

# **Polaris District, Long Beach Area Council, BSA**

## **District Planning Session – 2012 Goals**

February 15, 2012

7:00 pm

Call to Order

John Diatalevi, *District Chair*

Introductions – welcome Commissioners!

Journey to Excellence – Unit → District → Council

Scott Oldenburg, Asst Scout Exec.

<b>Finance</b>	<b><u>2011</u></b>	<b><u>2012 goal</u></b>	<b><u>Who</u></b>	<b><u>Plan</u></b>
1. Fundraising	\$77,970		Lauren/Mike	
<b>Membership</b>				
2. Market Share	3.95%		John G	
3. Youth Growth	1257		John G	
4. Youth Retention	76.6%		John G	
<b>Program</b>				
5. Cub Scout Advancement	90.6%		Leo	
6. Boy Scout Advancement	59.7%		Leo	
7. Cub Scout Camping	13.3%		Fred	
8. Boy Scout Camping	45.5%		Fred	
9. Community Service	new		Richard D	
<b>Unit Service</b>				
10. Chartered Orgs	all		Marc	
11. Commissioner Service	1:3.9		Steve R	
12. Unit Visitations	7%		Steve R	
13. Unit JTE	17 (25%)		Steve R	
14. Voice of the Scout	new		Marc	
<b>Governance</b>				
15. District Leadership	13		John D	
16. District Committee	11		John D	
17. Unit Training	40.1%		John D	

Next Meeting – **March 21, 2012** Lakewood Village Community Church 7:00 pm

## Upcoming Events

February 16	Council Recognition Dinner		The Grand
February 29	Calendar Meeting	7:00 pm	WJR
March 3	Commissioner Basic	8:00 am	WJR
March 3	Path to Eagle	9:00 am	WJR
March 8	Roundtable	7:00 pm	WJR
March 10	Leader Specific Training	8:00 am	WJR
March 21	Polaris District Committee Meeting	7:00 pm	LVCC
March 30	BALOO Training		WJR
March 30-31	Intro to Outdoor Leader Skills		WJR
April 8	<b>EASTER</b>		
April 12	Roundtable	7:00 pm	WJR
April 14	Long Beach Grand Prix		
April 18	Polaris District Committee Meeting	7:00 pm	LVCC
May 10	Roundtable	7:00 pm	WJR
May 11-12	Pan Am Festival – Membership Booth		Mayfair Park
May 11-13	Spring Camporee		El Dorado Park
May 28	<b>MEMORIAL DAY</b>		
June 2	Scout-O-Rama “Charting a Course to the Future”		

# Polaris District – Long Beach Area Council

*Journey to Excellence, measured on January 15, 2012*

## Finance

		Bronze	Silver	Gold
❖	1. Friends of Scouting: \$11,292	← \$90,000	by September	by June

## Membership

❖	2. Market Share: ____ %	← 7.5% or +1%	10%	15%
❖	3. Youth Growth: 1,055	← 1258	1270	1295
❖	4. Youth Retention: 76.4%	62%	69%	→ 76%

## Program

❖	5. Cub Scout Advancement: 2.1%	← 40%	55%	75%
❖	6. Boy Scout Advancement: 5.3%	← 40%	45%	50%
❖	7. Cub Scout Camping: <u>n/a</u>	← 30%	45%	90%
❖	8. Boy Scout Camping: <u>n/a</u>	← 50%	60%	80%
❖	9. Community Service: <u>n/a</u>	← 2 hrs/youth	3 hrs/youth	5 hrs/youth

## Unit Service

❖	10. Chartered Orgs: <u>n/a</u>	← 40%	60%	80%
❖	11. Commissioner Service: <u>n/a</u>	← 1:6	1:4	1:3
❖	12. Unit Visitations 6 times: <u>n/a</u>	← 5% (4)	10% (7)	25% (17)
❖	13. Unit JTE: <u>n/a</u>	← 60% (41)	65% (45)	70% (48)
❖	14. Voice of the Scout: <u>n/a</u>	← 60%	---	---

## Advancement

❖	15. District Leadership: 10	→ 10	17	30
❖	16. District Committee: 2	8	plan	→ key positions
❖	17. Unit Training: 39.4%	22%	→ 30%	45%

## Journey to Excellence 2011 vs 2012 for Districts

#	Objective	2011				2012			Points			
		Bronze	Silver	Gold		Bronze	Silver	Gold	B	S	G	
<b>Finance</b>												
1	Fundraising	Achieve Goals	+ 10%	+ 25%		Meet Bronze Goal	Meet Silver Goal	Meet Gold Goal		150	200	400
<b>Membership</b>												
2	Market Share	Increase	Increase 1%	Increase 2%		7.5% density or + 1%	10% density or 7.5% + 2%	15% density or 10% + 2%		75	100	200
3	Membership	+1	+ 3%	+5%		0.00 - .99%	1.00 - 2.99%	3+%		75	100	200
4	Youth Retention	+2 % pts, or 62% minimum	68% or 62% +2 % pts	75% or 68% + 2 % pts		62% or +2 % pts	69% or 62% +2 % pts	76% or 69% + 2 % pts		75	100	200
<b>Program</b>												
5	Cub Scout Advancement	40%	55%	75%		40% or + 2 % pts	55% or 40% + 2 % pts	75% or 55% + 2 % pts		25	50	100
6	Boy Scout Advancement	45%	55%	65%		40% or + 2 % pts	45% or 40% + 2 % pts	50% or 45% + 2 % pts		25	50	100
7	Cub Scout Camping	Increase or 17% to camp	30%	50%		30% or 2 % pts	45% or 30% + 2 % pts	90% or 45% + 2 % pts		25	50	100
8	Boy Scout Camping	Increase or 45% to long term	60% to long term	75% to long term		50% or 2 % pts	60% or 50% + 2 % pts	80% or 60% + 2 % pts		25	50	100
9	Community Service	N/A	N/A	N/A		Avg. 2 hrs/youth or + .2 hr	Avg. 3 hrs/youth or 2 hrs. + .2 hr	Avg. 5 hrs/youth or 3 hrs. + .2 hr		25	50	100
<b>Unit Service</b>												
10	COR Visit	1 visit each	N/A	N/A		90%	95%	100%		25	50	100
11	Commissioner Service	N/A	N/A	N/A		1:6 ratio or + 5%	1:4 ratio or 1:6 + 5%	1:3 ratio or 1:4 + 5%		25	50	100
12	Unit Visitations	25% get 6 visits	35% get 6 visits	50% get 6 visits		5% get 6 visits or + 2 % pts.	10% get 6 visits or 5% + 2 % pts.	25% get 6 visits or 10% + 2 % pts.		25	50	100
13	Unit Performance	60% Bronze	65% Bronze	70% Bronze		60% Bronze	65% Bronze	70% Bronze		25	50	100
14	Voice of the Scout - bonus points	N/A	N/A	N/A		60% w emails	Bronze + 15% survey response	Silver + 45% Promoter Score		25	50	200
<b>Leadership &amp; Governance</b>												
15	District Leadership	Trained Committee	10% new	60% new + trained		At least 10 or + 1	At least 17 or + 2	At least 30 or +3		25	50	100
16	District Committee	8 mtgs + self-evaluation	9 mtgs	10 mtgs		8 mtgs.	Bronze + succession plan	Silver + key jobs filled		25	50	100
17	Unit Leadership (Trained)	Increase or 40% trained	60% trained or 40% + 2%.	80% trained or 60% + 2%.		22% or 2 % pts. Increase	30% or 22% + 2 % pts	45% or 30% + 2 % pts		75	100	100
<b>Must complete 11 of 13</b>		700 Pts for Bronze	1000 Pts for Silver	1600 Pts for Gold		<b>Points only - no required # of categories</b> (*must have minimum of Bronze in Fundraising to receive Gold)		<b>Points Needed</b>		825	1050	1350 *

## Scouting's Journey to Excellence

### 2012 District Performance Recognition Program

Item	Objective	Bronze Level	Silver Level	Gold Level	Bronze Points	Silver Points	Gold Points
<b>Finance</b>					<b>Total Points: 400</b>		
#1	<b>Fundraising:</b> Achieve district finance goals as defined by the council.	Meet or exceed goal established for bronze.	Meet or exceed goal established for silver.	Meet or exceed goal established for gold.	150	200	400
<b>Membership</b>					<b>Total Points: 600</b>		
#2	<b>Market Share:</b> Increase market share (Cub Scouts, Boy Scouts, Varsity Scouts, Venturers and Explorers).	7.5% density or 1% growth in density (i.e. 5.00% to 5.05%)	10% density, or 7.5% and 2% growth in density	15% density, or 10% and 2% growth in density	75	100	200
#3	<b>Membership/Youth Growth:</b> Increase number of registered youth. (Cub Scouts, Boy Scouts, Varsity Scouts, Venturers and Explorers)	0.00 - 0.99 %	1.00 - 2.99%	3+%	75	100	200
#4	<b>Youth Retention:</b> Improve retention rate of traditional members.	62% retention or 2 percentage points increase (i.e. 58%-60%)	69% retention, or 62% and 2 percentage points increase	76% retention, or 69% and 2 percentage points increase	75	100	200
<b>Program</b>					<b>Total Points: 500</b>		
#5	<b>Cub Scout Advancement:</b> Increase the percentage of Cub Scouts earning rank advancements.	40% or 2 percentage points increase (i.e. 28%-30%)	55%, or 40% and 2 percentage points increase	75%, or 55% and 2 percentage points increase	25	50	100
#6	<b>Boy Scout Advancement:</b> Increase the percentage of Boy Scouts earning rank advancements	40% or 2 percentage points increase (i.e. 30%-32%)	45%, or 40% and 2 percentage points increase	50%, or 45% and 2 percentage points increase	25	50	100
#7	<b>Cub Scout Camping:</b> Increase the percentage of Cub Scouts attending day camp, family camp, and/or resident camp	30% or 2 percentage points increase (i.e. 18%-20%)	45%, or 30% and 2 percentage points increase	90%, or 45% and 2 percentage points increase	25	50	100
#8	<b>Boy Scout Camping:</b> Increase the percentage of total Boy/Varsity Scouts attending long-term camp and high-adventure program	50% or 2 percentage points increase (i.e. 38%-40%)	60%, or 50% and 2 percentage points increase	80%, or 60% and 2 percentage points increase	25	50	100
#9	<b>Community Service:</b> Increase the amount of community service provided by Scouts, leaders and other participants.	Average 2 hours per youth member or .2 hour growth (i.e. .8 to 1.0)	Average 3 hours per youth member, or 2 hours and .2 hour growth	Average 5 hours per youth member, or 3 hours and .2 hour growth	25	50	100
<b>Unit Service</b>					<b>Total Points: 600</b>		
#10	<b>Chartered Organization Relationships:</b> Conduct a personal visit with a key person in each chartered organization.	90%	95%	100%	25	50	100
#11	<b>Commissioner Service:</b> Increase the number of registered unit commissioners over prior year.	Commissioner-to-unit ratio of 1:6, or 5% increase in the number of commissioners over prior year	Commissioner-to-unit ratio of 1:4, or 1:6 ratio and 5% increase in the number of commissioners over prior year	Commissioner-to-unit ratio of 1:3, or 1:4 ratio and 5% increase in the number of commissioners over prior year	25	50	100
#12	<b>Unit Visitations:</b> Improve the rate of visitations to units by commissioners.	UVTS 2.0 shows 5% of units are visited six times per year or 2 percentage points increase	UVTS 2.0 shows 10% of units are visited six times per year, or 5% and or 2 percentage points increase	UVTS 2.0 shows 25% of units are visited six times per year, or 10% and or 2 percentage points increase	25	50	100
#13	<b>Unit Performance:</b> Improve the performance ratings of units using Journey to Excellence metrics.	Have 60% of the units in the district achieve the Bronze award or above.	Have 65% of the units in the district achieve the Bronze award or above.	Have 70% of the units in the district achieve the Bronze award or above.	25	50	100
#14	<b>Voice of the Scout:</b> Improve response rate and Net Promoter Score on constituent surveys. --- Bonus Points in 2012 ---	Have 60% of all registrants (youth and adults) with email addresses in ScoutNET	Achieve bronze requirements and have 15% of those surveyed actually respond	Achieve silver requirements and achieve an overall average Net Promoter Score* of 45%	25	50	200
<b>Leadership &amp; Governance</b>					<b>Total Points: 400</b>		
#15	<b>District leadership:</b> Increase the number of volunteers serving on the district committee.	At least 10 members or increase of one person	At least 17 members or increase of two persons	At least 30 members or increase of three persons	25	50	100
#16	<b>District Committee:</b> Increase the effectiveness of the district committee.	At least 8 district committee meetings held within the past year	Achieve bronze requirements and have written succession plan for district leadership	Achieve silver requirements and have all key positions filled (District chairman, District commissioner, membership, finance and program)	25	50	100
#17	<b>Unit Leadership:</b> Increase the number of direct contact leaders who are trained.	22% or 2 percentage points increase (i.e. 12%-14%)	30%, or 22% and 2 percentage points increase	45%, or 30% and 2 percentage points increase	75	100	200



# **Scouting's Journey to Excellence**

## **2012 District Performance Recognition Program**

Journey to Excellence in 2012 will build upon the methods established in 2011. It is based on many of the best practices used in the corporate performance measurement field today. Below is specific information to help you understand the criteria and exactly what data will be used to determine the three levels of performance. In planning your strategy, use actual numbers from the previous year to guide your performance improvement goal-planning. The district may qualify by meeting either determined or performance improvement standards.

Finance Measures	
1	The council will approve goals for the district, defining bronze, silver, and gold determined standards. The district may be evaluated based upon achieving an overall fundraising goal or achievement of the individual elements, as defined by the council. There is no improvement performance standard for this criterion, as it is being measured against goals.
Membership Measures	
2	Total Lone Cub Scouts, Cub Scouts, Lone Boy Scouts, Boy Scouts, Varsity Scouts, Venturers, Sea Scouts, and Explorers on 12/31/12, divided by total available youth.
3	Difference between 12/31/12 total of Lone Cub Scouts, Cub Scouts, Lone Boy Scouts, Boy Scouts, Varsity Scouts, Venturers, Sea Scouts, and Explorers and 12/31/11 total of same membership categories, divided by 12/31/11 total of same membership categories.
4	Percent of traditional youth (Lone Cub Scouts, Cub Scouts, Lone Boy Scouts, Boy Scouts, Varsity Scouts, Venturers, and Sea Scouts) remaining registered after one year (12/31/11 to 12/31/12), including all transfers. Boy Scouts or Varsity Scouts who turn 18 within the year and Venturers and Sea Scouts turning 21 are not included in the calculations.
Program Measures	
5	Total number of Cub Scouts advancing at least one rank (Bobcat - Arrow of Light) on 12/31/12, divided by total Cub Scouts on 12/31/12.
6	Total number of Boy Scouts advancing at least one rank (Tenderfoot - Eagle) on 12/31/12, divided by total Boy Scouts/Varsity Scouts on 12/31/12.
7	District Cub Scouts attending any in-council/out-of-council day camp, resident camp, or family camp in 2012, divided by Cub Scout membership on 6/30/12. <i>NOTE:</i> Cub Scouts attending family camp are being counted beginning in 2012.
8	District Boy Scouts/Varsity Scouts attending any in-council/out-of-council long-term summer camp, high-adventure experience, jamboree, or serving on camp staff in 2012, divided by Boy Scout/Varsity Scout membership on 6/30/12.
9	Total service hours by Scouts, leaders, and other participants recorded on Journey To Excellence service hours website on 12/31/12, divided by registered youth (Cub Scouts, Boy Scouts, Varsity Scouts, Venturers, Sea Scouts, and Explorers) on 12/31/12.
Unit Service Measures	
10	Number of chartered organization heads (or designees) visited during 2012 by a commissioned professional or key district volunteer, divided by the total number of chartered organizations on 12/31/12.
11	Total number of traditional units (packs, troops, teams, crews, and ships) on 12/31/12, divided by total number of all unit commissioners (paid or multiple registration with position code 80) on 12/31/12. Performance improvement is the difference between the total number of unit commissioners on 12/31/12 and 12/31/11, divided by total on 12/31/11.
12	Number of unique units receiving six or more visits or contacts, as recorded in the Unit Visit Tracking System (UVTS 2.0) during 2012, divided by total number of traditional units on 12/31/12.
13	Total number of traditional units rated as bronze, silver, or gold on 12/31/12, divided by the total number of traditional units.
14	<i>Bronze:</i> 60% of all volunteers and chartered organization representatives have an email address in ScoutNET, and 60% of all traditional members have a parent's/guardian's email address in ScoutNET. <i>Silver:</i> Total number of survey responses divided by number of those surveyed minus number of email bounce backs. <i>Gold:</i> Overall average of Net Promoter Score* for all seven segments is 45%.  <i>*The Net Promoter is a registered trademark of Satmetrix, Bain &amp; Company, and Fred Reichheld.</i>
Leadership & Governance Measures	
15	Total district committee members, including District chairman (61), District vice chairmen (62), Neighborhood chairmen (64), District members-at-large (75), District committee members (79), and District commissioner (81), with paid or multiple registration on 12/31/12.
16	<i>Bronze:</i> The district conducts at least 8 district committee meetings during 2012. <i>Silver:</i> The district has a succession plan, including volunteers identified to serve as district chairman and district commissioner in future years. <i>Gold:</i> A volunteer is registered in all key district leadership positions on 12/31/12, including District chairman, District commissioner, membership, finance, and program).
17	Number of Cubmasters (CM), Tiger Cub den leaders (TL), Den leaders (DL), Webelos den leaders (WL), Scoutmasters (SM), Leaders of 11-year old Scouts- LDS (10), Varsity Scout coaches (VC), Crew advisors (NL), and Skippers (SK), paid or multiple registration, completing essential training requirements for their position by 12/31/12, divided by total number in the positions listed above on 12/31/12.

**Scoring the district's performance:** To determine the district's performance level, the council will use the above information to measure the points earned for each of the 17 individual criteria and then add those individual point scores to determine a composite score. Bronze level requires earning 825 points, Silver level requires earning 1050 points and Gold level requires earning 1,350 points (plus at least bronze level in fundraising).

