



Central Region Area 4 Membership Plan Presentation by C4VOA





Recruiting / Retention of Venturers in the Light of Changes in May 2014

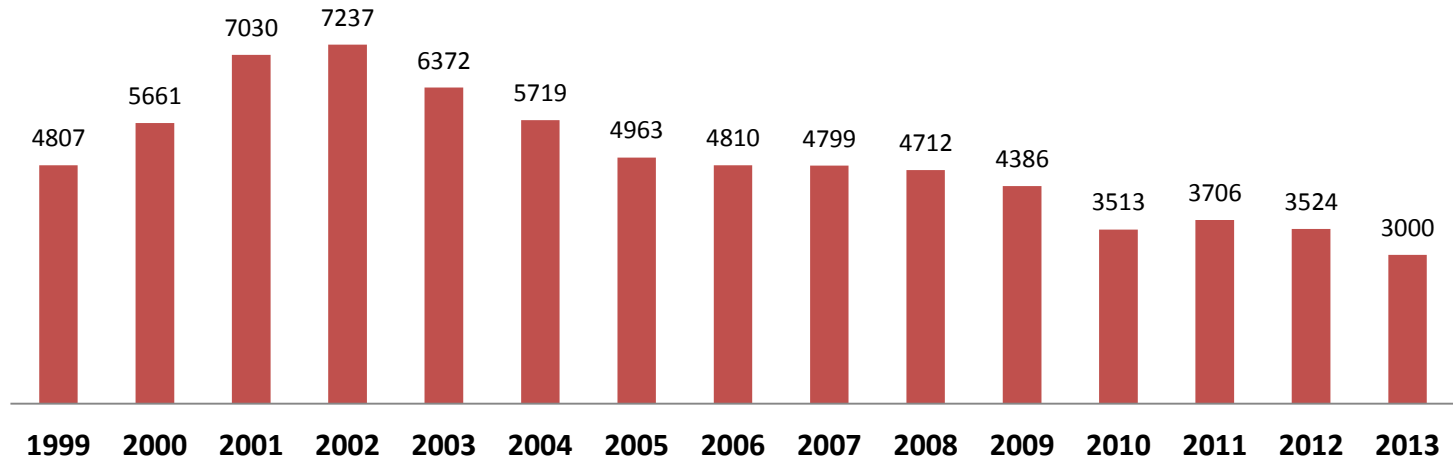
- There are practical solutions and structural/organizational solutions.
- This presentation focuses on the structural/organization for success approach. We hope your own practical solutions will be that much stronger with a quality organization.
- C4VOA Approved March 9, 2014





The Problem

Venturing Membership: Central Region Area 4, 1999-2013



Membership is everyone's problem



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The Solution: More and Better Quality VOAs

Councils with a Venturing Officer Association lost 9% of their members.

Councils without a VOA lost THREE TIMES that amount (27%).

- Only 29 of 72 councils in the Central Region have a VOA.
- 40% of Central Region membership (and 60% of councils) are not represented by a VOA.
- The CR lost 7,300 Venturers between 2012 and 2013.
- If all CR councils had a VOA, perhaps as many as 3,300 Venturers that left may still be in the program.





The Solution: More and Better Quality VOAs

Venturing Membership and Growth Rates in Councils with and without Venturing Officer Associations, Central Region BSA, 2012-2013

	No. Councils	Venturers on 12/31/2013	Growth Rate 2012-2013
All CR Councils	72	35780	-17.0%
with VOA	29	21549	-9.2% -26.5%
without VOA	43	14231	
Positive Growth Councils	22	11503	8.4%
with VOA	9	8321	8.2%
without VOA	13	3182	9.1%
Negative Growth Councils	48	23672	-25.8%
with VOA	19	13104	-17.7% -33.8%
without VOA	29	10568	
Zero Growth Councils	2	605	
with VOA	1	124	
without VOA	1	481	

VOA Status as shown on Area Pages of CRVenturing.org on 2/5/2014





Central Region Area 4 mission: Growing and Sustaining Council VOAs

- Councils with VOAs are paying attention to Venturing.
- As VOAs become more common and existing VOAs become stronger, there will be greater opportunities to reach out to non-Venturers to connect them with the program.
- VOAs are essential to membership recruitment and retention.





Why now?

- Venturing is changing in May 2014 with a National Announcement made in May 2013.
 - <http://www.scouting.org/scoutsource/programupdates.aspx>
- Each council should adopt a Council Venturing Membership Plan to correspond with the new program roll out.
- The timing is right for Summer and Fall 2014.





BSA National Membership Plan

- Resources at
 - <http://www.scouting.org/scoutsource/Membership.aspx>
- New positions: Council Membership Chair and Venturing Membership Chair in every crew.
 - http://www.scouting.org/scoutsource/Membership/Youth_Recruitment/Membership_Chairman.aspx
 - These pages are full of practical ideas and resources.
 - They do not reflect new changes in Venturing, nor the organization of Venturing at a council level including VOAs.
 - We believe Venturing Volunteers and Officers can make the difference.





Considerations as the 2014 Changes Occur

- Changes in the awards program have gotten the most attention, but the structural changes may be the most profound.
- Without specific knowledge of the coming changes the following seems prudent for councils with and intending to organize VOAs.
- A Comprehensive Council Venturing Membership Plan in each council is critical.





Your council... 1,2,3

Does not have a VOA

1. Name a Venturing Chairman immediately
2. Let C4VOA advise you on how to form a VOA.
3. Create a Council Venturing Membership Plan.

Has a VOA

1. Great!
2. Let C4VOA help you get stronger.
3. Create a Council Venturing Membership Plan.





Council VOA's top two youth

1. Council Venturing President + VOA Advisor
 - Responsible for overall Venturing in the Council.
 - A member of the Area VOA.
2. Council Venturing VP-Administration + Advisor
 - The council youth officer responsible for membership.
 - Works with the Area VP-Administration on membership.
 - The Associate Advisor–Administration should be chosen with this responsibility in mind.
 - This adult could be the Council Venturing Membership Chair or should work closely with that person.





2014 Changes – The Key 4

- New Position to be added in 2014
 - Council Venturing Chairman.
- Leads to a Venturing Key 4 concept -- with
 - Council VOA Advisor.
 - Council Venturing President.
 - Professional Staff Advisor.
- Separate job descriptions with the goal of better Council VOAs and greater chance of membership growth is essential.
- Our recommendations follow.





2014 Changes – Key 4

Council Venturing Chairman

- Advise executive board status, to guide and support Venturing.
 - Supports council-level Venturing much like a unit committee chairman provides support for their unit.
 - Uses Council Standards of Venturing Excellence to provide benchmarks of program progress.





2014 Changes – Key 4

Council Venturing Chairman

- Provides a significant “kick-off” event for revised Venturing program after the launch in May 2014.
 - Example: Direct a training conference for all Venturers led by the Council VOA youth officers and their advisors.





2014 Changes – Key 4 Council Venturing Chairman

Appoints a

- Council Venturing Membership Chair.

to coordinate with

- Council Membership Chair, and
- District and Unit Membership Chairs.

This ties the Venturing Committee into all membership activities of the council and assures a Venturing “voice.”





2014 Changes – Key 4

Council Venturing Chairman

- Works with the Council Commissioner to
 - Appoint an Assistant Council Commissioner-Venturing, and
 - make them a part of the Council Venturing Committee.

This ties the Council Venturing Committee into the unit sustaining process of recharting units and lifesaving units in need.





2014 Changes – Key 4 Council VOA Advisor

- Advises the Council Venturing President and the officers of the VOA much like an Unit Advisor does for their own crew officers.
- Primary advisor working with youth officers.
- Selected with the same care and consideration as applied for selecting an Order of the Arrow Lodge Adviser.





2014 Changes – Key 4 Council VOA Advisor

- Supports Venturing through the VOA officers.
- Works to make sure all crew presidents and their Advisors are part of the Council VOA.
- Appoints an advisor for each VOA officer that is appropriate to the officer's function.
- Works with Venturing Chairman to avoid duplication of effort and maximum cooperation, especially with respect to membership growth and sustainability.





2014 Changes – Key 4

Council Venturing President

- Is one of the 2 top serving youth in the council.
- To be held in as high esteem as the Order of the Arrow Chief.
- Represents senior scouting in public forums as the primary Venturing Ambassador.
- To bring visibility to senior scouting and to give younger scouts a look upward to keep them engaged.





2014 Changes – Key 4

Council Venturing President

- Crew Venturing Presidents and their Advisors are members of the Council VOA.
- They represent their crew to the Council VOA and in turn receive support from the Council VOA officers.
 - Focused concentration on representing and supporting the membership at the unit levels.
 - Encourage each unit to have a unit membership chairman who works with the VP-Administration.





2014 Changes – Key 4 Staff Professional

- Support Council Level Venturing volunteers.
- An emphasis on Venturing at the council level much more like Order of the Arrow needing a staff professional to represent and support.
- Membership is the responsibility of everyone and more hands frees up staff pros time.
- Units in venturing served by their DE.
- Training developed for the Venturing Professional is needed.





Commissioners

A new focus on Venturing Commissioners including

- An Assistant Council Commissioner - Venturing as part of the Council Venturing Committee.
- Assistant District Commissioners – Venturing.
- Unit Commissioners trained in Venturing and assigned to all venturing units.

Focused training for commissioners at the council level needs to be developed.





Other Training

- Training support for new VOA officers and members to help them focus on
 - Youth level (peer-to-peer) mentoring.
 - Council-level (and multi-council-level) programming for Venturing age youth.
 - Encourage programming for Venturers at District events (e.g., activities during camporees appropriate for Venturers), independent of programming for Boy Scouts.





Training and Resources developed by C4VOA

<http://Area4.CRVenturing.org> (hit the banner)



Venturing Resources for

- Councils
- Professionals
- Commissioners



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Reaching the Crews

- Every crew, council, and area event is a recruiting opportunity.
 - All Crews have a Super Activity.
 - Council wide events (1) training weekend; (2) fun weekend, (3) banquet.
 - Start up feeder groups (find a boy scout troop, a girl scouts troop, form a group of girls wanting to join when old enough).
 - Push a “charter organization family of scouting” approach.





Reaching the Boy Scout Troops

- Tell why every troop needs a crew.
 - Assists older boy retention in scouting.
 - Opportunity for joint activities.
 - Opportunities for age-appropriate meetings and activities for senior scouts.
- Make sure scouts know they can join a crew for free and can be in multiple crews AND their troop at the same time.





Reaching the Boy Scout Troops

- Emphasize the message: Scouting is a single youth development program, extending from age 7 to age 20
- Age cohorts in Scouting provide age appropriate programming.
- Older youth in Boy Scout troops are well served in extending their activities to beyond the troop activities such as lodge activities with the Order of the Arrow and participation with older youth in a Venturing Crew.
- Maintaining engagement in Scouting is our overall goal.
- Boys that age out at 18 are still youth in a crew.





Our Youth Are Our Strength

- Be vocal about Venturing and its positive benefits.
- Youth officers are ambassadors for the program.
- Youth should always be ready to talk about Venturing.
- Youth attract youth to our movement. Give them a reason to be attractive.





Area Officers keep everyone looking upward

- Area 4 Training Conference – October 2014.
 - For entire VOA (including Council Venturing Presidents and Advisors) and all Council Venturing Adults.
- Invite our area officers to your events.
- “Gold Loops” show there is something larger and enhances the visibility of Venturing to all.
- The Area 4 Fun Event May 9-11, 2014.
 - Best recruiting event – The New River Experience, Whitewater, Canopy tour, Capture the Flag, Food, Camping, Social Evening.





**If you build it and tell others,
they will come.**

Questions?

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