

Frequently Asked Questions- Voice of the Scout 2012

Updated December 12, 2011

When will the surveys be going out?

Surveys are scheduled to go out in two seasonal cycles- spring & fall. The spring cycle will begin in March and last 10 weeks. The launch date will trigger a survey sequence that cycles through all audience groups, meaning all Parent surveys will be sent out in the same time window, and then we will move to the next audience.

While the spring cycle lasts from March to May, the fall cycle will occur from September to mid-November.

Do councils have any control on when these surveys are sent?

No, but we will publish time periods to expect outreach to at the beginning of 2012.

With different surveys for the different audiences, how are you determining which survey to send for those people that might hold two roles (i.e. a parent who is also a volunteer)?

For adults that hold more than one of the target audience positions, their first survey received will be according to the overall population size of that position. I.E. If a person is registered as a chartered organization representative (COR) and is a parent of a Scout, they will get the survey for their role as a COR since we have far less CORs than Parents in our database. This allows for proper member representation in small population samples.

Will survey reminder notices be sent out?

Yes, one week after the initial send of the emails, a reminder notice will be sent out.

Can we collect survey information on paper?

The Voice of the Scout system is dependent on coding in order to display the information on the VOS dashboard. With a database of over 3 million members, this would overtax our resources. As it is unfeasible and a source of potential data contamination, no manual way to enter in paper surveys has been developed.

Can you give us a link to the survey to post on our websites?

The problem with static links is that we have no way to "recognize" the person taking the survey. Through the e-mail invitation process, all survey links are coded with member information, unit information, council information, etc. allowing us to code the responses back to a certain council and unit and thus populate the dashboard.

Is there a way to request a survey be re-sent?

Usually surveys need to be re-sent because of a bad email address. If the recipient record in PAS is updated before the Gap Fill cycle, that recipient will receive a survey at that time. Otherwise, another survey will be sent to them at the corrected address in 6 months.

Can councils add questions?

At this juncture, questions cannot be added by councils. Part of having a high response rate is making sure questions stay at a minimum to make it fast and easy for the survey taker.

What is BSA's privacy policy for using email addresses?

Email addresses never leave our firewall. ScoutNET is internally housed at the National Office and we never sell or export our lists to our third-party partners or sponsors.

Will the survey be available in Spanish? Si and yes.

Are we supposed to collect emails for kids?

We will only email surveys to youth members who are 14 and older. For Cub and Boy Scouts under this age, we will email the survey to the parent and invite them to ask their children the questions developed for Cub and Boy Scouts. This ensures our program is compliant with federal law.

Can I find out what the district and council email saturation rate is before the dashboard goes live?

Yes, go to www.scouting.org/jte and scroll down the page to the Voice of the Scout section. You will find instructions and a MS Access program that will help you determine your current saturation rate.

How can we help unit leaders find out who has email addresses in ScoutNET so they can update them during recharter time?

Yes, go to www.scouting.org/jte and scroll down the page to the Voice of the Scout section. You will find instructions and a MS Access program that will create a unit roster showing email address information that can be mailed or delivered (it is illegal to email this info) to unit leaders.

Will VOS information be available at the unit level?

Yes, unit level information will be made available to council and district level professionals and volunteers, as well as affiliated national level professionals and volunteers in June 2012.

How do I access my reports?

The dashboard will be available to all national and council professionals and volunteers based on their level in the organization. The permission structure is the same as viewing the JTE dashboard.

Experience recovery, monthly alerts and bad email address reports will be available on a weekly or monthly basis on the main MyBSA home page. Council MyBSA administrators control access to who within the council sees these reports.

Can the subject line, sender, survey invite content or thank you page at the end of the survey be customized for each council?

No. The council name will be included in the subject line. The thank you page will link to the Council website's home page

Will we receive a report for bad email addresses?

Yes. That will be provided on a weekly basis during the survey cycle.

Will incentives be provided?

Not at this time, but it may be considered in the future.

Where can I find training materials on VOS?

VOS materials can be found on the Journey to Excellence webpage:
<http://www.scouting.org/jte>

How will all the open-ended comments be organized & reported?

Comment themes will be grouped according to that members NPS rating. Therefore, all Detractor comments will be grouped together, as well as all Passive and Promoter comments respectively. All open comments will be filtered through text analytics software to flag for a series of key words and re-occurring themes.

How many people asked to be contacted in the pilot councils?

The highest performing council received 1 request for contact per 3,500 emails launched and the worst performing council received 1 request for contact per 444 emails launched. The average of all 8 pilot councils was 1 request for contact per 1,448 emails launched.

What is a "good" Net Promoter Score?

NPS percentages vary by industry, here are some top performers in 2011 represent this point:

Banking- USAA 87%

Airlines- Southwest 59%

Retail- Costco 77%

The pilot council composite score was 45% and the highest pilot council composite score was 61%.

How many people do we need to survey to have valid information?

These numbers are an important consideration for VOS, yet should not overshadow the practical, actionable information you will be receiving regardless of statistical reinforcement. Be certain you honor member feedback without number-based stipulations, as VOS is about building strong relationships at its core. For making decisions that require larger change efforts or resource allocations, understanding validity will help.

In general, higher or lower response rates yield varying confidence levels. It is important to recognize that a margin of error is a part of this process, as it is not economically feasible to collect a 100% response rate. This stated, validity can be expressed by “confidence percentages” and is based on representative samples. For example, to obtain 95% confidence with a confidence interval of $\pm 5\%$, the sample size varies according to the overall population and scales accordingly:

- If your population is 50- 40 people would yield a 95% ($\pm 5\%$) confidence level.
- If your population is 100- 66 people would yield a 95% ($\pm 5\%$) confidence level.
- If your population is 300- 118 people would yield a 95% ($\pm 5\%$) confidence level.

