

# Patriots' Path Council Membership Summit

February 16, 2013



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# Summit Goals

- Discuss several of the more prominent council membership initiatives
- Get feedback from participants on initiative progress to date
- Share best practices and ideas
- Walk away with new ideas that can be used to guide practice in our local units



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# Continued Focus on Membership

- January 28<sup>th</sup> – Rutgers “Seat Day”
- February 25<sup>th</sup> – Membership Summit
- May 17-20<sup>th</sup> – Shriner Circus
- June 5<sup>th</sup> – Tradeshow of Scouting
- July 23<sup>rd</sup> – Membership/Commissioner Meeting
- August/September – SNFS Trainings
- September – Roundtable Recruitment
- September 21<sup>st</sup> – School Night For Scouting
- October 27<sup>th</sup> – Rutgers “Seat Day”
- October 27-28<sup>th</sup> – Webelos Woods



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# Cub Scout Opportunities

- One-stop-shopping for unit planning
- Highly promoted since the Tradeshow and at Roundtables
- Used in various trainings
- Being emulated in other councils

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Cub Scout Opportunities

Cub Programs & Activities

Annual Events

District Camporees

Historic Trails

More District Events

Sporting Events

Summer Camp

Weekday Den Programs

Weekend Camp Programs

Weekend Camping

Join Camping email list

Like 3 Send

Have Fun With Cub Scouting

Check out Programs and Activities for Cub Scouts and Webelos



7/14

Upcoming Events

Syracuse vs Southern California at MetLife Stadium on Saturday, September 8th. Special Scout prices \$25 and \$35 (regularly \$55 and \$65) Purchase discount tickets using code SCOUT. Ticketmaster 800-745-3000.  
Click to purchase tickets at Ticketmaster.com.  
Scout Carnival - free fun day September 15th 10:30am-2:30pm at Rutgers University. For more info contact, Mark.spaldo@scouting.org, 973-765-9322 x 251  
Click for map  
Nature Day Lots of nature based activities. September at Winnebago - 9/22/12  
Dreamworks How to Train Your Dragon Live Spectacular at Izod Stadium at 7pm Saturday, September 27-28th. Special Scout price \$20 (includes patch, 9/28 shw includes post show clinic) Purchase discount tickets using code

Weekend Programs at Patriots' Path Camps

Saturday programs for dens and packs are available in spring, winter and fall. Most are held at Mt. Allamuchy Scout Reservation. Programs include: BB guns, archery, historic trail and site hikes, cooking, knots, compass and wood projects.

Weekday Den Programs at Patriots' Path Camps

Weekday after school programs at Allamuchy include BB guns, archery, historic trail and site hikes, cooking, knots and compass.

Cub Family Camporees

Whether it is called a Cub Camporee, Cub-e-los, or Cub Family Camping, each district offers a fall and spring weekend. Programs and activities vary by district and date, but everyone will have a great time

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# Coordinated Efforts with Marketing

- BeAScout Task Force
  - Scott Berger
- Script & Tools
- Champions in each District
- \$250,000 marketing by National in our area



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**ATTENTION PATRIOTS' PATH UNIT LEADERS!**

BSA (National) is investing \$250,000 in the NY Metropolitan Area as part of a focused Fall recruitment campaign! The centerpiece of this campaign is the website

**beAScout.org**

For this to be effective, Council needs your help.

We are asking all Unit Leaders, Chartered Cubmasters, Scoutmasters & Committee Chairs to update their units' information by following these simple steps:

- Sign in to MyScouting.
- On the MyScouting homepage, click on "BeAScout" (under



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Security high at Teaneck-Northern Valley Regional HS football game after shooting threat

BY SCOTT FALLON  
STAFF WRITER  
ASSOCIATED PRESS

SUNDAY, SEPTEMBER 16, 2012 LAST UPDATED: MONDAY SEPTEMBER 17, 2012, 8:23 AM

TEANECK — Extra police were on duty at Sunday's rescheduled Teaneck-Northern Valley Regional high school football game, which was canceled abruptly Saturday night after school officials learned of a "shooting threat" before the game.

A half-dozen Teaneck officers were visible around the football field 30 minutes before the game's 1 p.m. kickoff.

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N.J. revenues \$200M short of Christie's projections for new budget year


24 North Jersey residents take oaths to become American citizens [video]



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# 2012 Annual Membership Plan

- Plan for Tigers
- Cub Opportunities
- Cub Scout Recruitment
- Den Chief Initiative
- Webelos-to-Scout Initiative
- BeAScout.org
- Special Needs Scouting
- and so much more ....

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**MEMBERSHIP COMMITTEE**  
**2012 ANNUAL PLAN**

**OBJECTIVE:** The membership committee plans and provides leadership so that all youth have an opportunity to join Scouting. The committee creates and distributes materials in support of this goal.

**2012 GOALS:**

- JTE – Gold – Market Share 13.43%, Growth , Retention 75%
- Strategic Plan
  - Meet with Commissioners
  - Meet with Marketing Committee
- Social Network – explore and begin using for membership initiatives
- Tiger Plan 2013– explore and develop a plan. Implement steps as they are completed. Plan to be completed by December 2012
- Lost Youth Plan – develop a plan to communicate with and try to retain. Plan to be completed by August 2012.
- Help Desk Initiative - develop a plan and present to SE by June 2012.
- New Unit Success Plan – develop a plan by May 2012 using the one from the National Membership web page.
- 3-5 year growth plan – develop a plan by December 2012.
- Venturing Initiative – complete brochure by March 2012. Explore groups that can sustain the plan in coming years by August 2012.
- Monthly Membership Plan- continue to update and improve
- Web pages with current programs/activities for older youth – explore creating web pages similar to cub opportunities for Boy Scouts and Crews.

**TASKS:**

- Social Network – Facebook posts to Marketing
- Cub Opportunities web page – keep current
- Review dashboard for JTE
- Convert monthly membership reports to excel and email to committee
- NER5 monthly membership teleconference (second Monday 4:30 pm)

**COMMITTEE:**

- Vice President Membership/Relationships, Council Membership Chair, District Membership Chairs, at-large members, two staff advisors

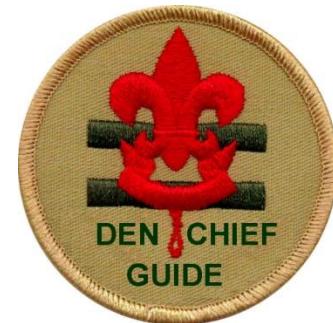
**MEETINGS:**

- Jan 31, 2012, Feb 9, Feb 23, March 8, April 12, May 10, August 14.

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# Den Chief Initiative



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# Den Chief Initiative Goals

- Solicit Cub and Boy Scouters from each district to serve on council-wide initiative
- Research national, regional, and local best practices on the use and function of den chiefs
- Reformulate a council Den Chief Plan, inclusive of suggested step-by-step actions
- Obtain critical feedback from the field
- Widely distribute and market the plan



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# Den Chief Initiative Members

- **Black River** – John Arrambide & Dave Marihugh
- **Fishawack** – Ron Baldwin & Adam Sonzogni
- **Munsee** – Phyllis Depczynski
- **Raritan Valley** – Susan Allen & Rosemarie Schlachtun
- **Sussex** – Gene Schwarzrock & Marshall Speizer
- **Watchung** – Stan Krieger
- **Council** – Geoff Zoeller, Art Lobdell, & Grant VanEck

*Meetings on: Oct 25<sup>th</sup>, Nov 29<sup>th</sup>, Dec 13<sup>th</sup>, & Jan 10<sup>th</sup>*



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# Research on Den Chief Usage & Function



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University of Scouting

Woodsman's Theme

## DEN CHIEF Handbook



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## Den Chief Handbook



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### Patriots' Path Council Den Chief Plan

**Why an emphasis on den chiefs?** We are encouraging a greater use of trained den chiefs because pack troops and Scouting will benefit from the use of den chiefs. The den chief can help with both retention of Scouts and recruitment of Scouts.

#### Cub Scout:

- Learn about Boy Scouting. The Cub Scouts love to hear about the Boy Scout's camping trips and other adventures.
- Relate to and be friends with the den chief because they are closer in age.
- Develop relationship with a Boy Scout
  - More likely to continue in the pack
  - More likely to cross over to Boy Scouts

#### Den Leaders:

- Gain another set of valuable hands to lead Cub Scouts in activities as well as the opening and

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Venturing

Commissioners

Scouting Safely

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Membership

America > Boy Scouts > Advancement & Awards > Introduction to Merit Badges > Den Chief Service

## Service Award

faithfully for one full year.

Chief Training (if available within year of service) OR be trained by the master and den leader.

Understand the purposes of Cub Scouting.

Help achieve the purposes of Cub Scouting.

Be an assistant in den meetings.

Be a role model by attitude and uniforming.

Be a role model to the boys in the den.



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Youth

Home > Training > Youth > Den Chief Training

## Den Chief Training

DEN CHIEF TRAINING CENTER

WELCOME / LOG-IN

Welcome to Den Chief Training!



## DEN CHIEF TRAINING

A COURSE FOR DEN CHIEFS; PACK, DISTRICT, AND COUNCIL TRAINERS; DEN LEADERS, CUBMASTERS; SCOUTMASTERS, VARSITY COACHES, AND VENTURE CREW ADVISORS



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# Benefits of Den Chiefs for Cubs

## Cub Scout:

- Learn about Boy Scouting. The Cub Scouts love to hear about the Boy Scout's camping trips and other adventures
- Potential to start den meetings with a trained den chief and provide continuity of program
- Potentially relate better to the den chief because they are closer in age than the adult leader and even older boy scouts
- Interacting with Boy Scouts – sometimes from different troops within the same area
- Develop relationship with a Boy Scout:
  - More likely to continue in the pack and more likely to cross over to Boy Scouts



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# Benefits of Den Chiefs for Den Leaders

## Den Leaders:

- Gain another set of valuable hands to lead/assist with Cub Scouts in activities, including songs, skits, games, sports, ceremonies, etc.
- Support with any number of activities and skills that promote Cub Scout advancement
- Help with special outings, field trips, and outdoor activities
- Gain access to the den chief's training and knowledge as both currently a Boy Scout and previously as a Cub Scout
- Help with retention and provide for more individualized attention
- Support in creating more of a "Patrol Method" approach with Webelos & Arrow of Light dens
- Foster a link to the troop, which can be a great resource for many things including help with outdoor activities and Arrow of Light requirements



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# The Benefits for Den Chiefs

## Den Chiefs:

- Learn leadership and communication skills
- Improved self-confidence and self-worth
- Develop relationship with Cub Scouts and are looked up to by Cub Scouts
- Opportunities to engage in advanced youth leadership trainings (Live with the council and online at <http://www.scouting.org/Training/Youth/DenChefTraining.aspx>)
- Can earn BSA Den Chief Service Award & the PPC NYLT Den Chief Award
- Exploring new roles within Scouting that requires new and/or refined skills
- Earn position of responsibility in troop, thus assisting in rank advancement
- Learn to work cooperatively with adults



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# The Benefits of Den Chiefs for Packs

## Packs:

- Improves retention. Cub Scouts learn from older boys who stayed in Scouting and are excited about Scouting and their role in it
- Gain another set of valuable hands to lead/assist with Cub Scouts in activities, including songs, skits, games, sports, ceremonies, etc.
- Helps to maintain communications with troop, which is beneficial for boys and leaders
- Help to provide an example to Cub Scouts who will one day return as den chiefs
- In many cases the den chief already knows the adult leaders within the pack and are already comfortable in working with them



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# The Benefits of Den Chiefs for Troops

## **Troops:**

- Cub Scouts in packs that properly utilize den chiefs are more likely to cross over to Boy Scouts through effective Webelos to Scout Transition programming
- Excellent for maintaining a relationship with the pack, which is beneficial for boys and leaders
- Can be used to recruit Scouts who dropped out of the program
- Opportunity to develop leaders (e.g., future Troop Guides and other leader positions), which will strengthen the youth leadership of the troop



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# How are den chiefs solicited, selected, and assigned? (Any way you can!!)

Here are some suggestions:

- Following the troop elections, den chiefs should be identified based on interest and commitment, and take den chief training
- The Scoutmaster and Cubmaster work together to discuss the pack's needs for den chiefs for the coming year. The Cubmaster create a list of den leaders, meeting dates, and times for possible den chiefs
- At the beginning of the school year the Scoutmaster and Cubmaster have finalized the assigning of den chiefs with a den and the den chief attends their first den meeting along with an adult leader from the troop. The den chief also attends pack meetings with their den
- Since den chiefs often come from the same pack to which they are later assigned, they usually already have a comfort level with the adult leaders in the pack. Den chiefs may also sometime be assigned to a den that contains a younger sibling(s). Sometimes this works and sometimes it does not. The Scoutmaster and Cubmaster need to allow at least once a month for the monitoring of the den chief by discussing with all parties how the experience is going, if modifications are necessary, and if changes are warranted



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# Den Chief Training

- The Patriots' Path Council promotes the highest levels of training, since this is essential to a successful den chief
- Both the den leader and the den chief should take training to understand the role and responsibility of the den chief
- The Cubmaster and Scoutmaster would also benefit from taking this training to understand the process.
- Online "fast start" training is available at <http://www.scouting.org/Training/Youth/DenChefTraining.aspx>. Aimed at youth, the training has mazes and quizzes to deliver the message about what makes for a successful den chief
- District training – many of our districts offer den chief training in the summer and early fall
- Council training – at the University of Scouting for Scouts, Cub Scout leaders, and Boy Scout leaders
- Den Chief Handbook – available for purchase at Patriots' Path Council Scout Shops



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# An Example Monthly Plan

## *June /July:*

- The Senior Patrol Leader and Scoutmaster (or designee) should identify those scouts who might best serve as den chiefs, solicit their interest and commitment, and arrange for them to take both the online and live den chief trainings
- The council and/or districts offer live Den Chief Trainings

## *July /August:*

- Den chief designee takes the online den chief training and takes (or at least signs up for) council or district live training
- The council and/or districts offer live Den Chief Trainings



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# An Example Monthly Plan

## *August /September:*

- The Scoutmaster and Cubmaster discuss the pack's needs for den chiefs for the coming year
- The Cubmaster encourages den leaders to accept a den chief for their den. Create a list of den leaders, meeting dates, and times for possible den chiefs. Arranges for den leaders to minimally take the online den chief training and also (where possible) the live training
- The Scoutmaster and Cubmaster finalize the assigning of den chiefs with a den and the den chief attends their first den meeting along with an adult leader from the troop. The den chief should also begin to attend pack meetings with their den
- The council and/or districts offer live Den Chief Trainings



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# An Example Monthly Plan

## *October /November:*

- The den chief begins to regularly attend den planning sessions and meetings, and pack meetings. As advisable, consider sending an adult leader from the troop for the first few meetings
- The Scoutmaster and Cubmaster (or designees) monitor den chief usage and at least once a month discuss with all parties how the experience is going, if modifications are necessary, and if changes are warranted
- The council and/or districts offer live Den Chief Trainings



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# An Example Monthly Plan

## *November /December:*

- The den chief attends den planning sessions and meetings, and pack meetings. Where necessary, the troop continues sending an adult leader to adjust the den chief to their duties
- The Scoutmaster and Cubmaster (or designees) monitor den chief usage and at least once a month discuss with all parties how the experience is going, if modifications are necessary, and if changes are warranted
- The council and/or districts offer live Den Chief Trainings (including at the University of Scouting)



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# An Example Monthly Plan

## **December through June:**

- The den chief attends den planning sessions and meetings, and pack meetings
- The Scoutmaster and Cubmaster (or designees) monitor den chief usage and at least once a month discuss with all parties how the experience is going, if modifications are necessary, and if changes are warranted

## ***February:***

- The pack recognizes den chiefs at the Blue and Gold Dinner
- The den chief participates with the troop in the Crossing Over Ceremony for Webelos to Scout transition



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# An Example Monthly Plan

## *April/early May:*

- Adult leaders in both the troop and pack discuss and complete the form for the Den Chief Service Award

## *June:*

- The troop and/or pack recognize those den chiefs that have earned the Den Chief Service Award
- The Scoutmaster and Cubmaster review how the experience benefited all parties, make necessary modifications/improvements for the coming year, and the cycle begins again ...



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# BSA Den Chief Service Award

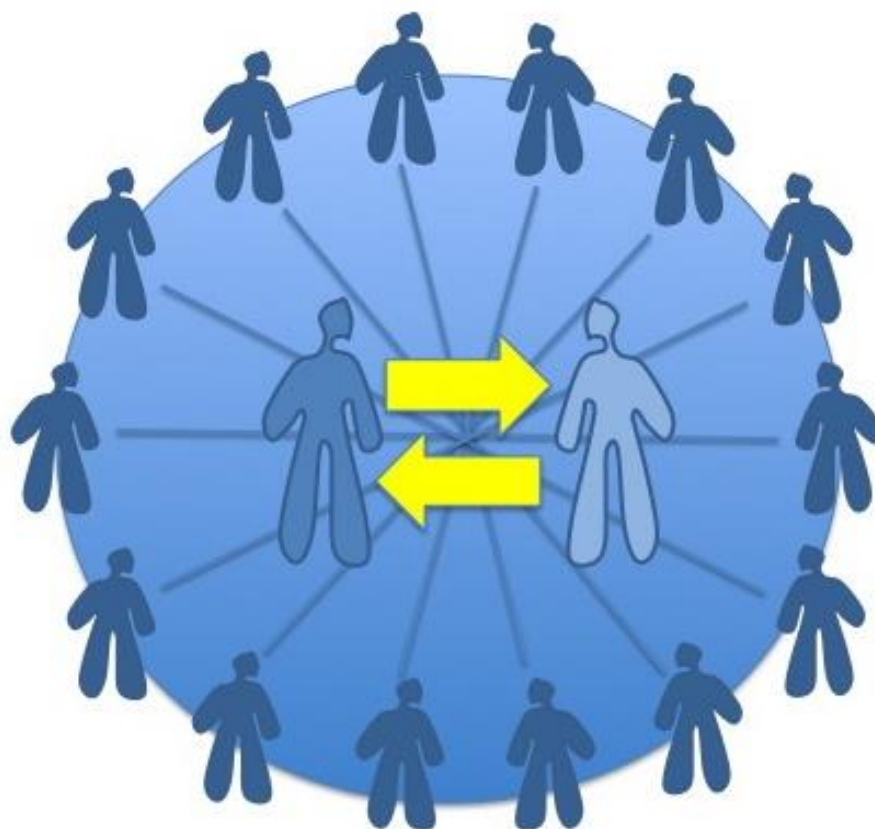
## Den Chief Service Award Requirements

- Serve the pack faithfully for one full year.
- Attend Den Chief Training (if available within year of service) OR be trained by the assistant Cubmaster and den leader.
- Know and understand the purposes of Cub Scouting.
- Help Cub Scouts achieve the purposes of Cub Scouting.
- Be the activities assistant in den meetings.
- Set a good example by attitude and uniforming.
- Be a friend to the boys in the den.
- Take part in weekly meetings.
- Assist the den at the monthly pack program.
- Meet as needed with the adult members of the den, pack, troop, team, or crew.
- Complete four of these projects:
  - Serve as a staff member of a special Cub Scouting event, such as a Scouting show, bicycle rodeo, etc.
  - Serve as a staff member of a Cub Scout day camp or resident camp.
  - Advance one rank.
  - Assist in recruiting three new Cub Scouts.
  - Assist three Cub Scouts to become Webelos Scouts.
  - Assist three Webelos Scouts to join a troop.
  - Help to plan and carry out a joint pack-troop activity.
  - Recommend to your Scoutmaster, Varsity Scout Coach, or Venturing Advisor another Boy Scout, Varsity Scout, or Venturer to be a den chief.
- Also see the *Den Chief Handbook*, No. 33211 (2012 printing), for detailed requirements.



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# Feedback on the draft Den Chief Plan



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