

## **MAY – THE NEW PILOT PROGRAM: LIONS**

### **Music Full then under**

AMY: Welcome, everyone, to the May CubCast. I'm Amy Hutcherson, Cub Scout Specialist.

AARON: And I'm Aaron Derr, Senior Writer for *Boys' Life* Magazine. Our episode this month about lions reminded me of a joke from the Think & Grin section of the magazine that goes: Why did the lion cross the road?

AMY: Hmm. Okay, Aaron, why did the lion cross the road?

AARON: Because he smelled the chicken!

AMY: No, no, no, no! These are good, little lions, Aaron. Lions is a new BSA pilot program.

### **MUSIC FADES**

AMY: And joining us here in the studio to talk about this new pilot program is the Group Director for Membership Growth at the National Service Center, Mark Logemann. Prior to his arrival to Texas, Mark was the Scout Executive of the Bay-Lakes Council in Appleton, Wisconsin. Welcome to CubCast, Mark!

MARK: Hello. Good to be with you.

AMY: So, what do we mean by “pilot” program?

MARK: Our process before launching a new program or activity is to test the proposed program or, in essence, to pilot-test the program to ensure that it does what we intended it to do and that it works out any of the issues before it's launched throughout the entire organization. Since Lions has been piloted successfully by a number of councils over the past few years, and due to overwhelming interest and to get a larger study group, this time we opted to offer this as a nationwide pilot for approved councils beginning in the fall of 2016.

AARON: So, we have Tiger, Bear, Wolf and Webelos in the Cub Scout Program – where do Lions fit in?

MARK: Lions would be an introductory program for five-year-old, kindergarten-age boys.

AMY: Help us to understand kind of how the recognitions work. Will the Lions be able to earn advancement?

MARK: No, it's not going to be a formal advancement program. They'll track their progress with stickers in their Youth Activity Book, and there is a Lion patch when they complete five of the required Adventures, so it's a little different.

AARON: Now, who can start a Lion's Den and how do they go about doing it?

MARK: Packs that are interested should contact their local council to ensure that the councils have agreed to participate in the pilot. Then, it's important that they must recruit a Lion Guide, an experienced former den leader to help guide that shared leadership concept, very similar to the Tiger program.

Lions meet once a month in a den meeting and have one activity. And so, it's very low impact but, it's really an opportunity to discover what Cub Scouting is all about and hopefully give them something that keeps them coming back for more. Then the other part that is critical from the early pilot groups is that they have to have a year-round program. So, in the summer of 2017, they'd need to be planning to go to day camp as a Cub Scout Pack or district.

AARON: So, you mentioned they go to a den meeting once a month, right?

MARK Correct.

AARON: Would they also attend the pack meeting?

MARK: We'd expect that they may attend a couple of pack meetings. We don't want them to necessarily be totally immersed in the entire Cub Scout experience. We want them to just be introduced to it, so there may be two or three of their activities that they would choose to visit a pack meeting but others would be activities where they'd go out into the community and do an Adventure, something fun that they would really enjoy.

AARON: Got it.

AMY: Okay, Mark, I can see where a lot of folks are going to get real excited about this program, so, what are some ways we can promote it?

MARK: Units participating would promote it just the way they would the rest of their fall recruiting effort. We are going to develop some collateral material targeted specifically at kindergartners, but the standard Build an Adventure materials would work as well. Scouting Wire and the Marketing and Membership Tab is a good place to find those. We're really trying to

keep this as low impact as possible. In Cub Scouting, one of the simplest ways to do it is keep it simple and make it fun.

AARON: Can you recommend any resources, Mark, for volunteers or councils to help them execute the new pilot program?

MARK: Absolutely. One of the things is, we're in the process of developing training for councils as well as the units so that they have the material that they need probably later this month to roll out and share with their districts, their units, throughout the summer. Also this month, we expect that materials will be available, the Lion Adventure Book and Parent Guide as well as the Lion T-shirt and optional cap in Scout Shops, for those councils that are participating in the program.

AMY: If I'm a new leader or a new parent, where do I go for more information about this Lions pilot?

MARK: We've really tried an extensive communications plan. Probably the best place to start would be Scouting Wire. If you haven't seen the material there, that's a great place to start, Bryan's Blog, our Facebook and Twitter accounts, Scouting.org. We're even going to have a big promotion at the National Meeting.

AARON: Very cool stuff. Now, is there anything else about the new Lions program that we haven't talked about that you think should be shared with our listeners?

MARK: I hope we've covered some of the most important questions, but if there are others, we want to make sure that folks that have questions get those

answered, so we've set up an email address – pilots, p-i-l-o-t-s, at Scouting.org – for folks to be able to send a question in. We've got a small team of people that are reviewing those on a daily basis to try to get those questions answered.

AMY: Well, I know for one, as the Cub Scout Specialist, I'm really excited about all the fun these little guys will be having. Mark, thanks so much for coming on CubCast and introducing our listeners to this new, exciting pilot program.

MARK: Thank you.

AARON: Before we get to Reminders and Tips, let's listen in on ScoutCast.

**(May ScoutCast: How Exploring Can Work with Troops and Crews)**

AARON: Before you head off to ScoutCast, it's time for our Reminders and Tips.

AMY: Now, this is a busy time of year for outings, so you need to get your tour plans completed. Packs should complete a Tour and Activity Plan when planning a local, national, or international adventure.

AARON: This tour plan helps ensure the unit is properly prepared, that qualified and trained leaders are in place, and that the right equipment is available for the tour.

AMY: You should check with your local council for the policy regarding when a Tour and Activity Plan is required. However, it is recommended that Cub Scouts obtain permission slips from parents before going on any outing.

AARON: Every registered direct contact leader can complete a tour plan application online. Just go to Scouting.org and type “Tour Plan Worksheet” in the search field.

AMY: Now close your eyes and picture it. You’re standing in front of a roaring crowd; the spotlight is shining on *you*. Why? Because you – yes, you – have won the Campmaster’s Fundraiser of the Year Award.

***(Insert clapping/cheering sound effect)***

Okay, now snap out of it because you now have to figure out how to actually earn that award.

AARON: If you’re going to the National Annual Meeting this year in San Diego, May 25th through 27th, be sure to stop by Campmaster’s exhibit for more information on how your council can become a Campmaster’s Fundraising Council. If you’re not going to the National Annual Meeting, fear not! We’ll have more information on the Campmasters Fundraiser of the Year Award in upcoming CubCast episodes.

### **Begin Music Under**

AARON But now our CubCast comes to an end. Thanks to our guest, Mark Logemann, for joining us.

AMY: And thank you for listening. Now can we ask you one small favor? If you have a Twitter account, or if you don’t have one create one, and tweet us your Scouting leadership position to @cubcast. This way we can tailor these podcasts for *your* needs. Until then, I’m Amy Hutcherson.

AARON: And I’m Aaron Derr. Send that tweet before you forget.

### **Music Full to Finish**