

SCOUTS CANADA



SCOUTING NOW

Report Highlights 2011



The Story of SCOUTING NOW

SCOUTING NOW: An Action Plan for Canadian Scouting was a call to action for our organization. It was a call to find new adventure, new fun and new methods without throwing out the old. It was a plan outlining the small steps that would lead to great change.

Today, with increasing membership (three years in a row!), and new energy charging throughout Scouts Canada, we can safely say — **WE DID IT!**

Our Action Plan identified five key areas for change:

1. Making it Easier for New and Current Volunteers
2. Enhancing Our Image, Profile and Expertise
3. Enhancing Organizational Capacity
4. Achieving Meaningful Youth Involvement
5. Recruiting New Members and Finding New Volunteers

Some of our successes are highlighted here.

For the full story, see *SCOUTING NOW: A Report on the Action Plan for Canadian Scouting*.





1. Making it Easier for New and Current Volunteers

We've worked hard to make it easier to join, easier to learn and easier to lead a great Scouting program.



1.1 Orientation

- We launched our Orientation Program, and Woodbadge I Programs for Beaver Scouts, Cub Scouts, and Scouts Leaders in 2010, and Woodbadge I Training for Venturer Scout and Rover Scout Advisors in 2011.
- Over 10,500 volunteers have created accounts in the e-learning system.
- Since September 2010, 5200 members have completed our online orientation.

1.2 Prepared Programming

- 107 (including 48 new) Program Jumpstarts total are available at no cost to leaders, they can download these pre-packaged themes for use in their Section.
- The online Program Calendar for 2011-2012 is online, and contains more than 60 Jumpstarts, with badge requirements throughout.

1.3 New Scouter Welcome Kit

- In 2010-2011 and again in 2011-2012, we printed and distributed 12,000 New Scouter Welcome Kits directly to groups.

1.4 New Group Action Kit - Jumpstart to Growth

- In August 2011, our Jumpstart to Growth went online, providing guidelines for recruitment activities.

1.5 Resource People Database

- In 2012, we will add a database of Resource People to our website.

“The new prepared programming tools that we have developed have had a huge impact in supporting our leaders in the field. Scout Wiki, online Jumpstarts, online electronic calendar tool with embedded programming — great tools to help Section leaders deliver our great programs!”

- Doug Reid, Deputy National Commissioner - Program Services

1.6 Making it Easier to Use Scout Camps and Properties

- 19 of 20 Councils now have a Deputy Commissioner for Camping/Outdoors to ensure that camping stays a vital part of the program.
- We've recruited a Deputy National Commissioner for Camping to focus on developing a coordinated strategy for using camp properties and to help develop camping programs for use across the country.
- Our \$100,000 Pepsi Refresh Project grant helped send Scouts to camp who otherwise would never have been able to go.

1.7 Reducing Barriers to Participation

- As of December 2011, people can register online for Scouts programs.
- To save time, we've created Quick Reference Guides for our Bylaws, Policies and Procedures.
- We have a new, streamlined screening process, that is just as effective but takes far less time.
- Our leader handbooks and badge requirements are now online, saving leaders money and time.

1.8 Eliminating Leader Registration Fees

- We have eliminated the national leader fee, and 18 of 20 Councils have eliminated their leader fees.

“An orientation using the New Scouter Welcome Kit starts new volunteers off on the same foot, helping them to identify and access the tools and support that are available to help them succeed. Online basic training further complements this orientation, enabling volunteers to get fully engaged with providing high quality programs from day one.”

- Andrew Price, Deputy National Commissioner - Volunteer Services



2. Enhancing Our Image, Profile & Expertise

We've improved our uniform and our advertising so we can let everyone know what Scouts can do for them!



The G7C Mill Area Members

The G7C Mill Area Members



2.1 Web Development

- A brand new interactive, intuitive scouts.ca website and Association Management System (myscouts.ca) launches in January 2012.
- Our Scout Wiki has had over 15,000 visitors since its launch in March 2011 (wiki.scouts.ca).

2.2 Youth Research and Advocacy Initiative

- We have hired a Director of Outreach and Youth Leadership to ensure that our programming meets the needs of youth.

2.3 Improving the Image of the Scout Uniform

- In March 2011, we launched our new uniform, designed by Joe Fresh. This cool new design was available as of September 2011.
- We had over 110 media hits on our uniform redesign.

2.4 Working with Government and Other Funders

- In October 2010, we helped raise over \$400,000 for the World Scouting Foundation at a Baden-Powell Fellowship Event in Ottawa.
- So far this year, Direct Mail and Individual Giving has surpassed expectations by 45%, and Planned Giving is 20% above expectations, Corporate Sponsorship is 24% above expectations.

2.5 Advertising, PR and Multi-Media Outreach

- 'It starts with Scouts.' - our new Advertising Strategy shows how Scouting leads to great things. We've produced a series of ads/advertorials in the Globe and Mail and TV PSAs. Scouters can order branded materials from our online brand centre.
- We had 45,000 'Good Turns' reported in our "Good Turn for Canada" campaigns in 2010 and 2011. We expect over 200,000 in our 2012 campaign.

"Scouting needed a new look, and I'd love to wear this uniform outside.
The shirt is simple and you can wear it anywhere."

- Clara Estrella, Scout





3. Enhancing Our Organizational Capacity

We've made our whole organization run more smoothly, so we can support our volunteers and programs 100%.



3.1 Public Appointments Process

- Our public appointments process helped us find 8 National Leadership Team Members, 14 Council Commissioners, 13 Council Youth Commissioners plus members of all our working groups.

3.2 Ensuring Greater Democratic Participation

- The talkscouts.ca forum has allowed members to engage directly with senior volunteers and staff.
- In 2010, we invited new volunteers to participate in a survey about their first 90 days in Scouting, and 642 respondents gave us valuable information on the strengths and weaknesses of our support for new volunteers.

3.3 Enhancing Our Service and Support Capacity

- Our Leadership Summit in March 2011 pulled together volunteers from Councils, Areas, and larger Groups, to launch our new Servicing model. We now have a clear plan to support our volunteers.
- In November 2010, we held the first ever National Scout Conference with l'Association des Scouts du Canada and together, we received an \$80,000 grant from Loblaws for environmental projects.
- We launched the Program Quality Awards in March of 2011 and over 50 groups received an award in June 2011.
- In Spring 2011, we distributed 13,000 Milestone Recognition Awards to volunteers with less than five years of service. And we gave 23,000 volunteers a thank-you card and gift.

“The public appointments process is a great way to identify really good people who might not otherwise come forward.”

– Richard Dyke, Council Commissioner





4. Achieving Meaningful Youth Involvement

We're building great leaders by empowering young people to lead!



4.1 Focusing the Role of the Area Youth Commissioners

- We've created a Youth Commissioner Toolkit so our 90 Area Youth Commissioners can be an effective part of the 'Key 3' in their areas.

4.2 Youth Involvement Ratios

- Average age of Board of Governors is 40, down from 51.
- Youngest ever Officer of the Corporation was elected at 24.
- For our National Venturer Event, ADventure 2012, the Event Chair, the Administration Manager and the Special Events Manager are all under 30.

4.3 Creation of Youth Spokesperson Program

- 40 youth were trained as spokespeople in Spring of 2010.

4.4 Connecting More Youth to International Opportunities

- The International Committee has been strengthened. Each member has a specific role to play in ensuring that our Scouts can go anywhere in the world. And they have!
- In 2010 our first ever composite group worked on an international aid project in Africa.
- Our youngest ever contingent attended the Interamerican Scout Conference in Panama in August 2010, and the World Scout Conference in Brazil in January 2011.
- We worked with Me to We and sent Scouts to Ecuador in August 2011 to help build schools and to take part in cultural activities.
- We sent 395 members to the World Scout Jamboree in Sweden in August 2011, our largest contingent in years.

4.5 Youth Leadership Development

- The National Youth Network has developed FAST (Fun Active Scout Training) for Scouts, and FLEX (Fun Leadership Experience) for Cub Scouts, and we've offered 10 of these sessions in the past year.

“Scouting is about providing new opportunities to young people in order to help them develop. By providing youth with early opportunities to lead, they are better prepared for the future.”

– Dylan Reinhart, National Youth Commissioner





5. Recruiting New Members and Finding New Volunteers

We're out in communities across Canada, reaching more people and creating positive connections.



5.1 Creation of an Outreach Team

- We have established four Outreach Teams (in BC, ON, NB and NS) with two more teams under development.
- The Riverton (NB) Rovers held an invitational Winter Challenge Camp to introduce the 36 participants to the Scout program. 5 more outreach events are under review.

5.2 Partnership Development and Renewal

- With our thank you video and certificate, we're letting our partners know they're appreciated every year.
- We're working with over a dozen different organizations across the country to develop new partnerships and find new ways to help youth reach their full potential.

5.3 Extension Scouts

- Schools and Scouting in BC and Ontario have allowed us to introduce students to the outdoors and reach a whole new group of youth.

5.4 Alumni Development

- B-P Guild members and former Scouters can now choose to join an 'active' alumni program that puts them back into the heart of Scouting, without having to make a weekly commitment. A new three-stream alumni program will launch in 2012.

5.5 Investigation of New Group Model

- We're looking at new models of all kinds, but we're most excited about Groups being led by young people (under 35) and extending programming to the Gen Y Volunteer.

“Lots of former Scouts and Scouters would like to still be involved in the program but they think it requires a big time commitment. This program is about illustrating all the ways these alumni can re-engage with Scouting, on their own terms, in a way that matches their lives.”

– Megan Drodge, Project Manager, Action Item 5.4

Embracing Change – Right Here. Right Now.

Thank you for celebrating our new Scouting energy with us.

Stick around as we pour that energy into the next phase of our exciting process of creating a vision for the future of Scouting in Canada.

SCOUTING NOW is all about the future for youth in our nation, because as we know...



It starts with Scouts.





It starts with Scouts.

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