



BOY SCOUTS
OF AMERICA®

BLUE MOUNTAIN COUNCIL

Membership Growth Plan 2018



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Introduction



The Blue Mountain Council has a rich history of serving youth and families in our communities throughout southeastern Washington and northeastern Oregon with a program quality that is second to none. Despite our rich Scouting history, however, we have been managing a gradual decline in membership over the years as we watch our density drop below 10% of our target youth market. This membership growth plan dually focuses our efforts on aggressively stemming that decline and beginning to grow our membership, especially within the Latino community and other underserved populations, while sustaining that growth into the future.

Mission Statement for Blue Mountain Council and Boy Scouts of America



The mission of the Boy Scouts of America is to prepare young people to make ethical and moral choices over their lifetimes by instilling in them the values of the Scout Oath and Law.

- *On my honor I will do my best to do my duty to God and my country and to obey the Scout Law; To help other people at all times; To keep myself physically strong, mentally awake, and morally straight.*
- *A Scout is trustworthy, loyal, helpful, friendly, courteous, kind, obedient, cheerful, thrifty, brave, clean, and reverent.*

Blue Mountain Council Vision Statement



The Blue Mountain Council will prepare every eligible youth within our communities to become responsible, participating citizens and leaders who are guided by the Scout Oath and Law.

Geography and Population Data

Map and General Description



The Blue Mountain Council covers almost 29,000 square miles, including eight counties in northeastern Oregon and three counties in southeastern Washington, with a total population of more than 465,000 people. Almost 30% of the youth population is Latino, with even greater than 50% in some of our communities. Depending on the community, between 18% and 30% of families in southeastern Washington and northeastern Oregon are struggling to survive below the poverty line. A map of the council and district boundaries may be viewed through the following link. [Map of Blue Mountain Council](#)

Total Available Youth Population



Here is a breakdown of our [Target Market Density](#) by district, allowing us to easily recognize those areas of the council least served by Scouting units. In addition, we can note those areas with the greatest growth opportunity, especially as we tailor the program to meet the needs of Latino families, and strive to deliver programming to youth in at risk neighborhoods.

Membership Goals and Objectives

Membership Growth Goals



Recognizing the membership slide we've been experiencing here and in many parts of the country, we know we need to grow Scouting in a BIG way. We cannot continue to poke along with a plus one mentality and then actually become less relevant in our communities. The slide will continue if we don't push ourselves to achieve significant growth. Based on our recognized weakness in growing our Cub Scout program, and recognizing that a continued decline in Cub Scouts will ultimately bring about the decline of our other programs as well, our primary focus is on Cub Scout growth, achieving most of that growth by starting new Cub Scout packs. The links below paint a picture of where we have been and project our goals forward as we aim to better penetrate our target youth market in a BIG way over the next five years.

[5-Year Membership History and 5-Year Growth Projections](#)

[GRAPH](#)

Membership Action Plan

New Unit Development



The Blue Mountain Council is excited for the opportunity to get out in our communities, build relationships and grow the programs BSA has to offer. We are starting 2018 with a new Scout Executive, Council VP of Membership and a new field staff.

Our goals and plans to organize new units include the following action items:
1- Recruit and strengthen Membership Chairman/Committees for each of the districts in our council. We currently have district Membership Chairman for 2 of our 6 Districts in our Council. Our Council VP of Membership is working closely with each district to support and ensure membership committees are recruited and functioning.

2- Develop district new unit recruiting team. We need 2-3 prospects for every potential new unit. Each district is being asked to:

- a. Develop a new unit recruiting team of at least 2 members to help start new units.
- b. Utilize the [Potential Chartered Organization Inventory](#) spreadsheet to track contacts and progress with organizations in our communities, including existing partners who do not currently offer the full family of Scouting. As suspects are turned to prospects, they will be monitored more closely on separate district [New Unit Prospect Tracking](#) spreadsheets for each district.

3- Field staff will assist new unit recruiting teams by helping to maintain the list of at least five new unit prospects on their list at all times.

- a. Expectation is that field staff make at least 1 sales call a week.
- b. Blue Mountain Council has offered a \$100 field staff incentive for every new unit organized.
- c. A new unit must have a unit commissioner to ensure the unit's growth and long-term success.

4- Develop New Unit support. New units require care and support if they are to grow and thrive. Each district is being asked to:

- a. Recruit a team of trainers to provide new unit leader training and committee training to new units.
- b. Recruit an Assistant District Commissioner to be responsible for recruiting and training new unit commissioners, who should be experienced commissioners with unit leader or committee chair backgrounds. New unit commissioners should be assigned at most one or two units.

5- Opening recruiting channels. Field staff will be working closely with units and school districts to ensure recruitment events are successful.

6- Emphasis on unit growth in operations. We will track progress in unit growth at each staff meeting, including:

- a. Unit recruiting team in place with at least 2 members
- b. Number of prospects contacted
- c. New unit commissioner ADC and enough new unit commissioners for district goal recruited
- d. New unit commissioners receiving new unit commissioner training
- e. New units recruited
- f. New unit leaders and unit committee chairs (and den leaders, for Cub Scout units) trained.

7-New Unit Sustainability Plan. As new units are started, the new unit organizing team will share with key unit leadership the fundamental processes found in the [New Unit Sustainability Plan](#) that when followed help to ensure sustained long-term success as a unit. Key unit leadership agrees to follow these processes and seek to continue growing the unit.

Youth Recruitment Priorities



Communication

Communication is vital to team effort and membership. Blue Mountain is in the process of strengthening our communication practices through increased use of technology. We are creating shareable documents that will enable everyone to view the membership plan, as well as the steps we are taking to implement the plan and the progress we are making. Increased communication will build our council unity, increase our teamwork, provide accountability and transparency, help us retain staff and committee members, and ultimately increase membership.

Spring & Fall Recruitment

Blue Mountain will hold a *Recruitment Kick Off* prior to fall recruitment to educate and motivate unit leaders about recruiting. Each unit will be encouraged to hold a recruitment event in the fall and spring. Those units that commit to holding recruitment events will be provided with recruitment materials to assist them. Blue Mountain will use the *Camping With Cub Scouts* recruitment theme found on the Membership Hub to unify and simplify the planning process for all units.

Post-Recruitment Adventure

Blue Mountain lacks a strong, post-joining experience for new Cub Scouts. We have promised new Cubs an adventurous program and we need to deliver. Consequently, Blue Mountain will provide a strong, fun-filled camping themed experience for each new Cub Scout immediately after our fall recruitment in late September. This experience will hook the youth and make them eager to continue.

LDS Recruitment

Ideally, Blue Mountain wants all LDS units to recruit. To begin the process, we will approach select LDS units that have a strong program with passionate, trained leaders, and invite them to actively recruit. As part of our invitation we will encourage them to attend the *Recruitment Kick Off* so they will have the knowledge and tools to be successful.

BeAScout.org Lead Management

Blue Mountain will educate each unit in the council about the use and management of pins, and encourage units to participate. We will set a deadline for updating pins, after which pins that are not updated will be removed from the map. We will review leads every month to determine if units are following up with their leads. If follow up is lacking, we will remove their pin from the map.

Special Programs Focus

Girls will be a new focus for the Blue Mountain Council. We will assess existing chartering organizations to determine if they want to add girl units, and we will approach each potential chartering organization with the whole family of scouting.

The LDS church has chosen not to participate in the whole family of scouting at this time, so we will determine if there is LDS parental interest in having their girls served by community chartering organizations

Blue Mountain recognizes the majority of scouts began as cub scouts, so we will continue to participate in the Tiger initiative developed by Area 1. We will also continue to recruit Lions.

BMC Venturing/Exploring Programs



We will research leads to grow Exploring/Venturing Posts and Crews in all 6 districts in our council.

- Our goal is to start 6 new Explorer Posts and 6 new Venture Crews for a total of 12 new units with an goal overage of 8 youth.
- We will recruit more volunteers for an Exploring Committee to service our existing Posts and provide a quality program.
- We will build a relationship with our School Resource Officers as well as our Principals in order to increase recruitment for our current Posts and Crews.

Scoutreach - Serving the Underserved



Recognizing that our council has some of the most economically depressed communities in the pacific northwest and that some of our demographics are simply not being reached, we will tailor our programming to better meet the needs of these youth and families, removing barriers and making Scouting possibilities come alive for them and their future.

[Scoutreach Programming Plans](#)

Social Media and Marketing



We will work with units to develop Facebook advertisements for the unit's targeted service area, inviting youth and parents to attend local "Sign Up Night." Throughout the year, we will place additional Facebook ads promoting Scouting and Cub Scout Day Camp opportunities as incentives to join Cub Scouts. These ads will include some use of "BeAScout.org." Leads will be directed first to units and then to district membership volunteers.

Membership Action Plan Calendar



January-

Plan/Promote Spring Recruitment for our units

February-

Complete Annual Membership Agreement

Promote Webelos to Boy Scout transition

Plan Spring Recruitment for our packs

Community Outreach recruitment efforts

March-

Day Camp sign ups

Coordinate Spring Recruitment drive

Check Webelos to Boy Scout transition

Coordinate District Cub Scout Recruitment training

Community Outreach recruitment efforts

April-

Day Camp sign up

Coordinate/Execute Spring Recruitment drive

Community Outreach recruitment efforts

May-

Execute Spring recruitment Drive for Units

Start planning for Fall Recruitment

Ensure all Day Camp youth participants are registered

Community Outreach recruitment efforts

June-

Community Outreach recruitment efforts

Plan for Fall Recruitment Drive for units

Promote recruitment Training for pack

Cub Scout Day Camp

July-

Community Outreach Recruitment efforts

Promote recruitment Training for packs

Plan for Fall Recruitment Drive for units

Plan a Cub Scout event for Fall Recruits in October

August-

Coordinate District Cub Scout Recruitment Training

Community Outreach Recruitment

Begin Fall Recruitment

September-

Coordinate Fall Recruitment Drive
School Recruitment and registration
Community Outreach Recruitment

October-

School Recruitment and registration for packs
Ensure all new youth recruited get registered
Cub Scout event for new recruits
Community Outreach recruitment efforts
Re-charter

November-

Follow up with additional recruitment and registrations for each pack
Community Outreach recruitment efforts
Re-charter

December-

Re-charter

Volunteer Infrastructure

Council Membership Growth Team



In order for the plan to be successful, it will have the full support of the Council Executive Board. They, along with proper staff support, will help to recruit, train and motivate the necessary volunteers to ensure all facets of the membership growth plan are implemented. Implementation simply cannot happen without enough trained and energized volunteers to take ownership of the various segments of the growth plan. Since it is such a critical component to the plan, the Council Executive Board will take full ownership of the responsibility to see that we adequately staff the Council Membership Growth Team. [See chart](#) on page 9 for structure of volunteer needs.



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Membership Committee

