

FAMILY SCOUTING

OFFERING ICONIC BOY SCOUTS OF AMERICA PROGRAMS TO BOYS AND GIRLS



WHAT IS HAPPENING?

Starting in 2018, families can choose Cub Scouts for their sons *AND* daughters.

A Scouting program for older girls will be delivered in 2019, allowing participants to earn the highest rank of Eagle Scout.

WHY THE CHANGE?

Families today are busier than ever and with less free time, families want convenience. In fact, **convenience beats cost at the #1 concern.**

Research shows that our programs are extremely appealing to today's busy families.



In a recent survey of parents not involved with Scouting...

90% Are interested in a program like Cub Scouts for their daughters

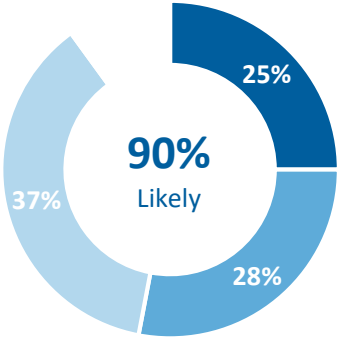
87% Are interested in a program like Boy Scouts for their daughters

Overall, Scouting families with daughters indicate high interest in having their daughter in the Cub Scout program.

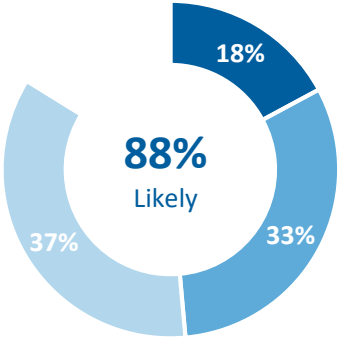
Parents of Daughters:

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?



Likelihood of parents to get daughters involved in Cub Scouts

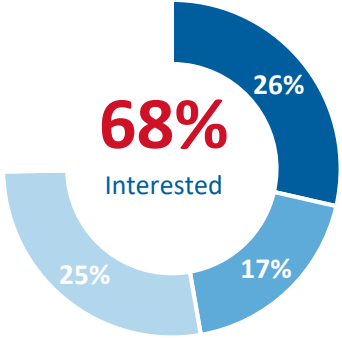


Likelihood of parents to get sons involved in Cub Scouts

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?



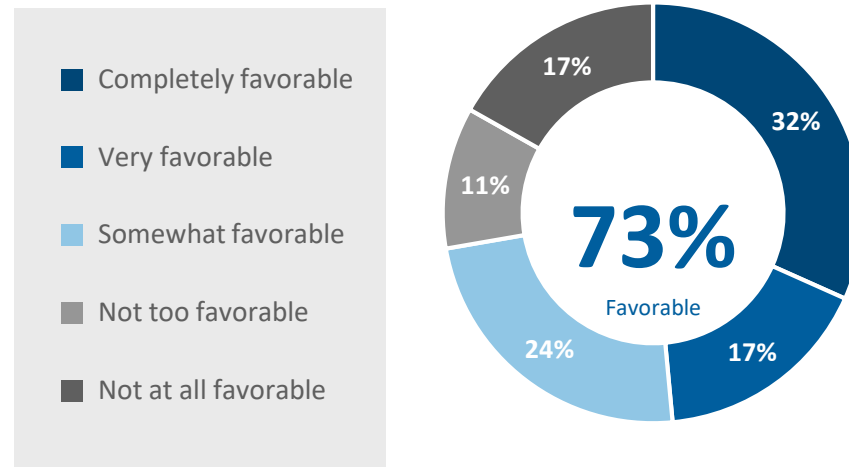
Interest in Cub Scout Program for daughter



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?



Council Constituents
n=8,700

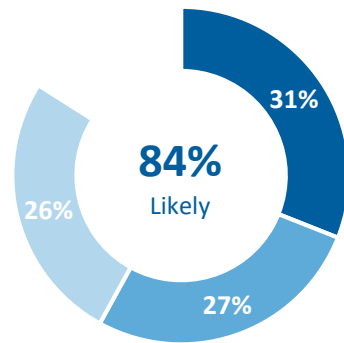


Prepared. For Life.™

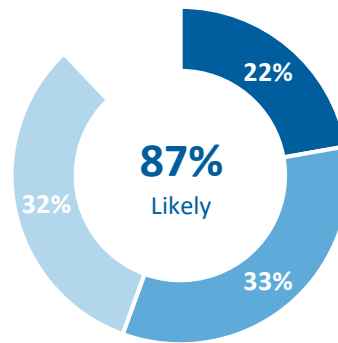
Parents of daughters aged 11-18 who do not currently have a child in the Boy Scout program AND Girls age 11 -16, all indicate a high likelihood of interest in joining.

Parents:

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



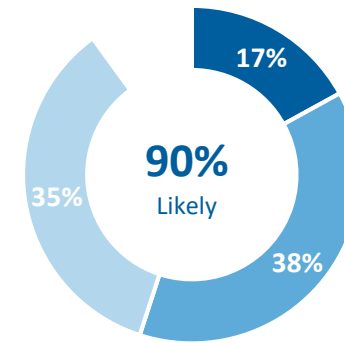
Parents of boys
n=129



Parents of girls
n=550

Girls ages 11-16:

How likely would you be to get involved in the program as described above?



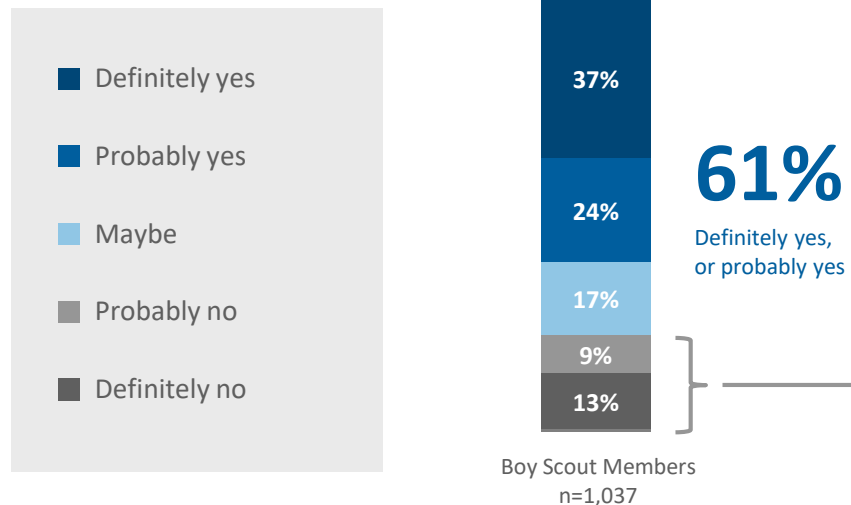
Girls
n=567



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

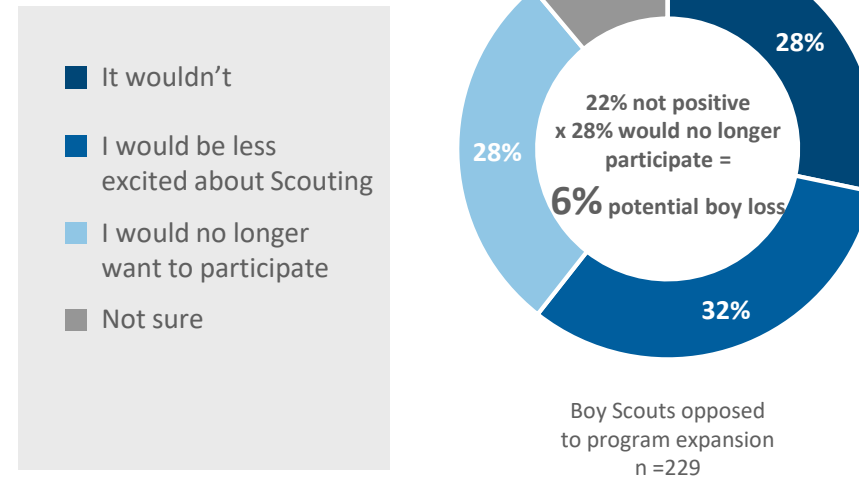
Do you believe that this would be a positive program addition to the Boy Scouts of America?



Impact on Boy Scouts' Participation

(among those opposed to the addition)

How would your negative view affect your future participation in Scouting?



Summary

- 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

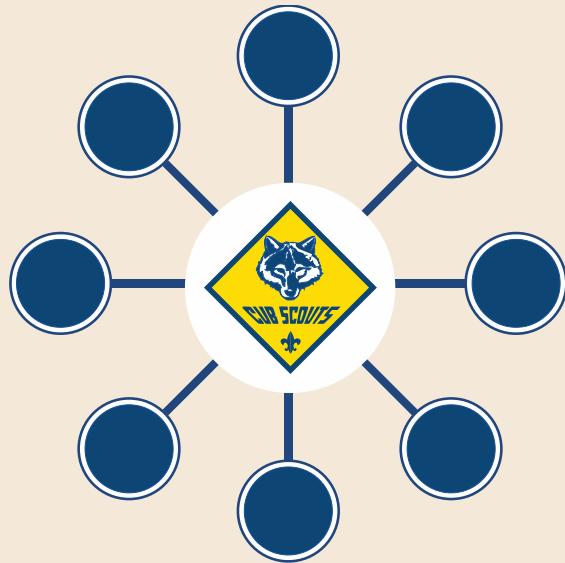


HOW WILL IT WORK?

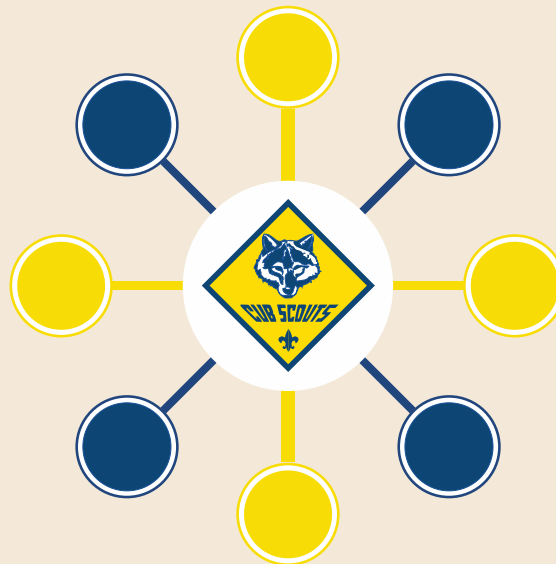
CUB SCOUTS

AGES 5-10 (OR GRADES K-5)

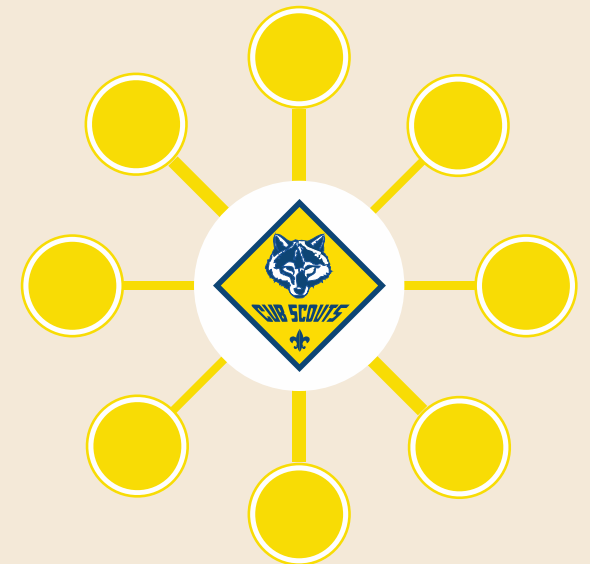
ALL-BOY CUB SCOUT PACK



BOYS & GIRLS CUB SCOUT PACK



ALL-GIRL CUB SCOUT PACK



CUB SCOUT PACK



ALL-BOY DEN



ALL-GIRL DEN

Our first girl Cub Scout Pack 54 Jamesburg, NJ (Middlesex District)



HOW WILL IT WORK?

Scouts BSA

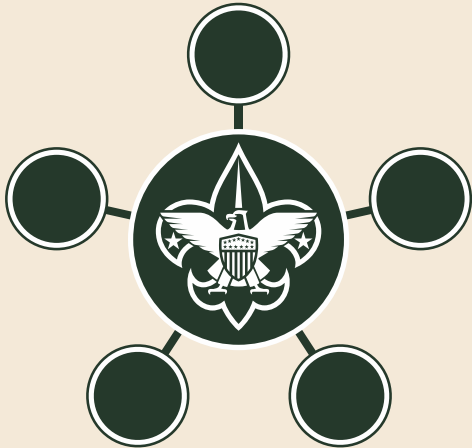
February 2019

AGES 11-17 (OR GRADES 6-12)

SEPARATE TROOPS FOR BOYS & GIRLS

CHARTERED ORGANIZATION

TROOP COMMITTEE



CHARTERED ORGANIZATION

TROOP COMMITTEE

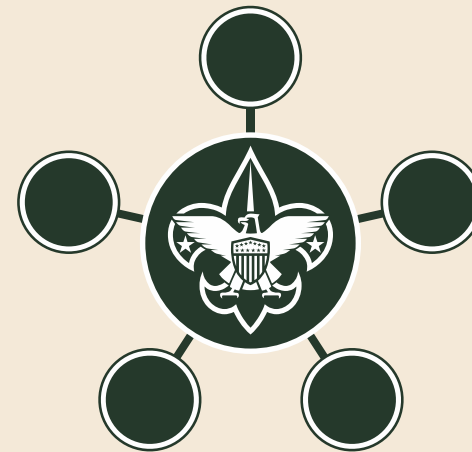


ALL-GIRL TROOP

LINKED TROOP

CHARTERED ORGANIZATION

TROOP COMMITTEE



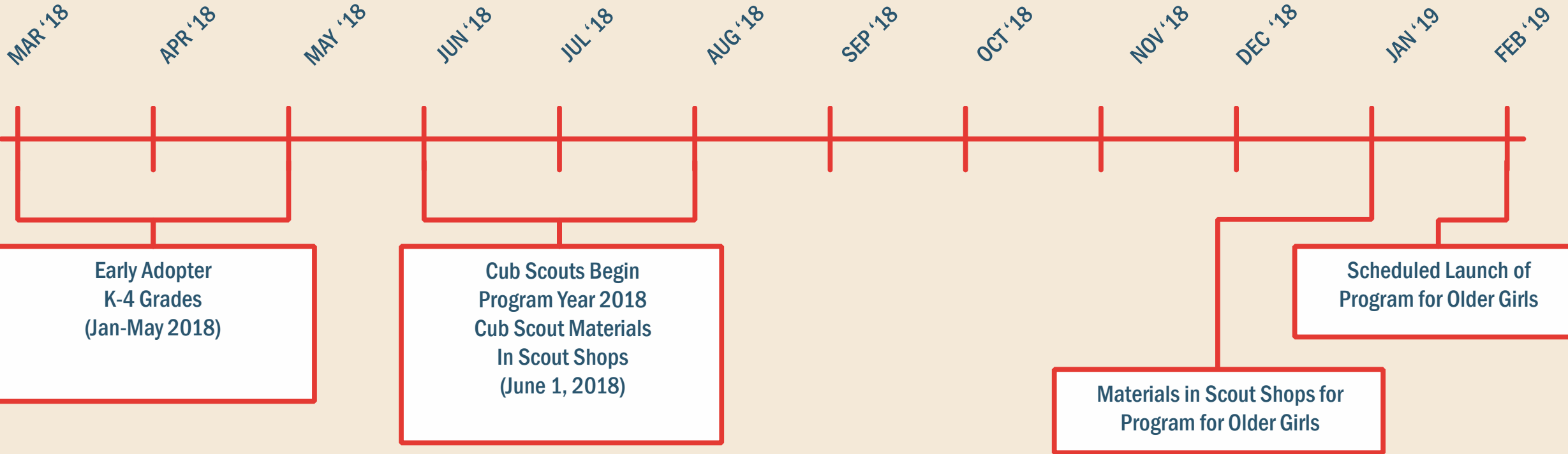
ALL-BOY TROOP



Our first girl Cub Scout Pack 54 Jamesburg, NJ (Middlesex District)



TIMELINE



TIMELINE

Allows organizations
to identify the options
that work best for
their communities

Allows flexibility
for chartered partners

Allows us to
introduce scouting
to more families

Allows boys and girls
to learn and grow at
the pace that is unique
to their development

Battleground District Family Scouting Review

Unit Name	Family Scouting
Pack 0007 Prince of Peace Lutheran Church	Will Accept Girls
Pack 0013 1st United Methodist Church	Will Accept Girls
Pack 0085 Robertsville Volunteer Fire Company	Will Accept Girls
Pack 0086 Old Brick Reformed Church	Will Not Accept Girls
Pack 0090 Colts Neck Vol Fire Dept Co #2	Will Not Accept Girls
Pack 0116 Millstone Township Fire Company	Will Not Accept Girls
Pack 0150 Howell Township Fire Co. #1	Will Not Accept Girls
Pack 0154 First Presbyterian Church of Englishtown	Haven't Finalized but you believe they Will
Pack 0155 West Freehold PTO	Will Not Accept Girls
Pack 0157 St Thomas More Roman Catholic Church	Will Accept Girls
Pack 0158 JJ Catena PTO	Will Not Accept Girls
Pack 0160 Marshall Errickson School PTO	Will Not Accept Girls
Pack 0180 Allentown United Methodist Church	Will Not Accept Girls
Pack 0180 Old Tennent Presbyterian Church	Will Accept Girls
Pack 0258 Bilkays Express Co	Will Accept Girls
Pack 0300 St Veronicas Roman Catholic Church	Will Accept Girls
Pack 0358 C R Applegate School PTO	Will Accept Girls
Pack 0515 BPO Elks Lodge 2515	

Battleground District Family Scouting Review

22		
23	Percentage of Packs Currently Accepting Girls	42.11%
24	Percentage of Packs Currently NOT Accepting Girls	42.11%
25	Percentage of Packs Likely to Start Accepting Girls	5.26%
26		
27		
28		
29	New Girl Only or Family Units	Current step in the New Unit Process
30	Pack 85 - Marlboro	2
31	Pack Freehold Boro	1
32	St. Rose - Freehold	1
33	Special Needs Pack - Freehold	1
34	Jewish Amboy School- Marlboro	1
35		
36		
37		
38		
39	Community Partners interested in starting girl only troop	
40	Freehold Superintendent - Freehold Troop	
41	Troop 0258 Bilkays Express Co	
42	Howell- Troop	
43		

Battleground District Family Scouting Review

Family Scouting Program Membership Report

Region	Area	Council	District Name	Unit Number	Lions Female Youth	Tigers Female Youth	Cub Scouts Female Youth	Webelos Female Youth	Total Female Registrants
Northeast Region	Area 5	Monmouth	Battleground	258	1	0	1	0	2
Northeast Region	Area 5	Monmouth	Middlesex	54	0	0	1	0	1
Northeast Region	Area 5	Monmouth	Middlesex	98	0	0	2	3	5
Northeast Region	Area 5	Monmouth	Middlesex	105	0	0	0	1	1
Northeast Region	Area 5	Monmouth	Middlesex	107	1	0	0	0	1
Northeast Region	Area 5	Monmouth	Middlesex	223	0	4	5	0	9
Northeast Region	Area 5	Monmouth	Middlesex	571	0	1	0	0	1
Northeast Region	Area 5	Monmouth	Middlesex	81	0	3	1	1	5
Northeast Region	Area 5	Monmouth	Thunderbird	40	2	1	2	0	5
Northeast Region	Area 5	Monmouth	Thunderbird	36	0	1	0	1	2
Northeast Region	Area 5	Monmouth	Thunderbird	52	0	0	2	1	3
Northeast Region	Area 5	Monmouth	Thunderbird	81	0	0	0	2	2
Northeast Region	Area 5	Monmouth	Thunderbird	82	1	0	1	1	3
Northeast Region	Area 5	Monmouth	Twin Lights	137	0	0	1	0	1
Northeast Region	Area 5	Monmouth	Twin Lights	240	0	0	0	1	1
Northeast Region	Area 5	Monmouth	Twin Lights	141	1	0	1	0	2
Northeast Region	Area 5	Monmouth	Twin Lights	127	0	0	3	0	3
Monmouth Total					6	10	20	11	47

Region	Area	Council	District Name	Unit Number	Lions Female Youth	Tigers Female Youth	Cub Scouts Female Youth	Webelos Female Youth	Total Female Registrants
Northeast Region					509	830	1,899	1,511	4,749

1 BG
 7 MS
 5 TB
 4 TL
 = 17 units with applications in = 47 girls (9/28/18)

THANK YOU ALL !!! FOR BEING SCOUTING LEADERS SERVING THE WHOLE FAMILY



Linda Hassler,
Vice President for Membership, Monmouth Council

Gary Schroeder
National Pilots Committee Chairman



SCOUT ME IN™





BOY SCOUTS OF AMERICA®