Scouting's Journey to Excellence

2018 Council Planning, Performance, and Recognition

Item	Objective	Bronze Level	Silver Level	Gold Level	Bronze Points	Silver Points	Gold Points
Finance		Category Total Needed for Overall Gold: 200			Total Possible:		600
#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 plus or minus transfers) over expenses	.08 ratio, or positive and increase 2% (surplus plus or minus transfers) over expenses	.25 ratio, or .08 and increase 2% (surplus plus or minus transfers) over expenses	100	200	300
#2	**Fundraising:** Increase council-generated net contributions in the Operating Fund over prior years.	Greater than or equal to prior three year average	3% growth over prior three year average	10% growth over prior three year average	75	100	200
#3	**Endowment:** Add new permanently restricted gifts to the Endowment Fund, while increasing its ability to support operations.	New endowment gifts of at least 0.5% of expenses or $10,000, whichever is less	New endowment gifts of at least 1% of expenses	New endowment gifts of at least 5% of expenses; or achieve Silver, plus endowment net assets equal three times operating expenses	25	50	100
Membership		Category Total Needed for Overall Gold: 300			Total Possible:		800
#4	**Community impact:** Increase market share, including members (Cub Scouts, Boy Scouts, Venturers, Sea Scouts, Explorers, pilot programs) and Learning for Life participants.	6% density or 1% growth in density (i.e. 5.00% to 5.05%)	9% density, or 6% and 1% growth in density	15% density, or 9% and 1% growth in density	75	100	200
#5	**Membership/youth growth:** Increase number of registered youth (Cub Scouts, Boy Scouts, Venturers, Sea Scouts, Explorers, and pilot program members.)	Achieve growth in Cub Scout membership.	Achieve growth in Cub Scouting and growth in overall membership.	Achieve growth in Cub Scouting and 2% growth in overall membership.	75	100	200
#6	**New member recruiting:** Increase number of new youth recruited (Cub Scouts, Boy Scouts, Venturers, Sea Scouts, Explorers, and pilot program members.)	New Cub Scouts joining represent at least 4% of TAY or increase in recruiting new Cub Scouts by 1%	Achieve bronze, plus have an increase in new Boy Scouts or an increase in new young adults (Venturers/Sea Scouts/Explorers)	Achieve bronze, plus have an increase in new Boy Scouts and an increase in new young adults (Venturers/Sea Scouts/Explorers)	75	100	200
#7	**Youth retention:** Improve retention rate of Cub Scouts, Boy Scouts, Venturers, and Sea Scouts.	67% retention or 2 percentage points increase (i.e. 58%-60%)	75% retention, or 67% and 2 percentage points increase	80% retention, or 75% and 2 percentage points increase	75	100	200
Program		Category Total Needed for Overall Gold: 125			Total Possible:		500
#8	**Cub Scout advancement:** Increase the percentage of Cub Scouts earning rank advancements.	48% or 2 percentage points increase (i.e. 35%-37%)	60%, or 48% and 2 percentage points increase	72%, or 60% and 2 percentage points increase	25	50	100
#9	**Boy Scout advancement:** Increase the percentage of Boy Scouts earning rank advancements.	44% or 2 percentage points increase (i.e. 35%-37%)	50%, or 44% and 2 percentage points increase	55%, or 50% and 2 percentage points increase	25	50	100
#10	**Cub Scout camping:** Increase the percentage of Cub Scouts attending day camp, family camp, and/or resident camp.	40% or 2 percentage points increase (i.e. 28%-30%)	60%, or 40% and 2 percentage points increase	90%, or 60% and 2 percentage points increase	25	50	100
#11	**Boy Scout camping:** Increase the percentage of Boy Scouts attending long-term camp and high-adventure program.	57% or 2 percentage points increase (i.e. 38%-40%)	67%, or 57% and 2 percentage points increase	80%, or 67% and 2 percentage points increase	25	50	100
#12	**Community service:** Increase the amount of community service provided by Scouts, Explorers, leaders, and other participants.	Average 4 hours per youth member or .2 hour growth (i.e. 2.8 to 3.0)	Average 5 hours per youth member, or 4 hours and .2 hour growth	Average 8 hours per youth member, or 5 hours and .2 hour growth	25	50	100
Unit Service		Category Total Needed for Overall Gold: 200			Total Possible:		600
#13	**Youth-serving executives:** Maintain or improve ratio of youth-serving executives to total available youth.	1 YSE per 22,000 TAY or increase of 1 YSE over prior year mode	1 YSE per 14,000 TAY	1 YSE per 8,000 TAY	100	200	300
#14	**Unit retention/growth:** Improve retention rate of packs, troops, crews, ships, clubs, and posts, while organizing new units for growth.	Retain 90% of packs and troops, or maintain retention rate of packs and troops and have an increase in new units.	Retain 90% of packs and troops and have an increase in new units.	Retain 90% of packs, troops, crews, ships, clubs, and posts and have an increase in new units.	75	100	200
#15	**Unit contacts:** Support implementation of the Unit Service Plan through detailed assessments and an increased number of unit contacts to packs, troops, crews, ships, clubs, and posts.	10% of units have 6 total assessments, including one detailed assessment recorded in Commissioner Tools.	25% of units have 6 total assessments, including one detailed assessment recorded in Commissioner Tools.	45% of units have 6 total assessments, including one detailed assessment recorded in Commissioner Tools.	25	50	100
Leadership and Governance		Category Total Needed for Overall Gold: 150			Total Possible:		500
#16	**Council leadership:** Have an active strategic plan with an engaged executive board.	Council has a current strategic plan that drives its annual priorities and budget. Board selects five JTE criteria to target for improvement in support of its strategic goals.	Achieve bronze requirements, plus show improvement in three of the five targeted JTE criteria.	Achieve bronze requirements, plus show improvement in four of the five targeted JTE criteria.	100	200	300
#17	**District leadership:** Increase the number of volunteers serving on district committees.	Average of 14 per district or increase average by two persons per district	Average of 21, or average of 14 and increase average by two persons per district	Average of 32, or average of 21 and increase average by two persons per district	25	50	100
#18	**Unit leadership:** Increase the number of direct contact leaders who are trained.	50% or 2 percentage points increase (i.e. 32%-34%)	60%, or 50% and 2 percentage points increase	70%, or 60% and 2 percentage points increase	25	50	100

Scoring: Gold- Total of 1,650 total points plus minimums in every category, Silver- Total of 1,350 points, Bronze- Total of 1,000 points

JOURNEY TO EXCELLENCE

Scouting's Journey to Excellence
2018 Council Planning, Performance, and Recognition

Journey to Excellence in 2018 will proceed along the path of continuous improvement. It is based on many of the best practices used in the corporate performance measurement field today. It guides program planning before the year begins, monitors activities for continuous improvement during the year, and recognizes performance at the end of the year. In planning your strategy, use actual numbers from the previous years to guide your performance improvement goal-planning. The council may qualify by meeting either determined or performance improvement standards.

	Finance Measures
1	Unrestricted net assets (Operating Fund) as of 12/31/18, divided by total expenses (Operating Fund) as of 12/31/18, and measured on 1/31/19. Performance improvement standard is measured by taking the operating surplus, adding transfers into the operating fund, while subtracting transfers out, and dividing the net result by total operating expenses. The council must complete a December transmittal for JTE by 1/31/19 in order for the finance results to be counted.
2	Total of current and reclassified contributions in the Operating Fund, including FOS, project sales, net special events, foundations and trusts, and other direct support accounts (except legacies and bequests) as of 12/31/18 (A), and measured on 1/31/19, minus the average of same contributions accounts for the years of 2015-2017 (B), divided by the same prior three years' average (B). (A-B)/B
3	Endowment gifts are the total of current permanently restricted contributions recorded in the Endowment Fund during 2018 calendar year, divided by total expenses (Operating Fund) as of 12/31/18, and measured on 1/31/19. Endowment net assets include total of unrestricted, temporarily restricted, and permanently restricted as of 12/31/18, and measured on 1/31/19.

	Membership Measures
4	Total Cub Scouts, Boy Scouts, Venturers, Sea Scouts, Explorers, pilot program members, and Learning for Life participants on 12/31/18, divided by total available youth (TAY).
5	*Bronze:* Difference between 12/31/18 total Cub Scouts and 12/31/17 total Cub Scouts, divided by 12/31/17 total Cub Scouts. *Silver/Gold:* Same calculation including total Cub Scouts, Boy Scouts, Venturers, Sea Scouts, Explorers, and pilot program members.
6	*Bronze:* Number of new Cub Scouts registered during 2018 divided by total available youth of Cub Scout age OR increase in number of new Cub Scouts registered in 2018 as compared to 2017. *Silver/Gold*: Increase in number of new Boy Scouts registered in 2018 as compared to 2017. Increase in number of new Venturers, Sea Scouts, and Explorers registered in 2018 as compared to 2017. New members in approved membership pilots will be included in the appropriate age groups.
7	Percent of Lone Cub Scouts, Cub Scouts, Lone Boy Scouts, Boy Scouts, Venturers, and Sea Scouts remaining registered after one year (12/31/17 to 12/31/18), including all transfers. Youth who turn 18 within the year are not included in the calculations.

	Program Measures
8	Total number of Cub Scouts advancing at least one rank (Bobcat - Arrow of Light) during 2018, divided by total Cub Scouts on 12/31/18.
9	Total number of Boy Scouts advancing at least one rank (Scout - Eagle) during 2018, divided by total Boy Scouts on 12/31/18.
10	Council Cub Scouts attending any in-council/out-of-council day camp (including STEM), twilight camp, resident camp, or family camp during the period of 9/1/17 through 8/31/18, divided by Cub Scout membership on 6/30/18.
11	Council Boy Scouts attending any in-council/out-of-council long-term summer camp, high-adventure experience, jamboree, specialty camp (such as STEM), or serving on camp staff during the period of 9/1/17 through 8/31/18, divided by Boy Scout membership on 6/30/18.
12	Total service hours by Scouts, leaders, and other participants recorded on Service Hours website or through Scoutbook on 12/31/18, divided by registered youth (Cub Scouts, Boy Scouts, Venturers, Sea Scouts, and Explorers) on 12/31/18.

	Unit Service Measures
13	Total available youth population divided by the typical count (monthly modal average) of youth-serving executives (LFL-certified executives plus unit-serving executives) employed during 2018. Part-time executives and others in approved positions are included.
14	*Bronze/Silver:* Percent of packs and troops remaining registered after one year (12/31/17 to 12/31/18). *Gold:* Percent of units (packs, troops, crews, ships, clubs, and posts) remaining registered after one year. Performance improvement standard is measured by taking the number of new units (packs, troops, crews, ships, clubs, or posts) organized during 2018 and subtracting the number of new units organized during 2017.
15	Number of unique units receiving six or more assessments, as recorded in Commissioner Tools during 2018, divided by total number of packs, troops, crews, ships, clubs, and posts on 12/31/18. Every unit is required to have a detailed health assessment annually, and it must be recorded in Commissioner Tools in order to be counted.

	Leadership & Governance Measures
16	It is recommended that the council engages with the BSA Strategy Team to develop or update its strategic plan and uses the tools available. *Bronze:* Council has sent to the Strategic Performance Department its current strategic plan that expires on or after 12/31/18. The executive board uses its council strategic plan to drive its annual priorities and budget, selecting 5 JTE criteria to improve—in support of its strategic plan. The selection of 5 JTE criteria is accepted by the area and submitted to the Strategic Performance Department by **12/15/17**. *Silver:* Bronze, plus achieve growth (improved percentage, not necessary to have more points) in three of the five targeted criteria. *Gold:* Bronze, plus achieve growth in four of the five targeted criteria.
17	Total of district committee members, including District chairmen (61), District vice chairmen (62), Neighborhood chairmen (64), District members-at-large (75), and District commissioners (81) on 12/31/18, divided by the number of districts containing traditional units on 12/31/18. A person will be counted only once, even if registered in more than one position.
18	Number of Cubmasters (CM), Tiger Cub den leaders (TL), Den leaders (DL), Webelos den leaders (WL), Scoutmasters (SM), Leaders of 11-year old Scouts- LDS (10), Crew advisors (NL), and Skippers (SK), paid or multiple registration, completing essential training requirements for their position by 12/31/18, divided by total number in the positions listed above on 12/31/18.

Scoring the council's performance: To determine the council's performance level, the National Council will use the above information to measure the points earned for each of the 18 individual criteria and then add those individual point scores to determine a composite score. Bronze level requires earning 1,000 points, Silver level requires earning 1,350 points and Gold level requires earning 1,650 points (and stated minimum point totals in each of the five categories). Bonus points may be offered and added to the total score, but will not be included in any category.

JOURNEY TO EXCELLENCE