

AUGUST – EDUCATION RESOURCES TO GROW MEMBERSHIP

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AARON: Welcome to the August CubCast. I'm Aaron Derr, Cubmaster and Senior Writer for *Boys' Life* Magazine, with Amy Hutcherson, Membership Growth Coach for the Northeast Region.

AMY: Hello, everyone! So, in my new position as Membership Growth Coach, I'm so glad that we'll be talking about Educational Resources for Growing Membership.

AARON: Because like Will Rodgers once said, "The only thing wrong with Scouts is that there's not enough of them."

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AARON: And so, we invited Ken King to the show to talk with us about all the educational resources you have at your disposal to grow membership. Dr. King, a Scouter from St. Charles, Illinois, serves as the chair for the BSA's Education Relationships Committee and as the training chair for the Central Region. Welcome to CubCast, Ken.

KEN: Hey, thank you very much.

AARON: Now, in my work with the magazine, I know that Texas is one of seven states that have school access legislation. What are the other states and explain to us what exactly that means?

KEN: Okay, sure. Besides Texas, Arkansas, North Carolina, Oklahoma, South Dakota, Tennessee, and Virginia all have a state legislation that supports access to schools by Scouting. Three other states have pending legislation, so Scouters in Minnesota, Wisconsin, and Florida, please keep your eyes open for that. What that means for us is that we are using this as a tool to support school access. Now, school access can take a number of different forms. It might be the ability to send home a message with students who are prospective Cub Scouts. It could be the opportunity to present a Scout Talk to prospective Scouts. It might even just be a matter of requesting the use of the school facility. So, access, it's a pretty broad concept. And the value of having legislation to support that is it makes sure that Scouting has the same access to schools as other community organizations. So, a national legislation passed in 2002 that ensures that but there's also value with the state level to make sure that we can deal with situations more locally in which schools might still struggle to open the doors up to Scouting as an organization, so the BSA and other youth-serving patriotic organizations benefit from this sort of state-level access.

AMY: Okay. So, when we talk about school access, Ken, help our listeners understand whether it be flyers or someone actually getting to go into the school and talk with the potential Scouts, is it the Council Executive that does that or maybe a committee member or our actual Cub Scout leaders?

KEN: Well, I suppose the answer to that could be yes. It's important to all those individuals, whether they're a Unit Leader and they want to see if they could have a meeting at a school facility or they're working to charter new units, having access to schools and the young people in them has always been an important part of getting the word out in Scouting. For

professional Scouters and volunteer leaders who want to visit schools to talk about the fun and adventure of Scouting, telling the story face-to-face has served Scouting well in the past and continues to do well in schools and districts where that sort of contact is supported. And this is important for a lot of us, a chance to share recruiting and other literature as prospective Scouts, so that's also helpful for professional Scouters and unit-level Scouters. This is a great opportunity to welcome new members into the family of Scouting, and having access to share information, whether you're a professional, a volunteer, a committee member, it makes it an easier opportunity to sell Scouting to people that can facilitate the access to schools.

AARON: Now, what if your state hasn't passed legislation yet, Ken? What are other ways for school access?

KEN: Our committee has a few things that are helpful, and one of them is report to the school district. Sometimes Scouting might seem a little bit mysterious to the outside world. They know us through our uniforms, maybe they bought popcorn from us, they know that we're good campers, but how we share the good work that we do in Scouting can take place in a number of different ways. The idea of a report to the school district is similar to the report to the nation that the Boy Scouts deliver to Congress and the President every year, but on the local level our presentation on how Scouting makes an impact on their local community with a special emphasis on what happens in schools and the Scouts enrolled in the local schools, it's a great way to remind community leaders as to the importance of Scouting and also school access. So, taking a few minutes to share community service work of Scouts earning the Eagle Award and Venturers earning the Summit Award tells a story that's often missed when the larger public talks about young people. It's also great if the

service work done through Scouting is directed at local schools. There's an additional advantage if the Scout unit meets at the school and directs some of their service there. But regardless of which organization receives the service, celebrating the positive accomplishments of children in the school system is a good idea, and so a Scout report to the school district is a way to keep those things in front of as many people as possible.

AMY: Wow. Yeah. What a great way to strengthen those relationships that are so important in Scouting. So, Ken, Cub Scouts and their leaders love awards. So, I'm guessing you're going to tell me there's some sort of award associated with this?

KEN: Yes, there is. And that's a great question, Amy. One thing about Cub Scouts is, yes, they like to receive awards, but an important part of Scouting is recognizing other people for their accomplishments, and here's a place for that process to continue. We developed the Fretwell Award as a tool to recognize people who are not really Scouters but are involved in the work of education as teachers and as administrators, and staff members, and these people are those who model Scouting's values. Since the award was released last year we have records of several dozen local councils presenting this award to school district staff members, administrators, and teachers who live the values of the Scout Oath and Law without necessarily being involved in the Scout movement. The award is intended to be a flexible one. We know that councils present the recognition at council dinners and at community events, at local school district recognition events and school board meetings. I met a District Executive at a camp school a few weeks ago and he talked with great enthusiasm how a Cub Scout Den nominated a teacher in their school for the award and they made the presentation to that teacher under the guise of being trustworthy which was a theme for their school's meeting that

week, and how this teacher represented that value every single day. So, whether the award goes to a staff member in the lunchroom or the school district superintendent, the Fretwell Award is a part of building goodwill as we work to develop relationships with schools.

AARON: Ken, what sources are available to leaders to help them understand all the educational resources that are out there?

KEN: The Education Relationships Committee has a number of different resources. We work on supporting PTAs, we work on the adopt-a-school process, we work on the Fretwell Award, so, we have a whole set of resources that are available. One way to find it, and it's how I get to it every time is an internet search for "education relationships BSA." This is a whole series of tools that are great for people that want to bridge gaps between schools and Scouting to see what resources we have. We have a team of volunteers that are really engaged to develop these materials and to get them in the hands of many people as possible, so every opportunity to make use of these and share them is one more chance to build a bridge between schools and Scouting.

AMY: This is amazing work that you and your committee are doing, Ken. I'm really enjoying learning all about this. Is there anything else, educational resources for membership growth that you think ought to be shared with our listeners?

KEN: As the listeners of this CubCast have a chance to think about it, one thing they can do is, when they use these resources, to please double-size them. They're already being used in many stories and it presents a

positive story that everyone should have a chance to hear. We've got a great opportunity to reintroduce America's schools as sisters are joining their brothers in Scouting, we have a new audience to join with us and we'd like to partner schools as we achieve this. In the end, most relationships are more like tapestries than strings. There's lots of pieces that connect us. And so, the more ways we can connect schools and Scouting, whether it be the Fretwell Award, whether it be a report to the school district presentation, whether it be a local unit adopting a school to provide service to it, these are all ways that work together collectively to build relationships. And the more we offer our appreciation to schools and how we work together, the easier in the end it comes to open school doors that allow us to come in and provide Scouting.

AARON: There are a lot of ways to recruit, but school access is such a wonderful way to attain a lot of potential Cub Scouts at once. Ken, thanks so much for the discussion.

KEN: Thank you so much, I appreciate a chance to share our good work, and thank you for the work you're doing too.

AMY: Let's take a short break with a brief Safety Moment. Then we'll be back with Reminders and Tips.

(August Safety Moment - Charcoal)

AMY: Okay, here we go with reminders for August. Now is the perfect time to plan for New Leader Training. There's a terrific guide to get started called "So, You're a New Den Leader." Contact your Pack Committee or New Member Coordinator for details.

AARON: All these new members you've just recruited deserve a trained leader, and without training it's hard to implement a good program. Oh, and speaking of recruiting, you may remember from the July CubCast that it's about time for you to have all your materials ready to go for your first night of recruiting.

AMY: You should have youth and adult applications, *Boy's Life Mini Magazines*, and your First Nighter Recruitment Kit, as well as any games or props that you might want to use that evening. Most importantly, make sure you've set a date for your First Nighter.

AARON: Finally, don't forget to pick up your copies of the various den leader guides, and Ceremonies for Dens and Packs. Your council Scout Shop or Trading Post should be able to get you set up with everything you need.

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AARON: So that's a wrap for the August CubCast. Thanks to our guest, Ken King, for joining us and thank *you* for listening.

AMY: Hey, are there any other topics that we can cover to make your life easier? Just send an email to cubcast@scouting.org. Join us next month as we discuss resolving conflicts between den members. And that suggestion came from an email. So, until then, I'm Amy Hutcherson.

AARON: And I'm Aaron. Don't forget, you can also tweet your suggestion or reason for listening to @cubcast. We want to hear from you! And I'm Aaron Durr. Don't forget, you can also tweet your suggestion or reason for listening to @cubcast. We want to hear from you! (Pause)

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