



VOICE

VOICE OF THE SCOUT

2012 SPRING VOICE OF THE SCOUT HIGHLIGHTS

The Voice of the Scout (VOS) inaugural member feedback program launched this March, in a first-ever effort to hear what Scouts, parents, volunteers and chartering organizations are experiencing across 218 participating councils. Modeled after the Net Promoter Score™ (NPS) methodology, the Voice of the Scout (VOS) measures the tendency of its members to refer Scouting programs to others. The ultimate goal of the Voice of the Scout is to create experiences so positive and powerful that subsequent referrals and positive word of mouth lead to accomplishing "the main thing" ... membership growth.

ARE WE DELIVERING A QUALITY SCOUTING EXPERIENCE?

WORKING WELL

The percentage of Boy Scout parents who agree that Scouting is reinforcing worthwhile values.



The percentage of Cubs who are excited about their next rank badge.

The percentage of Boy Scouts who agree that the life skills that they have learned in Scouting are very valuable.



The percentage of Boy Scouts who agree that Scouting includes activities that they are interested in.

The percentage of volunteers who understand the unique benefits that Scouting provides to today's youth.



NEEDS IMPROVEMENT

The percentage of parents, who were detractors, that think meetings were boring, not organized, disappointing, not fun.



The percentage of Boy Scout parents who think that meetings are a good use of their sons' time.

The percentage of Cub Scout parents who think that their sons are learning skills in Scouting that could not be learned anywhere else.



The percentage of volunteers who think that attending roundtables help them become better leaders.

For more detail, see the VOS 2012 Spring Research Report on scouting.org/ite in the Voice of the Scout section under Findings and Analysis.

Volunteers are challenged to support delivery because the organization has too much red tape, inconsistent rules and excessive paperwork. Cost to be a volunteer and a shortage of leaders were top areas for improvement.



PERCENTAGE INDICATES THOSE THAT RESPONDED "AGREE" OR "STRONGLY AGREE"

WHAT IS MOST IMPORTANT TO THEIR EXPERIENCE?

Based on a set of seven, statistically proven attributes, those shown in the biggest font are 3-4 times more likely to impact the tendency of members to recommend Scouting to others. When councils have an extra hour to focus on improving member experience, resources should be applied to these activities.

YOUTH

"REALLY FUN"
"LEARN NEW THINGS"
"MEETINGS ARE A GOOD USE OF TIME"

HIGHEST IMPACT

LOWER IMPACT

"GREAT OUTDOOR ACTIVITIES"
"EARNING BELT LOOPS, AWARDS, NEXT RANK"
"LEARNING LIFE SKILLS"
"ACTIVITIES I'M INTERESTED IN"

PARENTS

"PROGRAM FOR YOUTH TO BECOME SUCCESSFUL IN LIFE"
"MEETINGS ARE A GOOD USE OF TIME"
"REINFORCES VALUES"

"LEARNING UNIQUE SKILLS"
"ACTIVITIES MY SON ENJOYS"
"GREAT VALUE"
"OPPORTUNITY TO VOLUNTEER"

VOLUNTEERS

"RECEIVES OTHER LEADERS' SUPPORT TO BE AN EFFECTIVE SCOUT LEADER"
"DISTRICT/COUNCIL IS DOING EVERYTHING IT CAN TO DELIVER QUALITY PROGRAMS"

"ROUNDTABLES"
"COUNCIL CUSTOMER SERVICE"
"TOOLS + RESOURCES TO BE A GOOD LEADER"
"BOARD/COMMITTEE IS EFFECTIVE"

CHARTER ORGS

"IT'S A WAY FOR MY ORG TO HAVE AN IMPACT"
"EASY + SIMPLE TO SPONSOR A GROUP"

"COUNCIL AND DISTRICT INTERACTION"
"GOOD UNDERSTANDING OF OUR RESPONSIBILITIES"

HIGHEST IMPACT

LOWER IMPACT

WHAT ARE THEY SAYING?

CUB SCOUT

"We have so much fun. I slept at a zoo overnight, went camping in a cabin and now I get to go camping in a tent. I love earning belt loops, too. It's fun."

CHARTER ORGS

"The Boy Scouts is beyond compare in the leadership and training opportunities it provides to youth, and sponsoring a BSA unit is a rewarding and easy way for an organization to enhance their community involvement."

PARENTS

"Although the Scouting program is good, the implementation of it in our area isn't building boys into leaders. They are not being taught nor empowered to lead."

BOY SCOUT

"Once you get into 6th and 7th grade, the meetings are repeating over and over. I know we are supposed to lead new/younger Scouts but it would be good to have activities that are new at meetings for older troop members."

VOLUNTEERS

"Programs are too bureaucratic and complicated. They need to be simplified and made more compatible with reality of the youth."

PARENTS

"It is a program that gives boys a wholesome well-rounded experience. Boys learn to serve and think of others besides themselves. It also draws families closer and builds friendships that can last a lifetime. As a single mom, it provided me a way to show my boys 'the world' and we traveled to places I could never have afforded on my own. It builds memories and character. I am proud to be a part of this organization that teaches reverence not only to God, but to the flag and to give respect to those who have served our country."

CUB SCOUT

"The pack meetings aren't fun everybody runs around yelling and people are mean to me. I don't get awards anymore, and I don't have fun."

VOLUNTEERS

"The Boy Scout program is an excellent source for our youth. Having excellent, able, and willing volunteers makes that happen. If I know someone and they are interested, it only helps the program continue to be as good as it is."

CHARTER ORGS

"This question assumes that chartering relates to Scouting. Scouting is Scouting and has great programs, but your chartering and registering is a MESS! Communications between the various Scouting families is beyond bad. Get it cleaned up!"

BOY SCOUT

"I would never have scuba dived, flown in a World War II bomber, gone on a navy sub, rock climbed a 3-story rock mountain, got to meet the BSA driver of the indy car, got extra credit in high school for taking merit badge classes. This is just to name a few!!!!!"

To read specific comments from your members, go to the Voice of the Scout Dashboard on myscouting.org

WHO IS GETTING THE BEST EXPERIENCE?

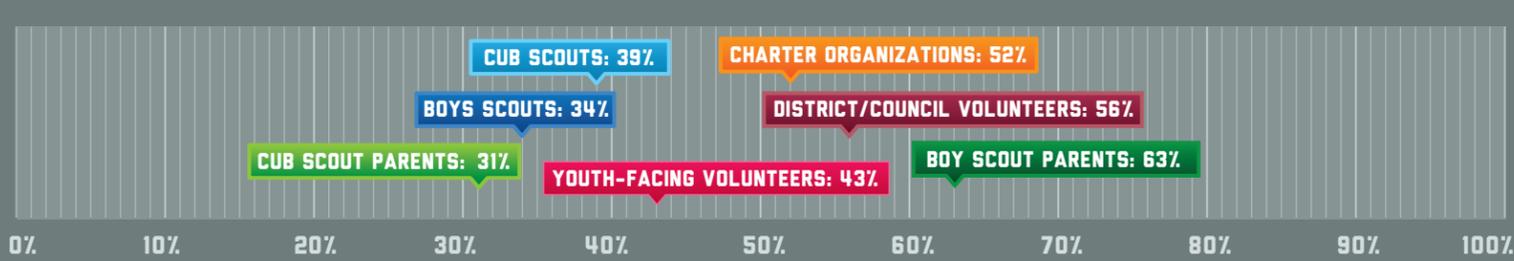
NATIONAL NPS™

46%

An NPS of 46 percent is a net score with promoters ranging from 50% to 71% of their respective customer groups. Focusing on those activities that have a significant impact on the member experience will increase the number of promoters. See the section "What is most important to their experience?" for more insight.



To see your council's NPS score, go to the Voice of the Scout Dashboard on myscouting.org



"How likely are you to recommend Scouting to friends or family with Scout-age children?"



Those who are highly likely to recommend Scouting to others are considered "Promoters" by responding to the loyalty question with a 9 or 10. Survey respondents who are wavering score Scouting at 7 or 8 and are classified as "Passively Satisfied", and "Detractors" are those who score Scouting at 0-6 and would most likely not recommend Scouting.

WHO IS DELIVERING THE BEST SCOUTING EXPERIENCE?

18

ELITE COUNCILS

Those that achieved Gold benchmarks and 11% (or more) responded, achieved the national response rate.

35

GOLD COUNCILS

60% or more of members have email addresses in PAS = Silver JTE
45% or higher council NPS score = Gold JTE

- Alapaha Area: Valdosta, GA
- Anthony Wayne Area: Fort Wayne, IN
- Blue Grass: Lexington, KY
- Buckeye: Canton, OH**
- Calcasieu Area: Lake Charles, LA
- Calumet: Munster, IN
- Capitol Area: Austin, TX
- Central New Jersey: Dayton, NJ
- Chattahoochee: Columbus, GA
- Cherokee Area: Bartlesville, OK**
- Chester County: West Chester, PA**
- Coastal Carolina: Charleston, SC
- Connecticut Yankee: Milford, CT
- Crossroads of America: Indianapolis, IN
- Del-Mar-Va: Wilmington, DE
- Evangeline Area: Lafayette, LA
- Far East: Tokyo, JA**
- Flint River: Griffin, GA

- Great Trail: Akron, OH**
- Heart of America: Kansas City, MO
- Jayhawk Area: Topeka, KS
- Jersey Shore: Toms River, NJ
- La Salle: South Bend, IN**
- Lincoln Heritage: Louisville, KY
- Long Beach Area: Long Beach, CA**
- Los Padres: Santa Barbara, CA
- Louisiana Purchase: Monroe, LA
- Mecklenburg County: Charlotte, NC
- Mid-Iowa: Des Moines, IA
- Minsi Trails: Lehigh Valley, PA**
- Monmouth: Morganville, NJ
- Monterey Bay Area: Salinas, CA**
- New Birth of Freedom: Mechanicsburg, PA**
- Northeast Illinois: Highland Park, IL
- Northeastern Pennsylvania: Moosic, PA**
- Ohio River Valley: Wheeling, WV

- Otschodela: Oneonta, NY**
- Ozark Trails: Springfield, MO**
- Patriots' Path: Florham Park, NJ
- Piedmont: Piedmont, CA
- Pine Tree: Portland, ME**
- Samoset: Weston, WI**
- Santa Clara County: San Jose, CA
- South Texas: Corpus Christi, TX
- Southeast Louisiana: New Orleans, LA
- Southern New Jersey: Millville, NJ
- Stonewall Jackson Area: Waynesboro, VA**
- Suffolk County: Medford, NY**
- Transatlantic: Livorno, IT**
- W.D. Boyce: Peoria, IL
- West Central Florida: Seminole, FL
- Westark Area: Fort Smith, AR

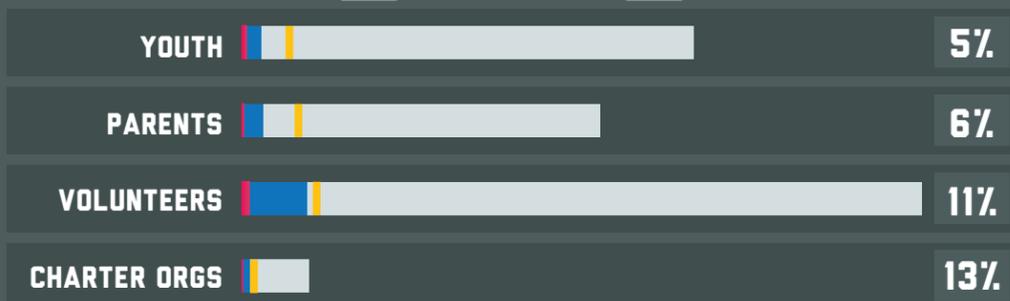
WHO DID WE LEARN FROM?

78,829 RESPONDENTS

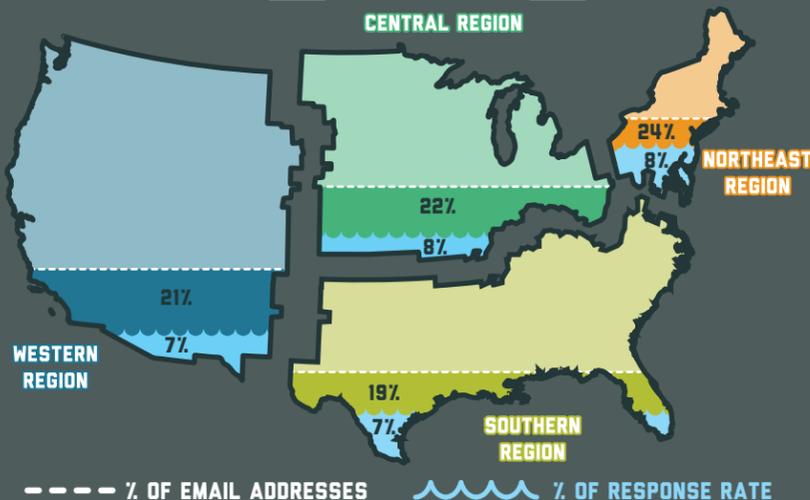
11% RESPONSE RATE

Is the data valid? Yes. For the statistical detail, see "Research Note" on scouting.org/jte in the Voice of the Scout section under "Findings and Analysis."

BY GROUP



BY REGION



NON-MEMBERS RESPONDING
 MEMBER RESPONDING
 TOTAL MEMBERS WITH EMAIL ADDRESS
 15%: 2012 GOAL

19 OUT OF 111,000

NUMBER UNITS WITH 5 OR MORE RESPONSES

WHAT ARE A COUNCIL'S NEXT STEPS?

INCREASE EMAIL SATURATION by adding more emails to ScoutNET to reach at least 60% of our members and leaders.

IMPROVE RESPONSE RATE through increased promotional efforts in the Fall, in order to hit our response rate goal of 15%. Materials are provided on Scouting.org/jte

LOOK FOR IMMEDIATE ACTIONS by working in areas identified to focus on in the panel "Are we delivering a quality Scouting experience?" and reviewing your council's results on the VOS Dashboard.