

***Manual for School Night for Scouting in York District***

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**Piedmont-Appalachian College of Commissioner Science**

**Ridgecrest Conference Center**

**Ridgecrest, NC**

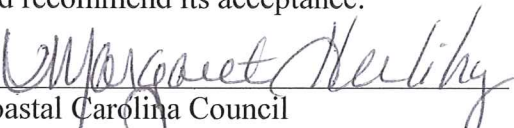
***Hulic Ratterree, Advisor***

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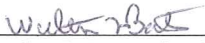
I am submitting herewith a Dissertation written by Tamie Robbins, entitled "Manual for School Night for Scouting in York District". I have examined the final copy of this report for format and content and recommend that it be accepted in partial fulfillment of the requirements for the Degree of Doctor of Commissioner Science.

  
Hulic Ratterree, Advisor

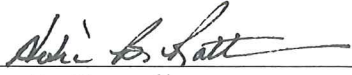
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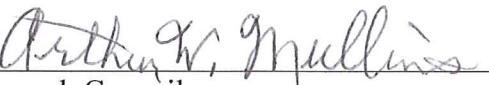
  
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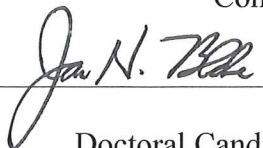
  
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## **ACKNOWLEDGEMENTS**

I would like to take this opportunity to thank the past School Night teams of the York District from the previous years. With their help I was able to put together this manual detailing the system that we found that works for York District. I started working school night in 2007 and was Chairperson from 2009-2012. I fell in love with this event and with seeing all the new boys becoming excited about the Scouting program. I have had the pleasure these last two years of working with the District Committee Membership Chair Michael Smith, who has helped by reading the manual and working to make the last two years great for York District. I also want to thank my husband, Todd Robbins, as he is always there to support me in whatever I do in Scouting and also helps with technical items I needed for the School Night for Scouting events. My four sons always know that on School Night for Scouting, Momma never gets home before 11:30 pm. Thank you my sons for your support and for understanding why Mom is out so late.

## TABLE OF CONTENTS

CHAPTER	PAGE
I. INTRODUCTION	1
II. REVIEW OF DOCUMENTS	2
III. METHODS	3
IV. RESULTS AND DISCUSSION	5
V. SUMMARY	6
REFERENCES	7
APPENDICES	
Appendix A. York District Manual	8
Appendix B. Fall Roundup Training School Night Emphasis	29

## ABSTRACT

The purpose of this project was to create a manual for the School Night for Scouting event in the York District of Palmetto Council. The hope is that it would allow a new Chairperson to successfully plan and execute the event by following this guide.

A School Night event chairmanship may change hands every couple of years or so, and we from past events wanted to have a manual to make this transition easier. The goal was to create a complete guide, when and what to start with, through and including tips for the follow up process. The manual was written during the School Night Event in 2012 in order to be sure I captured as many details as possible.

The finished manual can now serve as the beginning of a “living” guide to be updated each year as new information or new ideas and procedures evolve. My personal goal was to help the district to succeed in this event each year.

In addition to the event committee, professional Scouters and Scout leaders, and the Commissioners also have important roles to play during the School Night event. They should attend trainings and lend support to the schools. These roles are mentioned in more detail in the text of the manual.

Having the manual in place should allow the York District leadership to be able to ask a person to take on the role of School Night Chairperson without causing them to feel overwhelmed or unsure about what is required of them. This will help in making the event a success.

## CHAPTER I

### INTRODUCTION

As a School Night Chairperson for several years, I have noticed that we need to have a uniform guideline that we should follow each year. In thinking about this I started by gathering information that we need to have completed from start to finish. Noticing how difficult it has been to hand this event over to someone else, an event-planning document became a must.

The new person would always feel so overwhelmed they would back out and not want to do this job.

After reading over the completed manual several times, I am confident that if I asked someone tomorrow to take on the role of School Night Chair and let them view the manual they would feel comfortable enough to accept the task without hesitation. Of course there will always be a support structure in place and I will help in any way possible.

The development of the manual took much longer than expected but during that time I was able to keep in my mind all that was needed to plan this event. Each district in our Council does the roundup event on the same night, but York district has more schools to visit and generally takes longer to complete the entire process.

Generally, we will have around 700-800 families attend a roundup night in their area on and of that number we usually average around 650 new boys and families into the Cub Scouting

## CHAPTER II

### REVIEW OF DOCUMENTS

As a School Night District Team, we look at several documents throughout the event planning and during the actual event. I reviewed all of these documents in order to write the manual. The documents ranged from School Night Training Manuals from the Council to the turn in envelopes.

The school night fliers are looked at for changes for either new schools or a change in units, spreadsheets that we have of our units meeting times and days need to be kept current, 2011 Apples to Apples spreadsheet to review and revise the version for the current year, and also the Council training manual we review at the Council Training event in May.

We also look over all the forms that we have the units fill out for the night. Those include: Attendance Roster of everyone that attends, Adult Roster of the positions filled in the unit, Den Registration Form for each den formed that night, Applications for both youth and adults properly filled out, and the Turn In envelope for each school. The filled envelopes are collected at the headquarters and then handed off to the District Executives to report to the Council office the next day.

We then will conduct a follow up meeting with our District team and the school coordinators. The discussion will consist of how their events went and what they see that needs to be changed or discussed further for next year. As in many Scouting activities the Start, Stop, and Continue method works well here.

## CHAPTER III

### METHODS

The information needed for the manual has been gathered for the last several years. In this information we have seen changes that have helped the event run smoother and I am sure that we will also be changing more as years go by. Starting in 2009, I began working on the back of the fliers for the school handouts that go home to parents. On this flier you have the school and contact person for the unit which will be at that school so parents can ask questions. We now have 39 schools in York District with at least one more being added for 2013. We had contacted Cubmasters to see who they wish to have on the flier for parents to contact to ask questions. This person will also be the one who comes to the school night training at the district level that we usually conduct in August. As years have gone by, we have found that some changes needed to be made because of the number of schools that we had. We now have four different fliers sorted by school district instead of just one. They are as follows: Rock Hill, Fort Mill, Clover and York. This has helped with keeping the flier simple and readable and less confusing for parents. Along with this information I have put together a spreadsheet that has the units meeting place, time, and day of the week they meet. This helps the units while at School Night so if they have a boy that can't meet on the night in which that unit meets he can be assisted in finding a unit meeting time that better suits his needs.

Someone designed a spreadsheet called Apples to Apples and we have updated that spreadsheet just about every year. Our Council decides if they would like a little more information on the night of turn in so we add a field or two to the spreadsheet. At headquarters,



we display this spreadsheet by projector throughout the night to keep the units up to date on how we are doing as a District. When they turn in their packets we ask for number of boys that they recruited that night and have them pen that on the outside of the envelope by rank ranging from Tiger to Webelos. To assist the coordinators in doing this we have designed a stamp for the turn in envelopes that has the requested information broken down for the coordinators to write it on the outside of the envelope to give to us. This keeps them from having to reopen the envelope and having to count all over again.

When I started helping out with School Night, we had one headquarters and it was always in Rock Hill, which is almost in the middle but still a drive for several units. This is where the District School Night Team would be waiting on all the school coordinators to arrive and start reporting how the recruiting went. As we began to grow and expand we had to stay at headquarters in Rock Hill until after midnight most of the time. Some units traveled almost 30 minutes to come to the headquarters and then had to do their paperwork to turn in. Two years ago we added another headquarters site in Clover, and that helped with units in Clover, some of York and Lake Wylie area. With how well that went we decided to open a third headquarters in Fort Mill this past year. With three headquarters, we were able to be finished by 11:00 pm. This was a great help so we could get home to our families. This has probably been the most helpful change and we will continue to use for several years. In all the information I have gathered, these items stand out as what has worked and changed the most.

## **CHAPTER IV**

### **RESULTS AND DISCUSSION**

The event manual is now complete for the next School Night for Scouting in York District. I look forward to getting the chairperson's additional feedback. Several people on our team have already taken a look at the event-planning manual and helped me revise the document to the best of our abilities. It seems like the manual will be easily modified for any of our other districts to use as well. Like it is said in Scouting, "There is no reason to reinvent the wheel."

As I used this to run our 2012 event, I realized so many things that needed to be added to the manual as I was writing it and I am sure even more revisions will need to be done in the future. We are always trying to enhance our Scouting program as a district and council.

## **CHAPTER V**

### **SUMMARY**

This project I thought would be easy. I was so wrong, as it took me much longer to put this manual together than I ever thought possible. It will be put to another test this year as we gear up for another year of roundup. It seems the cycle is never complete as soon as we finish here we are thinking about the next event and wanting to make it a success also.

It is my hope that our Commissioner's realize how important their role is in this event. We as commissioners are as vital as the School Coordinator's. We are the support system these units need in everything they do.

**REFERENCES**

1. Palmetto Council, Fall “Roundup” Training School Night Emphasis, developed for our Council Training in May
2. Palmetto Council, 2012 School Night for Scouting, School Night Team Manual, developed for the unit teams as they plan their event at each school.

**APPENDIX A**

**SCHOOL NIGHT FOR SCOUTING -  
YORK DISTRICT TEAM MANUAL**

York District, Palmetto Council

# School Night for Scouting

An Event Planning Manual

Tamie Robbins  
2/28/2013

## **School Night for Scouting Manual**

- I. Purpose of Fall Roundup
  - a. Why Councils Participate in School Night for Scouting
  - b. How it all Works
    - i. Council Level
    - ii. District Level
  
- II. Picking the Right Team
  - a. Team Positions and Descriptions (roles)
  - b. Time Frame
  - c. Who Else gets Involved
  
- III. Scheduling of Time Lines
  - a. SNFS Team Meetings
  - b. School Night Date
  - c. Calendar of Meetings and Other Things that Have to be Done
  - d. Your Follow-up Deadline
  
- IV. Meetings and Trainings
  - a. District Membership and SNFS Team Meeting
  - b. Council-wide Training Meeting
  - c. SNFS Team Meeting
  - d. School Coordinators Training
  
- V. School Packets
  - a. Contents of Packets
  - b. What Needs to be Turned in at Collection Sites
  
- VI. Event and Headquarters
  - a. Have Collection Site Locations
  
- VII. Follow Up

- a. More New Cubs
  - b. Phone Call to Those Who Did Not Sign Up the Night of Roundup
  - c. Commissioners Making Visits
  - d. Training the New Adult Leader
- VIII. Ready to Start Planning for the New Year
- a. Hold a Debriefing Meeting
  - b. Membership Committee to use What They Learn



## **I. PURPOSE OF SCHOOL NIGHT FOR SCOUTING**

In this manual you have a plan for holding a School Night for Scouting (SNFS) event in your District. This is to help the new School Night Chairperson in their role. It all begins with the purpose of having a School Night for Scouting event. The purpose is for Councils to be visible to the communities, to show that Scouting is in their area, and that you are welcome to come join a Pack near you.

As Councils, we go into the Elementary schools to sell the boys and parents on Scouting and our values. The Scouting program itself has been around for over 100 years and is built on a set of values that every boy can grow and live by. We want to make sure that every eligible boy has a chance to have a Scouting experience.

We want to enroll prospective Tiger Cubs (1<sup>st</sup> graders), Cub Scouts (2-3 graders) and Webelos (4-5<sup>th</sup> graders), along with their families, into existing Cub Packs and enlist parents to participate in the program along with their child. If we have schools that don't have a Pack close to them, we can usually, with help of an organization in the area, form a Pack that night.

We as a District ask units to get involved with SNFS by forming teams to be at each elementary school in our District. This includes Rock Hill School District, York School District, Clover School District and Fort Mill School District. This year we have a total of 39 schools but I know that the number will increase when new schools are built. The units at these schools are then able to give the parents a little knowledge about the program and tell about what their pack has planned for that year. Parents then can make a knowledgeable decision with an organized, fun-filled unit. If a boy can't meet on the night that one unit meets, we try to have information available on all the units in the area and their meeting places ,days and times so they can choose to join another pack if that suits their needs. This is how our packs grow each year and with a well-planned program year they are able to retain those boys.

## II. PICKING THE RIGHT TEAM

The School Night Team is a group of individuals who wish to see each unit succeed in the Roundup. Think of individuals that are successful in what they are currently doing and how their talents will be utilized on this committee. The first position to be filled is the School Night for Scouting Chairperson. This person, along with the Membership chair, will ask those they feel will do a good job to join the team. The following is a detailed list of positions and descriptions.

### **School Night Chairperson:**

This is the team leader and it is their responsibility that everything gets done when it needs to get done.

1. They are to attend the Council School Night Training usually held in May.
2. Oversee all phases of the district recruiting campaign to achieve Cub Scout Recruiting Goal.
3. Host a brief overview of School for Scouting for Packs at the June Roundtable.

4. Host a meeting, track progress, direct and assist others when needed.
5. Host "Celebration" at the School Night Collection Site in September on the date of the event. At this location you will be keeping up with results that have been completed for the night and insuring every school packet has been turned in. You should be at the Rock Hill site and have others man the other two sites.
6. Hold a debriefing meeting about October to see how each unit succeeded after school night and to receive feedback.

**School Coordinator Chairperson:**

1. Attend Council School Night Training usually held in May.
2. With the help of the District Executives, select and then personally contact school coordinators from each unit for each school in June and July.
3. Ensure that additional or supporting team members are recruited as necessary.

4. Train the District School Coordinators how to prepare and run a successful School Night for Scouting usually held in August.
5. Assist with the “Celebration” at the School Night Collection sites on SNFS.

**School Night Promotion Chairperson:**

1. Attend the Council School Night Training usually held in May.
2. Develop a local media contact list.
3. Make sure all forms of media are utilized in promoting School Night. This includes distribution of PSA’s, informing best media contacts (and following up).
4. Assist units in promoting via Social Media Networks.
5. Helps units develop a promotion plan at June and August Roundtables.
6. Ensure that yard signs and posters will be available for the August training to give out to the units.

**All Hands on Deck:**

1. This person is the go to person if something needs to be done right then and now.
2. Always available to the SNFS Chairperson.
3. Attends the Collection Site to help units.

The time frame of doing all this should start the night the CURRENT School Night for Scouting ends. Finding people that work well together and can get the job done is the key. You may also wait until you have a debriefing of what all has gone on this year so you will know what worked and what didn't. If you have this team in place a year in advance you have more time to plan and feel better about the event and not be rushed from the end of May through September. The Council training is usually held in May, which gives the School Coordinator the months of June and July to get all the schools covered and information ready for the flyers. The promotion can be a year round job just to keep up with what is going on and how best to get the word out that boys can sign up for Cub Scouts. We really should start seeing advertising done around the end of June and not stopping until September. At the August Roundtable, the units should know what school they will

be in charge of recruiting from and be able to ask questions of the SNFS team at the Program Kickoff. The event so far has been held the first Thursday night in September.

The scheduling for this event does not come from the District Team. The Council is the one that sets all the dates. They have a Council Calendar Planning session planned for late January. The reason the School Night is the first week in September is so the District Executives have time to get into every school and do the "Boy Talks". This is what gets the boys all excited about wanting to join Cub Scouts. The School Night Calendar consists of dates and tasks that need to be done. I am attaching this year's calendar to give you an idea so you can plan accordingly. In following up after the event, you need to hold a debriefing where the team and school coordinators can talk about what worked and what did not work this time and how we can improve this event for the next year. We need this feedback to make changes to the manual or the plan in general to give the coordinators what they really need.

The Commissioners can get involved by coming to the School Night Training we have for the school coordinators and be available to assist at schools in their area. Some schools can be overrun with prospective Cubs and just need help or guidance.

As a District we have committees that help run the events throughout the year and the Membership committee is in charge of the School Night for Scouting. In that committee we have the sub-committee of School Night Team. The School Night Chair is the one that sees that the event is planned and attended well (including the trainings) and makes sure each school is covered and hosting the Collection Sites.



### III. SCHEDULING OF TIME LINES

With the time line in place let's talk about these meetings and trainings.

Our team needs to be meeting regularly, at least every two to three months from September through March and then start meeting monthly after that. This helps with any problems that might arise that can be taken care of rather quickly. You will also have the Council Training in May and the Council Membership Chair is in charge of getting this all arranged and all you have to do is get your team there.

The District Executives will usually drive because it will be held in Spartanburg or Gaffney. This is designed to inform you of any changes that have been put into place or to educate new team members. Your entire team needs to be at this meeting.

School Night is usually the first Thursday in September and held at each elementary school across our district and the council. This date is set in order to give the District Executives and volunteers time to get into the schools and visit

classrooms to give the “Boy Talks”. There will be some schools where we will not be allowed to visit the classrooms but some other location on campus is offered.

You will give out a calendar of meetings to your team so you will be able to have the most attendance possible for those meetings. This should include your monthly meetings with your team and the council and district events dealing with School Night for Scouting.

Set your follow-up deadline within 5-6 weeks from the School Night Event for debriefing with the school coordinators. This meeting will help with feedback needed to succeed even more the next year. Make sure you publicize the date in August so School Coordinators have enough time to plan to attend.

#### **IV. MEETINGS AND TRAININGS**

Each District Committee has a Membership Subcommittee. This subcommittee meets with the District Committee the fourth Thursday of each month. They will go over what has happened that month dealing with Membership and what needs to be done within the next month. The Membership Chair will then report to the District Chair at the conclusion of the meeting. School Night for Scouting team can be and should be meeting in addition to this meeting to focus on their tasks to complete.

At our council-wide training sessions held in May, we will have all the School Night Teams from all the districts across the council. The Council Membership Chair heads this training and sometimes may ask for help in doing a part of the training.

School Night for Scouting meetings should be held monthly starting in April, that way you have a chance to have your team ready for the council training in May

and know what each person will be in charge of and for them to get familiar with their role. You will continue to meet monthly until after the event.

August is the School Coordinators training for each district. At this training they will be receiving their school kits, yard signs, posters, and prizes for boys. The School Night School Coordinator will handle the training including putting together the agenda and getting the speakers lined up to help out. That person also needs to make sure the District Executives have everything from the council office to give out to each School Coordinator. We also need to stamp all the turn in envelopes with the totals needed for the spreadsheet.

## **V. SCHOOL PACKETS**

The school packets are put together by the council office and then sent to the districts by the DE's. In these packets you should have New Parent Information envelope, Youth Applications, Adult Applications, Sign in Sheets for the door, den rosters, pens, Boy's Life Mini Magazines and this year's manual along with the turn in envelope. They will be taught how to use all these items at their school.

When the units have concluded their School Night event, they then need to take the turn in report envelope with all the information to their closest turn in location. What needs to be turned in? Well, all the applications with proper signatures, the sign in sheets, den roster sheets, and a check to the council for all the boys and adults registered that night. You then need to fill in the front of the envelope and the stamped area of the envelope with grade totals.

## **VI. EVENT AND HEADQUARTERS**

Headquarters, or as we call them the Collection Sites, are to be decided on by the August training. We now have three turn in locations, which are Rock Hill, Clover and Fort Mill. You will need to have several people at each location to man the site. These people will help units that have questions and have someone familiar with IT to fill in the spreadsheet totals from each school. When all the units in your area have left, you then have one person bring all the envelopes and the updated spreadsheet to the main site in Rock Hill to give to the DE's to take to the council office the next day. At these sites you should also have snacks and drinks available for the coordinators, as they are usually hungry by the time they reach the turn in location. Also have some pens, calculators and extra envelopes.

## VII. FOLLOW UP

After School Night, the units meet for the first time the following week and usually gain several more boys. They will usually have those applications ready to turn in at Roundtable on Thursday. Then if they gain even more Scouts in weeks to follow, make sure the units have a contact name and number so that we can get all these turned in.

Units should follow up with any boys that signed up but have not shown up at a meeting within 2 weeks. A committee will be putting together lists of those signed in at the doors but did not sign their son up that night to see why they did not that night and to answer questions they may have.

Commissioners need to be active in making visits during this time of the year to ensure everything is moving smoothly with the units. Sudden increases in numbers can be overwhelming to some units. Some units have been known to double in size that one night.

Those new adult leaders that joined the night of recruiting need to be trained as soon as possible. This includes Youth Protection and Leader Specific Training. Both of these are available online but usually there are two chances for adults to get Leader Specific Training in person with other adults. This training will help them to succeed in their new position.



### **VIII. READY TO START PLANNING FOR THE NEW YEAR**

After September, you will be ready to hold that debriefing and find out how the units have succeeded with their School Night event. See if a certain unit excelled at the recruiting night and have them tell about their event. Also get some information from the DE's regarding what schools they were allowed into and which ones they were not to give you a better sense on how things went and how they could have gone. The membership team then should take this information and adjust their plans accordingly for next year. Learn from mistakes and keep doing what works.

Good luck with this event and may it be a great success. This is the biggest recruiting event done each year.

**APPENDIX B**

**2012 SCHOOL NIGHT FOR SCOUTING  
TEAM MANUAL**

# 2012

# School Night

# for Scouting

TEAM MANUAL

Palmetto Council  
Boy Scouts of America

Palmetto Council

Boy Scouts of America

## Fall "Roundup" Training *School Night Emphasis*

May 23<sup>rd</sup>, 2012

7:00pm

### AGENDA

- |  |                |
|--|----------------|
| I. Optional Tour of Airport Facility (6:15-6:45)     | Darwin Simpson |
| II. Welcome and Boarding Instructions                | Rick Diles     |
| A. Self Introductions ... All                        | VP, Membership |
| III. Our Destination: Purpose of Tonight's Meeting   | Rick Diles     |
| IV. The "Circle Up" Method of Recruiting             |                |
| A. What's So Special About September 6 <sup>th</sup> | Rick Diles     |
| B. Pack Involvement at School Night                  | Rick Diles     |
| C. Setting Up the Room                               | Rick Diles     |
| D. The Presentation                                  | Rob Green      |
| E. Recruiting Leaders                                | Rob Green      |
| F. Collecting Paperwork                              | Jim Nickelson  |
| G. Everyone Knows Their Next Meeting                 | Rick Diles     |

V. What's Next? School Night Team Breakouts

A. School Night Chairs

Rick Diles

B. Marketing Chairs

Rob Green

C. School Coordinators

Jim Nickelson

VI. Support After School Night

Rick Diles

A. District Training Team

B. District Commissioner Staff

VII. Final Comments

Rick Diles

## **SCHOOL NIGHT FOR SCOUTING**

### **PURPOSE:**

To enroll prospective Tiger Cubs, Cub Scouts and their families in existing Cub Scout Packs, to enlist parent participation in the program, and fill the need for new units for boys who want to join, but have no existing pack available.

### **PREPARATION:**

All involved leaders should attend School Night Training! If not to help your unit, then to help another!

### **PROMOTION:**

- Attractive posters will be provided for school bulletin boards.
- “Save the Date” information printed invitations (flyers) will be provided to be passed out to all prospects in each school.
- Council-wide publicity for newspaper, radio and television will be properly coordinated.
- Cubs will be asked to wear their uniforms to school throughout the week of School Night and participate in morning announcements and flag ceremonies.
- Rallies (in-school, classroom to classroom) will be held to personally invite boys to join.
- Billboards, road signs, & school marquees will keep our “join Scouting” date, September 6th, constantly on their minds. Parents and leaders in uniform can assist with “positive picketing.”
- Our website: [www.palmettocouncil.org](http://www.palmettocouncil.org)
- We will advertise at intersections, on billboards, on posters in drive-thru windows, as well as in grocery and convenience stores. We will cover all the bases.

## THE BASIC PROGRAM:

A School Coordinator will be in charge in each school. (Coordinators are assigned by the District "School Night" coordinator—may not be the Cubmaster)

### What to do:

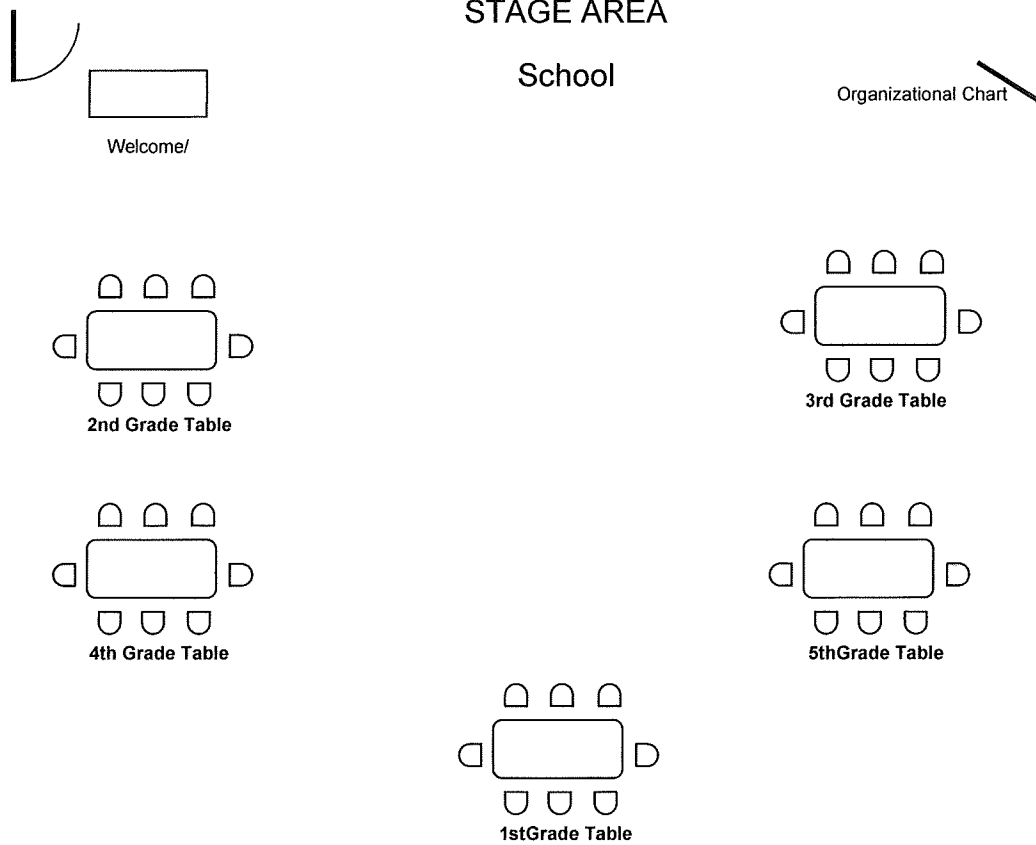
- Welcome joining families as they arrive. Have demonstrations and exhibits showing what Scouting does. Make sure everyone signs in on attendance sheet.
- Scouting information, including what Scouting is, parent responsibility, and how to enroll will be given to those present.
- Parents and boys are organized into dens by grade level, using the "circle up" method; leaders will enroll boys and parents and give additional information about their units.
- **School Night Commissioners can assist inexperienced units, or organize new units where none exists. In schools where packs are saturated (have enough youth members), additional packs will be started -- so every boy has the opportunity to join.**
- **Training courses are available for new volunteers** and training information should be given to new volunteers that night. Fast Start Training will be held for all needed immediately following School Night - all Districts will offer one within three weeks of School Night.
- Make sure every family knows when and where their next meeting will be.

## FOLLOW-UP:

Unit leaders will submit all boys' applications to the School Coordinator that night, with a copy of each adult application as well. **Important: All applications must be turned in to the District School Night Headquarters on School Night. This is a requirement for being a School Coordinator, not an option.**

## HOW TO ORGANIZE AND REGISTER

### SAMPLE LAYOUT OF ROOM ~ CUB SCOUTS





**GENERAL PRESENTATION ~ SEPTEMBER 6, 2012**  
**SCHOOL NIGHT COORDINATOR AGENDA AND SCRIPT**

ARRIVAL AND SET-UP - (Ready by 6:30) Everyone signs in

I. OPENING CEREMONY - 7:00 P.M.

A. Briefly state purpose of meeting, tell about Scouting's opportunities in neighborhood and inform how everyone may participate.

B. Explain how Scouting "does business".

1. Creates partnership with an institution such as a church or civic group.
2. Provides program, literature and other materials, training for leadership [volunteers and professionals] and major activity schedule including provision of camping facilities.
  - a. Supported by Palmetto Council, which serves over 6,400 youth.

C. Introduce Unit Leaders — Unit Leader takes two minutes to tell about their unit, including

Chartered Partner, size of unit, day, time and place of Pack meeting and handout flyer. (School Coordinator - walks around room, identifying potential den leaders, assistant den leaders, or committee members from the den, show "Flyer", "Program Helps and Handbooks").

D. Briefly review "Welcome to the Adventure of Cub Scouting" booklet (all parents should have a copy).

## II. GENERAL PRESENTATION

### A. Parent Participation-- "every adult plays a role in the success of our pack"

1. Great emphasis should be placed on giving each parent the opportunity to join Scouting with his/her son.
2. Families with sons of Scouting age are the major resource of Scouting's leadership.
  - a. Program leadership is totally volunteer.
  - b. Over 2,000 individuals volunteer here in the Palmetto Council!
3. Full support and cooperation of every family is essential to a successful Scouting program for boys.
4. Scouting is a family program. "BSA" does not stand for "Baby Sitters of America".

### B. Review Parent Concerns:

1. "There are two questions I would like to ask you, parents....
  - "Do you realize that your son has spent almost one-half of his life at home already?" (expand)
  - "Next, do you know what influences our youth today in how they think, and what they do?"
2. "Well, when you and I were growing up, the biggest influence on our lives were:
  - Family, school, church, peers and or TV
3. "But for today's youth, these influences have changed, and not necessarily for the good. They are: peers, family, TV, school, or (maybe) church
4. "Since 'peers' have such a big influence on our kids, a program like Scouting is more important than ever. We must expose our sons to 'peer groups' with the 'proper ideals' and positive objectives."  
(Expand)

5. "Yes, we all want our sons to grow up into good citizens with good character and a respect for themselves and others. Scouting will certainly help."
6. "Now for your son to join in Cub Scouting, he must join a Pack."
  - a. Demonstrate how a Pack is organized.  
Show already prepared organizational chart. (Explain)
7. "Now where do these leaders we've talked about come from?"
  - a. Get the audience to tell you that — Yes, from the parents.
  - b. **Parents** run the Pack.
8. "Yes, for your son to be involved in Cub Scouts you, the parents, must be involved. By your presence here, you have already shown that you want to be involved in his life."
9. "Now, I know all of you are sitting there thinking of all the reasons why you cannot be a Cub Scout leader. There are really only three objections you may have."
  - a. 1<sup>st</sup> — **YOU WORK** — Well there aren't many people here who don't work. 75% of the Den Leaders work, but they still find time to hold a Den Meeting on:
    1. their day off
    2. early evening after work, or
    3. on Saturday morning or Sunday afternoonSo, this is not a good objection.
  - b. 2<sup>nd</sup> — **YOU ARE TOO BUSY IN OTHER ACTIVITIES AND ORGANIZATIONS** — It's great that you're busy - busy people get things done.
    1. We realize that there are many worthwhile things you may be involved in, but are they all a benefit to our sons? Cub Scouting is a great benefit, so maybe you may have to reset your priorities, as most of us have

had to do and get involved with your son in Cub Scouts.

- c. **3RD — YOU DON'T KNOW ANYTHING ABOUT CUB SCOUTS, SO HOW COULD YOU GET INVOLVED**
  1. The local Council Volunteer and staff will see to it that you will have all the training and info you need to be a successful leader.
    - a. explaining your job in detail. (Show)
    - b. “ **Program Helps**” spells out exactly what to do at each of your meetings. (Show and explain)
    - c. A **Cub Scout Roundtable** is held once a month. Most leaders attend this meeting where the following month's theme is thoroughly discussed and seen in action. New Pack leaders especially learn a lot from other leaders.
    - d. Most important — **WE WILL TRAIN YOU** either at a **formal course** or through **personal coaching and online courses**. We have a training team made up of former Cub Scout people ready, willing and able to help you be successful.

**So, not knowing anything about Cub Scouts is not an objection.**

**[If you have Pack level/Den level leadership already, recruit assistants now anyway -- you will have to rely on them one day; the new assistants could be in training.]**

### III. RECRUITING PACK LEVEL LEADERSHIP AND DEN LEVEL LEADERSHIP

Now I am going to appoint a temporary table leader for each grade (pick someone at each table who appears to be organized -- a "take charge" person). Whenever we start a new Den, we need new Leaders. Your job is to help me select Den Leaders and committee members for your Den. To meet as a Den -- for your son to be a Cub Scout - - two Leaders are needed. They meet with the boys 3 times per month. The rest of the adults will be on the Pack Committee. Once we have established the necessary leadership, you and your sons can join Scouting. We don't need the details worked out - - where you will meet, what day and what time -- just the who -- who is willing to get this started.

Now I will read a poem called "A Boy's Eyes". Afterward, I will step away for a few moments to allow you parents to complete this first organizational step.

Walk away and answer questions from individual Dens.

**IV. SUPPLY REGISTRATION APPLICATION FORMS ONLY AS DEN'S LEADERSHIP IS ORGANIZED.** As Leaders agree to do it, have them stand, give their name (applause) and hand them their application and their son's. (Ideally, a current leader would assist each new Den.)

- A. Explain registration and **Boys' Life** fees and who to make check payable to.
- B. Have parents help fill out boys' application and then complete their own.
- C. Collect applications and fees with assistance from current leader—write notes on application "Paid/\$ amount" (cash or check #).
- D. Front cover of application goes to parent and boy.
- E. As new leaders complete adult applications, **they should immediately get training information, Program Helps, calendars, and Fast Start video.** They can also go online for training at [www.myscouting.org](http://www.myscouting.org) and click on online resources, including all basic training courses.
- F. School Night helpers turn in all applications and fees to Unit School Night Coordinator.
- G. Ask new leaders to remain for a brief orientation meeting about training

and getting started. Provide a new leader handout with date and place of Pack Leaders Meeting, next Pack Meeting and key contacts, suggested Den meeting locations with key contacts.

- H. Dismiss other parents and boys.
  
- V. Hold a quick New Leader Orientation Meeting. Make sure Leaders have Den Leader's guides.

## LEADERS' RESPONSIBILITIES

**COMMITTEE CHAIR** - Conducts monthly Pack Leaders' Meeting to help plan program. Ensures that adequate support to run program is given to Cubmasters and Den Leaders by Committee Members. Helps recruit additional leaders as needed. Attends training.

**COMMITTEE MEMBERS** - Provides support by taking care of records, finances, advancement, activities, membership, etc. (Ideally, one committee member for each function -- see bottom of page). Attends monthly Pack Leaders' Meeting to help plan program. Attends training.

**CUBMASTER** - Conducts monthly Pack Meeting. Aids Den Leaders by coordinating monthly program for all leaders. Attends monthly Pack Leaders' Meeting. Attends training.

**DEN LEADERS AND ASSISTANTS (1st - 3rd grades)** - Meets weekly for one hour with den of 6-8 boys. Den Meeting can be held in Den Leader's home, park, school or other suitable place. Den Leader and assistant determine time, day and location of Den Meeting that is most convenient for them. Attends training.

**WEBELOS DEN LEADER AND ASSISTANT (4th and 5th grades)** - Same as Den Leader and encourages periodic father/son overnight campouts. Attends training.

**OTHER PACK POSITIONS**

Secretary/Treasurer, Advancement Chair, Activity Chair, New Member Recruitment Chair, Popcorn Chair

**CHARTERED PARTNER REPRESENTATIVE**

Assures meeting spaces, storage, and additional leadership help is available for the Pack.

## **“A BOY’S EYES”**

“I’d like to be a Cub Scout”...

[His eyes were clear and true]

“I’d like to learn, and play, and build,  
Like Jim and Freddy do.”

“I know how to use a hammer;

I can drive a nail if I try...

I’m eight years old, I’m big and strong  
And I hardly ever cry.”

I gave him the application

And parent-participation sheet

[His eyes were filled with sunshine  
As he left on dancing feet.]

Next day my friend was back again,

A dejected little lad. He said,

“I guess I’ll skip the Cub Scouts.”

[His eyes were dark and sad.]



“See my Mom is awfully busy, She has  
lots of friends, you see,  
She’d never have time for a Den,  
She hardly has time for me.”

“And Dad is always working...  
He’s hardly ever there;  
To give them anymore to do  
Just wouldn’t be quite fair.”

He handed me back the papers  
With the dignity of eight years,  
And smiling bravely, he left me.  
[His eyes were filled with tears.]

Do you see your own boy’s eyes  
As other people may?  
How he looks when you’re “too busy”  
Or “just haven’t had time today”?

A boy is such a special gift,  
Why won’t you realize...  
It only takes a little time  
to put sunshine in his eyes.

You say, "I'll start tomorrow"  
But tomorrow is far away.  
He's a boy for such a short time --  
So won't you start today?

Palmetto Council

Boy Scouts of America

## 2012 School Night for Scouting Calendar

### Done By

- February      Make sure School Night is in Superintendent's District-wide calendar  
                  Secure help (Board Members) to assure School (and classroom) access
- April            Reserve location for 5/23 meeting (Spartanburg) Jim/Rick
- May    7        **Recruit District School Night Teams** (see Job Descriptions)  
                  Place flyer & poster order  
                  Send Superintendent letters for School Night approval & lease  
                  **Confirm Superintendents' support and school/classroom access**
- 14        Staff Planning Conference Rollout--present re-done book & plan
- 23        **Bring your whole team to School Night training**
- June            Update "Adventurers of Cub Scouting" Parents' Book [Done]  
                  Order Round-up item for Principals  
                  Order yard signs  
                  Order Round-up streamers for leaders achieving goals--Scout Shop  
                  Order Billboards - BSA National/Fairway Outdoor  
                  Secure Round-up Sponsors  
                  **Reserve a spot on Principals' summer meeting agenda**

June - July **Gather all "back of flyer" info. (School coordinator's name and phone #) for all schools and other locations (churches) to be open on 9/1**

July **Recruit School Night Teams for uncovered schools-- then we assign Commissioner (or organizer) teams**

Newspaper ad slick for Spartanburg and Rock Hill (paid) papers; other free ads in smaller papers

Video (:30) PSA for schools - use National format/localize; copy x 180

Copy PSA (VHS/Beta or DVD for TV station)

Order all in-house materials for School Night (unit) kits -- include Training and Family Fun Day/Family Campout flyers

Order national bin items (Y & A applications, Mini-Boys' Life, etc.)

Activate Toll-free # for Sept. (set up through BellSouth) ... 877-SCOUTS-0

- 23 First staff meeting together (What's been done/what needs to be) Staff Meeting  
-- Update each District's "schools open" list  
-- Update school coordinators List  
-- Check rallies scheduled/who's doing it  
-- List organizers/Commissioner/unattached SN Coordinators  
-- Headquarters listing/phone # for School Night turn-in  
-- News ad, TV, and Radio PSA's--distribute to staff  
-- Take yard signs with you

August

- 2 District Trainings for School Coordinators  
8 Take press releases to radio, TV (beta copy) & newspapers  
9 Program Kickoffs, Update open School Night locations/contact book for support staff

Classroom Rallies on Aug. 29, 30, 31, and Sept. 4, 5, 6

September 6 School Night - Host a "Telethon-type" celebration party – All Coordinators turn in packets with applications and fees

September 7 12 pm Lunch: School Night Report Meeting at Council office - FINAL RESULTS

Follow up to get "trickle-in" apps - get all in by Sept. 24<sup>th</sup>

Announce to units: number needed to make their round-up goals.

Set 2nd chance rallies and School nights for underperforming schools

Complete school-by-school analysis of results (who did what)

Hold Cub Family Camping event (keep the promises we made to them!)

Make sure new leaders get trained and attend Sept. Cub events

Write "thank you" notes to principals (include actual results, each school)

Recognize District Round-up personnel

## 2012 School Night for Scouting District Position Descriptions

### A. SCHOOL NIGHT CHAIRMAN (Team leader)

(July-November)

1. Attend May 23<sup>rd</sup> Council School Night Take Off
2. Oversee all phases of the district recruiting campaign to achieve Cub Scout Recruiting Goal
3. Host a brief overview of School Night for Scouting for Packs at June or July Roundtable
4. Host meetings, tracks progress, directs and assists others as needed
5. Host "Celebration" at the School Night Collection Site on September 6<sup>th</sup>

### B. SCHOOL COORDINATOR CHAIRMAN

(July/August)

1. Attend May 23<sup>rd</sup> Council School Night Take Off
2. With the District Executive, select and then personally contact School Coordinators in June and July
3. Ensure that additional or supporting team members are recruited as necessary
4. Train District School Coordinators how to prepare and run a successful School Night for Scouting
5. Assist with "Celebration" at the School Night Collection Site on Sept. 6<sup>th</sup>

C. SCHOOL NIGHT PROMOTION CHAIRMAN  
(July-August)

1. Attend May 23<sup>rd</sup> Council School Night Take Off
2. Develop a local media contact list.
3. Make sure all forms of media are utilized in the promoting of School Night. This includes distribution of PSA's, informing best media contacts (and following-up)
3. Assists units in promoting via Social Media Networks
4. Helps units develop a promotion plan at June and August Meetings.

DYK? School Night for Scouting is the major focus of a larger recruiting campaign called Fall Roundup. Boy Scout Troops invite friends of Scouts to "Open House"; Venture Crews and Explorer Posts use career and hobby interest surveys to invite prospective members to First Nighter (informing and joining) events.