARY 2011



JOURNEY TO EXCELLENCE

Previous

National

Next

December 2010

June 2010

YTD: 55%

Percent of Improved Councils (Points)



Average point score

FINANCE

328/500

MEMBERSHIP

123/600

PROGRAM

250/500

UNIT SERVICE

368/400

LEADERSHIP
& GOVERNANCE

225/300

VOICE OF
THE SCOUT

2012

Percent of Improved Councils (Performance)



Fiscal Management



36%



Fundraising



59%



Endowment



76%



Market Share



41%



Membership Growth



38%



Youth Retention



54%



Cub Scout Advancement



0%



Boy Scout Advancement



46%



Cub Scout Camping



0%



Boy Scout Camping



0%



Community Service



83%



Youth-Serving Executives



53%



Commissioner Service



0%



Unit Visitations



55%



Council Leadership



0%



District Leadership



0%



Unit Leadership



0%

Percent Improved (Points)

Western



67%

Northeast



52%

Southern



52%

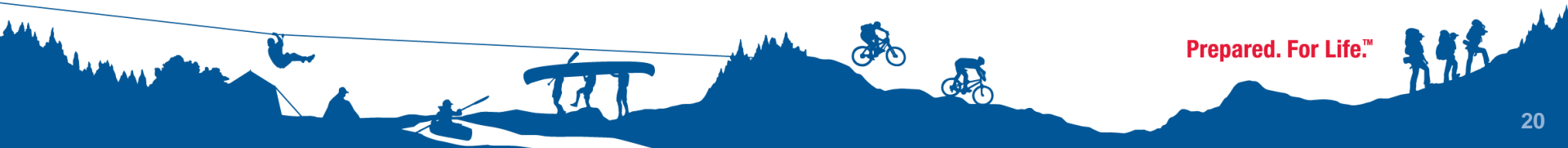
Central



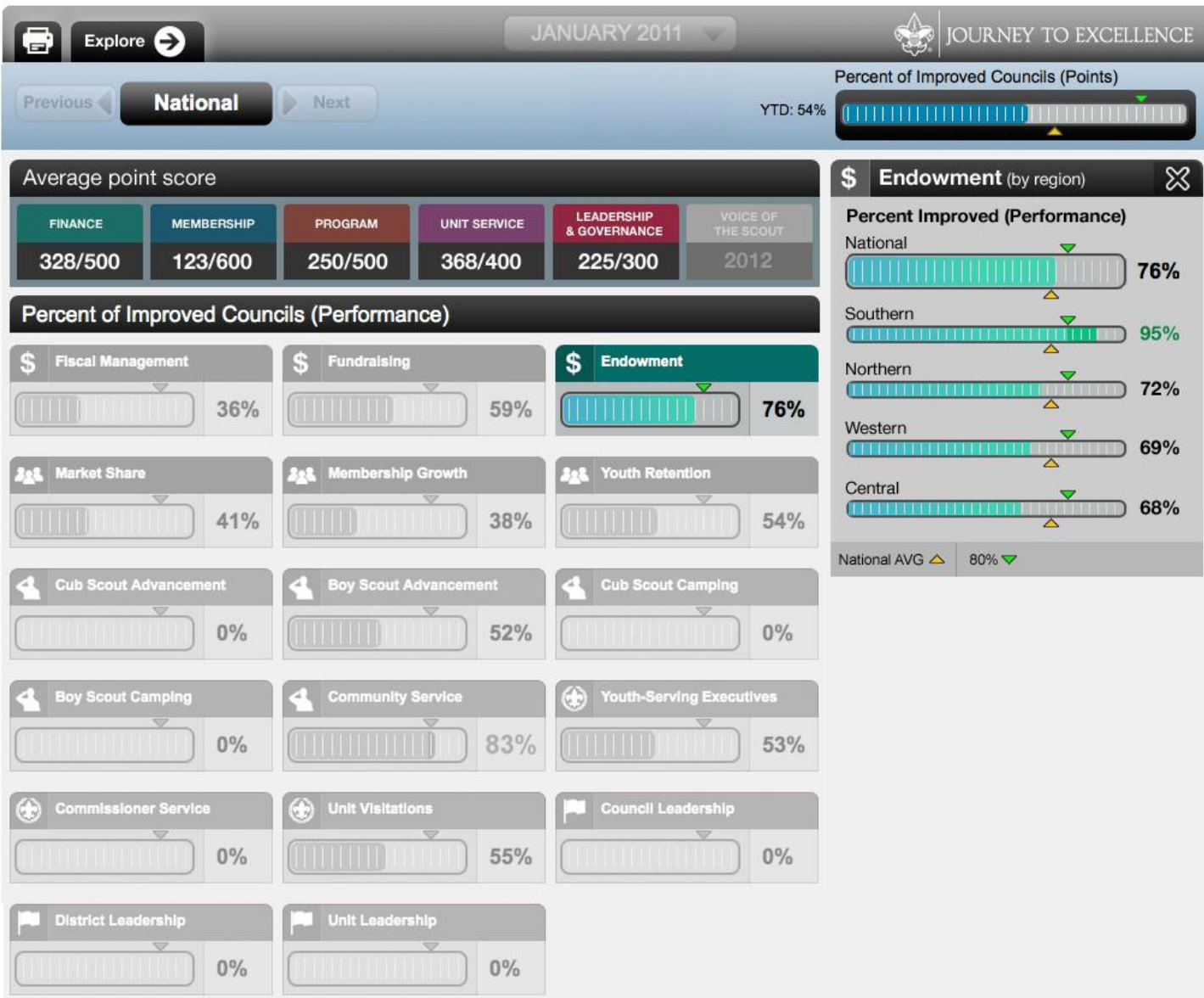
51%

National AVG

80%



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Explore



JANUARY 2011



JOURNEY TO EXCELLENCE

Previous

Southern

Next

Last updated 2011-01-31

Percent of Improved Councils (Points)

YTD: 54%



Average point score

FINANCE

328/500

MEMBERSHIP

123/600

PROGRAM

250/500

UNIT SERVICE

368/400

LEADERSHIP
& GOVERNANCE

225/300

VOICE OF
THE SCOUT

2012

Percent of Improved Councils (Performance)

\$ Fiscal Management



36%

\$ Fundraising



59%

\$ Endowment



95%

People Market Share



41%

People Membership Growth



38%

People Youth Retention



54%

Scout Cub Scout Advancement



0%

Scout Boy Scout Advancement



52%

Scout Cub Scout Camping



0%

Scout Boy Scout Camping



0%

Scout Community Service



83%

Scout Youth-Serving Executives



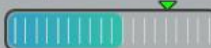
53%

Scout Commissioner Service



0%

Scout Unit Visitations



55%

Scout Council Leadership



0%

Scout District Leadership



0%

Scout Unit Leadership



0%

Percent Improved (Points)

Area 3



78%

Area 4



63%

Area 9



58%

Area 1



58%

Area 5



55%

Area 6



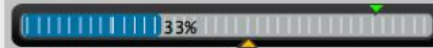
50%

Area 2



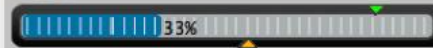
10%

Area 7



33%

Area 8



33%

National AVG

80%

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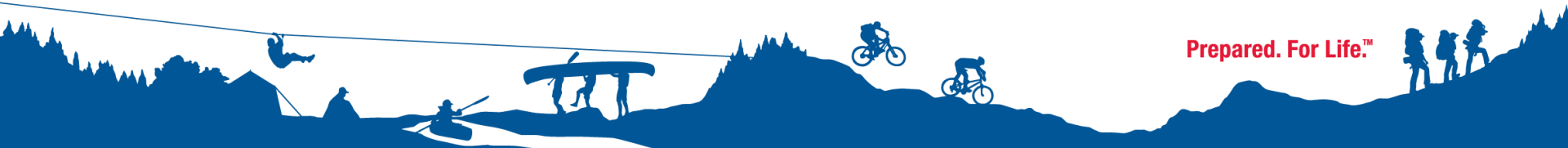
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| Overall Point Structure | Jan-Aug | Sept.-Dec** |
|-------------------------|---------|-------------|
| Gold | 1,050 | 1,200 |
| Silver | 825 | 950 |
| Bronze | 600 | 700 |



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Council Score: GOLD = 200 points

Congratulations, this council has been awarded gold for its ability to improve the retention rate of traditional members.

The calculation

This criterion tracks the number of traditional youth that remain registered one year later. The performance standard is a factor in how a council's score may be decided.

| Level | Determined standard | | Performance standard |
|--------|---------------------|----|--------------------------|
| Gold | 75% retention | or | 68% and 2 point increase |
| Silver | 68% retention | or | 62% and 2 point increase |
| Bronze | 62% retention | or | 2 point increase |

Additional detail

Data for this and all criteria are updated on the 8th, 16th and 28th of each month.



JOURNEY TO EXCELLENCE

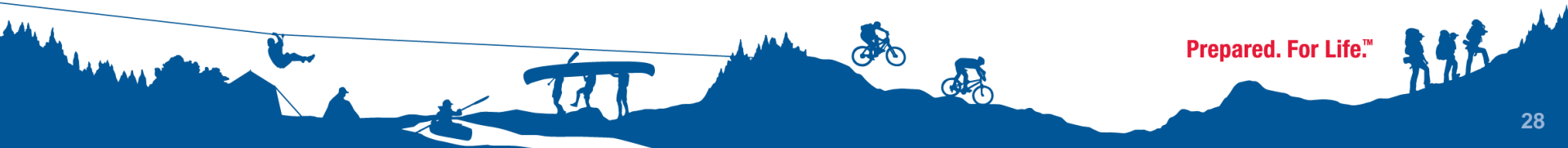
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RESOURCES: Help Page

Click on the Explore Tab to get to the Help Page



Help Center

Introduction

Welcome to the Journey to Excellence Dashboard, a tool to objectively evaluate overall performance in key strategic areas of Finance, Program, Membership, Unit Service and Leadership. Within these areas are 17 criteria that provide the foundation of the dashboard system, from on data sourced at the council level.

This tool has been designed to evolve, with alternation each year to drive continuous performance improvement. In this way, the dashboard will be a tool for understanding how present performance is within standards as they have been determined for the entire organization.

The application of Dashboard should assist in prioritization efforts and resources within the five resource areas. With the metrics display as a guide, management will have insight into areas of excellence as well as areas that need support and improvement. By managing to these indicators, councils will find their efforts aligned with the strategic goals of the Boy Scouts of America.

[System Requirements & Compatibility](#) | [Glossary](#) | [The Standards](#) | [Calculations & Scoring](#) | [Screen Views](#)

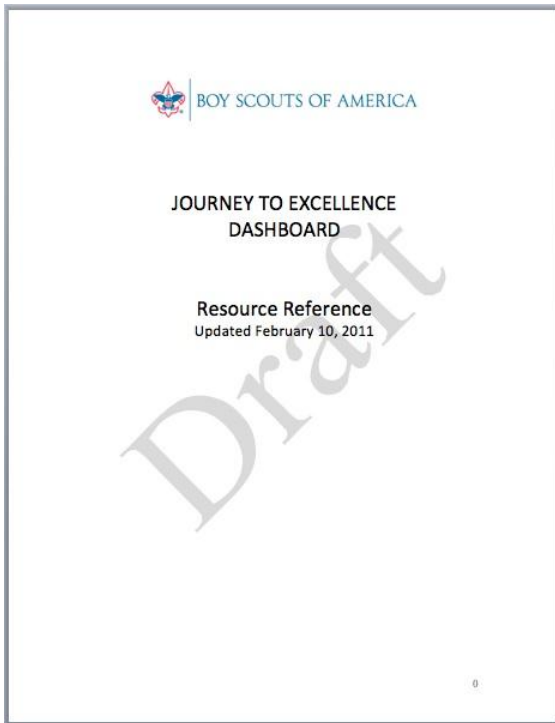
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RESOURCES

National Service Desk

7:00 a.m. – 7:00 p.m. CST, Monday - Friday

Email: jte@Scouting.org



- Download the User Guide on the Help Page
- Download this training deck for use At your meetings or council functions.
- View Training Videos posted on MyScouting (coming early April)

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RESOURCES

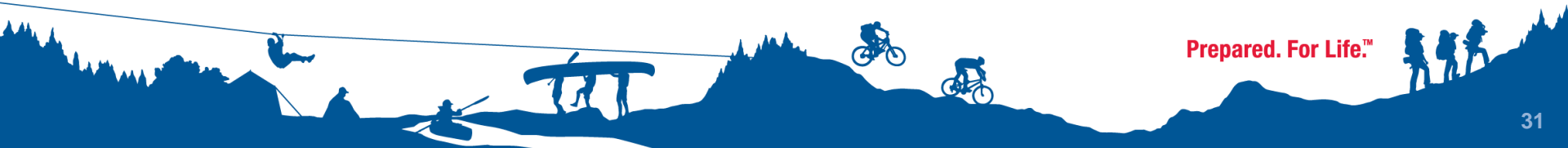
Confirming registration status at the District/Council levels

Contact the registrar at the affiliated Council.

Confirming registration status at the Area/Region/National levels

Contact the National Service Desk at 972-580-2267.

PLEASE NOTE FOR ALL LEVELS OF ACCESS: Filing paperwork does not grant immediate access, times will vary according to pre-existing processes, as well as upload of new org files. At minimum, expect approximately 2 weeks.





JOURNEY TO EXCELLENCE

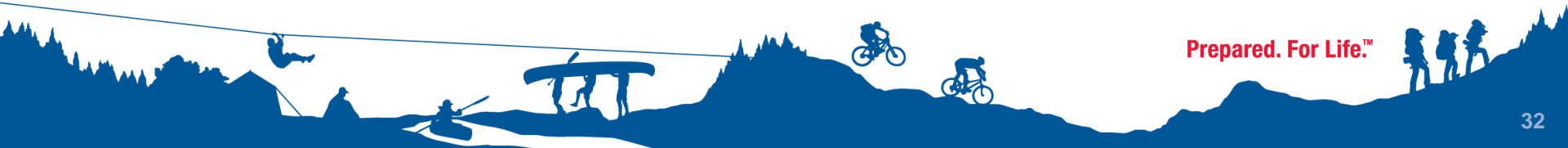
INTRODUCTION & ORIENTATION

DASHBOARD FOUNDATION & CALCULATIONS

USER EXPERIENCE & LIVE VIEW

MYBSA REFERENCE & HELP SECTION

OPEN FOR Q&A



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The doctrine is not the point of arrival but is, on the contrary, the point of departure for the journey.

-Joseph Brodsky
American Poet Laureate, 1991

