



Welcome to:

Acclimating the New Scout and Their Family to Your Unit



Course Objectives

Understand & Discuss the "Whys"

- 1. Understand why youth and families joined Scouting**
- 2. Understand why youth and families might leave Scouting**
- 3. Who can help acclimate your new Scouts and their parents**
- 4. How to create a sense of belonging for new & existing Scouts and their families (Acclimating)**
- 5. Resources + Q & A**



Why youth and families joined Scouting



What the youth want.....

W YOUTH
H do they want?
A FUN
T FITTING-IN



What the parents want.....

W PARENTS
H do they want?
A ARE MORE
T *COMPLICATED.*



What the parents want.....

**ORGANIZED
PURPOSEFUL
ACTIVITY with
TRAINED LEADERS**

They believe will
ENHANCE
their child's life



**NEW MEMBERS
JUST
WANT TO
“FIT IN”
and have
a sense of
belonging**



Includes both youth and adults with disabilities

What Drives Unit Satisfaction – 2024

(Number denotes order of importance)



	Cub Scout Parents	Scouts BSA Parents	Scouts BSA Youth 14+	Unit Volunteers
I have support from leaders to be an effective contributor/better Scout	1	1	2	
Our family feels like we belong in our Scout unit	2	4	1	3
We have great outdoor activities in our unit.	3	3	3	2
Scout meetings are a good use of our family's time.	4	2	4	4
My efforts are valued by our unit.				1
I feel my child is safe in their Scout unit.		5		
People are friendly in my troop.			5	
I feel safe when I am with my troop			6	
Being in Scouting makes me feel like I am part of something bigger than myself.			7	9
Scouting is really fun.			8	5
Scouting is constantly reinforcing worthwhile values.				6
I feel the district/council is very responsive to my needs				7
I receive clear and timely communications that apply to me.				8
My council is doing everything it can to deliver quality programs to Scouts.				10



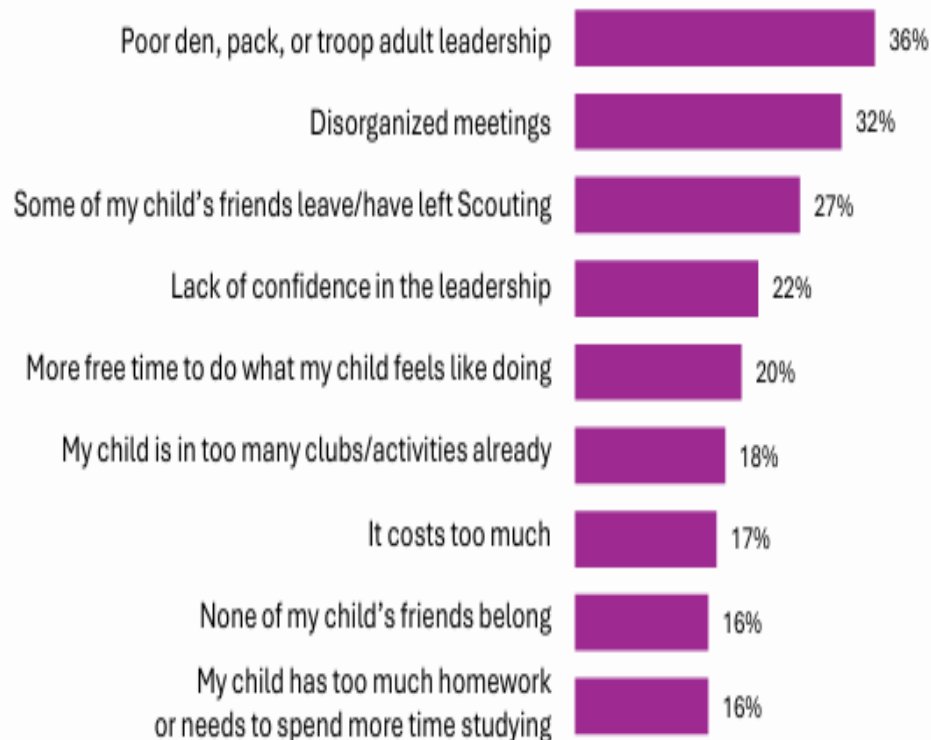
Why youth and families might leave Scouting



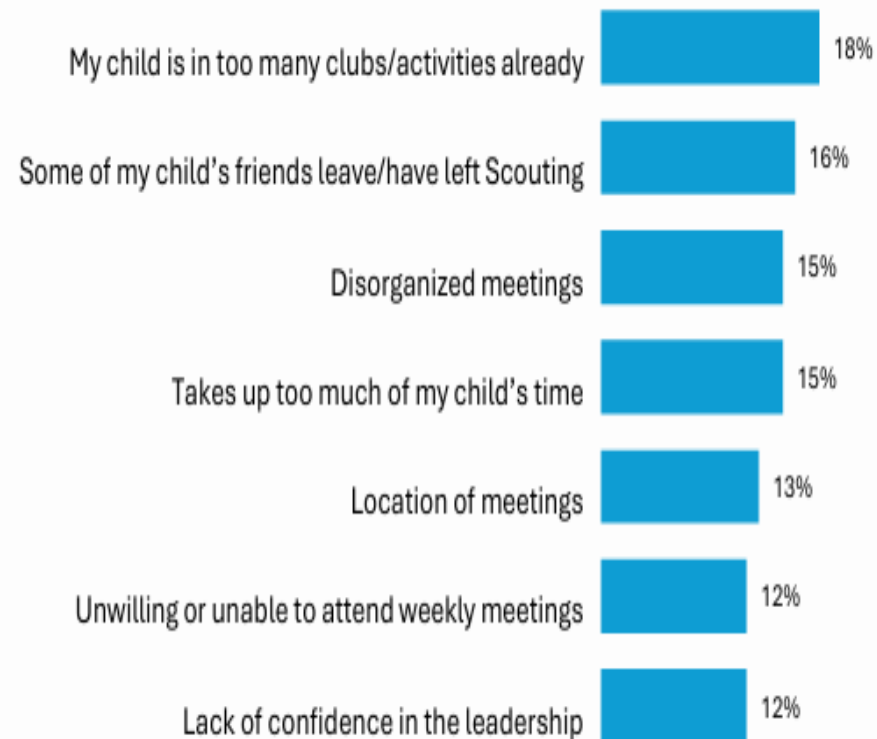
Reasons for Leaving

Parents mostly fear that poorly run troops and dens are going to drive them to leave, yet it's the juggling of kids' commitments that's ultimately a main driver of leaving the organization

A44. Which of the following reasons might cause your child to leave Scouting?



A45. Which, if any, of the following reasons may have caused your child to leave Scouting?

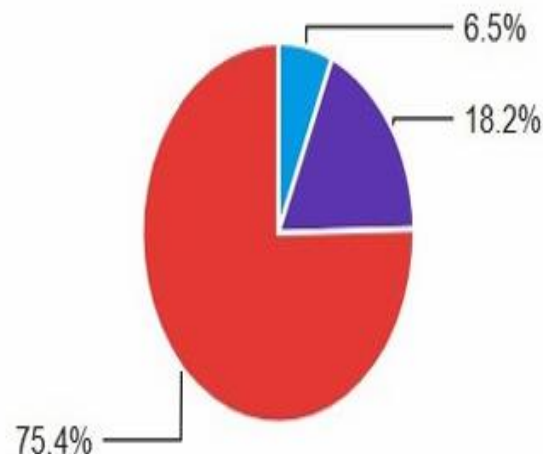




Cub Scout Parents

At the time you received the notice to renew the membership, which of the following best describes where you were in the decision-making process?

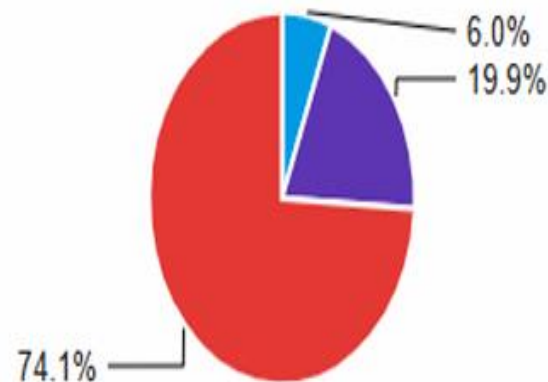
2925 Responses



**More than 80%
had not
attended in 6
months or
longer**

Scouts BSA Parents

1973 Responses

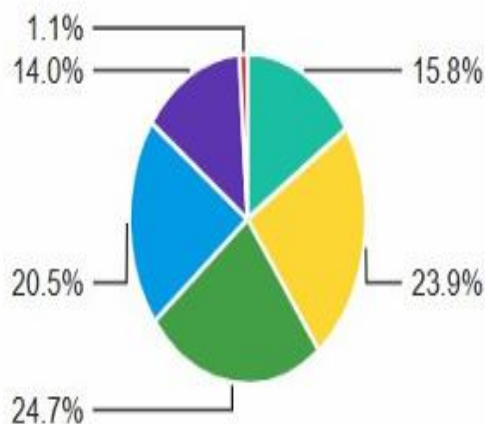


- The notification prompted us to make the decision to discontinue Scouting
- We already made the decision not to renew, but we were still attending
- We had already stopped attending



What grade is your child in?

3722 Responses

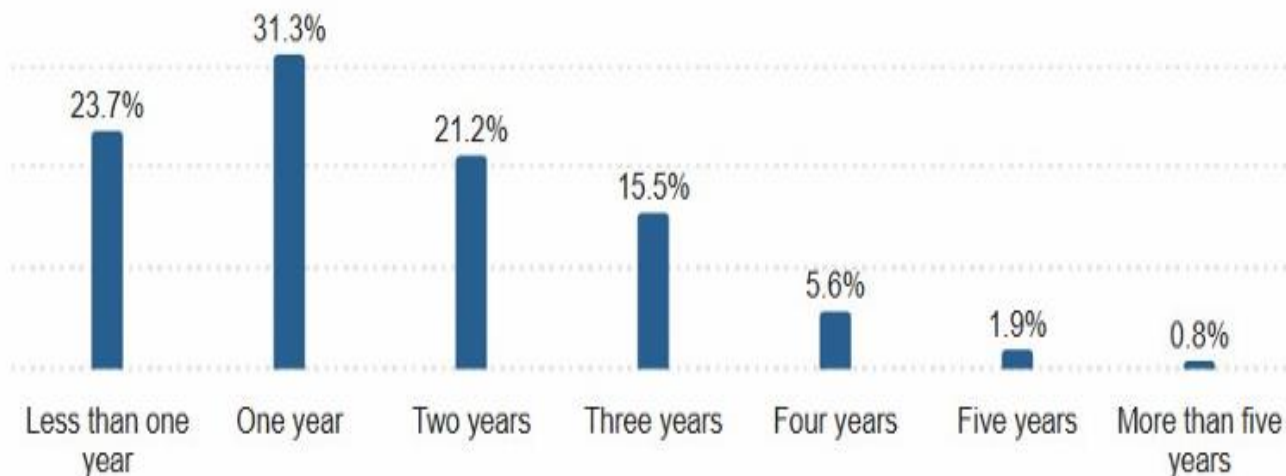


Fifth grade Fourth grade Third grade Second grade First grade Kindergarten

Among Cub Scouts who left, more than half leave within a year of joining.

Most left during or after the Wolf, Bear, or Tiger year

How long was your child a member of Cub Scouts?

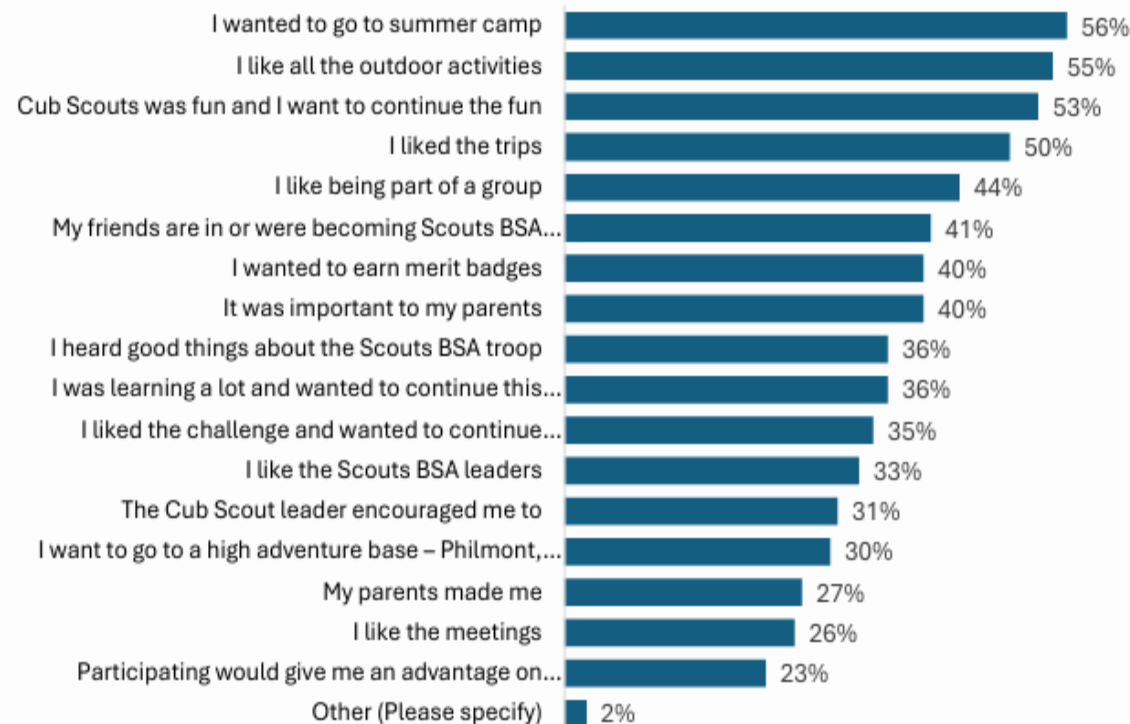




Sample: Scouting Kids

Kids' decision to move to Scouts BSA mostly has to do with the **fun activities and **social connection** they enjoyed in Cub Scouting**

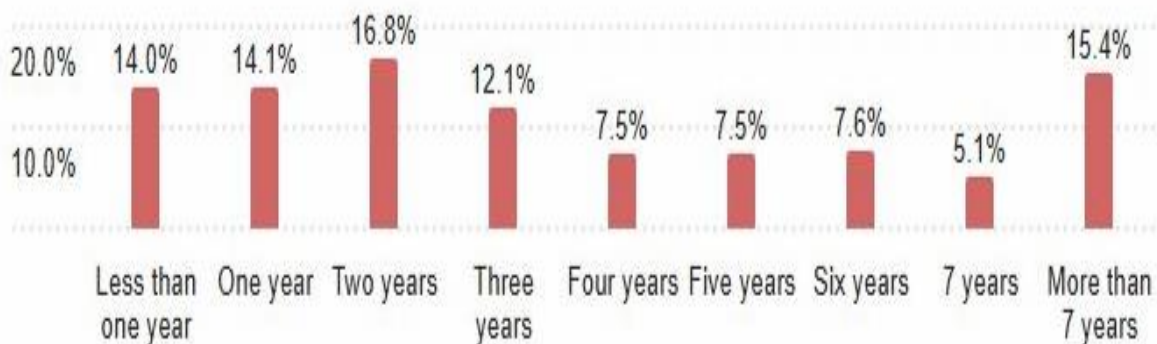
Kids: Reasons I continued from Cub Scouts to Scouts BSA % selected





How long was your child a Scouts BSA member? (Give your best estimate if you cannot remember exactly)

2693 Responses



Among Scouts BSA who left, more than half leave within three years of joining.

Most leave before earning First Class.

What is the highest rank your child earned in Scouts BSA?

2247 Responses





Who can help acclimate
your new Scouts and
their parents



**First, we need to
remember that our
new Scouts &
Families need to be:**

- **Seen**
- **Heard**
- **Validated
(Included)**

**This even holds true for our existing
Scouts and their families!!!!**



NEW MEMBER COORDINATORS ARE THE



**WHO can make a good New
Member Coordinator?**



**New Member
Coordinator**

**Elements of
the Job**

Prepared. For Life.®



**1) Build awareness and interest in
Scouting by sharing the benefits**



**3) Guide the welcome, onboarding,
and continuing engagement to help
all members maintain a secure
feeling of belonging - resulting in
great retention within the unit**



**2) Coordinate effective recruitment,
building belonging for new Scouts
and families**



**Description
for each
elements of
the job**

1. Build Awareness and interest

- Tell the story of how local Scouts are having fun with a purpose
- Showcase Scouting in your community

2. Coordinate effective recruitment

- Help the unit be prepared for new members
- Use BeAScout effectively



3. Guide the welcome, onboarding, and continuous engagement

- Collaborate with leaders (adults and youth) to help everyone focus on how best to welcome new members
- Take steps to be sure every youth and family is positively engaged over the next 30 days – and over the following months and years
- Keep track of youth and family attendance and engagement over time
 - This Job Element applies to both new and existing Scouts and families and this builds “Belonging”
- Celebrate Scouts!!!!



WHAT do New Member Coordinators do to build belonging?

Showcase

Share

Invite

Inform

Greet

Welcome

Provide

Engage

- KEEP IN TOUCH
- KEEP LISTENING
- KEEP ENCOURAGING
- KEEP ENGAGING



How to create a sense of belonging for new & existing Scouts and their families (Acclimating)



Welcoming / Onboarding Best Practices

- **Be that friendly face**
 - *Continue close contact*
 - *Let families know you are there for them and they can count on you*
 - *Thank them for coming*
- **You do not need to know all the answers but promptly follow-up or direct them to those who could answer that question or concern**
- **Make a “top 5” list of things a new youth and their family would need to know**
 1. *Don't overthink it!!!!*
 2. *Have your contact information available*
 3. *Ensure you have the contact information of all your new families*
 4. *Have your unit calendar available*
 5. *Control that flow of information and watch the use of Scouting Jargon*
- **<https://blog.scoutingmagazine.org/2021/08/12/make-sure-new-families-in-your-pack-have-this-info-as-soon-as-they-join/>**





Welcoming / Onboarding Best Practices

- Ask yourself, “How is your unit leadership’s awareness and your meeting location accommodations for those with disabilities?”
- Follow-up and monitor both new and existing Scouts and their families
 - *Do they attend outings, Den / Patrol meetings and Pack Night / Court of Honor?*
 - *Is their child advancing?*
 - *Scout Rank can be earned within 3 months of crossing over*
 - *First Class can be earned before going to High School*
- Should always be alert to new youth and their families who join throughout the year





**Scouting is
compatible
and adaptable
with other
youth
activities**

**Flexibility
is the key!!!**



Decision making Process when deciding to join an association

Member-Shift by Sarah Sladek

Diagram #1: Generations born prior to 1981

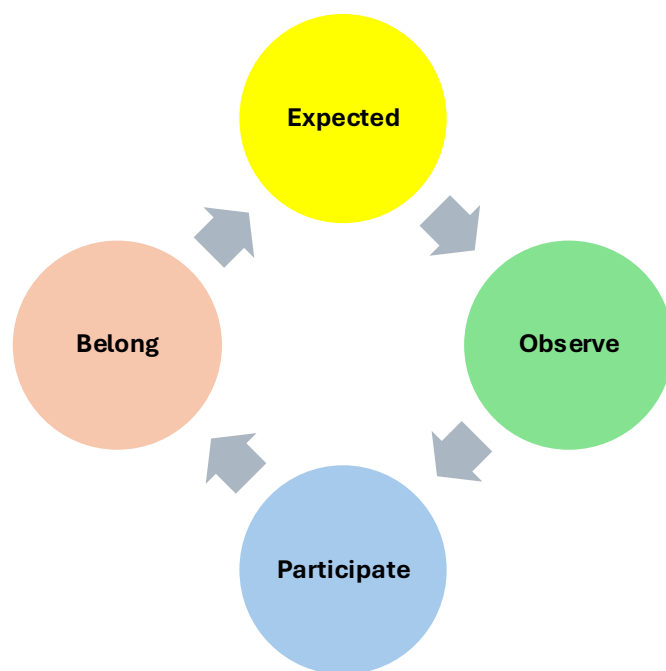
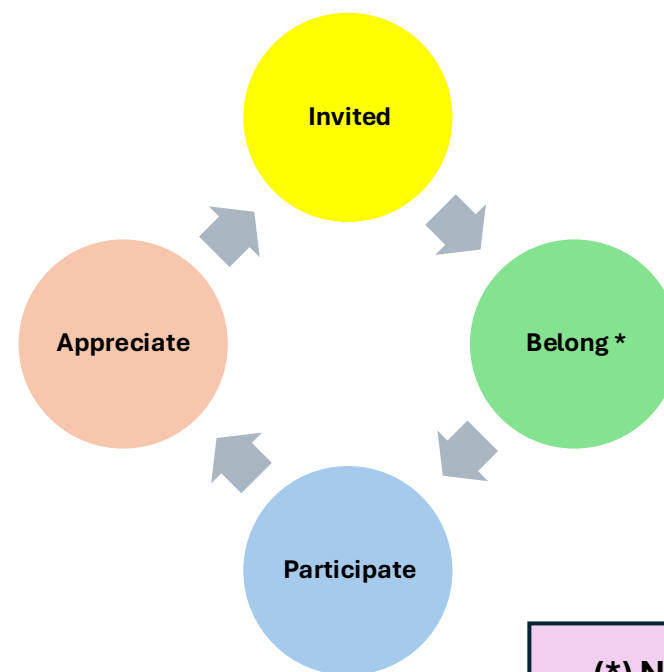


Diagram #2: Generations born since 1982



Legend:

Phase 1

Phase 2

Phase 3

Phase 4

(*) New Member Coordinator plays a key role in this phase



How to involve Parents

- **“Actively Listen”** to your new families during your conversations to learn their “passion”, concerns, and availability
- Start small (examples)
 - **Do not be that “Bull in the China Shop”**
 - **Ask a family to bring treats**
 - **Engage them in an activity / support role...the key is to make it interactive**
 - **Assist with a unit event**
 - **Not to be that chair / lead**
 - **Drive Scouts to an outing**
 - **Take Scouts shopping to get food for their patrol**
 - **What are examples of other support roles?**
- If they are a Leader, get them Trained!!!
- Utilize the Cub Scout Family Talent Survey or ScoutsBSA Troop Resource Survey
 - **Links are in the notes section of this slide**





Joining and Belonging – First Meeting & Beyond

1. Ensuring the Ideal First 10-Minute Experience
2. Ensuring New Families Attend Their First Meeting
3. What New Scout Parents Need to Understand Right Away
4. What New Scouts Need to Understand Right Away
5. Following Up With Families Who Drift Away, especially in the first 30 days



Based on a
book by
Rev. David
Weyrick

ReTENTion: Ten Ways Relationships Help Scouts Stay

1. **WELCOME:** Retention begins in the Parking Lot
 - Before a parent / family walks through the door
2. **NAME:** Use the Power of the Name
 - Recognition builds belonging
3. **NOTICE:** Notice When Someone is Missing
 - Your presence matters
4. **SEE:** See the Scouts Others Overlook
 - Look for the quiet Scout
5. **CONTRIBUTE:** Invite Every Scout to Contribute
 - Everyone has something to give
6. **TRUST:** Earn the Trust of Parents
 - Safety builds confidence
7. **CELEBRATE:** Honor the Journey
 - Through celebration of accomplishments
8. **BELONG:** Build a Place Scouts Do Not Want to Leave
 - Build a place they love
9. **PATROL / DEN:** Strengthen the Patrol or Den Bond
 - Friends help us stay
10. **MENTOR:** Be the Adult Who Believes
 - Believe in their potential



**Questions?
Comments!**

