



WHO, WHAT, WHEN, WHERE, WHY & HOW

- Who:** The Voice of the Scout is a Council Operations initiative with development support from the Information Delivery Group and Research & Innovation.
- What:** The Voice of the Scout is **membership feedback system** that will be able to capture and categorize member experiences in a way that will address operational and strategic needs of Scouting. It will allow the insight needed to deliver a membership that goes beyond expectations, creating positive referrals and a data-driven approach toward growth.
- When:** The Voice of the Scout will **launch in January 2012**. This June a pilot program will be launched to gain insight and best develop the VOS for nation-wide launch. Findings from the pilot program will compiled mid-July which will feed into our education and continued development of the VOS this Fall.
- Where:** Voice of the Scout surveys will be **launched via email nation-wide to five member segments:** Scouts over 14, Parents of Scouts, Youth-facing Volunteers, District/Council Volunteers and Charter Organizations. Members will not receive anymore than two surveys per year, which will take just a few minutes to fill out.
- Why:** Because a nation-wide effort to engage with our members has never been implemented. Knowing **what drives customers to refer Scouting** to others will help the BSA develop the right programs to deliver to best experiences.
- How:** The key concept of VOS is the cultivation of members who are so satisfied with Scouting that **they become active promoters of our programs to their friends and families**. By surveying members to determine how likely they would recommend Scouting to their personal networks, their loyalty to the organization is essentially authenticated. Based on this rating, we will be able to calculate a “score” for each member segment, which will drive the VOS metric that will become part of the Journey to Excellence recognition system in 2012.
- More:** Pilot Councils were picked based on their representative size and location:
- Mecklenburg County Council (Charlotte, NC)
 - Minsi Trails Council (Lehigh Valley, PA)
 - Montana Council (Great Falls, MT)
 - National Capital Area Council (Bethesda, MD)
 - Santa Clara County Council (San Jose, CA)
 - Dan Beard Council (Cincinnati, OH)
 - Coronado Area Council (Salina, KS)
 - Alamo Area Council (San Antonio, TX)
- Contact:** The program manager for Voice of the Scout is Michael Watkins, from the Mission Impact Group (Michael.watkins@scouting.org)