# Retention of New Cub Scouts

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To the Doctoral Candidate Review Board:

I am submitting herewith a Dissertation written by Bill Ellis, entitled "The Critical Four Months, Retention of New Cub Scouts". 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.

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### ABSTRACT

This dissertation addresses the issue of retaining new Cub Scouts. The critical period of time is the first four months for the new Cub. This time begins at the school talk that is often conducted by a scouting professional and ends after a Cub Scout returns to scouts following the Christmas holidays. This is a critical four-month period that will often decide if a boy will stay in Cub Scouts and hopefully move to Boy Scouts when eligible.

To conduct my research, I began by attending training offered by the Great Smoky Mountain Council (GSMC) on how to do school talks and even conduct the actual sign-up nights. I assisted with a sign-up night within my district to see how it was conducted by the professional and to have the knowledge if I were called upon to conduct a sign up. I also attended Cub Scout mentor training that was offered by the GSMC. This training discussed the mentor program that is used by our council and how to expand it into our districts. Finally, I attended the training and then served on the training team that conducted the Retention Convention training that was produced and given by the GSMC.

During the research for this paper I mentored or assisted a new Cub leader. I also held many one on one discussions with Cub leaders and others to ascertain what they see as the biggest competitor to retaining Cub Scouts.

This paper is the result of training (both as a leader and as a participant), one on one leader training or mentoring, and numerous discussions with Pack and Den leaders. This paper presents a discussion of issues concerning retention and how all areas of scouting can work to get new Cub Scouts through the critical first four months.

### CHAPTER 1

# INTRODUCTION

Retention of Cub Scouts, especially first time Cubs is a major issue facing most councils and districts. A lot of effort goes into recruiting new Cub Scouts. Professional scouters will schedule school talks so they can go to a school and encourage the boys to join Cub Scouts. Hopefully the boys, grades 1 through 5, get so excited about the program that they take the flyer home from school and convince parents that Cub Scouts is the place for them. They drag mom or dad to the designated location to hear about the program and sign them up.

Thus begins a journey. Will it be smooth sailing into their local Cub Scout pack? Or, will it begin a journey of frustration? Will the program promised by the professional during a school period live up to expectations, or will it lead a boy and his parents to quickly become disillusioned with Cub Scouting and leave their den and pack for some other activity?

What leads to this frustration? Will this be the most exciting program a boy could be a part of? Will this new journey be as promised? I will examine the methods currently in place to recruit and retain Cub Scouts. I will look at the expectations of the parents, leaders and of the new Cub Scouts themselves. I will discuss the vision of the parents, leaders and the Cub Scouts of what the program is and what it can become. How knowledgeable are these new parents of the Cub Scout program? Do they see a future Eagle Scout? Lastly, I will talk about the training and experience of the leader. Is this leader trained, or were they handed some material at the school night sign up and then congratulated on becoming a new leader?

I have attended training sessions within my district and council on recruiting new Cub Scouts and how to keep them. I have helped to teach new cub leaders and have helped define the expectations of the new leader.

Retention of new Cub Scouts is important to Cub Scouts, but also Boy Scouts. According a national level presentation, over 90% of Boy Scouts are former Cub Scouts, and a new Cub Scout may be in Scouting for 10 or more years!<sup>1</sup>

Cub Scout retention is a financial driver. Retention of new Cub Scouts is important to the financial picture of the local council. Uniforms, pinewood derby, handbooks, day camps, popcorn, Friends of Scouting and so on are all important elements of a successful Cub Scout program.<sup>2</sup>

<sup>&</sup>lt;sup>1</sup> BSA. (2013) www.scouting.org. Retrieved December 2015, from Boy Scouts of America

<sup>&</sup>lt;sup>2</sup> BSA. (2013) <u>www.scouting.org</u>. Retrieved December 2015, from Boy Scouts of America

# CHAPTER 2

# THE PARENTS

Retention starts at the unit level. A Cub Scout unit is where the program starts for new Cubs and where the most youth are influenced. At the same time, the first impression of the unit is made at the school night for Scouting or some other form of a join Scouts night. The parents' first impressions are critical and in many cases, the parent's observations of that first night can decide a new Cub's future with the unit. This school night should only last sixty minutes, and it may very well decide a boy's entire Scouting career.

The first impression is made when the parent and future Cub walk in the door. Were they greeted as they arrived? Is the presenter there, are unit leaders present, and did the meeting start on time? Was the presenter prepared? Were the tables laid out by grade, so that the boys in that grade could sit together? Were applications, pens, unit calendars and/rosters available for the new Cub parents? Were information cards or a master sign up list on the table? All of these are critical elements that are important to parents. Basically, it shows if the unit and presenter are prepared and ready to sign the boys up. All this effort will make the new Cub and his parent or parents feel at ease and comfortable.

This meeting, just like a pack or den meeting, should begin with the Pledge of Allegiance, the Scout Oath and Law, and introductions. The purpose of this meeting is to give an overview of the program and to sign the boys up as Cub Scouts. The presentation should be prepared, practiced, brief, and professional. It should not be an information overload to the parents. There

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is much to tell these new parents and often the presenters are enthusiastic professionals or unit and district leaders who are passionate about the program, and they want to share everything they know. The general presentation should be brief. There will be a time later to share more information with parents. At this meeting, these parents do not need (and probably do not care about) the entire history and structure of the BSA.

Parents need to know that Scouting is a family oriented program that provides for advancement in skills and offers leadership opportunities for the parent and their son. Parents need to hear that for a Cub to get the most out of the program, the parent needs to be involved.

The presentation ought to cover some of the ways a parent can be involved. Such as:

- 1. They may be asked to sign their son's handbook when he completes rank advancement requirements.
- 2. They will be asked to attend monthly pack meetings with their son. This is where he will receive his badges and other recognitions.
- 3. They will be asked to share in the responsibility of providing Scouting to their son and the other Cubs. This could have many different forms. This could include providing transportation, helping with refreshments, or some other task requested by the Den Leader or Cubmaster.

Parents have different reasons for joining Cub Scouts. A survey was administered thirty years ago that asked what were most influential factors in a young man's life were. The top three answers were (1) Family, (2) Friends, and (3) Church. The same survey was recently given

again and the top three answers were (1) Friends, (2) Family, and (3) Television, or some type of electronic device.<sup>3</sup>

These factors are all important in helping mold a young Scout. They allow scouting to help teach a young man decision-making skills. "Scouting also allows us to put our children around like minded people in order to strengthen their ability to make positive decisions and to grow to be productive and responsible citizens."<sup>4</sup>

The Voice of the Scout is a retention strategy designed by the national office that can tell us what we are doing well and where we can improve. These are some comments from parents in April 2012.<sup>5</sup>

1. "Our den meetings and activities have been very unorganized. Several have been cancelled at the last minute. The den leader has been late on more than one occasion."

2. "Communication has been great from the beginning. This was our first year in Cub Scouts, and we felt we knew what was going on from the start."

3. "While we understand the rule that parents must attend with their sons, we found the meetings to be disrespectful of our time."

4. "They failed to utilize opportunities to help the boys grow and develop. In addition, pack meetings run too long for boys of this age."

<sup>&</sup>lt;sup>3</sup> Pruitt. (2015), Great Smoky Mountain School Night Team Training. Knoxville: GSMC

<sup>&</sup>lt;sup>4</sup> Pruitt. (2015), Great Smoky Mountain School Night Team Training. Knoxville: GSMC

<sup>&</sup>lt;sup>5</sup> BSA. (2013), <u>www.scouting.org</u>. Retrieved December 2015, from Boy Scouts of America

5. "At this point, my son doesn't feel like he wants to continue in Cub Scouts. That is a disappointment to us as parents since we both had very meaningful Scouting experiences as children. But, based on what we saw this year, we have to agree with him."<sup>6</sup>

The reasons that these parents gave in 2012 still apply today. Organization, promptness, preparation, and respect for the boys, and their parents' time are all important areas for retention. Many of these areas we will discuss when we get to the leaders in Chapter 4. Many of these concerns should be addressed in every pack if we hope to retain boys, not only for Cub Scouts, but also for the Boy Scout program.

Every Cub Scout pack should have someone at the School Night. The parents should be given a pack calendar, a roster with at least the unit's Key 3 contact information and told that the first pack or den meeting will be held for these new Cub Scouts within the next week.

The first pack or den meeting should be well planned. It does not need to be an organizational meeting. At this meeting, the parents should receive a detailed orientation. This "onboarding" should include details on what is Cub Scouts and what are the expectations. The unit calendar should be discussed, additional contact information should be distributed, and the cost of Cub Scouting should be discussed. In many councils, shortly after a new Cub Scout is signed up and his dues are paid, re-charter time begins, and these parents are asked for more money. Once again, confusion is created and parents are angry about being asked for more money so soon after sign ups. A detailed sheet should be created that shows what the Cub Scout

<sup>&</sup>lt;sup>6</sup> BSA. (2013), <u>www.scouting.org</u>. Retrieved December 2015, from Boy Scouts of America

program costs and how it can be off set with fund raising. Fund raising should also be discussed. This orientation meeting should include popcorn sales. The unit should develop a handout for these new parents that includes this information.

"Successful onboarding builds customer loyalty, lessens parent confusion, reduces the potential of poor participation, leads to retention through education, values parents' time, and gives them a feeling of support."<sup>7</sup> This is also a good time to discuss with parents the need for new leadership. New parents need to understand that their involvement is the secret to a successful Cub Scout program.

The parent orientation meeting does not have to be led by the Cubmaster or the Den Leader. If the pack committee is organized correctly, this meeting can be led by the Unit Membership Chairman. The job description for this position is to manage the transition of new Scouts into the pack and to coordinate orientation for new Scouting families. If time allows during this meeting, the parents can complete Youth Protection Training.

An example of a unit parent's guide is included in Appendix A on page 25.

Retention begins with parents.

<sup>&</sup>lt;sup>7</sup> BSA. (2013), <u>www.scouting.org</u>. Retrieved December 2015, from Boy Scouts of America.

# CHAPTER 3

# THE BOYS

Why do boys want to join Cub Scouts? Most join to have fun! The way to retain boys is to meet this expectation. "Fun, means more than having a good time. 'Fun' is a boy's code word for the satisfaction he gets from meeting challenges, having friends, feeling good about himself, and feeling he is important to other people. While the boys are having fun and doing things they like to do, they also learn new things, discover and master new skills, gain self-confidence, and develop strong friendships."<sup>8</sup>

Boys want to do and participate in new adventures. They want to build things, play games, go to new places, go camping, in other words, active activities. Boys didn't join Cub Scouts to attend meetings or at least to sit and listen to a leader talk for an hour. In order for a boy to enjoy his time in Cub Scouts, the meetings must be planned and organized. We will discuss this more in Chapter 4.

These activities help a new Cub Scout to "develop ability and dexterity, and learn to use tools and to follow directions."<sup>9</sup> These are benefits that a Cub will learn that helps him to have fun in Cub Scouts.

There are other parts of the Cub Scout program that boys can look forward to and can learn from Cub Scouts. A Cub Scout will learn spiritual and character growth, citizenship training,

<sup>&</sup>lt;sup>8</sup> BSA. (2013). <u>www.scouting.org</u>. Retrieved December 2015, from Boy Scouts of America

<sup>&</sup>lt;sup>9</sup> BSA. (2013). <u>www.scoutin.org</u>. Retrieved December 2015, from Boy Scouts of America

and personal fitness. All of these are areas that can be new and exciting to boys. They learn the Scout Oath, which is a pledge of duty to God, to their family and to their country. The Scout Law is a simple formula for good Scouting and good citizenship. These twelve words are more than just words, they are a moral compass that guide a Cub Scout throughout his time in Scouting and throughout his entire life. Learning this oath and law can be fun. The new Cub Scout will learn the Cub Scout motto, "Do your best", which is a code of excellence.

The Cub Scouts learn symbols, "such as the Cub Scout sign, Cub Scout salute, and the Living Circle".<sup>10</sup> All these help the new Cub Scout feel a part of a new, distinct group and will add to the appeal of belonging to a widely respected organization.

As a part of having fun, "Cub Scouting helps fulfill a boy's desire for adventure and allows him to use his vivid imagination while taking part in skits, games, field trips, service projects, outdoor activities, and more. A variety of adventure themes let a boy play the role of an astronaut, clown, explorer, scientist, or other exciting character. Boys find adventure in exploring the outdoors, learning about nature, and gaining a greater appreciation for our beautiful world."<sup>11</sup>

Fun can also mean a boy is accepted as part of a group. "In Cub Scouting, boys belong to a small group called a den where they take part in interesting and meaningful activities with friends. The Cub Scout den and pack are positive places where boys can feel emotionally secure and find support. Each boy gains status and recognition and has a sense of belonging to this

<sup>&</sup>lt;sup>10</sup> BSA. (2013), <u>www.scouting.org</u>. Retrieved December 2015, from Boy Scouts of America

<sup>&</sup>lt;sup>11</sup> BSA. (2013), <u>www.scouting.org</u>. Retrieved December 2015, from Boy Scouts of America

group.<sup>12</sup> By having fun together and working as a group toward common goals, Cub Scouts learn the importance of not only getting along, but also of working side by side with other boys of different races, classes, religions, cultures, etc. If a new Cub Scout is participating in his pack and den and learning all that is described above, then he is having fun, and retention will not be an issue.

A new Cub Scout needs to understand that Cub Scouting does not have a "season." It is a year-round program. Spring and summer pack activities are informal, and there are many activities that Cub Scouts do outdoors. There is plenty of fun that can be had in the fall and winter. Pack or den activities ought to include hikes, maybe a fishing derby, and at least a pack family campout. The boys can also begin preparation for the pinewood derby, plan the blue and gold banquet, learn skits, make craft projects, and play indoor games to help fill an entire year of fun and activities. If a pack is sponsored by a religious organization, the Cubs can plan for Scout Sunday in February. They can also participate in flag ceremonies at their school, maybe even raise the flag before school, or participate in flag retirement ceremonies. If the community has Veterans Day or Christmas parades, the pack or den can participate in these events.

Boys need to have a sense of belonging to something. This can be accomplished through the wearing of the uniform. The cost of a uniform and the expectation of wearing a uniform need to be discussed with the parents at the parents' orientation night. Maybe a fall goal can be to have everyone in a uniform by the community Christmas parade. Once a boy obtains a uniform and

<sup>&</sup>lt;sup>12</sup> BSA. (2013), <u>www.scouting.org</u>. Retrieved December 2015, from Boy Scouts of America

learns how to wear it, the harder it will be for a boy to drop out of the program. The new Cub Scout in his uniform can be a recruiting asset to the pack and den. The Cub Scout is a walking billboard for the program.

A current uniform is a motivational tool. It is a place for all to see the awards that a boy has earned. Other Cub Scouts will take note of this, and hopefully it will fire up their motivation. In Cub Scouts, the boys are recognized immediately for their achievements. These recognitions are adventure loops and pins that the boys can proudly wear.

Boys want to advance, they want to earn awards and, mostly, they want to wear the awards. Having the proper uniform gives them a place to put those awards. All new Cub Scouts should earn their Bobcat badge before Christmas, if they join during a fall roundup. However, this does not always happen. Many new Cub Scouts never earn their Bobcat badge and many of those will not stay in Cub Scouts.

In 2011, a survey was completed and described new Cub Scouts at their first pack meeting. Here is what the survey stated about Cub Scouts earning their Bobcat during the first 60 days in the program:

In 2011:

- 618,915 Cub Scouts registered.
- 284,498 Bobcat ranks recorded.

- 45.8% of new Cub Scouts received the Bobcat rank.<sup>13</sup>

Less than half of the new Cub Scouts earned their Bobcat.

Rank advancement and timely presentations are a key part of retention.

New Cub Scouts today have other activities that they are a part of. These include but are not limited to sports, church activities, and other school activities, such as band or other music programs. Boys should participate in activities for which they have an interest. It is a part of the growth process and a scout leader should learn to be accommodating. The boys should always be welcomed when they are at a scout activity. The boys and parents should be aware of all upcoming activities. This is communication that we have discussed and will discuss more in the area about leaders.

<sup>&</sup>lt;sup>13</sup> Pruitt. (2015), Great Smoky Mountain School Night Team Training. Knoxville: GSMC

# CHAPTER 4

# THE LEADERS

The unit leader, whether the Den Leader or the Cubmaster has the largest share of responsibility for retention of the new Cub Scouts. As we have discussed, the unit is the place that must meet the parents' and the boys' expectations. The unit leader, their preparation, enthusiasm, and vision, is a critical key to retention. It can be a full-time job.

The critical four months in the life of a new Cub Scout can actually begin in the spring of the year before the fall sign-ups. A Cub pack should begin planning for and identifying their leadership needs in the spring. Are there succession plans in place for each den? Is the Cubmaster staying or moving on? These are all areas that should be addressed by the pack committee and the Cubmaster and Den Leaders.

Once the pack committee and the leaders identify the needs, they should begin a selection process. They could request a current leader stay in their position for the fall. This will allow time to recruit new leaders, get them trained and ease them into the new positions. Identifying, recruiting, and training new leaders ahead of time will allow them time to prepare for the new Cub Scouts that will be recruited and signed up during the fall school talks and sign-up nights. This process prevents the knee jerk reaction of signing up new leaders at the sign-up night and then throwing them into their new position and asking that they lead their new den the following week. However, this is often the only way we can get new leaders. The Cubmaster and pack

committee need to be prepared for these new leaders and understand how to assimilate them into the pack and their new positions as quickly as possible.

Now, let's take a look at each of these areas I have briefly mentioned and discuss what needs to be done to recruit and train new leaders. We will also look at how to give these new leaders the support they need to become productive and effective leaders.

When an adult agrees to become a leader, what do we do? We have them fill out an application and tell them to complete Youth Protection Training (YPT). However, is someone on the pack or even the district level prepared to meet with this new leader and walk them through the process? Just as we discussed "onboarding" a new parent and Cub Scout, do we have a plan or process available to quickly take someone that may not even know what the program of Cub Scouts is and make them a new leader?

This process of "onboarding" a new leader should be done quickly, but at the same time, a pack trainer or mentor should be available to help someone lead their first den meeting. Otherwise, the frustration begins quickly with the parent, Cub Scout and also the new leader. An example of a new leaders' guide is included in Appendix B on page 36.

Once new leaders complete YPT, what do we tell them to do next? When the new leader receives their registration number, they can go online to complete their Fast Start and other position-level training. In the meantime, the new leader should be given the Leaders' Guide and trained on how to use it.

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Retention begins with this new leader. A trained leader creates the proper environment. The Den Leader and the Cubmaster are responsible for delivering a quality program to the new Cub Scouts. This is what the parents expect! The leader needs to plan activities that keep the attention of the boys and "harnesses their energy".<sup>14</sup> The leaders should have more planned than they need. Just as a school teacher develops lesson plans, the leader should develop a meeting plan. The leaders' guide will help a leader do this. The leader should never enter a room unprepared and hope to just "wing it". When this happens, the leader spends more time talking and less time on having the boys do things.

The leader is responsible for the Cub Scouts having a sense of accomplishment and ensuring that these accomplishments are recognized. The more fun the boys have, the more they want to be there. When this happens, the boys will often choose their Cub Scout den over other activities, because it is more "fun"! Leader preparation, training, and expectations are what makes this happen.

Expecting a new leader to just go from the school sign-up to their first meeting with no training is setting them up for failure. It will frustrate and disappoint the parents and send the new Cub Scout looking for other activities.

Leader preparation begins with training and mentoring. Someone has to help this new leader succeed. As this process begins, the Pack Trainer or designee should sit down with this new leader and guide this new leader through the training process. At the same time, someone should

<sup>&</sup>lt;sup>14</sup> BSA, (2013), <u>www.scouting.org</u>. Retrieved December 2015, from Boy Scouts of America

be leading the den or the pack and helping to encourage and teach the new leader by demonstrating what should be done.

After Youth Protection and Fast Start are completed, what should happen next? The new leader should have an overview of the entire scouting program. The new leader should be given a leaders' guide and a program guide and shown how to use them. It is not hard. This past summer I had the opportunity to sit down with a new volunteer and walk her through the Leaders' Guide and also show her how to use the den meeting guide. In just the few minutes that I took to do this with her, her confidence grew, and she felt that she "could do this".

A mentor, either in the pack or outside the pack, should be available to each new leader. This can be an excellent role for the commissioner. The goal of a mentor is to serve as an advisor, an encourager, a teacher, a sounding board, a resource, and in any other role that the new leader may need. The key is that this new leader should not be left alone during the first four months. As time progresses, this mentor can back away and should only touch base occasionally with this new leader.

This new leader should be encouraged to get a uniform and be guided as to how to properly wear it. A leader in uniform gives the parents a feeling that this leader is in control and knows what to do. A properly worn uniform is an example to all.

A trained, enthusiastic leader will lead to an increase in retention. All the expectations of parents and boys can be addressed by this trained leader. This new leader will have a sense of direction and know the goals to work toward. The leader should understand the "big picture" of

the den and pack year. The leader should help the new Cub Scout earn the Bobcat badge first and, at the same time, begin working toward the rank that coincides with their grade level.

The mentor or trainer can guide this new leader toward all the many resources that are available to a new leader. They can learn about Roundtables and how important Roundtables are to build that scouting "network" within the district. The new leader's confidence will increase with each level of training and also having that peer-to-peer guidance at Roundtables.

A district may hold face-to-face or Leader-Specific Training and also Basic Adult Leader Outdoor Orientation (BALOO) and other outdoor training. New leaders will only know about these opportunities if someone guides them. Each leader should have at least a unit calendar in hand, plus a district calendar. Each leader should know the website to go to and get the council calendar. Information can be overwhelming to a new leader, but at the same time, no information can lead to frustration. A new leader may be given a Council orientation guide. Again, an example of a leader orientation guide is in the appendix on page 36.

One of the most important concepts for new leaders to learn and hold on to is that they are not alone. They are going down a path that many have gone down before them. For retention of Cub Scouts, this new leader must be guided along the way.

As leaders get comfortable in their new roles, they can take advantage of Council level training such as the Cub Pod Casts, University of Scouting, and Wood Badge. All are excellent opportunities for a new leader to increase in knowledge and to grow as a scout leader.

# CHAPTER 5

# GENERAL RETENTION ISSUES

There are retention issues that cross all levels of the scouting program. One of the biggest is communication. A pack and a den must find an effective way to communicate with parents. The pack must also find an effective way to communicate within, between leaders or with the pack committee. One of the first types of communication and perhaps the most important is the pack calendar. Today's families are so busy that they must plan in advance. If a new Cub Scout family does not know when an event is coming, it can be very difficult for them to just "work it in". A unit leader needs to use several tools available to communicate with parents. These can be a written newsletter or some electronic form such as email, Twitter, text messaging, and maybe a closed Facebook page. Whatever method or methods a leader and parents agree to, they must be consistent in using it.

After communications, there are some common retention themes. Many of these could be a reason that a Cub Scout has not been at a meeting in some time. For the leader to know what the reason is and to encourage the Cub Scout, the absent scout must be contacted. Some of these common reasons are: the holiday season, other family or school events, sickness, school work,

lack of awareness about meetings, or sports.<sup>15</sup> We have discussed some of these reasons earlier in this paper.

Recently, as part of the GSMC Retention Convention efforts, Mr. Clay Pruitt, GSMC Field Director, contacted a selection of the 46 Gold Level Councils who had above a 78% youth retention. He chose big, small, rural, and urban councils to look for common themes that these councils were doing to help their retention efforts.<sup>16</sup>

The common themes across these councils were: Engaged Commissioner Corp; Unit Program Committee and flexible schedule; 100% Boy's Life unit; strong product sales; Training Committee with convenient training sessions for unit leaders and committee; Webelos to Boy Scout Transition Plans; and a Save-a-Scout campaign. Some of these themes we have already discussed, such as program and training. I would like to touch on some of these other areas as well.

Regular meetings are important, otherwise the frustration that we have discussed sets in. Every unit should meet at least bi-weekly and they should have an outing or other outdoor adventure at least once a month. These are events that Cub Scouts look forward to. These events should be communicated with the parents. If a Cub Scout needs to be away from his unit for an extended period of time, the Scout will at least know about upcoming activities through the communication methods the pack or den may use.

<sup>&</sup>lt;sup>15</sup> Pruitt, C. (2015). Retention Convention. Knoxville

<sup>&</sup>lt;sup>16</sup> Pruitt, C. (2015), Retention Convention. Knoxville

Boy's Life is important to the Cub Scout. Even if a Cub Scout cannot attend every meeting, they will at least get a monthly reminder about scouting. This is a small tool that can pay dividends in retention. Unit leaders need to contact their council registrars if their Cub Scouts are not receiving this publication.

Camp card and popcorn sales can help offset or completely pay for the cost of Cub Scouting. Units that encourage participation in these activities can prevent cost being a retention issue.

For Cub Scouts that have not been attending, a unit leader needs to make a personal contact with each scout and his family. The leader should know if there is an issue with the Cub Scout. We have talked about why Cubs may drop out, but the real reason will not be known if there is no personal contact with the Cub and/or his family. Don't rely on the input of the other boys.

Every effort should be made to stay in contact with non-attending scouts. Even if they are not attending, they should know that the leader cares about them. A unit should have a Save-A-Scout campaign during re-charter time to once again contact these boys and invite them back to the unit. This contact will also help the unit leaders engage the boy and parents and find out if there is an underlying issue preventing attendance.

Packs should find new and exciting ways to engage their Cub Scouts during the months of August and January. These two months are when the fall and spring programs begin after summer and holiday breaks. They also provide activities to invite Cubs to that have not been regular in attendance. The unit could plan a pizza party in January or a pool party in August.

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These are opportunities to invite the boys back and to give parents a chance to review the unit calendar and other information.

Parents and Cub Scouts should know that Cub Scouting is a year round program, unlike school or sport activities. Units that earn the Summer Time Pack award tend to have a higher retention rate.

The other areas such as the Webelos to Scouts and the Bears to Webelos retention efforts are beyond the scope of this paper. However, all the areas discussed in this paper, still apply.

# CHAPTER 6

# CONCLUSION

Retention begins with the first school talk given by the professional or volunteer. The expectations of those boys listening to this presentation are set at that meeting. From the moment the young boy leaves and goes to his home, he has in his mind what the Cub Scout program will be. What handout or flyer he gives to his parents and what he tells his parents, along with any previous knowledge they may have of the program establishes their expectations.

We as volunteers owe it to that boy to have the program that he wants and needs. We need to "be prepared" to have a quality program. Anything less and this new Cub Scout may not stay in scouts. From that first sign-up night to the first meeting or activity, we as leaders need to give it our best. The new Cub Scout sees scouting in us. We are his example. He also needs to know that we always care about him. Do we know where he is when he misses a meeting, or is he just another new boy that has dropped out? It will be up to us.

As a leader, we must plan, prepare, practice and be ready to give that new Cub Scout the program that he wants. We need to understand that there will be distractions and other activities competing for that new Cub Scout's time. It is up to us to make him want to come back because it is fun!

Retention is more than a phone call, it is caring about the new Cub Scout. Sometimes, we will lose a new scout, in spite of our best efforts. But as long as we do our part, the losses will be minimal, and our retention rate will be high.

If we as leaders need assistance, it is available. The Unit Commissioner or a Cub Scout mentor is always available. Our goal, is a smiling, happy Cub Scout.

We teach each boy earning the Bobcat some very important words: "*On my honor, I will do by best....*" That is all we can do to retain boys through the critical first four months.

# REFERENCES

BSA. (2013). www.scouting.org. Retrieved December 2015, from Boy Scouts of America.

Pruitt. (2015). Great Smoky Mountain School Night Team Training. Knoxville: GSMC.

Pruitt, C. (2015). Retention Convention. Knoxville.

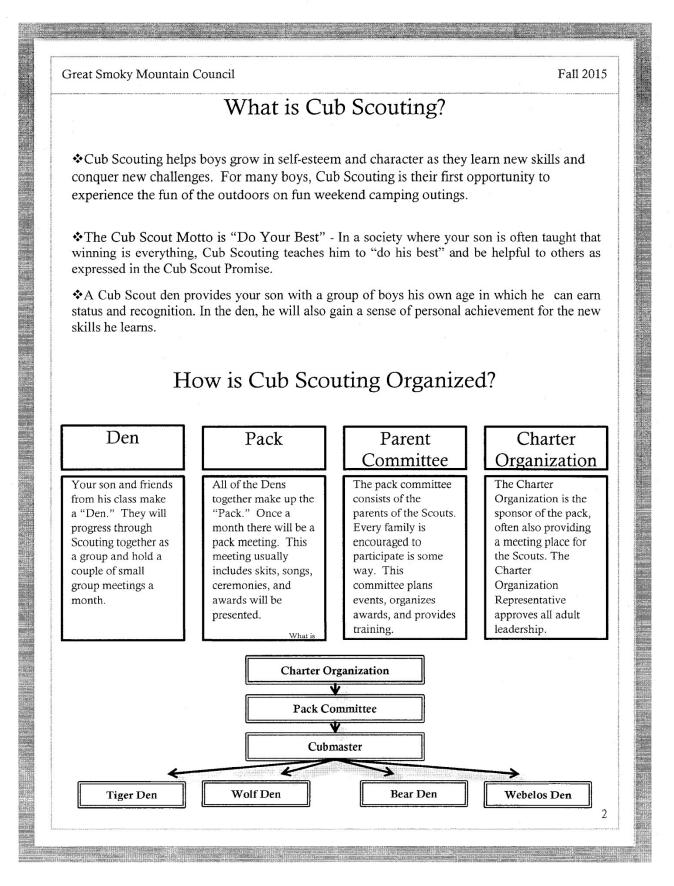
# Guide To Cub Scouts

A Guide To Cub Scouting For Parents



All you need to know to help make your son's Cub Scout adventure a fun and valuable learning experience!

What	When	Where
What is Cub Scouts? What are the programs and activities?	When and how often are the activities and events?	Where will the activities and events be held?
Page 2	Page 3	Page 3
How	How Much	Other Questions
How will my son be involved in the program? What awards will he earn?	What are the costs of Cub Scouts?	Where can I get my uniform and handbook? What activities are coming up soon? What is the "Council?"
Page 4 - 6	Page 7	Pages 8 - 10



Great Smoky Mountain Council		Fall 2
	Meetings & Outing	S
	be as involved as you can, but don' ad program and there will be oppo	
Den	Pack	Outings
Your sons small group or "den" will meet 2 or 3 times a month.	All of the small groups will meet together as a "pack" once a month.	Your den and pack will work to plan at least one outdoor activity a month.
-		
Den	Pack	Council
Den My Den:	Pack My Pack #:	Council District:
My Den:	My Pack #:	District:
My Den: Den Leader:	My Pack #:  Cubmaster:	District:  Name:
My Den: Den Leader: Phone:	My Pack #: Cubmaster: Phone:	District: Name: Phone: Email: If you require any further
My Den: Den Leader: Phone: Email:	My Pack #: Cubmaster: Phone:  Email:	District: Name: Phone: Email: If you require any further assistance or have questions please contact our Council at 865-588-6514 or visit our
My Den: Den Leader: Phone: Email: Meeting Time:	My Pack #: Cubmaster: Phone:  Email:  Meeting Time:	District: Name: Phone: Email: If you require any further assistance or have questions please contact our Council at

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# Activities & Events

### Good Turn

This is a pack service project to benefit the community. One good turn that many packs participate in annually is "Scouting for Food," a canned food drive to benefit local pantries. Scouting for Food is conducted in early February.

### Pack Campout

Your Cub Scout Pack will have family campouts planned for the fall. These are fun activities where the whole family is invited to join in a camping experience!

#### **Pinewood Derby**

Parents and sons work together to build a gravity-powered miniature racecar from a special kit. Most packs conduct the derby races annually.

### Blue and Gold Banquet

This is a birthday party for your Cub Scout pack usually held in February. Most often it is a seated dinner, but sometimes it is a covered-dish supper. A special program or entertainment is customary.

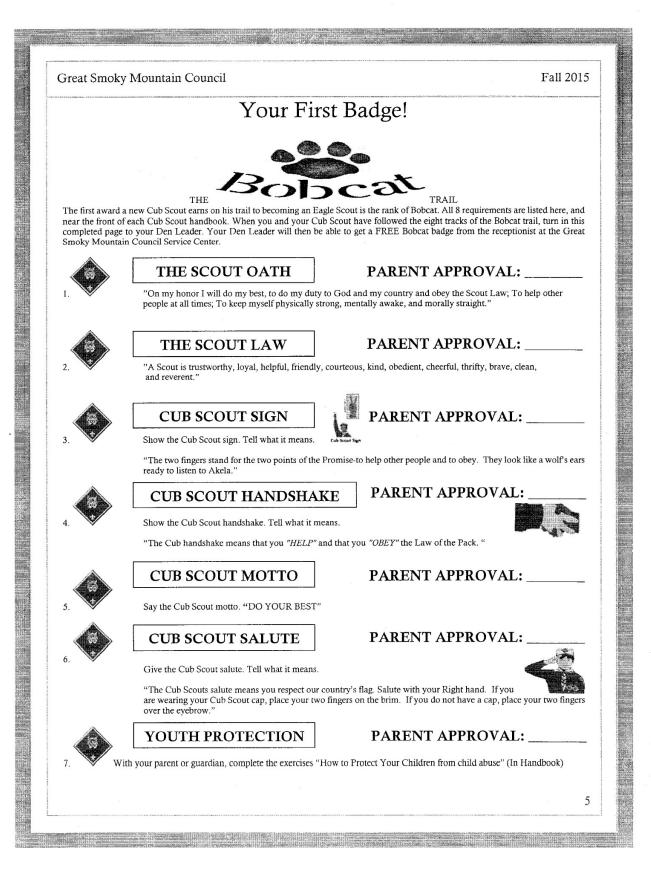
### Day Camp

Day camp is an exciting summertime activity that includes archery, BB guns, crafts, games, sports, songs, and skits. This 5-day program, conducted under certified leadership, is held on an approved site during daylight or twilight hours.

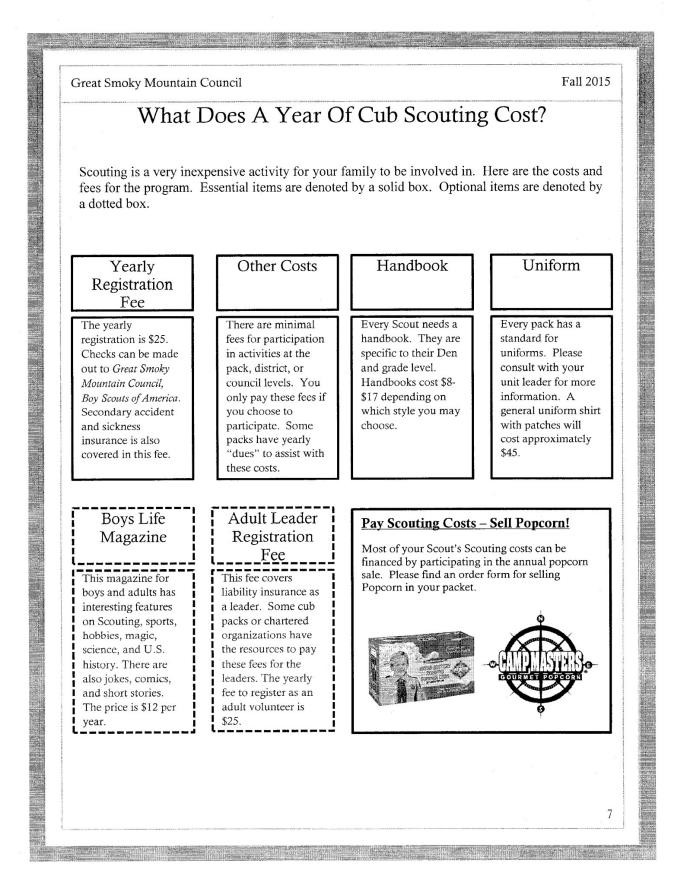
# Awards & Advancements

Cub Scouts provides a place for boys to learn how to work hard and see their goals reached. Throughout the year each Scout will be working on his "Rank Badge." Requirements for this rank can be found in their grade specific handbook. In addition to these ranks, there are also "Belt Loops." These are fun awards that boys will earn for participating in activities and games.









Great Smoky Mountain Council Fall 2015 Training For Parents & Leaders You don't have to figure out Cub Scouting alone! We are proud to offer training for new Cub Scout parents and leaders. This training will cover how to help your son and his friends earn advancements, how to run den meetings, and general tips and tricks to make Cub Scouting fun. This training is offered at the following dates and locations. Saturday, Sept. 6th, 8 AM, Seymour United Methodist Church, Seymour, TN Thursday, Sept. 18th, 6 PM, Grigsby Chapel LDS Church, Knoxville, TN Saturday, Sept. 20th, 10 AM, Broadway United Methodist Church, Maryville, TN Saturday, Sept. 20th, 8 AM, Seymour United Methodist Church, Seymour, TN Saturday, Sept. 20th, 8 AM Central, First United Methodist Church, Crossville, TN Saturday, Sept. 20th, 8 AM Eastern, Michael Dunn Center, Kingston, TN Thursday, Sept. 25th, 6 PM, Memorial United Methodist Church, Clinton, TN Saturday, Sept. 27th, 8 AM, Mars Hill Presbyterian Church, Athens, TN Saturday, Oct. 4th, 8 AM, Seymour United Methodist Church, Seymour, TN Saturday, Oct. 11th, 8 AM, Fountain City Presbyterian Church, Fountain City, TN Thursday, Oct. 16th, 6 PM, Grigsby Chapel LDS Church, Knoxville, TN Saturday, Oct. 25th, 10 AM, Broadway United Methodist Church, Maryville, TN Saturday, Nov. 8th, 8 AM, Powell Presbyterian Church, Powell, TN For more information on these trainings please visit our web site at http://www.bsa-gsmc.org/2496 8

Great Smoky Mountain Council

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# Where Can I Get My Uniform and Handbook?

The Great Smoky Mountain Council Scout Shop offers uniforms, advancements, literature, gifts, scrapbooking supplies, pinewood derby equipment, and program and den meeting ideas and supplies. If we don't have it in stock, we can order it for you. We also take over the phone orders and are happy to coordinate shipping.

Knoxville Scout Shop

1333 Old Weisgarber Road

Knoxville, TN 37909

865-588-1940 or toll free at 800-222-5142

Monday - Friday: 10 AM - 6 PM

Saturday: 10 AM – 3 PM

Sunday: CLOSED

# What is the "Council?

The Great Smoky Mountain Council is the local Scouting organization. We are chartered to the National Council of the Boy Scouts of America to promote and support Scouting in 21 counties throughout East Tennessee.

If you have *any* questions about Scouting or the Scouting Programs, please visit us or give us a call.

1333 Old Weisgarber Road Knoxville, TN 37909 865-588-6514 www.familyscoutingfun.com facebook twitters Great Smoky Mountain Council

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# The Role of A Cub Scout Parent

Every parent plays a very important role with your Scout. You will be working with your Scout on his achievements, attending camping outings together, and having fun with your family! Scouting would not be possible without the parent or guardians involvement.

You will also be asked to serve as a volunteer with the Cub Scout Pack where your son is a member. Whatever time you are able to invest in Scouting – the result is phenomenal! Boys will not only have fun because of your help but will also grow physically, mentally, and in their relationships with other people.

Please take a moment to look over these roles. Please mark 3 that would you be able to help with.

\*Please tear this page out and turn it in with your son's application.\*

- \_ **DEN LEADER OR ASSISTANT (Must have at least two per den) -** Works directly with their Scout's grade level den, their meetings and activities.
- **OUTDOOR COMMITTEE** Family Camping Events, Summer Day Camp Promotion, and Shooting Sports Events.
- **SPECIAL EVENTS COMMITTEE** Blue and Gold Banquet, Pinewood Derby Race, and Scouting for Food Service Project.
- \_\_\_\_\_ FINANCE COMMITTEE Popcorn Sale and Pack Operating Budget.
- \_\_\_\_ MEMBERSHIP COMMITTEE Annual Pack Charter Renewal and Year Round Recruitment Planning.
  - **SUPPORT COMMITTEE** Coordinate Pack Meeting Speakers and Events and assist other committees as needed.
  - ADVANCEMENT COMMITTEE Record Keeping and Awards Coordination

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	BOY'S NAME BOY'S GRADE		A CONTRACTOR OF A CONTRACT OF
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	If a situation arises and you can no longer help, please contact your Den Leader or Cubmaster.	20.017	AND ADDRESS OF A DESCRIPTION OF A DESCRI
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# NEW CUB SCOUT LEADER



BOY SCOUTS OF AMERICA





All you need to know to help make your Cub Scout experience fun and valuable!!

# www.familyscoutingfun.com

Welcome to the wonderful world of Scouting! As a new volunteer leader, you join thousand other volunteers in the Great Smoky Mountain Council who positively impact the lives of young men and women though the programs of Scouting. Make no mistake; your involvement will have a deep and lasting impact on the youth that you serve. Thank you for your dedication and commitment.

I truly believe that every Scout deserves a trained leader! We also know that adults who become trained feel more comfortable and successful in their roles as scouting leaders. I encourage you to take advantage of the many training opportunities provided by the dedicated volunteers and staff. Information on training opportunities can be found on our council website www.familyscoutingfun.com .

We have several new methods of communication to ensure you and your cub scout have an action packed program of fun and learning. Follow us on **Twitter** @eastTNscouts, Like us on **Facebook at eastTNscouts** and **Text BSA to 51660** to join our text club.

Your District Executive, who is a full-time paid member of our council staff dedicated to ensuring you have a positive and successful Scouting experience, my be reached by calling the Council Service Center. He or she will also be able to connect you with your Unit Commissioner, who is an experienced Scouting volunteer who is available for advice and mentoring to all the leaders in your unit.

We have a National Scout Shop that houses a huge selection of Scouting materials, recognition items and uniforming. Our friendly, experienced staff stands ready to help you with all your Scouting needs. It is our desire for you and your son to have a positive scouting experience. If you have any questions please do not hesitate to call our professional staff to get you pointed in the right direction.

Again, welcome to Scouting! Thank you for Changing Lives and Making Heroes Everyday!

In Scouting,

Wes Stowers

#### Don Lee

David M. Williams

**Council President** 

Council Commissioner

Scout Executive

### I am a New Den Leader! What are the next steps!

**1. Application -** Ensure you have your Adult Leader application turned into the Pack Leadership.

**2. Training -** You should work to complete the four training sessions to become trained for your position. All Trainings are available on-line through the Council website.

As a new leader, you should go to the council website today and complete the following training, which you <u>MUST</u> have before you can lead a meeting with scouts:

- Youth Protection Training.
  - You do not have to be a current registered member or have a member ID to take Youth Protection training, but you will need to create a MyScouting Account with a name and passcode.
  - To take Youth Protection training:
    - Go to the Council Website and Click On-Line Training.
    - Scroll down and click on Youth Protection.
    - Open a My Scouting Account
    - From the menu on the left, click E-Learning.
    - From the General tab, scroll down to Youth Protection Training and click Take Course.
    - When you complete the course, print a certificate of completion to submit with a volunteer application, or submit the certificate to the unit leader for processing at the local council.
    - When your volunteer application is approved, you will receive a BSA membership card, which includes your member ID number. After you receive your membership card, log onto MyScouting, click My Profile, and enter your member ID number. This links your Youth Protection training records, and any other MyScouting training records, to your BSA membership.

### • Fast Start Training for your position

To complete your training, allowing you to wear the "Trained" emblem on your uniform, the following need to be completed:

- This is Scouting
- Leader Position-Specific Training

Additional training opportunities are available throughout the scouting year:

- We provide training through the course of our monthly Parent/Leader meetings.
- The District has monthly roundtables for Cub Scout leaders in place.

**3.** Uniform - All leaders should have an official uniform. Most leaders buy it in pieces starting with the shirt and insignias. You can use the Uniform Guide Sheet to help identify what patches are needed and where they are to be placed on the uniform.

**4. Hold a Den Orientation Meeting -** This orientation should happen with in 7 days of School Night, but before the first Den Meeting. The orientation will provide program overview for all the parents, assist in the formation of the den, and provide an opportunity to confirm the den roster.

**5. Hold first Den Meeting -** Using the material provide from the Den & Pack Meeting Resource Guide and the Leader Book, plan and hold your first den meeting. This should happen with in 7 days of orientation.

6. Email and Website - Be sure to visit the Council Website and sign up for the email list.

#### RESOURCES

You have many resources available to you and your son to enhance his Cub Scout experience. Some resources are people. Some are printed materials. Some are electronic.

### Boys' Life

Boys' Life has been published by the Boy Scouts of America for over 100 years. It contains articles of special interest to boys including sport, video games, outdoor life and adventure. The mission of boys' Life magazine is to entertain and educate America's youth and open their eyes to the joyous world of reading.

### **WEBSITES**

These are official Boy Scout of America Websites with information, games and other fun things for you and your Cub Scout to enjoy.

### www.bsa-gsmc.org or familyscoutingfun.com

The official website of the Great Smoky Mountain Council. We have several new methods of communications to insure you and your Cub Scout have an action packed program of fun and learning. Here are ways to stay connected:

- Follow us on Twitter @eastTNscouts
- Like us on Facebook eastTNscouts
- Text BSA to 51660 to join our text club.
- You may also join your District text club. Text \_\_\_\_\_ to 51660.

### www.scouting.org

The official website of the Boy Scouts of America. Cub Scout website with games and information about Cub Scouting.

### www.myscouting.org

The official Training website of the Boy Scouts of America

#### www.boyslife.org

Website about Boys' Life magazine with articles, jokes, games and stories

#### www.scoutstuff.org

Your official online source for information about essential Scouting merchandise

### Nobody is more important to your son's Scouting experience than YOU!

### COUNCIL TRAINING OPPORTUNITIES FOR SCOUT LEADERS

1.

BSA has introduced a training course for Cub Scout and Boy Scout Leaders. This training (called "This is Scouting") provides the basic information to help get a new leader off to a great start. It incorporates many of the details that were included in the old New Leaders Essentials Course. In order to be considered "fully trained", a Scout Leader must complete Fast Start Training, "This is Scouting" course, Youth Protection Training, and Scout Leader Specific Training.

Each of the courses can now be completed online. Simply visit <u>www.myscouting.org</u> and create an account. The online training center will keep up with the courses that you have completed.

#### Step 1: Youth Protection (60 minutes)

This is required for all Volunteer Applicants at time of registration. This must be updated every 2 years.

- Available online at http://www.myscouting.org
  - Classroom setting

### Step 2: Fast Start (20 minutes)

Fast Start training can be completed in several ways:

- Available online at <u>http://www.myscouting.org</u>
- Classroom setting

### Step 3: "This is Scouting" (45 minutes)

For all new Scout Leaders; Topics include: Personal goals, Youth Growth and Development, How you as a Leader fit into your unit and your district, Where to find help and support, Unit and District Finances, Safe Scouting, and Scouting Transitions.

- Available online at <u>http://www.myscouting.org</u>
- Classroom setting

# **Step 4: (Face to Face) Leader Specific Training** (3 hrs) This is best completed in a group setting.

These training sessions feature discussions on issues specific to Cub Scout and Boy Scout Unit Leadership, including specific leader training covering the Tiger, Wolf/Bear, Webelos, and Cubmaster, Scoutmaster, Assistant Scoutmaster, and Committee positions and responsibilities. Training for the next Cub level is required each year.

#### See upcoming training dates on page 6.

**NOTE**: If you experience trouble in accessing Training on the website, call Lisa Adkins at 865-588-6514, Ext. 118 or Melissa Cox at 865-588-6514, Ext. 115 for assistance.

Please choose your preferred training at www.bsa-gsmc.org and register on line.

# GREAT SMOKY MOUNTAIN COUNCIL TRAINING SCHEDULE 2015

You don't have to figure out Cub Scouting alone! We are proud to offer training for new Cub Scout parents and leaders. This training will cover how to help your son and his friends earn advancements, how to run den meetings, and general tips and tricks to make Cub Scouting fun.

### All Cub Trainings throughout the Council are **\$10** (INCLUDES: Trained Patch, Trained Card and Cub Leader Resource Guide)

If you already own your Resource Guide then the training is only **\$3** (INCLUDES: Trained Patch and Trained Card)

This training is offered at the following dates and locations:

- Saturday, Sept. 6th, 8 AM, Seymour United Methodist Church, Seymour, TN
- Thursday, Sept. 18th, 2014, 6 PM, Grigsby Chapel LDS Church, Knoxville, TN
- Saturday, Sept. 20th, 2014, 10 AM, Broadway United Methodist Church, Maryville, TN
- Saturday, Sept. 20th, 8 AM, Seymour United Methodist Church, Seymour, TN
- Saturday, Sept. 20th, 8 AM Central, First United Methodist Church, Crossville, TN
- Saturday, Sept. 20<sup>th</sup>, 8 AM Eastern, Michael Dunn Center, Kingston, TN
- Thursday, Sept. 25<sup>th</sup>, 6 PM, Memorial United Methodist Church, Clinton, TN
- Saturday, Sept. 27th, 2014, 8 AM, Mars Hill Presbyterian Church, Athens, TN
- Saturday, Oct. 4th, 8 AM, Seymour United Methodist Church, Seymour, TN
- Saturday, Oct. 11<sup>th</sup>, 8 AM, Fountain City Presbyterian Church, Fountain City, TN
- Thursday, Oct. 16th, 2014, 6 pm, Grigsby Chapel LDS Church, Knoxville, TN
- Saturday, Oct. 25th, 2014, 10 AM, Broadway United Methodist Church, Maryville, TN
- Saturday, Nov. 8<sup>th</sup>, 8 AM, Powell Presbyterian Church, Powell, TN

For more information on these trainings please visit our web site at http://www.bsa-gsmc.org/2496