

2018 Membership Growth Planning Day

Friday, February 2, 2018 | 8:30 AM – 4 PM

Firestone Scouting Resource Center, Anthony Wayne Room

AGENDA

Breakfast		8:30 AM
Opening	<ul style="list-style-type: none"> • Objectives & Deliverables for Today • What Do You Want to Cover? 	9:00 AM
Before We Begin...	<ul style="list-style-type: none"> • Friends of Scouting <ul style="list-style-type: none"> ○ Audits ○ Blackbaud Reports ○ Unit Presentation Schedule ○ Flyers Game: Feb. 8 ○ Unit Pacesetter Orientation: Feb. 22 • Scouting U & Pow Wow: Feb. 3 • Year-End Self-Evaluations & Reviews 	9:10 AM
Fundamentals	<ul style="list-style-type: none"> • What's Our Value Proposition? • Who's Our Audience? • Growth Plans • Council Strategic Plan Focus • Chartered Organization Concept 	9:50 AM
History	<ul style="list-style-type: none"> • Districts and Council Summaries • Where Do We Stand Now? (youth & unit "washout") • What Are Our Obstacles to Growth? 	10:15 AM
How We Grow	<ul style="list-style-type: none"> • New Units • Youth Recruiting/Additional Enrollments • Program Transition • Stopping Dropped Units • Retention • Awareness & Publicity • Family Scouting 	10:45 AM
Market Area	<ul style="list-style-type: none"> • Available Resources • Geographical Zones/School Districts • Opportunity to Join • Market Share/Density • Density/Market Share • Average Unit Sizes • Current Chartered Organization Inventory • Comparison of School Enrollment with Membership by Geographical Area • Linkages <ul style="list-style-type: none"> ○ Packs & Troops ○ Packs & Schools ○ Schools Not Served/Underserved 	11:00 AM
Lunch		12:00 PM

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Market Area (cont'd)		12:45 PM
Goal Setting	<ul style="list-style-type: none"> • June 30 and December 31 • Total Youth & Units • Youth to Recruit • Units to Start 	1:15 PM
Prospecting	<ul style="list-style-type: none"> • Volunteers • Community Partners 	2:00 PM
Discussions & Reports	<ol style="list-style-type: none"> 1. Encouraging Unit Engagement 2. Webelos-to-Scout Transition 3. Spring Recruitment 4. New-Unit Development 5. School Access 	2:45 PM
Closing Comments		3:55 PM

Resources:

- Google Drive: COL Drive/Field Service/Membership
- COL Membership Landing Page: <https://colbsa.org/recruit/>
- Marketing & Membership Hub: <http://scoutingwire.org/marketing>
- BSA Brand Center: <http://scoutingwire.org/bsa-brand-center/>
- Pennsylvania Department of Education: <http://www.education.pa.gov>

2018 Council Membership Committee Meetings (4th Tuesdays, 7:00 PM):

- February 27
- March 27
- April 24
- May 22
- June 26
- July – no meeting
- August 28
- September 25
- October 23
- November 27
- December – no meeting