

District Committee Meeting
April 2, 2015
One Bergen County Plaza
Hackensack, NJ,

Key People

Ken Dutcher, District Chairman
Barry Goldman, District Commissioner
Joel Lieberman, Senior District Executive
Steve Leonardi, District Field Director

Opening and Handouts

Norman Kasser led the opening Pledge followed by the Scout Oath and Law. Handouts were tonight's agenda, a flyer for the upcoming District Committee Workshop, a set of recommendations from Biff Van Kleef, a copy of the district's 2014 gold-level Journey to Excellence (JTE) score sheet, a breakout of how the various district operating committees can affect JTE in 2015, and a summer camp tracking report. Later in the meeting Mark Wrightington handed out an event calendar summarizing this year's events plus proposals for next year and the year after that.

"One eye" on the Journey to Excellence (JTE) Scorecard

Ken warned that the agenda might be too full for the time allotted but promised that items not covered or not covered in sufficient detail would be added to the May agenda. Tonight's priority will be a "survey" of the operating committees along with "thinking about" how to focus on the 2015 JTE award. Ken made it clear that we will not change how we do things in order to match the JTE scorecard, but instead we should "keep one eye on JTE." As an example, he proposed running district events as usual, but possibly adding to each a camp promotion or an advancement opportunity in order to "move the needles" for those JTE categories. Ken added Membership and Recruitment as categories that also need focus.

"Top of Mind" Potential Additions to the Agenda

Barry Messner proposed discussing later the Greater New York Councils' decision to hire an openly gay 18-year old Eagle Scout onto its camp staff.

http://www.nytimes.com/2015/04/03/nyregion/with-hire-boy-scouts-affiliate-in-new-york-defies-ban-on-gays.html?_r=0

Mark Wrightington proposed discussing later a district-wide service project.

Congratulations to Scouter of the Year Mark Wrightington

Ken congratulated Mark on the award he received last week from the Scout museum. He also thanked Ed Quinn for organizing the event and suggested that Ed's caterer should be hired again for the upcoming District Awards Dinner.

Ken announced that Mark will fill the open position of "Vice-Chair for Program," and that Mark had also agreed to provide assistance to both the Training and the Advancement committees "where they have gaps" with Cub Scout advancement or Cub leader training.

Training and Membership Committees

Ken said that Bill Severino's work volume in his business had expanded, requiring him to step down as Training Committee Chair, although he will continue to remain a member of that committee. Ken called it "an opportunity for someone to step up." Later in the meeting Ed Quinn said that some time ago he had volunteered to join Bill as an assistant, but no one had followed up on his offer. Ed offered the museum as a venue (assuming approval by the other directors) and was willing to buy a projector. Ken suggested that Ed sign up for the next "train the trainer" EDGE course.

Ken said that he and Joel had been in touch with Suzanne Byrne who had expressed interest in Membership, and hoped that she would attend our May meeting so he could introduce her.

Commissioner Report - A Website Tool

Barry Goldman described "My-dot-Scouting-dot-Org" as a relatively new website that presents a different set of "tools" to each Scouter based on his or her job title(s). He said that his commissioner staff had a tool where they could record their unit visits as well as other kinds of contacts, such as phone calls or even chance meetings.

Commissioner Report - Ensuring Cub-to-Scout Transitions

Barry Goldman wants his Unit Commissioners to encourage Scoutmasters to work more closely with their feeder Cub packs and to take a more active role in recruiting. He said that Scoutmasters should not assume that Cubmasters and Den Leaders are actively encouraging transitions, saying, "They may not care if Cubs move on to Boy Scouts, so we want the Scoutmasters to care." Barry proposed having Arrow of Light candidates attend a Boy Scout meeting once a month.

Program - Cub Family Weekend (Jun 13-14)

Mark made these points about the Cub Family Weekend at Camp Lewis:

- The council scheduled two weekends and tasked the districts to run them (with council providing support). The May weekend will be run jointly by the other two districts, whereas we have the June weekend.
- Mark called it a 1-day event with the option to sleep over. Nothing is scheduled for Sunday other than breakfast and site inspection.
- Each family weekend is intended to be a taste of Cub summer camp with 8 stations. We have been asked to provide three people at each station (thus 24 total), and one of the three must be an adult. The council will also have some members of the camp staff present.
- Stations will be Archery, BB guns, Leather Craft, Field Sports, Rocket Assembly, Rocket Launch, more Field Sports, and Fishing.

- We should do our best to recruit qualified people to man the archery and BB gun stations. Some names were suggested.
- Not clear at this point is whether we will also have to staff the kitchen and provide EMT support. Ken asked Biff Van Kleef to research these two.
- The early-bird fee is \$35, which jumps to \$50 in order to encourage as many early sign-ups as possible.
- Mark said that the council will pick up costs, such as souvenir patches and "swag." We just provide manpower.
- Mark said that every Cub family had received a colored brochure in the mail. Biff proposed that we broadcast additional notices. Everyone agreed.
- The goal is to have 250 attendees -- more will be better.
- In addition to Cub Scouts, Cub-aged siblings may also attend. There is no program for siblings younger than Tiger age -- Mark called them "spectators."
- Families planning to stay overnight must bring their own tent.

Norman said that the council posted a description of the weekend in the form of a "flipbook":

<http://online.flipbuilder.com/hmae/neae/>

District Committee Workshop (Apr 11)

Joel described the council's upcoming District Committee Workshop, saying "If you are relatively new to the District Committee, you will get some insight as to what to expect moving forward." The workshop will start with an overview of how the council and its districts are organized and the role that districts play in the council's vision. That will be followed by breakout sessions where, for example, the council's and the three districts' training people can get together. Other breakouts will be for advancement, membership, finance, camping, physical properties, FOS, and endowments. He said, "Everyone can learn what their specific jobs are." Joel contrasted this workshop to one held a few years back, which had a different intent and which did not involve talking about job descriptions.

Joel said that some Scouters might want to pursue earning the "District Committee Key" award. Ken urged everyone to attend, saying, "All 48 or 68 of us are invited and expected. This will be a real training opportunity." Joel noted that Biff will conduct a training session for Unit Commissioners on the same day with a dozen people already signed up.

Biff's Analysis and Recommendations

Ken referred everyone to a 1-page handout prepared by Biff titled "3 Rivers District Planning Ideas" with major topics of Membership, Finance, and Program. However, there was only enough time to discuss Membership.

Biff's handout proposed populating the district's Membership Operating Committee with people drawn from (to start with) Cub packs, specifically a pack's membership chair. This would require assistance from Unit Commissioners who would identify that person. Ideally each of the district's 9 "communities" would be represented on the committee, thus creating a 9-man committee plus a chair. The committee should meet monthly. One

member would be specifically tasked with Cub retention. Joel restated the goal as creating a "think tank" of people from successful packs who could come up with ideas and deliver them to the other less successful packs.

Ken asked Anthony Catalano, as a Unit Commissioner, to comment on Biff's idea. Anthony predicted that the pack's membership person will be one of the moms, but he had doubts about convincing her to "put on another hat" as a contributor to the district. He said it would be much easier to sit with her one-on-one to brainstorm.

Ken asked Barry Messner to comment. Barry said that with most units "It will be like pulling teeth," explaining that most packs have barely enough leaders to fill major positions, let alone the auxiliary position of membership. Typically a fall recruitment event will be planned by the Cubmaster plus one or two others. Barry Goldman picked up on "auxiliary" and said, "As an auxiliary job, it may have never occurred to the Cubmaster that he needs someone to concentrate on recruiting until someone points it out." Biff said that a membership position is described in the Cub Committee Guidebook, but Barry asked, "... And if you don't look in the guidebook?"

Joel was very interested in having an effective district membership committee, explaining, "Membership is currently being driven by the professionals, but we need support. When a unit is going down in numbers, it's the professionals and maybe a few commissioners who have to try to build that group up again or make the decision, 'Do we even want to be bothered.'" About the successful units, Joel said, "We're not asking them to put on another hat. We're asking them to share ideas with others."

Steve Leonardi recalled a prior initiative called, "The Ideal Year of Scouting," which he described as seminars in best practices run by Pat Coviello with standing room crowds of parents and unit leaders. He proposed an early fall seminar for "Ideal Year of Recruiting," featuring a number of successful packs and troops that he named and added that it should be organized by the district membership committee "when it firms up." Steve said he still has a copy of Pat's agenda and handouts and would give them to Joel. Ken agreed and said, "I think we should shoot for it." He proposed an ad-hoc group who would identify "energetic" Cub packs and then prepare a report in time for the May District Committee meeting. Ken again mentioned Suzanne Bryne, and Norman suggested names of other people who had volunteered for membership duties in the past. This triggered a lengthy discussion of various potential members and their strengths and how best to recruit them.

Ed Quinn warned that chairing a membership committee is a difficult job -- even "overwhelming" -- and should not be "dropped" on an unsuspecting volunteer. Leslie Sonkin agreed and said that people not in a position to chair the committee might be well suited to tackle "bite-sized" tasks. Mark proposed using co-chairs.

Editor's note: Although Biff's recommendations for Program were not discussed, Mark referred to them later in the meeting. Biff's Program recommendations called for starting planning for each event "at least 3 months in advance," and also listed five tasks that "need to be in place 3 months in advance," such as budget, location, cost per participant, etc.]

Operating Committee Reports (Plus "Eye On" JTE)

Prior to the asking for reports from the operating committees, Ken repeated his earlier statement of "no change to how we conduct business" but we should add "thinking in terms of the JTE scorecard."

Camping Report: Barry Messner referred to the "Summer Camp Tracking" report that compared March 2015 to March 2014 and said, "Numbers for all camps are down except for No-Be, for a total reduction of 202. That's not a good thing." He said that the council had mailed brochures to all families, and that he and other FOS presenters had been adding camp promotions to their presentations.

Barry said that the District Fall Camporee will have an aviation theme and is currently scheduled for the last weekend in September 2015, but the date needs confirmation with the Rhinebeck Aerodrome. He said that he had run a similar camporee in 2008 with Peter Hilaris that was "highly successful." Ken said that he had tentatively scheduled a Scoutmaster training session for that same weekend but was willing to change the date in order to be available to assist. In response to Ed Quinn's question, Mark said that Ken Hesse changed his District Camporee's date to March 2016.

Camping and JTE: Ken referred to JTE scorecard items #9 and #10, where the district earns points by increasing respectively the number of Cubs and Scouts attending summer camp. Barry said, "We're always trying to create more camping opportunities such as the camporees and ScoutFest," and Mark provided the connection to JTE by telling how his family was "reluctant" to send his son to camp and said, "Mothers are even more reluctant that I was. We have to let mom see that it's fun and safe up at camp." He told about a 1-day sampler that Vicki Ludwig ran and said, "It might not have reassured the moms, but it lit a fire under the kids who started to pester their moms." He concluded, "Anything we do, such as camporees or single days before camp starts, [will help increase attendance at camps]." Ken summarized: "It's about giving people opportunities. That's probably the best we can do to move the JTE needles -- at least until we can get an energized Marketing Committee to help us plan things out."

Picking up on Ken's remark about marketing, Leslie said that the council Marketing Committee that she belongs to "got an early jump on marketing the different camps. Our plan is to have two or three separate mailings directly to unit leaders." She added that this year's materiel has come out earlier than ever and is thus available earlier at Roundtables. Leslie said, "This is the time when families start planning what they will do for the summer."

Norman recalled that Camp Lewis Ranger Paul Lopes used to run a well-attended "Taste of Summer" weekend during Mother's Day weekend, which was exactly the kind of event that Mark recommended. However, Norman was not able to recall when the event ended or why. *[Editor's note: The last Camp Lewis "Taste of Summer" was in May 2009. The one scheduled for May 2010 was canceled by the council so as not to conflict with their own event at the Secaucus Xanadu named "100th Anniversary EXPO!" As it turned out neither event took place.]* Leslie said that the Weboree committee was considering Mother's Day Weekend in 2016 due to an April conflict with the 8-day Passover holiday.

Mark said that he ensures that a camp promotion is one of the stations at his annual Tiger Tumble event. He said, "Maybe every event should have a 5-10 minute intermission devoted to a camp promotion." Ken added that every training course should do the same and that another should take place at the council's Program Launch. In response to Barry Messner's question, Joel said that the previous Roundtable had a segment devoted to camp promotion.

JTE Scorecard - Who is Responsible for "Moving the Needles"

After the Camping report, Ken referred to his handout titled "Responsibilities... for JTE Criteria" and pointed out how it was actually Cub and Scout unit leaders who have the most impact on increasing summer camp attendance and are thus most responsible. Ken said that the best the district can do is to help the unit leaders by running camp promotions and organizing district-sponsored events. He said that he will add this topic to the May agenda for further discussion.

Finance - Fundraising on the JTE Scorecard

Referring to JTE item #1, Biff said that he was missing information needed to address that JTE requirement. He said that the council had set total FOS fundraising goals for our district: Family = \$90K, Leadership = \$16K, Community = \$30K. However, Biff was not aware if they had also determined how much was needed to achieve JTE item #1 at bronze, silver, or gold levels. Ken asked Biff to get clarification when he next meets with Joel and/or Steve.

Finance - FOS (Friends of Scouting)

About Leadership FOS, Biff said, "We're only halfway toward our goal. If you have not already done so, please make a pledge." He said that calls will be made shortly to the Three Rivers Committee members who have not yet pledged. He suggested \$20.

About Community FOS, Biff said that he will attend the council's sports dinner featuring Eli Manning, which has a "big ask" of \$300 that will be applied to our Community FOS campaign. He encouraged others to attend as well.

Program - A Large How-To Chart

Mark referred to Biff's program recommendations about aspects of event planning that need to get done well in advance and said, "I made up a chart showing what we should be doing at each point leading up to the event itself starting four months in advance." He

then unfurled a very large Excel-based chart made up of many pages taped together. Joel offered to post it in his office, saying, "It's a great visual aid for us to look at."

<http://www.nnjbsa.org/openrosters/DocDownload.aspx?id=148899>

Mark continued, "The chart may have to be tweaked, with simpler events losing steps and complex events needing additional steps." Biff said that the Klondike especially needs to have better advance information than it has gotten in the past. Mark agreed and said, "You're right, but the Klondike is not alone in that. We don't publicize stuff early enough." Norman said that he had been told to cut down on the number of messages he may broadcast to the district list via Doubleknot and said, "I'm going to need some help here." Mark, Barry Goldman, and Leslie all offered suggestions for workarounds, with Mark pointing out that his chart has boxes for "different points in the process that need information sent to different audiences. We can find a way to get the word out." Joel concluded, "If this is specific branded information relative to district business, we will find a way to get the information out."

Program - Upcoming Events

Mark announced these upcoming events:

- April 19 - District Award of Merit Dinner, with tonight as the last night to give Rich Curran nominations. After adjournment Rich will conduct the session to determine the recipients. Mark added that he has tickets for the dinner. The caterer will be the same one who did the Scouter of the Year dinner (as agreed by the Elks Club host). Anthony Taormina will print the programs. Barry Goldman will be the M.C. Mark reminded everyone to e-mail Rich about Service to Local Unit awards. Leslie agreed to contact the Elks to see if there will be a charge to use their hall.
- May 3 - District Rocket Launch is simple to run, and Ken Hesse rarely needs help.
- June 6-7 - World Conservation Weekend will be run by Henry Hahn, who did it last year as well.
- June 13-14 - Family Camp Weekend
- June 20 - District Fishing Derby is always well run by Gerry Beatty.

Mark had a handout with events listed for this year, next year, and the year after; that is, 2016-17. He said that the first two years were needed now for the council's printed calendar, so he just went ahead and added one more year to his handout.

Program - National's Summertime Award

Biff said that we should promote units earning the Summertime Award, which requires troops or packs to attend an event in June, July, and August, with August being the problem. He thus proposed adding some kind of event in August, but Ken asked Biff to delay his proposal until next year to allow time for proper planning.

Order of the Arrow Elections

Paul Adams reminded everyone that the OA is currently scheduling elections and noted that the first Ordeal Weekend will take place in May. He also reminded people that adults are eligible for membership based on how many youth in their units are members.

Awards - Service to Local Unit

Rich Curran asked people to always e-mail him the text that will appear on a Service to Local Unit certificate, so that he can easily do a copy-and-paste. He said that he received an application in the mail that will require retyping the text. Leslie offered to assist.

Finance - Paul Adams Volunteered

Ken announced "late-breaking news" that Paul Adams had volunteered to head the district's Finance Operating Committee, while still remaining active on the Advancement Committee. He thanked Paul and also thanked Ed Ference of Advancement for agreeing to share Paul's services.

District Exec's Minute

Joel congratulated everyone for our achieving a gold-level Journey to Excellence award, pointing out that we were the council's first ever district to do so. He thanked Ken for his leadership and he thanked Barry Goldman for his leadership with the Commissioner staff, saying, "What you did two weeks ago was commendable." Joel concluded, "I'm looking forward to a great year." Ken then handed out JTE sleeve patches to those who had not received them last month.

**District Committee Meeting
April 2, 2015**

Attendance

Paul Adams

Sal Bellomo

Barbara Bruno

Anthony Catalano

Rich Curran

Ken Dutcher

Ed Ference

Dona Furfaro

Norman Kasser

Steve Leonardi

Joel Lieberman

Barry Messner

Bill Metts

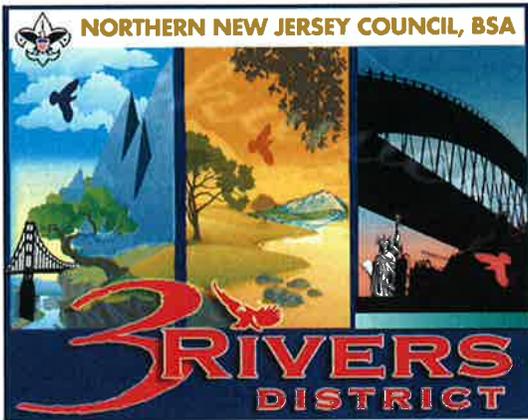
Ed Quinn

Leslie Sonkin

Biff Van Kleef

Mark Wrightington

Sandra Wrightington



AGENDA
FOR THE
DISTRICT COMMITTEE MEETING
OF THE
THREE RIVERS DISTRICT
APRIL 2, 2015

GENERAL ANNOUNCEMENTS AND UNPLANNED AGENDA ITEMS:
PLEASE “FEED THE JAR”
\$1.00 FOR EACH ANNOUNCEMENT, TOPIC or “FORGETFUL SLIP”

1. Call to Order of the Committee Meeting made by Ken Dutcher (7:30pm).
2. Pledge of Allegiance, Scout Oath, Scout Law made by Norman Kasser (7:30 – 7:35pm).
3. Welcome/Opening Remarks – Ken Dutcher (7:35 – 7:40pm).
4. Issues/Matters deserving of the District Committee’s Attention – Ken will ask each Attendee to share their list of What is “Top of Mind”? (7:40 – 7:45pm).
 - (i) this is also the time for Attendees to suggest topics/matters to be included on the Agenda for the **May** District Committee meeting
5. Report by District Commissioner regarding the last Commissioner’s meeting – Barry Goldman (7:45 – 7:50pm).
6. Details of the District Committee Workshop, Saturday April 11 – Joel Lieberman (7:50 – 8:00pm).
7. Update re: Cub Family campout: date & location, Next Steps, etc. – Mark Wrightington (8:00 – 8:10pm).
8. Discussion of Biff’s March 12 email (copy attached). If there is a consensus, agree Next Steps and Specific Action Plan(s) – Biff van Kleef, and EVERYONE ELSE (8:10 – 8:20pm).
9. Each Operating Committee’s Chairperson to present his/her specific plans regarding 2015 Journey to Excellence (i.e., for each Criteria that is relevant to that Committee).

Four Examples, to get everyone thinking! :

- A. the Training Committee relates the dates for Cub Leader and Den Leader training

and how holding those courses relate to the District's JTE scorecard;

B. the District Commissioners Staff recruits additional Commissioners. Unit

Commissioners visit their Units *every other month* in 2015, and record the results using Commissioner Tools *and how doing that relates to the District's JTE scorecard;*

C. the Activities and Camp Promotions Committees jointly review plans for the fall Camporee *and how that activity relates to the District's JTE scorecard;*

D. the Nominating Committee provides names for the third Vice Chair (to be voted at the May meeting) and reminds everyone that *to maximize JTE points our district needs to have 3 Vice Chairs, etc.)*

(8:20 – 8:40pm).

10. Reports, Updates & Action Plans **for the next 60-90 days** from each Operating Committee by that Committee's Chair or Vice Chair for all activities and efforts NOT related to JTE (8:40 – 8:50pm).

(i) Camp Promotion/Outdoors – Barry Messner

(ii) Finance/Fundraising/FOS – Biff van Kleef

(iii) Training – Bill Severino

(iv) Activities/Events/Civic Service – Mark Wrightington

(v) Nominating – John Felice & Bob Lilley

(vi) Advancement & Recognition – Ed Ference & Rich Curran

(vii) Membership & Marketing – TBD

11. Other Urgent Matters as necessary or advisable (8:50 – 8:55pm).

12. Commissioner's Minute – Barry Goldman (8:55 – 8:56pm).

13. Recap of Action Plans/ Assignments & Next Steps coming out of tonight's meeting – Norman Kasser (8:56 – 9:01pm).

14. The District Executive's Minute – Joel Lieberman (9:01 – 9:02pm).

15. **Closing Remarks/ Adjournment** – Ken Dutcher (9:02 – 9:05pm).

POST-MEETING:

- a. Distribution of 2014 JTE Gold patches to those who missed the March meeting.
- b. District Award of Merit – Rich Curran



District Committee Workshop

WHO – All Leaders involved with all District Functions

WHAT – An introductory session that highlights the values, aims, history, funding, and methods of Scouting. A Basic overview of District and Council Operations and the roles we play in the Big Picture

Each leader will receive credit for District Operations course

WHEN – Sign-in 8am - 1:00 PM on Saturday, April 11th 2015

WHY – It addresses how these aims and methods are reached in an appropriate style within the Council Operations. All District volunteers—take this session at the same time, so they understand that they are all striving for the same results with the youth they serve.

WHERE –**Midland School**, 300 Rochelle Ave, Rochelle Park, NJ 07662

Fee: \$10.00 includes handouts. **Payment is made by mail or at the door.**

Please make checks payable to Northern NJ Council, Acct. #917.

PRE-REGISTRATION IS REQUIRED

Registrations are due 48 hours prior to workshop.

You may register by Mail, Fax, Phone or E-mail

Mail to: Northern NJ Council, 25 Ramapo Valley Road, Oakland, NJ 07436.

Fax: 201-677-1555

Phone: Joel Lieberman 201-677-1000 ext 30

E-Mail: joel.lieberman@scouting.org

NNJC District Workshop

I will take the DST. Workshop Training on Saturday, April 11th 2015

Enclosed is \$10.00 I will pay at the door.

Please write for account #917 in your check or money order memo line OR

Master Card Visa Card # _____ Expiration date ___/___

Signature _____

Name _____

Address: _____

Daytime Telephone _____ Evening Telephone _____

Position _____ Unit _____ E-mail _____

Agenda Item #8

E-mail from Biff on March 12

From: william van kleef [<mailto:bykbeaver@yahoo.com>]

Sent: Thursday, March 12, 2015 11:20 AM

To: Kenneth Dutcher; Kenneth Dutcher; Steven Leonardi; Joel Lieberman; Barry Goldman

Subject: 3 Rivers district planning ideas

In the 3 areas of district operations (Membership, Finance, & Program), Program is our stronger feature, followed by Finance and last Membership. If it were not for our fine professional staff our Membership would be poor at best. But we can improve all 3 operational areas if we focus on recruiting the right people for the right job.

MEMBERSHIP - recruit 1 volunteer from each of our 9 communities plus a Chairperson (who will do the job). The people that would be easiest to acquire would be the membership chairs from our Cub Scout packs. We identify the people from their unit commissioners. We would want the people who hold ONLY one job in the BSA. We should have at least one scouter who would specialize in Cub Scout retention. This District Membership Committee in order to be successful MUST meet at least once a month, every month, with the sole purpose of Membership & Recruitment. The chair would be the only one of the group to meet at least twice a month (to report to the district committee). As the Membership Committee grows in importance increase members by adding Boy Scout members.

FINANCE - This committee has a great team, so I have been told. We have 2 chairs, the FFOS has a chair, 15 presenters and a contact person. We have been able to recruit and train most of the new members. This year we recruited 4 new committee members. But alas we need more presenters so recruitment by ALL is most important. I would like to get a person who would make un-renewed gifts calls. THE leadership FOS has a chair and could use at least 3 additional members.

PROGRAM - Advancement & Training are in good hands. With a new Training chair and a committed team under him, training will turn around. Camping needs help, as camp promotion on the Cub Scout end is lacking. Also summer camp promotion for new units might need improvement as we focus on Boy Scout promotion and not Cub Scout. Activities is good/very strong with one lacking exception: early promotion. All information MUST be in the hands of all the unit leaders and committee chairs at least 3 months in advance. If this is not done one of two actions must be taken: cancel the event or change the current chair. The info that needs to be in place 3 months early are:

1. an approved budget,
2. the location, date and starting time,
3. event criteria,
4. who can and cannot participate,
5. cost per participant; and cost for those on Staff
6. etc.

Thank you very much for allowing the district membership to have input on the future of 3RD

THREE RIVERS DISTRICT

2014 JTE SCORECARD – with FINAL SCORING

Scouting's Journey to Excellence

2014 District Performance Recognition Program

Item	Objective	Bronze Level	Silver Level	Gold Level	Bronze Points	Silver Points	Gold Points
Finance					Category Total Needed for Overall Gold: 225		
					Total Points:		600
#1	Fundraising performance: 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
#2	Fundraising manpower: Achieve district goals related to volunteers involved in fundraising 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.	75	100	200
Membership					Category Total Needed for Overall Gold: 325		
					Total Points:		1000
#3	Market share: Increase market share (Cub Scouts, Boy Scouts/Varsity Scouts, Venturers and Explorers).	7% density or 1% growth in density (i.e. 5.00% to 5.05%)	9% density, or 7% and 2% growth in density	14% density, or 9% and 2% growth in density	100	200	300
#4	Membership/youth growth: Increase number of registered youth (Cub Scouts, Boy Scouts/Varsity Scouts, Venturers and Explorers). ** Bonus for growth in Cub Scouts	Greater than prior year	1% growth over prior year or overall gain with growth in three of four programs	2% growth over prior year or overall gain with growth in all four programs	75+	100+	200+
#5	Opportunity to join: Increase number of new Cub Scouts recruited.	New Cub Scouts joining represent at least 4% of TAY or growth in packs	New Cub Scouts are 5.5% of TAY, or 4% and growth in packs	New Cub Scouts are 8% of TAY, or 6.5% and growth in packs	75	100	200
#6	Youth retention: Improve retention rate of traditional members.	83% retention or 2 percentage points increase (i.e. 58%-80%)	70% retention, or 83% and 2 percentage points increase	78% retention, or 70% and 2 percentage points increase	75	100	200
Program					Category Total Needed for Overall Gold: 125		
					Total Points:		500
#7	Cub Scout advancement: Increase the percentage of Cub Scouts earning rank advancements.	50% or 2 percentage points increase (i.e. 28%-30%)	61%, or 50% and 2 percentage points increase	75%, or 61% and 2 percentage points increase	25	50	100
#8	Boy Scout advancement: Increase the percentage of Boy Scouts and Varsity 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
#9	Cub Scout camping: Increase the percentage of Cub Scouts attending day camp, family camp, and/or resident camp.	33% or 2 percentage points increase (i.e. 18%-20%)	50%, or 33% and 2 percentage points increase	80%, or 50% and 2 percentage points increase	25	50	100
#10	Boy Scout camping: Increase the percentage of Boy Scouts and Varsity Scouts attending long-term camp and high-adventure program.	53% or 2 percentage points increase (i.e. 38%-40%)	63%, or 53% and 2 percentage points increase	80%, or 63% and 2 percentage points increase	25	50	100
#11	Community service: Increase the amount of community service provided by Scouts, Explorers, leaders, and other participants.	Average 3 hours per youth member or .2 hour growth (i.e. .8 to 1.0)	Average 4 hours per youth member, or 3 hours and .2 hour growth	Average 6 hours per youth member, or 4 hours and .2 hour growth	25	50	100
Unit Service					Category Total Needed for Overall Gold: 175		
					Total Points:		600
#12	Chartered organization relationships: Conduct a personal visit with a key person in each chartered organization.	80%	95%	100%	25	50	100
#13	Commissioner service: Increase the number of registered unit commissioners over prior year.	Commissioner-to-unit ratio of 1:5, or 5% increase in the number of commissioners over prior year	Commissioner-to-unit ratio of 1:4, or 1:5 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
#14	Unit visitations: Improve the rate of visitations to units by commissioners.	UVTS shows 6% of units are visited six times per year or 2 percentage points increase	UVTS shows 18% of units are visited six times per year, or 6% and 2 percentage points increase	UVTS shows 35% of units are visited six times per year, or 18% and 2 percentage points increase	25	50	100
#15	Unit performance: Improve the performance ratings of units using Journey to Excellence metrics.	Have 80% 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
#16	Voice of the Scout: Actively participate in the program and improve the Net Promoter Score on constituent surveys.	Have 55% of all registrants (youth and adults) with email addresses in ScoutNET	Achieve bronze requirements and achieve an overall average Net Promoter Score* (NPS) of 40	Achieve bronze requirements and have an overall average NPS of 50 or have NPS of 40 with 10% response rate	75	100	200
Leadership & Governance					Category Total Needed for Overall Gold: 150		
					Total Points:		400
#17	District committee: Increase the effectiveness of the district committee.	Have a district committee of at least 12 members with a district chairman and district commissioner registered and engaged for at least eight of the last 12 months.	Achieve bronze requirements and have committees of the district with three or more active members serving each of the functions of finance, membership, and program.	Achieve silver requirements and have committees of the district with five or more active members serving each of the functions of finance, membership, and program.	75	100	200
#18	Unit leadership: Increase the number of direct contact leaders who are trained.	28% or 2 percentage points increase (i.e. 12%-14%)	36%, or 28% and 2 percentage points increase	54%, or 36% and 2 percentage points increase	75	100	200

** District will receive 100 bonus points for growth in Cub Scouting regardless of overall membership level.

Scoring: Gold- Total of 1,650 total points plus minimums in every category, Silver- Total of 1,350 points, Bronze- Total of 1,000 points.

350
 600
 950
 350
 1250
 450
 1700
 200
 1900