

Methods of Membership and Market Analysis

Some thoughts on data-driven decision making



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National provides raw data (a lot of it!)



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This can be sifted to identify “target communities” in each district

ZIP CODE	CITY	TIGER TAY	WOLF/ BEAR TAY	WEBELOS TAY	CUB SCOUT MEMBERSHIP
07438	OAK RIDGE	80	165	176	97
07871	SPARTA	182	369	383	214
07876	SUCCASUNNA	62	137	145	97
07405	BUTLER	123	253	272	157
07460	STOCKHOLM	18	35	46	17
07874	STANHOPE	58	130	106	57
07457	RIVERDALE	31	42	29	3
07062	PLAINFIELD	84	166	213	16
07066	CLARK	85	148	199	79
07852	LEDGEWOOD	27	55	49	26
08835	MANVILLE	57	109	112	23
07065	RAHWAY	155	320	313	61
07444	BOMPTON PLAINS	81	142	119	75
08805	BOUND BROOK	87	172	139	54
08836	MARTINSVILLE	21	43	35	39
07080	SOUTH PLAINFIELD	144	288	285	94
07836	FLANDERS	101	218	245	124
08807	BRIDGEWATER	349	710	736	273
07461	SUSSEX	120	270	338	128
07203	ROSELLE	161	250	276	18
07924	BERNARDSVILLE	65	134	121	52
07853	LONG VALLEY	101	216	239	143
07866	ROCKAWAY	152	302	328	172
07981	WHIPPANY	47	112	128	58
08853	NESHANIC STATION	45	76	90	38
07931	FAR HILLS	7	13	17	6
07043	MONTVILLE	63	138	133	59
07059	WARREN	132	257	269	141
07069	WATCHUNG	43	82	98	49
07932	FLORHAM PARK	63	133	126	58
07936	EAST HANOVER	77	145	140	39
08844	HILLSBOROUGH	261	559	610	251
07205	HILLSIDE	128	264	307	12
07060	PLAINFIELD	320	550	567	64
08876	SOMERVILLE	76	126	163	96
07036	LINDEN	263	520	615	45
07081	SPRINGFIELD	94	160	186	44
07462	VERNON	44	84	102	52
07054	PARSIPPANY	177	328	353	129
07208	ELIZABETH	204	411	431	58
07202	ELIZABETH	252	479	474	66
07801	DOVER	3	6	6	5
					Total GAP
BR	Fish	MU	RV	SJS	WM



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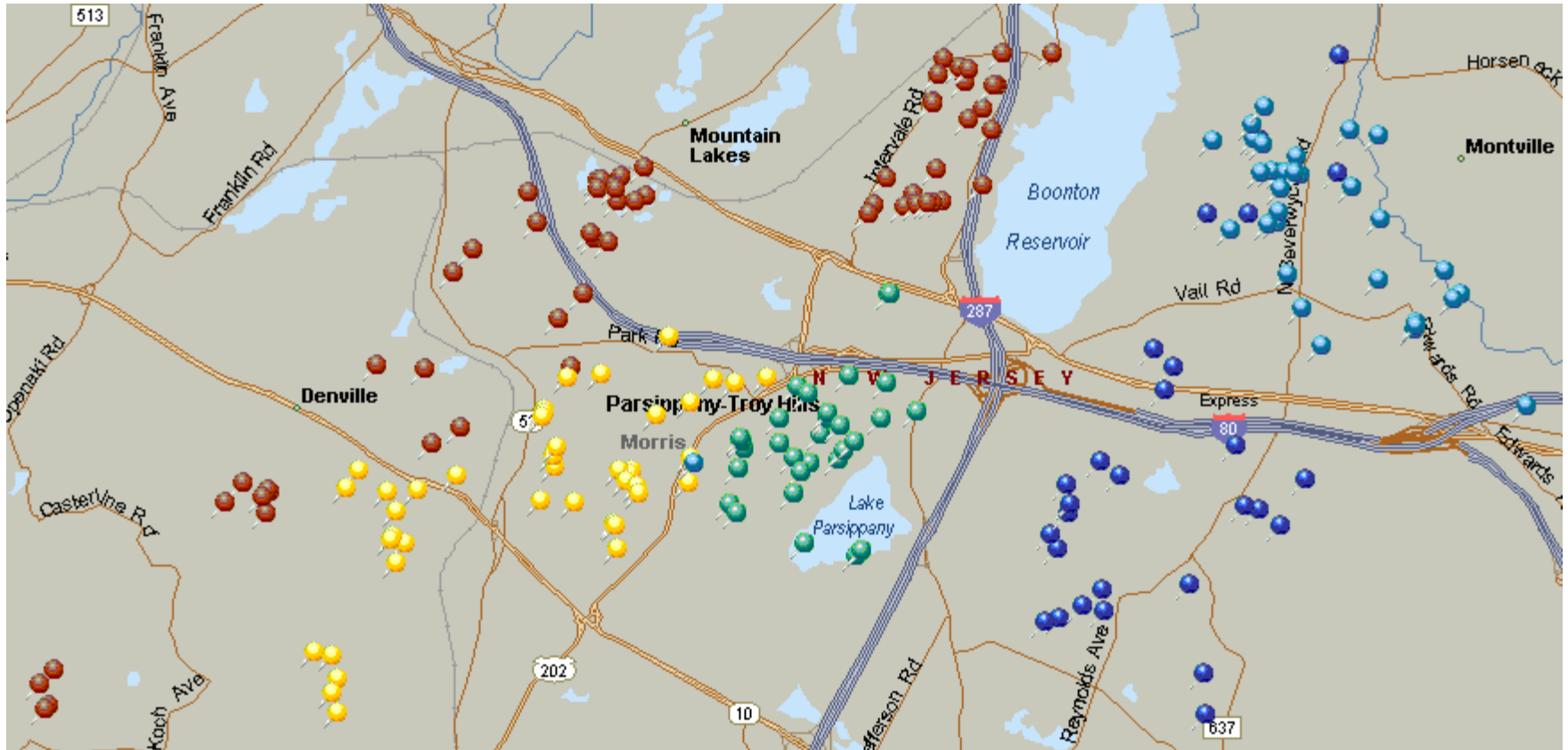
Next Steps

- Identification is just the beginning
- The data can be overlaid with existing unit rechartering information on where cub scouting is strong ... and where it isn't!
- Geographic plotting software merges the two approaches and can yield surprising and compelling results that can be acted upon



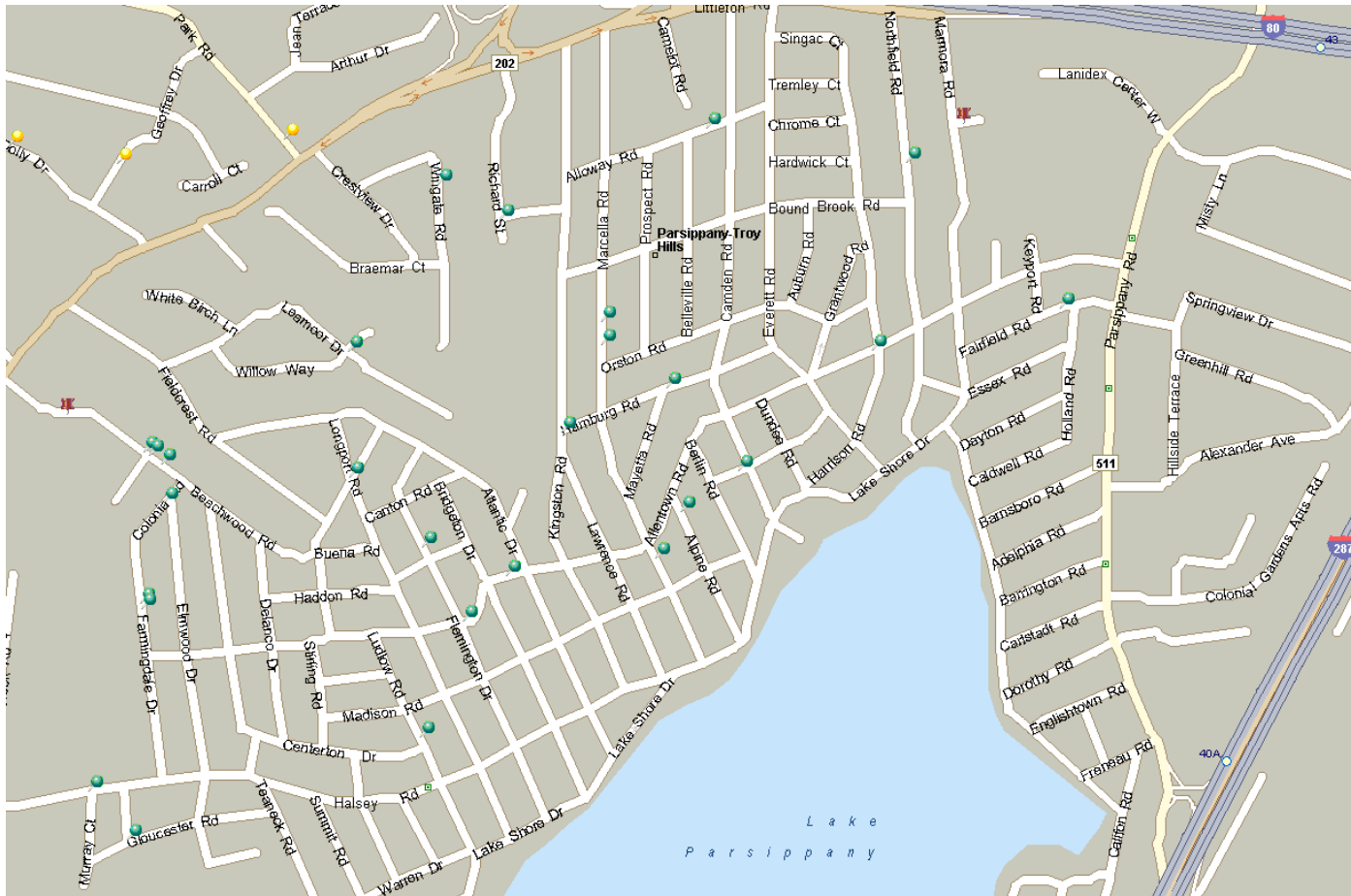
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Case in Point: Parsippany



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Using Data to Guide Units



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What are the implications?

- Identification of historical issues/barriers?
- New unit formation?
- Identification of a Chartered Partner within geocentric distance?
- The district to identify a community-wide approach or assign a New Unit Commissioner?
- Realigning existing unit “boundaries” to close geographic gaps?



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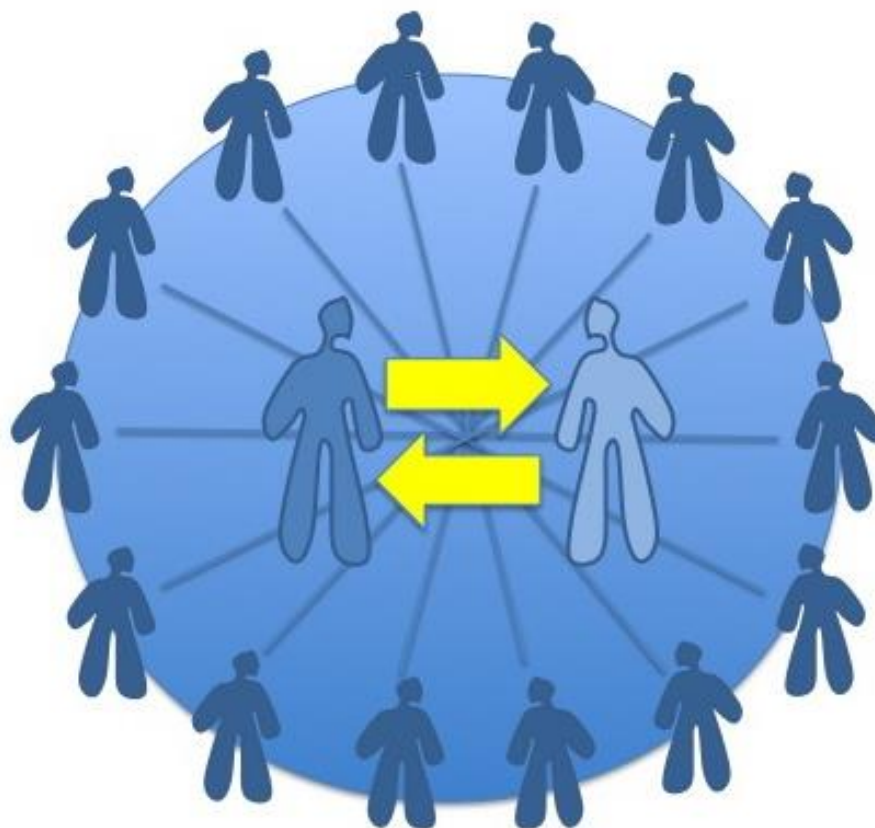
And who gets this done?

- The key to drilling down this deep and getting motion going at the local level lies squarely on the leadership of each district
- The District Chair, Vice-Chair for Membership, DC, ADCs, and the DE need to use this type of data and work with existing unit leaders in these targeted communities to identify the best approach, plan for it, ... & do it!



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Open discussion on this approach



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