

The Ideal Year of Scouting  
Training for the Commissioner Staff and Scouting Units

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### Abstract

The Ideal Year of Scouting (IYOS) concept is a vital program for all Scouting units to be successful. Since its inception in 2001, units who follow the six steps of the IYOS planning excel in the areas of membership, leader training, advancement, activities and camping. This document will walk you through the history of the IYOS concept and what today's IYOS components look like. The issue with the IYOS planning process, along with other processes within the BSA have common preconceptions. We as facilitators of training take it for granted that when training material reaches our Scout leaders, we assume the audience has read and grasped the concept of the material and are proceeding to implement what they have learned. This document will attempt to explain the IYOS process and how we as Commissioners can help our unit leaders understand the concept and execute the program. We will also detail how our Commissioner staff can teach their units how to use the IYOS Planning Guide, and to achieve "The Journey to Excellence" award.

## The Ideal Year of Scouting

### Training for the Commissioner Staff and Scouting Units

The Ideal Year of Scouting (IYOS) strategy is a valuable planning tool for units to deliver a quality program to their Scouts. You will see how the strategy came about and what the role the Commissioners must take to make this program a success. Every Scout deserves a quality program!

#### History

The IYOS concept was developed in 2001 by Trails End Popcorn<sup>1</sup> and the BSA National office. The theory of this concept was to increase unit's popcorn sales to generate enough money to fund the unit's 12 month activity plan. Part of that strategy was to interview Scouts and their parents to find out likes and dislikes of popcorn sales as a whole.

#### *2001 First Test Group for IYOS*

Trails End Popcorn chose and worked individually with 146 units across the country, including units in the Western, Southern, Northeast, and Central regions. (98 Packs / 48 Troops). The average Pack size was 55 Cub Scouts and the average Troop size was 32 Boy Scouts. This new Ideal Year of Scouting concept focused on planning a 12 month program of activities and budgeting with each of the 146 individual units. A sales goal per Scout was set and goals were communicated with the Scouts and their parents. Once the goals were set, it was time to execute the plan. At the end of the program year, an analysis was made to see how these units performed compared to the prior year. The results of their findings are summarized in Table 1.

*2002 Colorado Springs / Indianapolis / Northeast Test*

A second test was implemented in 2002. Colorado Springs (30 units), Indianapolis (58 units) and the Northeast District (25 units). Trails End representatives worked individually with each unit and conducted the planning and budgeting meetings to ensure that the IYOS was carried out. Again those units that participated had increases in all of their program categories. Because of this success, the test would continue.

*2003 The Ideal Year of Scouting Comes to Mid-America Council*

With 2 years of testing the IYOS concept under its belt, Trails End Popcorn in partnership with the BSA National office, came up with a Grant Program that would pay for the salary of a Quality Unit Executive. The Quality Unit Executive was hired to work solely with 20 to 30 units within their council. This test was called "No Limits". Mid-America Council outlined the purpose of this new program with an agreement of its expectations for both the council and the test units. Below are the outline points of the agreement (No Limits – Ideal Year of Scouting Unit Program Agreement 2003 – Appendix A-1):

1. Improve "Quality Unit" achievement through an improved program with increased parental involvement and funding.
2. Develop a complete annual program plan, budget, and individual Scout goals for selling popcorn for each unit.
3. Provide for complete communication to the Scouts and parents of ALL aspects of their program year.

4. Implement a successful fundraising campaign through goal setting, communication, and motivation of the Scouts and parents.
5. Instill values of work vs. reward, while teaching organizational skills, salesmanship, and teamwork.
6. Increase parental involvement by providing a fully funded program plan that meets the needs and wants of the Scouts and parents.

With the above purpose established, Mid-America Council did provide the unit a Quality Unit Executive (Single point of contact for the unit) to assist in:

- Helping organize, plan, & communicate the program to adult leaders, parents, and Scouts.
- Program planning & budgeting, utilizing on line tools, and technology.
- Building marketing and communications plans to effectively implement unit's program.
- Forecasting and weekly reporting during popcorn sales campaign.
- Program follow up at year end and ongoing involvement as needed.
- Feedback and other communication of status, tools, and ideas used by other program participants.

The unit would agree the following:

- Commit to program guidelines, attached timeframe, and goals.
- Provide appropriate adult leadership to create focus, motivation, communication and follow through.
- Utilize Trail's End planning and budgeting tools.
- Weekly reporting of sales results during popcorn sales campaign.

- o Complete profile/assessment at program start and evaluation survey at year end.
- o Participate in three phases of internet market research – pre-planning meeting, post-planning meeting, & post-sale.

From 2003 to 2005, Mid-America Council would continue the “No Limits – Ideal Year of Scouting” unit test program adding and changing units to the mix. A wide variety of diversity was used in picking the test units. There were large and small units, highly successful and struggling units. Majority of these units showed improvement in most of the program areas. The test was becoming a success.

### Components of the Ideal Year of Scouting

Today, our IYOS mission is still the same. To provide a year round quality Scouting Program by following the steps in the Ideal Year of Scouting process. To successfully provide a program “FREE OF CHARGE” to all families and provide the “Experience of a Lifetime” for all Scouts.

#### *The 6 Steps to the Ideal Year of Scouting*

There are 6 steps to achieving the IYOS.

1. Planning your program
2. Fund your program
3. Grow your program
4. Train your leaders
5. Re-Charter your unit
6. Assess your success

The 6 steps follow the blueprint to becoming a successful unit. As we have learned from the history of the IYOS, units that plan their 12 month programs with interesting activities that the Scouts enjoy, have a better success rate to those that do not plan. One of the main resources in providing help to achieve the IYOS is the IYOS Planning Guide<sup>2</sup>. The planning guide supplies leaders with tools and resources to execute the 6 steps to achieving the IYOS. The planning guide is distributed to unit leaders in February at the District Roundtable meetings.

The first step is “Plan your program” The unit leaders will need to determine what advancements each Cub will need for their next rank advancement, decide what activities the Pack will do, plan at least one service project plus incorporate Scouting for Food as an event. The plan should also include meeting dates. These dates will include Pack Meetings, Den Meetings and Leader Meetings. Let’s not forget camping! Mid-America Council holds a number of day camps and overnight camps for Cub appropriate activities throughout the summer. The key to planning a successful year is to have available the Scout’s school calendar, district calendar and council calendar of events. Your planning should include all of these activities.

Brainstorming plays a vital role in planning your unit’s program. Make sure to ask your Scouts what kind of activities they would like to do. A brainstorming meeting is a way to get your Scout’s input on things they would like to do. This can be done at a Pack meeting. Write down on a large sheet of paper all of their activity suggestions. Review each recommendation and weed out the unsafe and unusable suggestions. Once you have completed the activities list, it’s time to figure out what all these great ideas are going to cost.

The second step to the IYOS is “Funding your program with popcorn”. One of the most difficult processes in planning is the budgeting process. If you are not good with numbers, this can be a little overwhelming. The IYOS Planning Guide has made this simple. A simplified



budget sheet has been placed in the planning guide. For those that want a more detailed and complex budget sheet, search the internet with the search words: "Ideal Year of Scouting". You will have samples to choose from by units from around the country. There 3 things you need to know before you start your budget.

1. Determine the Pack's expenses
2. Determine income
3. Determine how much popcorn your Pack needs to sell to cover expenses.

The goal is to have enough popcorn sales income to off-set all activity expenses.

The third step to IYOS process is "Growing your program". The unit succeeds when the membership grows. The IYOS promotes two recruiting events a year. One in the Fall and a second in the Spring. When we recruit, we not only recruit youth, but we also need to recruit the adult leaders. "It's far better to find 10 people who can do the work of one, than it is to find one person who can do the work of 10". A significant part of growing your unit is to make sure you have a Unit Succession Plan<sup>3</sup> in place for your adult leaders. Retention of the youth is also as important as recruiting new members. The Scouting program is competing against many other activities in a Scouts everyday life. We have sports, band and other extracurricular events. Keeping the Scouts interested in the program is vital to maintaining membership.

The fourth step in the IYOS process is, "Training your unit leaders". Trained Scout Leaders provide units with the quality program that was designed for the youth at all levels of Scouting. Training also provides leaders with the resources necessary to deliver a fun-filled Scouting experience. What does it mean to be a "Trained Leader"? A "Trained" leader has completed the four trainings in the "Basic Leader Training" succession. The training matrix is summarized in Table 2.

The fifth step is "Re-Charter your unit". Each year, every unit must re-charter on time.

The charter gives the unit a accurate roster of youth and adults.

Based upon the recommendation of the local council, the national organization grants charters to local organizations for the Scouting program. The chartered organization uses

Scouting:

- Under its own leadership.
- To serve families and youth for which the organization is concerned (either within the organization, outside the organization, or both).
- To help the group or organization accomplish its objectives.

By receiving a charter from the BSA, the chartered organization agrees to:

- Conduct Scouting in accordance with its own policies and guidelines as well as those of the BSA.
- Include Scouting as part of its overall program for youth and families.
- Appoint a Chartered Organization Representative who is a member of the organization and will represent it to the Scouting district and council, serving as a voting member of each.
- Select a unit committee of parents and members of the organization who will screen and select unit leaders who meet the organization's leadership standards as well as the BSA's standards.
- Provide adequate and secure facilities for Scouting units to meet on a regular schedule with time and place reserved.
- Encourage the units to participate in outdoor experiences.

Just as the local organization has responsibilities, the local council has responsibilities to the chartered organizations.

By recommending that an organization receive a charter from the National Council, the local council agrees to:

- Respect the aims and objectives of the organization and offer resources to help meet those aims and objectives.
- Provide year-round training, service, and support to the organization and units.
- Provide training and support for the chartered organization representative as the primary communication link.
- Provide techniques and methods for selecting quality unit leaders and ensuring those selected meet BSA leadership standards.
- Provide primary general liability insurance to cover the chartered organization and its board, officers, chartered organization representative, and employees against all personal liability judgments. This insurance includes attorney's fees and court costs as well as any judgment brought against the individual or organization. Unit leaders are covered in excess of any personal coverage they might have, or if there is no personal coverage, the BSA insurance immediately picks them up on a primary basis.
- Provide camping facilities, service centers, and a full-time professional staff to assist the organization in every possible way.

(Boy Scouts of America, 2011: web site)

The sixth and final step is to "Assess your success". Now that the first 5 steps of the IYOS has been completed, it is time to assess your success.

We all remember in years past a program that was called "Quality Unit". The Quality Unit Program was first introduced in 1986 (ScoutingBSA, *Quality Unit History* web site). The Quality Unit program was an effort to recognize units that have met specific requirements

established on a charter year basis. In 2007, the Centennial Quality Unit award was established as a 4-year quality recognition program to celebrate the Scout Centennial that took place in 2010. The program varied slightly from the core Quality Unit program. In 2007, the Mid-America Council added an additional tier to the Quality Unit program. This new addition was called "The Great Expectation".

The Great Expectation added a "Friends of Scouting" and popcorn sales requirements, which was lacking in National's version of the Quality Unit program. If a unit fulfilled the requirements of the Great Expectation, the unit would receive a discount on summer camp for the entire unit. In 2011, the BSA National office developed a new performance based measuring recognition program. This new program was called "The Journey to Excellence". The performance based criterion of this new program closely parallels the Ideal Year of Scouting's criteria. The program focuses on:

1. A framework for planning the year.

- The Journey to Excellence standards are based on what successful units do to continually improve.
- If your unit plans to achieve gold or silver Journey to Excellence, you'll have a strong and active program.

2. A method for evaluating your unit.

- Journey to Excellence provides tangible measurements based on things you are likely already tracking, such as how many campouts you have, how many youth are advancing, etc., and uses simple ways to calculate your performance.

3. Guidance in areas where you might do better.

- As you track your performance against the Journey to Excellence standards, you can easily see where you could do better.

4. Specific guidelines and standards of what is considered good performance.

- Journey to Excellence has specific, simple measures to help you. You can easily compare what you are doing against the standards.

5. Early warning of potential problem areas.

- You track any areas where your unit is not performing as you might like and have plenty of time to make corrections.

6. Recognition for good Scouting.

- You can proudly receive your bronze, silver, or gold recognition for your Scouting unit for the year.

7. Benchmarking to get ideas and tips from other good units.

- You can receive help and best practices in areas where other units have met the gold standard.
- In the areas where you are doing well, you can give help and ideas to other units. (BSA National Web Site -- Journey to Excellence 2011)

### Training the Commissioner Staff

#### *The Ideal Year of Scouting Commissioner*

Our Commissioner Staff will need to be trained on how to deliver the Ideal Year of Scouting program to their respective units. The first step of the process would be to identify an "TYOS Commissioner". The IYOS Commissioner will be the key point person within a district to oversee that training is delivered to the rest of the Commissioner Staff within their district. The IYOS Commissioner can be an Assistant District Commissioner or Unit Commissioner or a Commissioner with no specific job responsibility. (TYOS Commissioner Job Description -- Appendix A-2)

Each year, the District Commissioners and the Assistant Council Commissioner for the Ideal Year of Scouting get together to identify candidates for the IYOS Commissioner position.

Once all the IYOS Commissioners have been identified, a formal training on the delivery system of IYOS training is held.

### *The IYOS Training Presentation*

The Assistant Council Commissioner for the IYOS is responsible for delivering the training to the IYOS Commissioner team. Some venues for IYOS Commissioner training can be at Commissioner Basic Training, Commissioner College, University of Scouting or Council Leadership Meetings. A PowerPoint™ presentation has been created as a training tool for the IYOS Commissioner in Mid-America Council (Appendix A-3). The presentation has a dual training role. It can be used to train Commissioners or it can be used to train unit leaders. This presentation can be reviewed and downloaded from the Mid-America web site. Once the IYOS Commissioners have been trained, it's now time to spread our knowledge to the unit leader.

### Training the Unit Leaders

#### *Where do we start?*

Let's say all of our IYOS Commissioners are chosen and have completed the IYOS training...what now? The first thing the Commissioner must do is plan when the training will take place. As I mentioned earlier, the IYOS planning guides are in the hands of the unit leaders in February. The most common time frame that unit plans their Scouting year is late spring / early summer. For most units the Scouting year starts in August. For argument sake, let's say most units will plan their calendar and budget in May / June. This leaves the Commissioner 3 months to get all of their units trained.

Give your units a suggested outline for completing each step of the planning process. An example outline can consist of the following:

June

- Brainstorm program planning activities
- Develop an annual program calendar.

July

- Develop budget

August

- Communicate to parents the annual program plan and budget.

September

- Recruit new youth and parents.
- Program Kickoff
- Start popcorn sales

The rest of the year -- Implement the plan and have fun!

*Where should the unit training be held?*

There are a number of opportunities to present IYOS training to our unit leaders. One that I found works very well is to hold a training with the unit leaders at the district Roundtable meetings. This works well at the Cub Leader break-out sessions. "Leader Essentials" / "This is Scouting" is another great opportunity to present the IYOS. Commissioner Training and University of Scouting, is another great opportunity since you will have a large audience from all areas of the Scouting program. Wherever you decide, the more opportunities you have to promote this valuable unit training the more unit leaders will be exposed to the process. A large audience of participants also allows for a diverse group of leadership knowledge and experience. This is the time to share those experiences, good and bad.

Now that we have established where the best opportunities to promote the training are, who should attend IYOS training?

*Who should attend the Unit Training?*

We have established that Scout units typically plan their Scouting calendar in late spring and early fall. The unit leaders, Cubmasters, Committee Chairs & Scoutmasters spearhead the committee meetings where the calendar is decided. All areas of the Scouting program affect the results of the IYOS from membership to activities to budgets. The bottom line, any venue that training can take place is a good thing, especially Cub Scout Leaders who will soon be progressing up the leadership ladder of the Pack and later using that experience in the Boy Scout Troop and Venture Crews.

When we talk about the IYOS training, we stress Cub leaders and the Cub Scout program. We have found when training leaders how to plan a Scouting calendar and planning activities, it's the Cub leaders who are sometimes overwhelmed with the delivery of the program. Sometimes they don't realize the importance of stepping back and looking at the big picture of the structure of the unit and what makes all work. We need to keep this IYOS philosophy in front of our unit leaders:

- When Scouts have fun, they stay in the Scouting program longer
- When Scouts are active, more parents become active
- When more Scouts and families are active, Scouts invite their friends
- A well planned program helps out everyone

Hopefully the IYOS training process gives our leaders the nuts, bolts and discipline to pull off a great program for the boys...isn't that what it's all about?



### Conclusion

The Ideal Year of Scouting has come a long way since its inception in 2001. Every year the enthusiasm about IYOS increases with our Commissioner staff and our units. The unit leaders are begging for knowledge and ways to make their programs better. We have the tools available with our IYOS Planning Guide and knowledgeable Commissioners. Our goal as a Commissioner staff is to take the time to walk through the training process and materials in detail so each and every training participant fully understands not only the material, but what it takes to implement and achieve the goal. We need to continue to push forward in delivering the Ideal Year of Scouting to every unit in our council because the Journey to Excellence starts with the Ideal Year of Scouting!

References

Trail End (2003) *No Limits, Ideal Year of Scouting Unit Program Agreement*

2010 Mid-America Council, *Ideal Year of Scouting Planning Guide*

Boy Scouts of America, 2011: *Journey to Excellence* web site  
<http://www.scouting.org/scoutsourc/Awards/JourneyToExcellence.aspx>

ScoutingBSA, *Quality Unit History* web site  
<http://www.scoutingbsa.org/index.html>

Trails End Popcorn web site  
<http://www.trails-end.com/trailsend/councils/index.jsp>

Boy Scouts of America, 2011, *Charter Concept* web site  
<http://www.scouting.org/scoutsourc/Media/Relationships/TrainingtheCOR/03.aspx>

Appendix

- A-1 No Limits – Ideal Year of Scouting Unit Program Agreement
- A-2 IYOS Commissioner Job Description
- A-3 IYOS PowerPoint™ Training Presentation

# No Limits — Pack 361, 411, 431

## Ideal Year of Scouting Unit Program Agreement

July 2003 Start

### Purpose:

1. Improve "Quality Unit" achievement through an improved Program with increased Parental Involvement and Funding
2. Develop a complete Annual Program Plan, Budget, and individual Scout Goals for each Unit
3. Provide for complete communication to the Scouts and Parents of ALL aspects of their Program year
4. Implement a successful fundraising campaign through goal setting, communication, and motivation of the Scouts and Parents.
5. Instill values of work vs. reward, while teaching organizational skills, salesmanship, and teamwork
6. Increase Parental involvement by providing a fully funded Program plan that meets the needs and wants of the Scouts and Parents.

### Council Provides:

- ◆ A Quality Unit Executive (Single point of contact for the unit) to assist in:
  - Helping organize, plan, & communicate the Program to Adult Leaders, Parents, and Scouts
  - Program Planning & Budgeting, utilizing on line tools, and technology
  - Building Marketing and Communications plans to effectively implement Unit's Program
  - Forecasting and weekly reporting during Popcorn Sales campaign
  - Program follow up at year end and ongoing involvement as needed
  - Feedback and other communication of status, tools, and ideas used by other Program participants

### Unit Agrees to:

- ◆ Commit to Program Guidelines, attached Timeframe, and Goals
- ◆ Provide appropriate Adult Leadership to create focus, motivation, communication and follow through
- ◆ Utilize Trail's End planning and budgeting tool
- ◆ Weekly reporting of sales results during Popcorn Sales campaign
- ◆ Complete profile/assessment at Program start and evaluation survey at year end
- ◆ Participate in three phases of Internet market research – pre-planning meeting, post-planning meeting, & post-sale

\_\_\_\_\_  
Pack 361 Unit Leader

\_\_\_\_\_  
Quality Unit Executive

\_\_\_\_\_  
Date

\_\_\_\_\_  
Date

# No Limits — Pack 361, 411, 431

July - August

□ **Attend Program Kick-off (1 hr)**

▪ **Topics Covered**

- Scout Executive presents Program to units
- Unit Serving Executive is introduced to all unit leadership
- Significance of unit participation in an exciting pilot program
- Unit results will be tracked throughout the year by the Council & Trail's End
- Results will be shared nationally to help build the IYOS story
- Benefits of the Ideal Year of Scouting for all stakeholders
- IYOS Success Stories
- Unit leadership roles, expectations/responsibilities
- Explanation of next steps and dates for completion
- Receive program agreement
- Confirm planning meeting date

□ **Submit Program Results to Quality Unit Executive**

<b>Focus Areas</b>	<b>2002 Results</b>
Membership	
Crossover Scouts	
New Scouts Recruited	
Trained Leaders	
Parents Involved	
Pack/Troop Budget	
FOS Contribution	
Number of Fundraisers	
Popcorn Sales	
Selling Scouts	
Net Popcorn Income	
Popcorn Commission	
Net Income Other Fundraisers	
Scout Attending Camp	
Number of Annual Activities	

# **No Limits — Pack 361, 411, 431**

- **Unit Program Planning Conference with Quality Unit Executive**
  - **Topics Covered**
    - Ensure boys are involved in brainstorming & planning of the upcoming year
    - Build unit Plan, Budget, Sales Goal
    - Training on Ideal Year of Scouting (IYOS) web tool
    - Input all program information into the IYOS web tool
  
- **IYOS Program Follow-Up Meeting with Quality Unit Executive**
  - **Topics Covered – Finalized Program**
    - Ensure plan & budget have been finalized
    - Review IYOS Web Tool to ensure all program information has been entered
  
  - **Topics Covered – Scout Accounts Finalized**
    - Explanation of Scouts Accounts on IYOS web tool
    - Input all boys into IYOS Web Tool Scout Accounts
    - Motivation for Scouts
    - Scout Account Management
    - Scout Account Reimbursement
  
  - **Topics Covered – Begin Program Kickoff/School Night Discussion**
    - Importance of proper communication!
    - Utilize the program kick-off PPT (Provided by Trail's End)
    - Secure Location
    - Materials & resources needed
    - Establish Program Kickoff/School Night dates, plan, & agenda
  
- **Finalize Program Kick-off/School Night**
  - **Topics Covered**
    - Finalize agenda and all roles
    - Presentation is finalized and ready to roll out to Scout families
    - Ensure volunteer sign-up sheets are completed
    - Location is secured with an open area for boys to play a designated game while explaining program to parents

# **No Limits — Pack 361, 411, 431**

- **Entire program has been inputted into the IYOS web tool**
  - **Topics Covered**
    - All activities have been entered on planning calendar
    - All costs are accounted for on activity & operating budget
    - All existing boys have been entered for Scout Accounts
    - Newsletter is complete and ready to hand out to Scout families
    - All activity detail has been entered (times, location, etc)
  
- **Popcorn Sale Kick-off with all participating units & Quality Unit Executive**
  - **Topics Covered**
    - Commission Breakdown (Return to Scouting)
    - Most effective selling methods (Show & Deliver)
    - Motivation of the boys (Incentive Structure)
    - Pickup/Delivery Dates
    - Popcorn Sale begins immediately following unit Program Kick-off
    - Orderpopcorn.com training
  
- **Recruit Den leaders for the upcoming year (Quality Unit Executive to assist)**
  - **Topics Covered**
    - Call all potential parents who may be interested
    - Have all Cub & Webelos Den leaders in place for the upcoming year

# **No Limits — Pack 361, 411, 431**

## **September**

### **□ Successful Program Kick-off/School Night**

#### **▪ Topics Covered**

- Put boys & parents in separate rooms
- Thoroughly communicate to parents
  - Program Plan
  - Budgeted costs
  - Per Scout sales goals
  - Funding
  - Leader & Parental Expectations
- Ensure all activity committees are filled by parent volunteers
- Arrange all boys in Dens with leaders for each Den
- Popcorn Sale Begins!
  - Motivate & excite the boys on selling popcorn!
  - Importance of reaching/exceeding per Scout sales goals
  - Sales timeline
  - Best selling methods/techniques
  - Have prizes on hand the Scouts can earn for selling
  - Pack, Den, & Boy Incentive structure
  - Weekly sales reporting & recognition methods
  - Orderpopcorn.com explanation

### **□ Attend Roundtable to complete Leader Training**

#### **▪ Topics Covered**

- New Leader Essentials
- Leader Specific Training
- Youth Protection Training (online)
- Ensure 100% of unit leadership is trained



# No Limits — Pack 361, 411, 431

October

□ **Weekly Sales Reporting & Recognition**

▪ **Topics Covered**

- Track weekly sales & recognition
- Motivational phone calls or meetings with individual Dens

□ **Submit the following Program Results to Quality Unit Executive**

<b>Focus Areas</b>	<b>2003 Results</b>
Parental Involvement	
Membership	
Active Leaders	
Trained Leaders	
Popcorn Sales	

# No Limits — Pack 361, 411, 431

## November

- Final sales reporting & recognition
  - Topics Covered
    - Celebration at Pack meeting awarding all boys who met their or exceeded their sales goal
    - Follow-up with Scout families on best selling methods and lessons learned
- Submit Key Measurements for Unit Evaluation to Quality Unit Executive

Focus Areas	2003 Results
Membership	
Crossover Scouts	
New Scouts Recruited	
Trained Leaders	
Parents Involved	
Pack/Troop Budget	
FOS Contribution	
Number of Fundraisers	
Popcorn Sales	
Selling Scouts	
Net Popcorn Income	
Popcorn Commission	
Net Income Other Fundraisers	
Scout Attending Camp	
Number of Annual Activities	

## December

- Follow-up meeting with Quality Unit Executive on success of program
  - Topics Covered
    - Effectiveness of the **No Limits** process
    - Unit Service
      - What were the expectations
      - Did we meet your expectations
      - Improvement areas
    - Evaluation of IYOS Web Tool
    - Popcorn Sale feedback

# No Limits — Pack 361, 411, 431

January – February

- Submit Program Results to Quality Unit Executive after Re-charter

Focus Areas	2003 Results
Membership	
Crossover Scouts	
New Scouts Recruited	
Trained Leaders	
Parents Involved	
Pack/Troop Budget	
FOS Contribution	
Number of Fundraisers	
Popcorn Sales	
Selling Scouts	
Net Popcorn Income	
Popcorn Commission	
Net Income Other Fundraisers	
Scout Attending Camp	
Number of Annual Activities	
Number of Advancements	

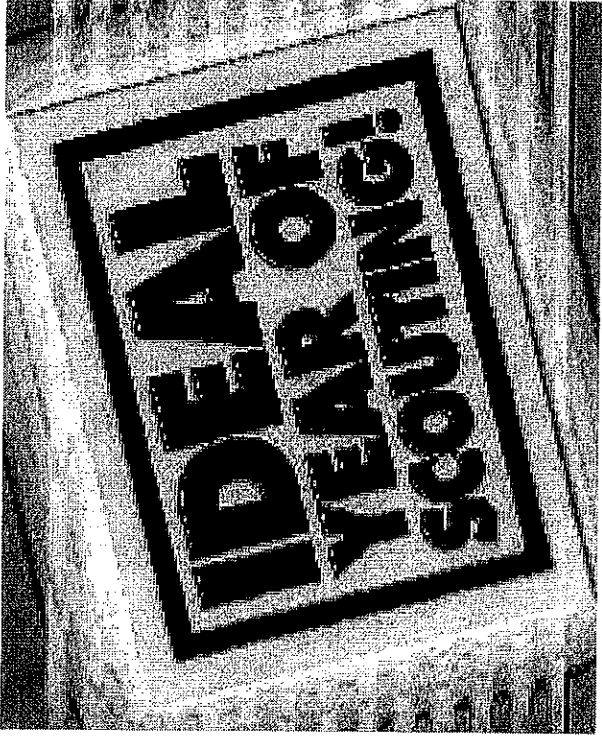
**THE JOB OF THE IDEAL YEAR OF SCOUTING ASSISTANT DISTRICT  
COMMISSIONER IS TO BE:**

1. Be registered as Assistant District Commissioner or Unit Commissioner.
2. Become the District expert in the Ideal Year of Scouting.
3. Review and understand the "Program Planning Guide".
4. Promote and train the Ideal Year of Scouting to all Commissioners in your District.
5. Promote and train Unit leaders the Ideal Year of Scouting within your District.
6. Work with the Assistant Council Commissioner for the Ideal Year in Scouting.
7. Hold "Program Planning Guide" training in late March or early April at Roundtable Meetings.
8. Work with District Committee teams to identify units that need additional help with implementing the Ideal Year of Scouting.

**Additional Responsibilities:**

1. Attend Council Coordinated Committee meetings as needed.
2. Partake in quarterly CC / ACC / DC conference calls.

# The Ideal Year of Scouting



# **How would you like:**

- A stronger program for your boys?
- More parental involvement?
- More boys going to camp?
- Better Retention?
- More funding with less time spent fundraising?
- To eliminate out-of-pocket expense for your parents?
- Enough money to do all of your activities?
- Scouting to be simpler, easier, and more fun?

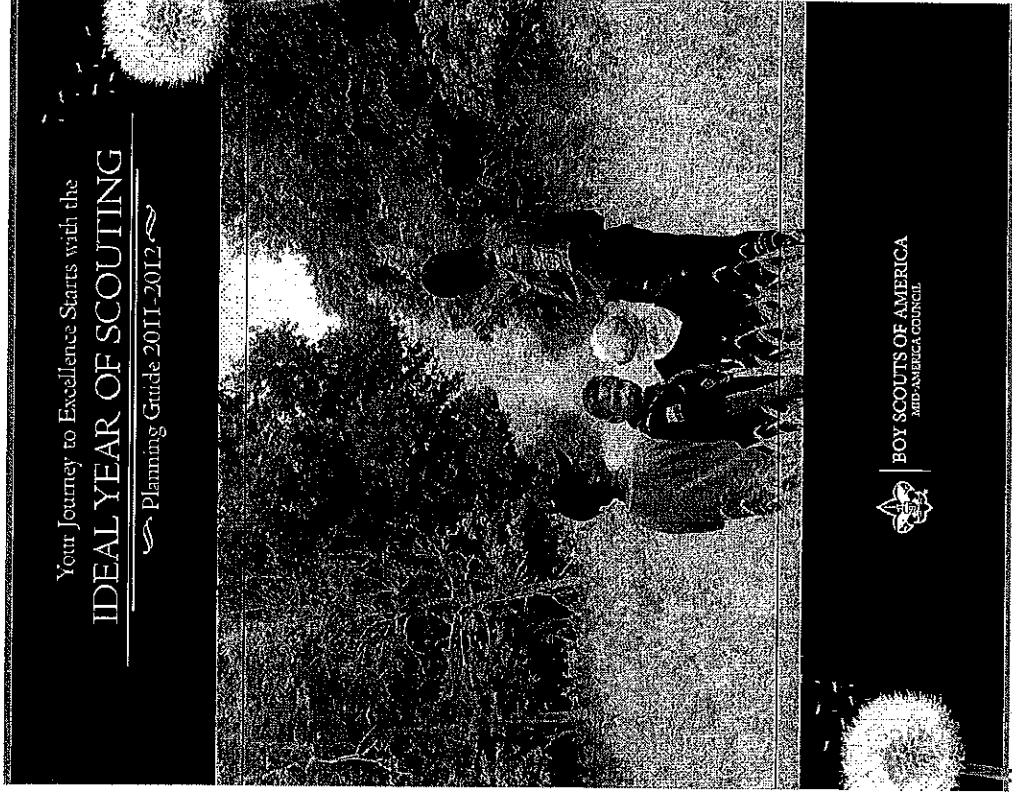
## **The Ideal Year of Scouting**

# What is the Ideal Year of Scouting?

- Providing a year round quality Scouting Program by following the steps in the Ideal Year of Scouting process.
- Successfully provide a program “FREE OF CHARGE” to all families.
- Provide the “Experience of a Lifetime” for Scouts.

# Ideal Year of Scouting Planning Guide

- Distributed in the February to all units.
- Set your goals and you will be on your way to a great program!
- Your Journey to Excellence starts with the Ideal Year of Scouting.





# **The Steps to an Ideal Year of Scouting**

- 1. Planning Your Program**
- 2. Fund Your Program**
- 3. Grow Your Program**
- 4. Train Your Leaders**
- 5. Re-Charter Your Unit**
- 6. Assess Your Success**

# Planning Your Program

# Brainstorming

- What do the youth want to do?
- Brainstorming can be done at:
  - Den Meetings
  - Pack Meetings
  - Troop Meetings
- Have parents watch but not participate.
- Write down ideas on flip chart or dry erase board.

# Planning an Entire Year

- 12 month plan of Unit activities.
  - Unit Meetings
  - Advancement opportunities
  - 5 Outdoor Activities for the year
  - Service projects / Good Turn for America
  - Popcorn Sales
  - Scouting for Food
  - Recruiting
  - Camping / Summertime awards
  - District / Council activities

# Fund Your Program

# **Fund Your Program with Popcorn**

*Since 2005, units in the MAC have sold more than \$15.5 million of Trail's End popcorn. Over \$7.4 million of the funds raised have gone directly to the units.*

- **Plan your budget – include unit expenses and activity costs.**
- **Use the budget planning sheet in your planning guide.**
- **Friends of Scouting giving campaign.**

# Grow Your Program

# **Grow your Program**

- Recruit new youth in fall and spring.
- Plan on a 10% increase in membership.
- Recruit new adults.
- Plan to recruit for a Pack Committee & Den Leaders by October 15<sup>th</sup>.
- Unit Succession Plan for all leaders.



# Train Your Leaders

# **Training**

*Every Scout deserves a trained leader!*

- Basic Leader Essentials / This is Scouting
- Cub Scout Leader Specifics
- Scoutmaster & Asst. Leader Specifics
- Troop Committee Challenge
- Varsity Scout Leader Specifics
- Venturing Leader Specifics
- Youth Protection
- Supplemental Training

# Re-Charter Your Unit

# Re-Chartering

- Each year, every unit in the Council must re-charter by December 15<sup>th</sup>.
- Gives you an accurate roster of youth and adults.
- Make sure your charter is submitted with all signatures.
- Don't forget your Journey to Excellence.

# Assess Your Success

# **Journey to Excellence**

- The new performance recognition program for 2011.
- Moving away from measuring process and moving to measuring performance.
- Planning your strategy will be based on actual last year numbers.
- Journey to Excellence form to be turned in at re-charter time.

# Journey to Excellence

- National BSA Three levels of performance.
- Bronze
- Silver
- Gold
- Platinum\*

\*The Council level of Platinum replaces The Great Expectation. You can earn 20% off your entire camping fee if you earn Silver or Gold status and earn the Platinum level.

	Bronze	Silver	Gold	Platinum
1) Advancement	100	<u>200</u>	400	-
2) Retention	<u>100</u>	200	400	-
3) Building Cub Scouting	<u>75</u>	150	300	-
4) Outdoor Activities	<u>75</u>	150	300	-
5) Trained Leadership	50	100	<u>200</u>	-
6) Day/Resident Camp	50	<u>100</u>	200	-
7) Service Projects	<u>50</u>	<u>100</u>	<u>200</u>	-
8) Leadership Planning	50	<u>100</u>	200	-
9) Webelos to Scout Transition	50	100	<u>200</u>	-
10) Budget	25	<u>50</u>	100	-
11) Pack and Den Meetings	<u>25</u>	<u>50</u>	<u>100</u>	-
12) Re-register On Time	<u>25</u>	-	-	-
13) Annual Assessment	<u>25</u>	-	-	-
14) Popcorn				
			80% of Scouts sold popcorn and \$200 sales average per Scout	
15) Friends of Scouting			Held Family FOS presentation & asked all families to give	
Sum	<b>300</b>	<b>450</b>	<b>400</b>	<b>1150 points</b>

The Pack achieved at least 10 of 13 requirements and earned a total of **1150 points**. Since Silver is 1000 and Gold is 1600, this Pack qualifies for the Silver award. If they've also done the Popcorn & FOS requirements, they are qualified for Platinum.



# IYOS Philosophy

- When Scouts have fun, they stay in longer.
- When Scouts are active, more parents become active.
- When more Scouts and families are active, Scouts invite friends.
- A well planned program helps out everyone.

# **The Steps to an Ideal Year of Scouting**

- 1. Planning Your Program**
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# **If you get stuck along the way...**

- Consult the Council web site,  
[www.mac-bsa.org](http://www.mac-bsa.org)
- Call your Council or District  
Commissioner staff.
- Call Steve Lanni – (402) 301-6228
  - [slanni2@cox.net](mailto:slanni2@cox.net)

# Questions?

Footnotes

<sup>1</sup> Trails End Popcorn is the official fundraising product of the Mid-America Council. Trails End has been a partner with the Boy Scouts of America for 30 years.

<sup>2</sup> IYOS Planning Guide – A 52 page planning document that was implemented in 2006. The planning guide contains reference materials for units to plan their 12 month program.

<sup>3</sup> Unit Succession Plan – A 3-year succession strategy is a tool to grow future leaders and to ensure continuous development of all leadership positions in the unit.

Table 1

*The results of the 2001 Trails End, 146 unit test.*

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Parent Involvement	+30%
Popcorn Sales	+35%
Membership	+20%
Newly Recruited Scouts	+20%
Trained Leaders	+32%
Unit Budget	+18%
Annual Activities	+18%
Scouts Selling Popcorn	+15%
Number of Fundraisers	-16%

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Table 2

*Matrix designed to show what trainings are needed to be considered a "Trained Leader".*

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	Cub Scout Leaders	Scoutmasters	Assistant Scoutmasters	Troop Committee Members	Varsity Scout Leaders	Assistant Varsity Scout Leaders	Venturing Crew Advisors	Assistant Crew Advisors	Crew Committee Members	All Leaders and Parents
Youth Protection	X	X	X	X	X	X	X	X	X	X
This is Scouting	X	X	X	X	X	X	X	X	X	
Fast Start for position	X	X	X	X	X	X	X	X	X	X
Cub Scout Leader Specific	X									
Scoutmaster & Asst Leader Specific		X	X							
Intro to Outdoor Leader Skills		X	X		X	X				
Troop Committee Challenge				X						
Varsity Scout Leader Specific					X	X				
Venturing Leader Specific							X	X	X	