SERVING THE WHOLE FAMILY

EXPANDED OPPORTUNITIES FOR FAMILIES

PARENTS NOT INVOLVED WITH THE BSA SHOWED HIGH INTEREST IN GETTING THEIR DAUGHTERS SIGNED UP FOR PROGRAMS LIKE CUB SCOUTS AND BOY SCOUTS.

90% LIKELY TO GET INVOLVED IN A PROGRAM LIKE CUB SCOUTS

87% LIKELY TO GET INVOLVED IN A PROGRAM LIKE BOY SCOUTS

90% YOUNG WOMAN AGE 11-18 INTERESTED IN JOINING BSA PROGRAMS

EDUCATION EXPERTS EVALUATED THE CURRICULUM AND CONTENT AND CONFIRMED THE RELEVANCY OF THE PROGRAM FOR YOUNG WOMEN.

THE BSA HAS OFFERED CO-ED PROGRAMS SINCE 1971. CURRENT CO-ED PROGRAMS INCLUDE EXPLORING, VENTURING, STEM SCOUTS AND SEA SCOUTS.

Sources:
BSA surveys included two external surveys and four internal surveys conducted from April to September 2017. Surveys were conducted online.