Branding the Brand
by David Weyrick, Relationships Lead

In our last issue, I mentioned my visit to the Philmont Training Center in June. I had the opportunity to work with Council Key-3’s.

One of the highlights of any Philmont trip is getting something branded. On previous visits, I had my belt and my hat branded. On this trip, I decided it would be my wallet so I would see it every day.

The Philmont “Crazy S” brand has been used for decades to identify its livestock. Although other ways of identifying cattle exist, hot iron branding is still used to identify ownership because cattle can easily wander.

An organization’s brand sets the tone for how the culture perceives it. Branding triggers awareness. So much so that logos are what people think of when they think of an organization of business. For example, the Red Cross and UNICEF logos connote organizations which meet needs in hardships.

A brand is to identify and make impressions. We have an identifiable brand in the BSA. Our trademark logo identifies us like the Apple or Nike logos identify their companies. So does our uniform, one of the most recognizable elements of the BSA brand. These send a message, one would hope, of the timeless values of doing one’s duty to God, country, and others.

The BSA uniform, logos, and marketing materials are designed to make an impression. According to the BSA’s Brand Guidelines, “Crafting messaging on these enduring values will maintain consistency and clarity of the Scouting brand.”

Our logo, uniform, and marketing materials are designed to create a positive impression to the culture. The Cub Scout marketing theme, “Escape the Indoors,” is an example of materials designed to make that important impression. They create an identity such that if a Scout walked up to you on the street, you would think of him or her being trustworthy, helpful, patriotic, and faithful. The Brand Guidelines adds, “These are the human qualities that will forever make Scouting truly unique among all youth organizations.”

Positive impressions contribute to our growth. Read this issue and you’ll discover the importance of our marketing through my interview with Rich Gargas. Also, read how one Pack recruited 85 Scouts in two weeks and how a Council received a $90,000 grant for day camp which brought 100 new Cub Scouts.

These didn’t just happen. They came about through positive impressions and relationships. They happened through being known, liked, and trusted as well as representing our brand of enduring values in positive ways.

This is how we grow Scouting.

Be sure to read the new Niners’ Shine Spotlight for valuable suggestions to grow Membership and all the other useful information in this issue.
As I mentioned in the last Niners’ NeST, the basic purpose of the NeST is to support the efforts of the Councils. Our functional Leads are available to assist their Council counterparts, and the NeST Key-3+2 are responsible for leadership, strategic planning, and establishing priorities. For the near term, the goals of NeST-9, our “NeSTinations” are recruitment, programming, and youth protection. This does not mean that the other functional areas are less important, but membership, program, and safe scouting need to be emphasized if Councils are to be ultimately successful.

In that vein, the Leads in all areas have been very active. Connie Everhart has been extremely busy in working with Council membership teams. Jim Kern has had regular contact with Council program chairs. Finally, Barb Williams has been developing a protocol so that Councils can meet the requirement of 98% YPT. More information about that initiative will be forthcoming in future communications from the NeST.

Likewise, the Key-3+2 have been busy working with their counterparts. Commissioner Bruce Boyle has conducted monthly meetings for Council Commissioners. The meetings are designed to provide essential information about matters of interest to the Commissioners. While these have been well attended, all Council Commissioners are welcome and encouraged to attend.

On September 9, the Key 3+2 conducted a quarterly meeting of Council Presidents and Scout Executives. Based on my informal and anecdotal survey of the Council Key-3’s, they were not interested in meeting before now because of demands of summer camp, recruitment planning, and discussion about the settlement trust contribution. Our meeting was extremely well attended and we had representation from each of our 17 Councils. The meeting was very positive as well because we focused on Council success stories which were very inspiring. Scouts BSA remains relevant to today’s youth. In fact, if Scouting did not exist, we would need to invent it. Nowhere else can young men and women receive the same type of ethical leadership and life skills training!

Finally, I want to emphasize again that the members of NeST-9 are not some great “Poohbahs” appointed on high to control Council operations. Rather, NeST members are members of local councils who have volunteered, based on their experience and expertise, to serve local councils in a different capacity. Like me, in addition to their NeST-9 positions, many of them continue to serve on their Council Boards. They epitomize servant leadership.

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The National Service Territory 9 Leaders are Committed to Our “NeSTination” to Support our Councils’ Leaders so they can:

1. Increase Membership
2. Provide Quality Programs
   and
3. Create Safe Scouting Environments
in order to Grow Scouting.
As we move into the new program year with the start of the new school year, we are now in a position to support our units, particularly our Cub packs, as they ramp up their activities and focus on the fall recruiting season. “Escape the Indoors” is the general theme. Packs are busy launching their back to school recruiting events and showing strong early results. Our challenge is to serve and support our packs, troops, crews, ships, and posts to grow membership and serve our youth.

**Monthly Council Commissioner Meetings**

We would like to encourage all Council Commissioners to participate in the monthly National Commissioner Confab meeting and the NST-9 Commissioner meeting. The National meeting is normally the first Sunday of the month at 8 pm ET. The NST-9 meeting normally is the week after the National meeting on the second Sunday of the month at 7 pm ET.

To date we have had less than 50% attendance. These meetings are designed to share current information and action items that are useful for council commissioner teams to use in service to and support of their local units. We’re able to have valuable discussions among the participants and share best practices across various councils. The feedback from those participating has been favorable with high marks for the usefulness of the meetings. If a Council Commissioner is not available for a meeting, it would be helpful to delegate the attendance to an Assistant Council Commissioner to participate as the council representative. Invitations are sent to each Council Commissioner in advance. If a Council Commissioner is not receiving an invitation let Jon or Bruce know.

**The Schedule for October is:**

- National Commissioner Confab Sunday, October 3 at 8 pm EDT.
- NST 9 Commissioner Meeting, Sunday, October 10 at 7 pm EDT.

The most recent National Commissioner Confab on September 12 focused on what Commissioners can do to support and help units strengthen their social media capability particularly during the fall recruiting season. There are many support tools available at:

- Marketing and Membership Hub link: [https://scoutingwire.org/marketing-and-membership-hub/](https://scoutingwire.org/marketing-and-membership-hub/)
- Brand Center link: [https://scouting.webdamdb.com/bp/#/](https://scouting.webdamdb.com/bp/#/)

The Council Commissioner team can partner with your council VP Marketing for additional support. If needed, the NST 9 Marketing Lead, Rich Gargas, is available: rich.gargas@gargasprojectsolutions.com
Re-Chartering

The new internet re-chartering system will be rolling out this fall. Training is scheduled for Tuesday, September 28th at 9 pm EDT. This training will be recorded for viewing, and notices will be sent out detailing how to register for this event!

In advance of the notice, you can find the registration link on the Facebook page for “Commissioner Development BSA” posted by Griffin Roblyer on September 14. Link: https://www.facebook.com/groups/1976324522626471/

Here is a brief list of some of the exciting new features that you will find useful:

- Sign into Internet Advancement (advancements.scouting.org) with the same login as Scoutbook.
- No access codes are necessary.
- Single Screen with complete unit roster – youth and adults – for review, updated and validation.
- Notations for CBC and current YPT status displayed for each adult.
- New membership applications are easily handled either online or scanned and uploaded.
- Easy fee management totals.
- Payments can be made online or at the local service center.
- All BSA units will use the same system (Exploring Posts and Clubs included).
- Easy electronic approval by the COR or a designate.

Colleges of Commissioner Science

Congratulations to Dan Beard Council for holding the first College of Commissioner Science within our new NST 9 footprint on August 21st honoring their namesake Daniel Carter Beard, our first National Commissioner. Jon and I enjoyed our opportunity to meet and talk with the many dedicated Commissioners from Dan Beard Council as well as the contingent from Tecumseh Council. We look forward to participating with other Commissioner Colleges scheduled this year:

- Hoosier Trails Council, Bloomington, IN – October 30
  - Nashville United Methodist Church, 36 S Jefferson St, Nashville, IN 47448
- Simon Kenton Council, Columbus, OH – November 13
  - Camp Lazarus, 4422 Columbus Pike, Delaware, OH 43015
  - Link: https://skcscouts.org/event/university-of-scouting-2021/
- Great Trail Council, Akron, OH – November 13
  - Great Trail Council Service Center, 4500 Hudson Drive, Stow, OH 44224
  - Link: https://www.gtcbsa.org/resources/commissioners/events/2021-college

Yours in Scouting,

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NST9 Relationships Lead David Weyrick recently chatted with NST9 Marketing Lead, Rich Gargas (pictured). Rich is an Eagle Scout nudged into Cub Scouts by his mother. As a Scout he camped and then worked summer camp staff at the Owasippe Scout Reservation in Michigan. “These were among the best teams I have ever been part of in my lifetime”, even after a 30+ year career in business and volunteering with other non-profits.

Rich got back into Scouting when his oldest son joined Cub Scouts. He had enjoyed Scouting as a youth and when he became a leader, he was able to recognize the brilliance of Baden-Powell and the evolution of the Scouting program. Rich also discovered Philmont as an adult trek leader that included four of his five children. He also served in the former Area 6 and on the Central Region Board. Scouting and faith are huge parts of his life.

**DW:** I was wondering why you agreed to serve as the new Marketing Lead?

**RG:** My family and I are products of Scouting. When we home-schooled our kids, Scouting was their social network, STEM and PE enrichment program and their introduction to civic duty and responsibility. It was wonderful. So this was in my wheelhouse from the standpoint that I want to share this program with as many families and youth as possible right now. It’s a well-rounded program that can be customized to fit a family’s interests and situations. It’s the same with youth as well.

I wanted to do my best and asked how broadly can I share this? I’ve been through all the unit leadership roles of Cubmaster, Scoutmaster, and Adviser, and served in several positions at the District level, but now I get a chance to get out there with a national-wide megaphone to share with as many people as possible. Marketing is a really good conduit and leverage point for doing that.

**DW:** I was wondering how are we to understand Marketing?

**RG:** In my own personal history with marketing, I’ve often referred to it as a “mystical dark art.” I attended some good schools, have a master’s and got As in my marketing classes. After all that, I still can’t tell you the mystery of marketing. Over time I have come to appreciate the importance of branding, of messaging, and of consistency. I began to see a lot more value in creating the concepts, the collateral, and the themes to help people with the conversations they are inevitably going to have. Without this help, there is an awful lot of inefficiency, potential disconnects, and mixed messaging.

“Over time I have come to appreciate the importance of branding, of messaging, and of consistency.”

**DW:** Rich, since one of our goals is to help Councils grow membership, especially in Cub Scouts, I was wondering how Marketing can help a Council, District, and Unit?

**RG:** Marketing does not exist to serve its own purposes. Marketing exists to help someone else and the primary “someone else” in the Scouting movement is Membership. That’s clear.

How can we help Membership? Marketing exists to provide Membership with the creative thinking, the materials, the collateral, and the skills for people who are in the organization to pass along the message and get the results: more Scouts!
The National marketing efforts have been particularly focused on the goal of increasing Cub Scout membership, specifically targeting that with the “Escape the Indoors” theme.

**DW:** I was wondering how Marketing can help Councils and Units with our other two "NeST-stinations" of promoting quality programs and safe environments?

**RG:** Let's start with my view of the Cycle of Scouting which is the way I see how the organization works. Offering a consistent program in a safe environment is the delivery of the promise. That is core. If you didn't have that, you would have nothing to talk about. Because we have such a solid program, this gives Marketing something to talk about. Marketing wizards see a goldmine of a fun youth development program in a safe environment. This helps Marketing decide, "this is what we are going to talk about." In turn, this message is handed over to Membership to nurture and invite new members. Trained Leaders create the safe program environment. As new members sign up, I can't say enough about the importance of training.

That's the cycle. The quality of the safe Program leads to Marketing messaging, which leads to Membership growth, which leads to Trained Leaders who deliver a quality and safe Program. It's a circle of Scouting life. Each is a leverage point for the others.

**DW:** Do we have any challenges with Marketing?

The challenge is getting Councils to believe and have confidence that they can rely on the National organization for Marketing expertise. That can be very helpful for our Councils that may be particularly resource constrained. Over 200 Councils across the nation are all trying to figure out how to talk about Scouting. They might be individually doing their own marketing thing. That's a lot of energy when you multiply by 200! Some do a really good job because they have resources and the right volunteers in the right roles. Others may have volunteers focused on providing that quality program in the safe environment, but may not have the energy for Marketing. When we are resource-stressed as an organization, Marketing is a great place for a Council key leader to find leverage.

Don't waste energy sitting in meetings and brainstorming messages, assigning people to write letters or find images. That work may have already been done via the national Marketing efforts. It's now time to focus on execution.

**“Don’t waste energy sitting in meetings and brainstorming messages, assigning people to write letters or find images. That work may have already been done via the national Marketing efforts.”**

We are always looking for feedback about what National is providing. I have heard from some of our Council Marketing representatives requesting that National come out with marketing materials earlier. That's a great idea! Keep them coming.

**DW:** Finally, I was wondering if you would share a successful practice with Marketing with one of our Councils?

**RG:** The Michigan Crossroads Council shared a really neat online tool that they created. There is a form where you type in your name and the name of those to receive a message about Scouting, and you can add a personal note. It's a simple and effective automated referral system. This year marks the return of the National Marketing Awards and I'll be nominating Michigan Crossroads. The link is: https://joinscouts.michiganscouting.org/
Program Pops!

What a great summer we had! Camps were open and attendance was great! Thousands of youth enjoyed the Outdoors once again! Let’s work together to build on 2021 and make things greater for 2022!

THANK YOU to all who participated in our Program Pod Zoom calls this past summer. We shared the role of Program in the new National Service Territory model and we met everyone “face to face” (via our computers!). Hats off to our Program Mentors for their help in pulling these together.

We have a Facebook group for program issues or postings! Our group’s title; National Service Territory 9 Program Forum, Boy Scouts of America defines its purpose. It’s an opportunity for ANY scouter to join, learn and share of program opportunities within NST9 and our 17 councils. To join, search on FB or use the link below: https://www.facebook.com/groups/342101270972775

Please join and share information and the link to your council Program leaders!

The 2021 National Outdoor Conference is November 5-6. A virtual event, it will feature great presentations, a virtual exhibit hall and trading post for scouters from all over the country. The conference will focus on

• Membership Growth through Outdoor programs
• Property Utilization
• Diversity, Equity, and Inclusion in BSA outdoor programs.

We encourage your outdoor program leaders, camp staff, rangers, NCAP leaders and anyone who loves the outdoors to attend! For more information and to register visit: https://www.scouting.org/outdoor-programs/2021-national-outdoor-conference/

Finally, we plan to offer a series of single day sessions in 2022 to support key program roles in your council. Flyers and information will be coming but here’s the line-up for Winter/Spring 2022:

Outdoor Program Support Committees Conference: Either January or April, this session will focus on your council Outdoor Program Committees (Aquatics, Shooting Sports, COPE, Conservation, Properties, NCAP, etc.) and their role in supporting council programs year-round and for long-term camp. Dates and locations are coming soon.

Advancement Symposium, February 19, Findlay OH: this session will be for council and district Advancement leadership and sharing best practices as well as any information in obtaining reports and gathering data. Information is coming soon and will be posted on the FB page and sent to council Program VP’s as well as Advancement Chairs. Stay tuned!

Cub Scout Leadership Summit, March 26, Findlay OH: Our Territory goal for new Cubs is the highest in the nation! The purpose of this session is help council volunteers manage growth and maintain membership levels with council and district Cub Scout leadership. Information coming soon.

Special Needs Scouting Seminar: early May or June: There are numerous children in our communities who have either physical, developmental, or emotional challenges who can benefit forum being involved in Scouting. In NST9, we are blessed to have a strong representation on the National SNS Committee with local scouters. Information on this will be available in March. Watch the FB group and for emails from the Territory.

All for now! Have a great Fall and let’s boost membership!

Jim Kern, NST9 Program Lead
WE ARE WAITING FOR YOUR

Invitation

FOR AN NST-9 LEADER TO ATTEND YOUR EVENT.

UNIVERSITY OF SCOUTING?
ANNUAL COUNCIL DINNER?
WOOD BADGE REUNION?
COMMISSIONER COLLEGE?

We Can Provide

TRAINING
KEY NOTE SPEAKING
NST INFORMATION

Contact Information in this Issue
One Pack Recruited
85 New Cub Scouts

“We signed up eighty-five new scouts in two weeks,” Cub Scout Pack 3337 Committee Member Bryon Haverstick explained. “And it all began with creating relationships with school principals.”

The Pack leaders followed the Council’s plan to reach out to their school administration during the spring and summer to lay out a plan for recruitment night. They followed a simple plan, executed it, and it worked.

Bryon explained that he helps at his daughter’s school and that the principal reached out to him last spring and asked if he would announce the school’s kickball tournament.

“And I jumped on it,” Bryon said. “It was during that opportunity as we sat in the press box together, when we had a conversation about Scouting and getting the school’s support. So, we agreed to meet and when we did it was a slam-dunk.”

The recruitment efforts paid off.

“We recruited eighty-five new Cub Scouts and they are still coming in. At our first pack meeting a week later we did a water bottle rocket launch where the dens made water bottle rockets and launched them. We also did some whipped cream pies to kick off our popcorn sale. We had fun ways to get kids engaged while still figuring out where everyone was going to go (in what dens) and who was going to lead them.”

In full disclosure, Bryon also happens to be the Assistant Scout Executive with the Sagamore Council in Indiana. But the Pack’s recruitment success did not come from Bryon wearing his professional hat, it came from him being a volunteer.

“We achieved these results, not because I’m the Assistant Scout Executive of the Sagamore Council, but because Mr. Haverstick, Ben, Molly, and Jayson’s dad, has a relationship with the school.”

Bryon explained that, “We had this kind of success because a parent in the school has a relationship with the school and we followed the Council’s plan. It starts with attending a training and then developing a unit plan. Me, as a parent, along with our Cubmaster, were fully involved in this process along with our other leaders. As much as I want our District professionals to create relationships with all our schools, they are not the ones who are going to be able to pull this kind of recruitment off.”

The plan used by Pack 3337 is explained in detail in the following link:

Pack 3337 Recruitment Plan

“Do you know the movie, Remember the Titans? Bryon and the other volunteers simply followed the plan, or as he calls it, the playbook

“But do you know the movie, Remember the Titans? What does Coach Boone say about the playbook? He said, ‘I run 6 plays, split veer,* like Novocain. Just give it time, it always works.’”

* “Veer” is a triple-option play which forces a defense to be able to cope with 3 potential runners on any given snap.
“It’s a great line that tells you that you don’t have to overcomplicate this thing. Recruiting kids is not something that we overcomplicate.

Yes, we must be strategic, we must be smart, but at the end of the day, this is vanilla ice cream. This isn’t something with seventeen different ingredients. This isn’t something with a lot of fluff and sparkle and flash.

“Yes, we must be strategic, we must be smart, but at the end of the day, this is vanilla ice cream. This isn’t something with seventeen different ingredients. This is relationships.”

This is relationships. This is flyers. This is Scout talks. And this is some visual marketing materials; that’s it. The success of this recruitment of 85 new Cub Scouts began with relationships. Most Packs across the country have parental involvement in schools and parents should be developing relationships with the teachers and administrators in their children’s schools.

“Yes, I am the Assistant Scout Executive of the Sagamore Council,” Bryon Haverstick said, “But I’m also the dad of three Cub Scouts and a member of our Pack Committee. We did not have this success because I am a professional, we had this success because I am a dad.”

Day Camp Grant Helped Reach 100 New Cub Scouts

“It all started with my philosophy of asking, ‘Why are we keeping this a secret?’” said Marc Kogan, Scout Executive with the Black Swamp Council in northwest Ohio. “And it goes back to when I went to day camp as a kid.”

The Black Swamp Council received a grant for $90,000 over three years from the Findlay - Hancock County Community Foundation in Ohio to create a 9-week day camp, called Adventure Camp, that was open to the public, not just existing Scouting membership. With the grant, the Council was able to create and staff the program and will continue it for the next two years. After the summer day camp experience, 100 non-Scout campers moved into Cub Scouts.

Marc was a member of the local Jewish Community Center and went to day camp as a kid for several years while growing up. The bus would pick him up at 8:00 and drop him off at 5:00, five days a week for eight weeks several summers.

“We always had kids and families who were not members of the JCC, some weren’t even of the Jewish faith. When I thought back on that, I saw this as an opportunity for us to engage with families not even involved in Scouting. Looking at our local YCMA, they do day camp but it’s in one of the city parks right in the middle of the community and use the city’s pool for their swimming. But we have a facility, our camp, specifically build for kids with a climbing tower, archery range, BB range, and a lake so I asked, ‘Why aren’t we offering our opportunity to the families?’”

“When I thought back on that, I saw this as an opportunity for us to engage with families not even involved in Scouting.”
According to Marc, “This created a paradigm shift in what we were doing. If kids are joining for camping, and we are an organization that prides ourselves on camping, then we should be capitalizing on that.” The Black Swamp Council has two camps, Black Swamp Council, Camp Berry and Camp Lakota. They are “underperforming assets.” Marc kept thinking about his experience at the JCC day camp as a kid.

“My parents knew where I was, and they could go to work every day. I kept thinking about today’s families and our Cub Scout Day Camp program where parents were having to take a week off to take kids to day camp. I believe parents are looking for a summer solution because they don’t get the six weeks of vacation that parents thirty years used ago used to get. They might get two weeks now and they aren’t going to give one of those two weeks running around a camp with a Den Leader with their kid and other kids. I think that’s one of our challenges recruiting den leaders as well. My son just graduated from Webelos so as a parent, I know families are looking for multiple-week summer solutions. Our community was screaming for it so I asked how we could maximize that by welcoming kids to Scouting.”

The thought process for the Council was that when youth sign up for Cub Scouts in September, they want to go camping. They don’t want to go sit in a meeting in a school cafeteria or church basement. They want to experience the outdoors. Since families now are looking for experiences, the thought of the Council was to flip the table to create a community summer day camp, inviting those families to join Scouting, and then in the fall getting them in a local Pack after they had this world-class experience. Parents are looking for an opportunity to drop their kids off in the mornings with a program where they will be taken care of for the day, have their character developed at Scout camp, and then have their parents pick them up.

Marc explained, “We are a camping organization, but we make our Cub Scouts wait to go camping. They want to go to camp and swim in the pool and climb and do things every day. We flipped it. We created the camp experience, recruited the staff, and provided the program for kids and families to get them introduced to Cub Scouts to then transition them into packs. After proposing this, one of my Board Members who sat on the Community Foundation and had a good relationship with the Foundation, said we needed to apply for a funding grant and told me what we needed to do. We asked for $90,000, $30,000 a year for three years, and we received it. Even if we didn’t get it, we were going to run the camp.”

Parents of the attendees reported positive youth development growth in a post-camp survey. The survey asked six questions about the growth of their child from attending.

- 78% responders indicated that Adventure Camp helped to develop responsibility.
- 74% indicated that camp developed communication skills.
- 96% responded indicated that Adventure Camp developed confidence in the campers and the world around them.
- 59% indicated the attending camp enabled the youth to find their primary greatness.
- 93% responded that their camper had growth in respect for others.
- 93% of the parents responded attendance at Adventure Camp helped the campers learn to participate in a team.

“We are a camping organization, but we make our Cub Scouts wait to go camping. They want to go to camp and swim in the pool and climb and do things every day. We flipped it. We created the camp experience, recruited the staff, and provided the program for kids and families to get them introduced to Cub Scouts to then transition them into packs.”
Positive reviews for the program were written in the survey as well, such as:

• “My child loved the opportunity to do new things such as shooting sports and climbing wall. He loves to be around other people.”
• “Learning through fun! Practicing communication skills.”
• “He loved the opportunity to attend camp by himself, do all of the outdoors things he loves, and be responsible and independent. He enjoyed making new friends and trying new things like the rock wall and science experiments.”
• “Had a great time. He learned to have patience and that you don’t always achieve a goal right away.”

Relationship proved important in acquiring the grant. The Council had worked with the Foundation before on two previous grants, one of them being promoting the Cyber Chip, Protect Yourself rules, and Youth Protection Training for not only Scouts and Leaders, but any one in the community with both links and recognition items for them even if they weren’t in Scouting.

“That information is too important to not be shared with the community,” Marc explained. “So, we had a previous good relationship with the Foundation, so we applied for the grant.”

“My grand vision is that we continue to run this as a real growth opportunity for us to serve the community,” he said. “My advice for any Council that would be considering something like this is to just bite it off for the summer rather than in small chunks, and hire staff as early as possible and pay them well.”

Some Stats About Today’s Families

Most parents will spend up to 71% of income on their children.

Many families will spend up to 38% of take home income on quick service restaurants.

Up to 15% of a family’s take home income can be spent on just beverages.

Today’s family eats an average of 4.2 commercially prepared meals per week, or between four and five times a week, which equates to 18.2 meals per month eaten outside the home.

81% of parents who use social media will respond to good news that others share.

80% of moms turn to social media for parenting-related information and social support.
The difference between a successful Council and one that isn’t, is a planned written program. NST 9 Councils have planned and are prepared for membership recruitment to do their part to Grow Scouting! Many of our councils have surpassed recruiting more new youth in 2021 than all of 2020.

I would like to share some of the unique and positive initiatives that we are seeing throughout NST 9 driven by the Council VP of Membership and professional staff. Excellent websites provide information for all to Join Scouting!

Dan Beard Council VP Membership Judd Weis and professional staff are hosting Outdoor Adventure Days to attract families in community “hot spot” locations. For new parents there is a New Parent Landing page with Pack specific information for each pack and they have developed a pre-planned program, “Launch into Scouting Activities,” to assure that families experience some of the best activities in the first 60 days. https://danbeard.org/ The website invites scouts and parents to join scouting and experience the adventure.

Hats off to Hoosier Trails Council as they have recruited 23.8% more cub scouts in 2021 than all of 2020. Rebecca Rahschulte, VP Membership said that thanks to Jon Ocheltree, SE Glen Steenberger, and team work tirelessly to drive new unit development, member recruitment (including a focus on DEI), and retention efforts by ensuring that field staff and volunteers have the necessary tools/resources. They are working on a 10 point plan that includes girl cub emphasis, the home school market and a Unit Champions program Join Cub Scouts Today! https://hoosiertrailsbsa.org/

Elwin Spray, Membership VP in Tecumseh Council in Springfield shares that their strong utilization of volunteers and concentration on Webelos to Scout transition has led to their success in surpassing their 2020 Cub Scout recruitment numbers. http://www.tecumsehcouncilbsa.org/

Gerald Best, VP Membership Proudly Serving Lasalle Council reports that Transformation is often an opportunity to thrive. Access to the schools is mostly due to us building relationships over the last few years and the new Indiana State law that was passed in 2020 for school access with Patriotic Organizations. With that access, part of our Scout Talks includes patriotism for our US Flag and its importance for our country. This policy has transformed barriers to scouting recruitment that we have had to endure for the past 10 yrs. Let’s all continue to provide opportunities for our youth to thrive from scouting as most of us have in our life journey. https://www.lasallecouncilbsa.org/

Simon Kenton Council VP Membership, Lois Griffin hosts a monthly Membership call for all district Membership Chairs. Lois has identified every elementary, middle and high school in SKC and is currently working with the volunteers to match units to schools to reference unit and membership opportunities to Grow Scouting! Utilizing the concepts of University of Scouting, they are hosting a Membership University for each pack. https://skcscouts.org/

Jeff Neal, VP Membership in Michigan Crossroads Council, has the #1 ranking for most units, 1,188. They are focusing on unit plans that will have a scouter in place in each District to lead the Membership Charge. Online webinars are hosted for all units to use for their Membership Plan to keep Membership in the forefront of people’s attention. They utilize a comprehensive membership plan by month and have a Cub Scout customized membership plan for each pack. https://michiganscouting.org/

Tim George, Membership VP for Crossroads of America Council is utilizing the concept of 24/7/365 for scouting recruitment. They have great cooperation with the schools and are working their plan. On September 25, they offered free fishing at 22 locations around the council as a council wide recruitment opportunity. https://www.crossroadsbsa.org/
Jon Keck, VP Membership for Buffalo Trace Council is using a very aggressive plan of recruitment. They are using Hot Sparks teams to help struggling units revitalize by taking marketing materials to the units and encouraging youth to invite their friends to join them. Working with the Marketing Team, they are collaborating to recruit and retain membership and are adding 3 social media posts per unit per week. https://www.buffalotracecouncil.org/

Lake Erie Council has developed “Your Pack...Your Plan Playbook”. This is a great step by step instruction manual for Packs to follow for fall recruitment. They have increased their recruitment numbers over the monthly totals for 2020 and are looking forward to continued strong recruitment. https://lecbsa.org/

Traci Saffell, VP Membership in Muskingum Valley Council is using the theme “Escape the Indoors” and has developed a Recruiting Guide based on their theme. Recruiting aids are used that will attract kids into Scouting. Square Knot Cards are used for each school talk. They are passing out bookmarks and a backpack for each new Scout. Traci uses the stack charts to present to the statistics to the board for each district in their council. https://muskingumvalleycouncil.com/

Anthony Wayne Area – Jay Maddox – VP Membership - https://www.awac.org/ Using their month by month membership plan, they are focusing on 5 main points: Rebuilding units dropped during Covid, Unit Growth, Retention, Scoutreach restart and executable recruitment plans.

Lisa Testa, VP Membership – Great Trail Council based in Stow, Ohio – Focus is on restarting Packs who need a boost post COVID. They are using Geofencing centered around specific events planned in each District. Light Up slime is a great incentive! https://www.gtcbsa.org/

Sagamore Council VP of Membership - Shane Evans is focused on Back to Basics and Retention by using an 8 step process for year-round recruitment with HEAVY emphasis on saving units and retention! http://sagamorebsa.org/

Adam Blanchard – VP Membership for Miami Valley Council is developing partnerships with local sports teams and businesses to sponsor recruitment. The units within the Miami Valley Council provide the ultimate combination for youth development and family connection: proven programs, dedicated, ever-learning leaders and access to quality outdoor educational facilities. Discover the trail that's right for you and your family. Join Scouting! https://miamivalleybsa.org/

Erie Shores Council VP Membership, Larry Caffro - The Erie Shores Council provides outstanding Scouting programs to the youth of Northwest Ohio in Lucas, Ottawa, Sandusky, Wood, and eastern Fulton Counties. Programs are operated by age levels mixing lots of fun with outdoor activities. The Erie Shores Council Membership Committee is a group of volunteers who help assist the council grow membership by providing resources to assist with recruiting, new unit development, and retention. Their meetings are open and anyone may attend that would like to help grow the council's membership. Meetings are held on the fourth Wednesday of the month at 7 pm. via Zoom. https://www.erieshorescouncil.org/

Black Swamp Council VP of Membership – Cheryl Parson - close to surpassing their recruitment numbers over 2020. Recruitment signs near schools are getting the word out to Join Scouting! http://www.blackswampbsa.org/

Melissa Biltz, VP Membership for Buckeye Council is working diligently with their volunteers to recruit new scouts to the program. They are conducting a signup contest based on yard signs. Buckeye Council launched their Home Scouting Adventure Club September 1st. This program is free for in council members and has a nominal fee for scouts out of Council. www.homescouting.org
http://www.buckeyecouncil.org/

Every successful membership campaign is due to the volunteers making local connections. Publicity surrounding events that your scouts are participating in is a great recruitment tool.

MEMBERSHIP, IT'S EVERYBODY’S BUSINESS!
The future of Scouting depends on developing trust with today’s parents and recruiting new Cub Scouts. This may be helpful when creating relationships and impressions:

1. Today’s parents tend to delay marriage compared to the past or may have no interest.
2. They may turn to the internet first rather than friends or family for advice. The New York Times reported that, “Google is the new grandparent, the new neighbor, the new nanny.”
3. Today’s parents use their phones for communication but may not use it to actually talk. Research infers each parent may send more than 85 texts a day.
4. They allow children to have devices and the children may actually have more daily interaction with the devices than with people.
5. Today’s parents are less likely to own a home.
6. They are more likely to struggle financially by living pay to pay.
7. Childcare costs have increased to 18% of the total cost of raising a child from 2% in 1960.
8. The average 34-year-old now makes about $2,000 less adjusted to 1980 and many are paying off student loans.
9. They love their children and want the best for them no more or less than any parent.
10. Today’s parents like to document their children’s lives and their own on social media.
11. “Stay-at-home” dads are more plentiful than before.
12. They want to have fun along with their children.
13. They tend to like less traditional names for the children. Consider the most popular boy names in 2020 were: Jackson, Liam, Noah, Aiden, Caden but in 1980 they were: Daniel, Matthew, Michael, Christopher, and Andrew.
14. Today’s parents tend to allow outdoor play time much less than previous generations.
15. They are more likely not to be affiliated with a religion than previous generations. Perhaps two-thirds would be considered “un-churched” even though they believe in God.
16. Today’s parents are technology driven and are used to spending a lot of time online.
17. Today’s parents are more concerned with the protection and safety of their children than previous generations.
18. Many grandparents are raising grandchildren. The average age of becoming a grandparent is now 47. Some parents are not present and grandparents have taken over in what is known as the “skip-generation family.”
19. Almost half of grandparents have to help with grandchildren's living expenses and a quarter of them help pay for medical care.
20. About 38% of millennials have purchase a house and 70% of those wish they hadn’t.
21. Today’s parents are already the generation with more volunteerism than previous generations. They will start with something small and defined and gain a sense of belonging by having that expectation of contributing service to that organization.
Our NST-9 Leadership Contact Information

**Bruce Boyle** serves as the Commissioner and guides the NST’s support of youth and units by lead and overseeing unit service throughout the NST, working closely with Council Commissioners. He can be reached at bcb51@aol.com.

**Sherri Brumbaugh** serves as the Chair Elect and offer support duties, provide perspective, and oversee Territory-wide maintenance of the standards of the BSA and can be reached at sbrumbaugh@garnertrucking.com.

**Connie Everhart** serves as the Membership Lead to help Councils strengthen their memberships and can be reached at everhartcs2@aol.com.

**Rich Gargas** works with Councils to help their efforts to strengthen marketing and public relations as the Marketing Lead and can be reached at rich.gargas@gargasprojectsolutions.com.

**Mike Gotsch** presides over the Territory as the Chair and leads strategy development, goal setting, planning, and implementation of the NST efforts and focuses on communication with Council Key 3’s. He can be reached at mggotsch@att.net.

**Steve Harris** serves as the Council Performance Lead and helps Councils achieve national performance standards and implement targeted improvements in council operations. He can be reached at HarrisSJ@gmail.com.

**Jim Kern** serves as the Program Lead to help councils strengthen local program and retain youth in Scouting. He can be reached at jimkern.bsa@gmail.com.

**Jon Kerr** assists as the Commissioner Elect in leading and overseeing unit service by working closely in delegated roles with Council Commissioners and can be reached at jon.kerr817@gmail.com.

**Marc Richardson** serves as the Territory Director and is the professional advisor and operations guide. He can be reached at marc.richardson@scouting.org.

**Edgar Smith** helps Councils strengthen all aspects of diversity, equity, inclusion, and community outreach serving as the Diversity, Equity, & Inclusion Lead. He can be reached at elsmith@worldpacpaperllc.com.

**David Stowe** helps Councils strengthen all aspects of financial management and fund development by serving as the Finance and Fund Development Lead. He can be reached at stowed@ohio.edu.

**Lou Terhar** serves as the Leadership and Governance Lead and helps strengthen Council Board leadership effectiveness and promotes required governance. He can be reached at louterhar@gmail.com.

**David Weyrick** serves as the Relationships Lead and proactively works to strengthen relationships with councils and provides broad and continuous support. He can be reached at CRRelates@gmail.com.

**Barbara Williams** works with Councils to deliver the Scouting program safely and assure youth protection. She can be reached at bcw@bwilliamslaw.com.