

Chief Seattle Council Membership Growth Plan 2018



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Introduction

Executive Summary

In the 2015 program year Chief Seattle joined an effort initiated by the Area to focus on recruiting Tigers in order to create a culture of growth. By the end of 2015 Chief Seattle experienced its first growth in membership in several years with the majority of the growth coming from the Cub Scout program. At the end of 2017 the Cub Scout program completed 24 months of consecutive growth. Membership growth focus will remain on Cub Scouts for 2018.

Like most councils nationwide, Chief Seattle has been experiencing a decline in participation in the Boy Scout program. This is a result of the small number of youth joining as Cub Scouts earlier in the decade. Our current data shows that 94% of Boy Scouts come from Cub Scout program, so past weakness in Cub recruitment is working its way through the Boy Scout program. Reports do show a growth in Boy Scouts for 2017, but this a one-time event mostly due to the LDS members moving their youth from Varsity and Venturing into Boy Scouts.

The Lion program will continue as a pilot program for now, however voting by the National Program and National Membership committees is scheduled for February 2018 to add Lions as a permanent part of the Cub Scout family. Chief Seattle participated in the Lion pilot program which has helped with overall Cub Scout growth.

Beginning with the 2017-2018 program year Cub Scouts will add girls. The new combined program will be called "Family Scouting." In response to popular demand, National has announced a "soft launch" of Family Scouting. From January 15th to the end of March, Cub Scouts will register girls for the current program year. Chief Seattle has decided to participate. Girls that are registered will either form their own Dens in Packs that have reached an agreement with their Chartering Organizations to add girls or new Packs may be formed with a new Chartered Partner. The annual Ignite Your Membership workshop in March will be dedicated to the Family Scouting recruiting efforts and program updates.

Looking forward to 2019, the current plan is to allow girls to join Boy Scouts also. This will create new dynamics that are expected to be positive but hard to predict.

Demographic Background

Chief Seattle Council is comprised of 13 districts (12 geographic plus Scoutreach which encompasses the entire council) each with a wide variety of characteristics. The council covers 105 different ZIP codes with a wide range of demographics. The largest race/ethnicity groups are Caucasian/White with an estimated 65.0% and Asian with an estimated 14.4% of the total population. Approximately 75% of the adult population has some college education or more.

The 2016 census population estimate is 2,371,874 with 974,145 households. Estimates put 93.9% of the households in an urban area. Total Available Youth (TAY) breakdowns are listed below.

Chief Seattle Council served the following number of youth:

	2016 Youth Served	2016 Estimate of TAY	% 2016 TAY Served
Cub Scout age	8,964	69,150	12.9%
Boy Scout age	6,874	39,748	17.2%
Venturing age	1,503	76,625	1.9%
Total Youth	18,027	185,523	9.7%

Market share measures the number of youth being served to the number of available youth. *Retention rate* is the number of youth who participate year over year and is often a good measure of the value of the program. These numbers are as of November 2017. Our council's market share is above average, although we are low on retention rates compared to the Area and Region.

	Average Market Share	Retention Rate	Youth Served
Chief Seattle	9.5%	80.0%	17,557
Area 1	8.3%	80.2%	97,326
Western Region	8.8%	84.6%	640,265
National	7.4%	76.0%	2,199,621

In comparison, the Boys and Girls Club serves approximately 4.0 million youth annually. Girls Scouts of America reports 1.8 million registered youth year end 2016.

Membership Committee Organization

The Membership Team consists of the Vice President of Membership, District Membership Chairs and an assortment of volunteers without an official title. The concept of District Membership Chairs belonging to a team and working together continues to be part of a culture change in the Council. Volunteers are often more focused on program development and delivery than building youth membership.

With the growth of the Millennial generation as part of the volunteer structure, the concept of a “chair” was revisited at the National level. The position of “[New Member Coordinator](#)” was introduced in 2017. This position can be held by more than one volunteer in a unit. Each unit may decide the responsibilities and tasks assigned to each volunteer holding the position. These tasks may include but are not limited to:

- Welcome new families
- Identify Cub Scout registration nights for elementary schools
- Soft marketing in schools and community
- Yard signage in community: schools, parks, community athletic fields, shopping areas, street medians
- Recruiting activities at the school: boy talks, flier distribution, stickering
- Cub Scout registration night
- Parent orientation night
- Spring recruiting of Tigers
- Spring Tiger Den Leader
- Recharter

This model is similar to what Chief Seattle has been teaching to volunteers during 2017. Units are encouraged to have everyone pick a volunteer opportunity, small or large. Many positions of leadership can be broken down into small tasks with a limited time commitment. The New Member Coordinator is the first position that National has added that allows multiple people to hold the position.

Plan for Membership Growth

Growth Opportunities

With 94% of Boy Scouts coming from Cub Scout program, focus will remain on Cub Scouts, specifically Tigers. The Lion program currently remains in pilot but is a potential source of new Cub Scouts.

Focus will remain on growing membership by adding youth to existing units. District Executives may also identify individual elementary schools for potential new units, both public and private institutions. Starting new units with just a Tiger den is encouraged so that youth already engaged in a unit do not have their program disrupted.

Goals

Focus on Tiger Growth

Together with the other Councils in Area 1 of the Western Region, focus on growing the Tiger segment of the Cub Scout program as part of the Tiger Growth Initiative.

Expand the Lion Program

Identify Packs that currently do not have a Lion program and support them in their efforts to build a Lion den.

Move Cub Scouting to the new Family Scouting Program

Register and retain girls into Cub Scouts by creating Dens within current Packs or starting a new Pack.

Cultivate Family Onboarding

Build a process to onboard parents at the Council, District and Unit levels across the Cub Scout and Boy Scout programs.

Action Plan

Focus on Tiger Growth

Task	Assignment	Due Date
Educate volunteers and professionals on audience development	Vice President Membership	ongoing
Provide tools to districts and units for recruiting	Vice President Membership	ongoing
Work with Program team to create meaningful Adventures (Experience Oriented Events) directed to Tigers	Vice President Membership Vice President Programs Council Staff	February 2018
Identify Packs and Dens with low retention rates, help modify program, and review volunteers	Council Staff Membership Team	March 2018
Hold Spring Recruiting events for kindergarten youth	Council Staff Packs	April and May 2018
Identify meaningful recruiting materials	Council Staff Membership Team	August 2018
Emphasize peer-to-peer recruiting #BringAFriend	Council Staff Membership Team	August 2018
Fall Recruiting effort with every Pack starting a minimum of one Tiger Den with 5 youth	Packs Council Staff	September and October 2018

Expand the Lion Program

Task	Assignment	Due Date
Communicate information and updates on Lion program	Vice President Membership	February 2018
Identify Packs without a Lion den	Council Staff	June 2018
Launch Lion den in all Packs	Council Staff Membership Team Packs	August 2018
Recruit youth in kindergarten	Packs Council Staff	September 2018

Move Cub Scouting to the new Family Scouting Program

Task	Assignment	Due Date
Agree to participate in “soft launch”	Scout Executive	December 2017
Identify Units to participate in soft launch	Council Staff Units	January 2018
Launch online registration effort	Council Staff Participating Packs	January 2018
Hold Ignite Your Membership workshop	Vice President Membership Council Staff	March 2018
Evaluate participating units	Council Staff Membership Team Vice President Membership	June 2018
Launch fall recruiting of Family Scouting	All Packs Council Staff	September 2018

Cultivate Family Onboarding

Task	Assignment	Due Date
Create Chief Seattle online registration landing page	Vice President Membership	January 2018
Update Council Cub Scout Welcome postcards	Vice President Membership	February 2018
Foster Parent Orientation in Cub Scout Packs and Boy Scout Troops	Council Staff Membership Team	September 2018
Create and distribute Pack check list of onboarding tasks	Vice President Membership	May 2018
Create and distribute Troop check list of onboarding tasks	Vice President Membership	May 2018
Educate units on New Member Coordinator position	Vice President Membership Council Staff Membership Team	ongoing
Continue “Everyone Volunteers” theme	Vice President Membership Membership Team	ongoing

Resources

Appendix A

[Chief Seattle Council Market Analysis](#)

Appendix B

[Chief Seattle Council Membership Resources Website](#)

Appendix C

Link to [National Marketing and Membership Hub](#) website

Appendix D

Link to [2018 National Growth Plan](#)