Defining the Opportunity, and Risk, of Serving the Whole Family

Mike Mahon, Scout Executive/CEO
Linda Hassler, VP Membership
Overall, Scouting families with daughters indicate high interest in having their daughter in the Cub Scout program.

Parents of Daughters: Parents are not currently involved in Scouting

How likely would you be to get your daughter(s) and son(s) age 5-10 involved in the program as described above?

- Extremely likely/interested
- Very likely/interested
- Somewhat likely/interested

90% Likely
25% 37%
28%

88% Likely
18% 33%
37%

Parents of Daughters: Parents are currently involved in Scouting

How interested would you be in the Cub Scout program for your daughter if offered by Boy Scouts of America?

- Extremely interested
- Very interested
- Somewhat interested

68% Interested
26% 25%
17%
Three-quarters of unit leaders, and those who have earned their Eagle Scout award, are extremely or somewhat interested in the Cub Scout program for their daughter.

How interested would you be in the Cub Scout program for your daughter if offered by Boy Scouts of America?

- **NESA**
  - Extremely interested: 76%
  - Somewhat interested: 32%
  - Total: 1,088

- **Unit leaders (Cubmasters, Den leaders, Scoutmasters)**
  - Extremely interested: 74%
  - Somewhat interested: 33%
  - Total: 5,079
Overall, there are high levels of support for including girl Dens.

Opinion About Adding Cub Scout Options
How do you feel about the BSA offering these options?

- Completely favorable: 73%
- Very favorable: 32%
- Somewhat favorable: 24%
- Not too favorable: 17%
- Not at all favorable: 11%

Council Constituents
n=8,700
Boy Scout Data
Parents of daughters aged 11-18 who do not currently have a child in the Boy Scout program AND Girls age 11 -16, all indicate a high likelihood of interest in joining.

Parents:
How likely would you be to get your son(s) and daughter(s) age 11-16 involved in the program as described above?

Girls ages 11-16:
How likely would you be to get involved in the program as described above?

- Extremely likely
- Very likely
- Somewhat likely

Parents of boys
n=129
- 84% Likely
- 31%Very likely
- 26% Somewhat likely
- 27% Extremely likely

Parents of girls
n=550
- 87% Likely
- 32%Very likely
- 33% Somewhat likely
- 22% Extremely likely

Girls
n=567
- 90% Likely
- 35%Very likely
- 38% Somewhat likely
- 17% Extremely likely
Most Boy Scouts are in favor of expanding the program offerings to girls. Less than one-third of Boy Scouts who were negative about the change would consider no longer participating – that accounts for about 6 percent of the larger population.

Boy Scout Opinion about Program Expansion
Do you believe that this would be a positive program addition to the Boy Scouts of America?

- Definitely yes: 37%
- Probably yes: 24%
- Maybe: 17%
- Probably no: 9%
- Definitely no: 13%

61% Definitely yes, or probably yes

Impact on Boy Scouts’ Participation (among those opposed to the addition)
How would your negative view affect your future participation in Scouting?

- It wouldn’t: 28%
- I would be less excited about Scouting: 28%
- I would no longer want to participate: 11%
- Not sure: 32%

Boy Scouts opposed to program expansion n =229
Families have busy lives and want:

- character development
- values-based leadership training

Comprehensive research completed on expanding program for youth girls

- high receptivity and interest

Current curriculum relevant for both boys and girls
Organized Youth Activities

Market Segments

Opportunities
Family Scouting

BSA National Board Approves
Family Scouting
October 11, 2017

Early Adoption Cub Scouts
January 15, 2018
Options with Same Program, Awards, Ranks, Activities, Uniforms:

- Single Gender Dens Only
- Boy Only Packs
- Mixed Den Packs
- Girl Only Packs
Our first girl Cub Scout
Pack 54
Jamesburg, NJ
(Middlesex District)
Family Scouting
Girl Troops – February 2019

Same Program, Awards, Ranks, Activities
Including Eagle Scout:

Single Gender Troops Only
Not co-educational
No Girls in Current Troops
Start New Troops
Family Scouting
Scouting Groups

Four Units Meet at Same Time/Place
Pack, Boy Troop, Girl Troop, Crew

Common Opening/Closing
Separate Rooms for each Program
Large Size and Waiting Lists for Entry
Family Scouting

Requires more adult volunteers - Recruit Moms

Small number of girls in a Unit

Full Youth Leadership Path for Both Genders in Separate Troops

We don’t want to short change 11-14 year old boys
They need time and space to mature...
Co-ed Results in Other Countries

Number of Youth

100

Boys

U.K., Ireland, Canada, Latin America

Single Gender Before Change

Co-ed
Co-ed Results in Other Countries

U.K., Ireland, Canada, Latin America

Number of Youth

<table>
<thead>
<tr>
<th>Boys</th>
<th>Co-ed</th>
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<tr>
<td>Before Change</td>
<td>After Change</td>
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<td>100</td>
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Single Gender Before Change | Co-ed After Change
Co-ed Results in Other Countries

<table>
<thead>
<tr>
<th>Country</th>
<th>Before Change</th>
<th>Co-ed After Change</th>
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<tr>
<td>U.K., Ireland, Canada, Latin America</td>
<td>100 Boys</td>
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Co-ed in Other Countries

Why Membership Drop with Co-ed? What are the Risks?
Maturity Levels by Age

Number of Youth

Age

Boys
Girls

6 7 8 9 10 11 12 13 14 15 16 17 18

Number of Youth
Maturity Levels by Age

Girls

Boys

Number of Youth

Age
Maturity Levels by Age

Number of Youth

Age

Boys
Girls
Maturity Levels by Age

Number of Youth

Age

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6 7 8 9 10 11 12 13 14 15 16 17 18

Number of Youth
Maturity Levels by Age

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<th>Boys</th>
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Maturity Levels by Age

Number of Youth

Age

Girls

Boys

Number of Youth

Age
Maturity Levels by Age

Number of Youth

Age

Boys

Girls

Number of Youth

Age
Maturity Levels by Age

Number of Youth

Age

Girls

Boys

Number of Youth vs. Age
Maturity Levels by Age

Number of Youth by Age

Age

6 7 8 9 10 11 12 13 14 15 16 17 18

Girls

Boys
Maturity Levels by Age

Number of Youth

Age

Girls

Boys

Number of Youth

Age

6 7 8 9 10 11 12 13 14 15 16 17 18
Co-ed in Other Countries

Why Membership Drop with Co-ed? What are the Risks?

- Different Maturity Ages
- Changed Formula/Culture
Example: Changed Formula

Coca-Cola
Classic

Original
Formula
Changed Formula/Culture

Coca-Cola Classic
Original Formula

New Coke - disaster
Subtly Different
Changed Formula/Culture

Coca-Cola Classic

Original Formula

New Coke - disaster

Subtly Different

Diet Coke

Success: keeping Classic and adding new varieties
BSA Formula/Culture

- Keep Classic Boy Scouting Troop Formula/Culture Intact
- Add New Girl Troop Formula/Culture
Family Scouting

Create this Future

Number of Youth

<table>
<thead>
<tr>
<th>Category</th>
<th>Boys Only</th>
<th>Co-ed</th>
<th>Family Scouting Single Gender</th>
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Create this Future
Monmouth Council and Family Scouting

- Growth Mindset
- Culture Addition
- Be Entrepreneurial
- Market and Sell New Programs
Family Scouting

• Large Opportunity to develop Character and Leadership in more Youth

• Be Mindful of Risks
Family Scouting
Questions

Questions or Clarification?
Please share your thoughts, concerns, opportunities and questions...
Family Scouting

Number of Youth

- Boys Only: 100
- Co-ed: 70
- Boys: 100
- Girls: 30

Create this Future
Thank you