



2012



WESTERN REGION

UNIT SERVICE PLAN

CATALOG OF SERVICES

The Catalog of Services

This Catalog has been designed to be used by Unit Commissioners and others who wish to align the resources of the District and the Council with the needs of the Unit, with the sole purpose of strengthening the quality of Unit Program. The Boy Scouts of America continually updates and upgrades resources and tools that can be used in the field to enhance the experience for the Youth member. These tools are provided to help unit leaders succeed for the ultimate benefit for our kids!

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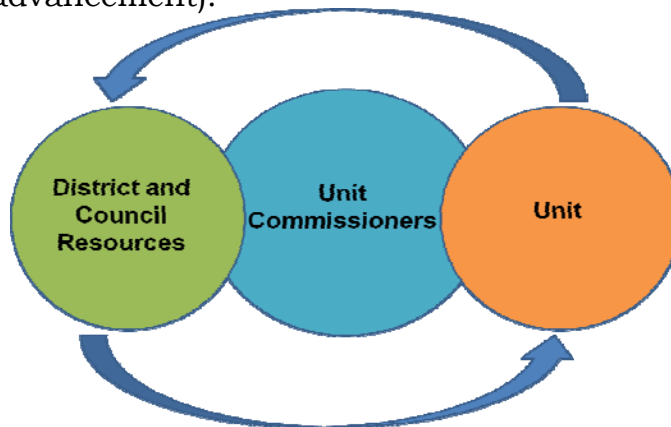


JOURNEY TO EXCELLENCE

Journey to Excellence in 2012

What is Scouting's *Journey to Excellence*?

Scouting's *Journey to Excellence* is the performance measurement and recognition program for councils, districts, and units to measure their performance against the BSA's standards of excellence. Its goal is to align unit, district, and council performance to maximize results in key performance areas that are directly related to producing a successful, growing, and sustainable Scouting program (such as membership retention, financial strength, camping, and advancement).



What *is* its *Purpose*?

- Encourage and reward success in districts, councils and units.
- Measure performance versus process.
- Achieve Scouting's mission of serving more youth with a higher-quality program.

What *is* the *Unit Service Plan*?

- The Unit Service Plan is a simple concept that helps units exceed the Journey to Excellence quality standard.
- Commissioners analyze unit program using the Journey to Excellence standards, then bring the resources of the council and district to the unit.
- Research shows that Scout satisfaction will increase when their unit program excels and "customer contact" delights Scouts.
- Scouts that are delighted or satisfied stay in the program longer.

Why *do* the *Unit Service Plan*?

- Ensures quality program delivery to youth.
- Helps Unit leaders in providing meeting topics and resources to assist.
- Creates a success and unit evaluation standard for unit commissioners.
- Empowered unit commissioners will identify additional personnel to help deliver district and council resources to units.
- Reinforces the "Journey to Excellence" as the unit quality standard.
- Better definition of role of the unit commissioner and helps a district commissioner with a management system.
- Unit commissioner's position will be better defined.
- This service plan will guarantee high satisfaction from the Scout. "Voice of the Scout".



How do we deliver the *Unit Service Plan*?

- “Journey to Excellence” standards are reviewed with units
- Each unit is evaluated using the 13 “Excellence” standards. Best practices and area of improvement are identified
- Unit commissioner identifies resources to assist units with deficiencies in the 13 “Excellence” standards
- Unit commissioners and Units partner to improve unit performance
- Best practices are shared with other units
- Units improve “Journey to Excellence” score
- Recycle

“It takes an entire District to serve a Unit”

When any district position vacancy occurs, the District Key 3 need to be accountable, and together they develop and implement a recruitment action plan to fill the district vacancy (s) with a qualified volunteer (s).”

Start Your Journey Today...

Pack Performance

1. Advancement: Link Pack leadership with District Advancement Committee to provide the following services:

- ◆ District advancement committee members review annual program plan and make advancement recommendations
- ◆ Provide lesson plans that include advancement requirements
- ◆ Provide web services and resources that include advancement tips
- ◆ Educate the den leaders and the advancement chairman on the use and importance of using the unit advancement forms and the online advancement
- ◆ Utilize the “Parent Letter Template” and “Worksheet” found at www.scouting.org/cubscouts to involve parents in advancement at home
- ◆ Provide up-to-date resources to pack leadership
- ◆ Educate the advancement chair to encourage instant recognition of individual progress
- ◆ Train pack leadership in the use of den and pack advancement charts
- ◆ Encourage monthly pack meetings and highlight achievements
- ◆ Encourage attendance at monthly roundtable meetings that include advancement best practices.

2. Retention: Link Pack leadership with District Membership Committee and Unit Commissioner to provide the following services:

- ◆ Conduct membership inventories by contacting all youth members
- ◆ Focus activities and events on advancement, training, and camping
- ◆ Participate in as many district or council events as possible
- ◆ Conduct annual program planning conference which includes annual budget development
- ◆ Encourage monthly communications to parents
- ◆ Promote attendance at day camp and resident camp
- ◆ Help Pack leadership assign tasks to parent and encourage shared leadership
- ◆ Develop a leader succession plan with quality unit leadership
- ◆ Include the Chartered Partner in retaining adult member or parents
- ◆ Conduct and attend monthly unit Key 3 meetings
- ◆ Provide program resources to guarantee properly planned pack meetings

3. Increase Membership: Link Pack leadership with District Membership Committee to provide the following services:

- ◆ Organize and conduct a year round recruitment campaign
- ◆ Assign at least one parent to be the recruitment chairman
- ◆ Follow the councils recruitment and growth plan
- ◆ Provide resources and training as necessary
- ◆ Encourage peer-to-peer recruitment and training
- ◆ Encourage the linkage of troop leadership with Webelos leaders at monthly roundtables
- ◆ Conduct recruitment events or create strategies to increase attendance at meetings
- ◆ Utilize the BeAScout.org web presence by updating your pack pin
- ◆ Promote All Market Strategies materials to unit leaders

4. Outdoor Activities: Link Pack leadership with District Activities/Civic Service Committee to provide the following services:

- ◆ Help identify and recruit a pack outdoor chairman
- ◆ Include outdoor activities in the annual plan
- ◆ Partner with another pack to ensure that monthly outings occur
- ◆ Promote and participate in district and council outdoor activities
- ◆ Conduct a pack meeting at a local community park
- ◆ Create a family camp out as part of the annual plan



Pack Performance (cont'd)

5. Trained Leadership: Link Pack leadership with District Training Committee to provide the following services:

- ◆ Help new parents and leaders establish a MyScouting account
- ◆ Learn and share all e-learning and online training resources
- ◆ Assist the pack leadership select a pack trainer
- ◆ Provide committee training for all pack committee members
- ◆ Recognize trained leaders at every opportunity
- ◆ Provide lists of trainings available from the district and the council
- ◆ Promote attendance at Woodbadge
- ◆ Encourage attendance at monthly roundtables
- ◆ Conduct parent orientations and Fast Start training at all levels
- ◆ Bring district training committee members to pack meeting to provide training

6. Day/Resident Camps: Link Pack leadership with District Camping Committee to provide the following services:

- ◆ Conduct day and resident camp promotions
- ◆ Take the unit leader and or parents to visit the camp
- ◆ Identify available camp scholarships
- ◆ Invite camp staff members to pack and den meetings
- ◆ Educate pack leadership on the importance of building a budget that includes the costs to attend day and resident camp
- ◆ Emphasize the summer time pack and den awards

7. Service Projects: Link Pack leadership with District Activities/Civic Service Committee to provide the following services:

- ◆ Link community needs with pack resources
- ◆ Participate in the council service projects
- ◆ Tie in the needs of the Chartered Partner to the resources available within the pack
- ◆ Adopt a school service project and take a leadership role in the project
- ◆ Participate in national service projects
- ◆ Assist the pack leadership by entering all service projects and hours into the JTE website

8. Leadership Planning: Link Pack leadership with District Membership Committee to provide the following services:

- ◆ Conduct pack inventory in April/May to identify leadership for next year
- ◆ Emphasis importance of conducting fall recruitment by September 30th
- ◆ Have every family assigned to a position or job at the pack level
- ◆ Create a succession plan
- ◆ Recognize all leaders on an annual basis
- ◆ Create an environment of shared leadership amongst all parents

9. Webelos-to-Scout transition: Link Pack leadership with District Membership Committee to provide the following services:

- ◆ Align the pack and the troop by inviting troop leadership to a pack committee meeting
- ◆ Get older Scouts to participate in pack and den activities (utilize den chiefs)
- ◆ Create a transition event or opportunity for both new parents and Webelos
- ◆ Create and participate in a dynamic "Crossover Ceremony" to the troop
- ◆ Promote the district transition event or opportunity to the pack leadership
- ◆ Promote summer camp attendance at Webelos meetings
- ◆ Encourage second year Webelos to conduct their meetings at the troop meeting site
- ◆ Encourage new Webelos leaders to register as assistant Scoutmasters

Pack Performance (cont'd)

10. Managed Budget: Link Pack leadership with District Finance Committee and Chartered Organization Representative

- ◆ Help recruit a pack treasurer
- ◆ Help recruit a popcorn sale chairman or other product sales chairmen
- ◆ Share best practices in fundraising opportunities
- ◆ Obtain lists of scholarship opportunities available

11. Pack and Den meetings: Link Pack leadership with Unit Commissioner to provide the following services:

- ◆ Ensure the pack is conducting at least nine pack meetings each year with families attending
- ◆ Assist with the planning of either the Blue and Gold or the Pinewood Derby
- ◆ Recognize the pack leadership that has increased their advancement performance
- ◆ Line up guest speakers for pack meetings
- ◆ Facilitate pack committee meetings to ensure they are conducted at least ten times per year
- ◆ Help facilitate or conduct a FOS campaign in a timely manner
- ◆ Promote services from district and council for the pack

12. Physical Fitness: Link Pack leadership with Activities/Civic Service Committee to provide the following services:

- ◆ Promote the SCOUTStrong initiative
- ◆ Promote physical fitness activities and the earning of physical fitness belt loops and pins
- ◆ Ensure that the annual program plan includes physical fitness events

13. Re-register on time: Link Pack leadership with Unit Commissioner to provide the following services:

- ◆ Help develop a succession plan and help recruit new parents to leadership roles
- ◆ Provide training for online re-charter process
- ◆ Structure a re-charter event and invite the Chartered Partner
- ◆ Conduct membership inventories in May and in November of each year



To earn Gold: Complete 10 of 13 requirements, plus earn 1,600 points (from Bronze, Silver, or Gold points list).



To earn Silver: Complete 10 of 13 requirements, plus earn 1,000 points (from Bronze, Silver, or Gold points list).



To earn Bronze: Complete 10 of 13 requirements, plus earn 700 points (from Bronze, Silver, or Gold points list).

Troop Performance

1. Advancement: Link Troop leadership with District Advancement Committee to provide the following services:

- ◆ District advancement committee members review annual program plan and make advancement recommendations
- ◆ Provide lesson plans that include advancement requirements
- ◆ Provide web services and resources that include advancement tips
- ◆ Promote camp attendance and pre-sign up for merit badges
- ◆ Update and distribute directory of merit badge counselors
- ◆ Educate the unit leadership on the use and importance of using the unit advancement forms and the online advancement
- ◆ Provide up-to-date resources to all leaders including merit badge counselors
- ◆ Educate the advancement chair to encourage instant recognition of individual progress
- ◆ Introduce the “Boy Scout Requirements” guidebook to unit leadership
- ◆ Encourage quarterly court of honors
- ◆ Encourage attendance at monthly roundtable meetings that include advancement best practices.

2. Retention: Link Troop leadership with District Membership Committee and Unit Commissioner to provide the following services:

- ◆ Conduct membership inventories by contacting all youth members
- ◆ Focus activities and events on advancement, training, and camping
- ◆ Participate in as many district or council events as possible
- ◆ Conduct annual program planning conference which includes annual budget development
- ◆ Encourage monthly communications to parents
- ◆ Encourage the use of the patrol method
- ◆ Encourage youth leader development
- ◆ Promote attendance at summer camp, high adventure bases, and jamboree
- ◆ Assist with Order of the Arrow promotion and election
- ◆ Develop a leader succession plan with quality unit leadership
- ◆ Create an attitude of shared leadership amongst parents
- ◆ Include the Chartered Partner in retaining adult member or parents
- ◆ Conduct and attend monthly unit Key 3 meetings

3. Increase Membership: Link Troop leadership with District Membership Committee to provide the following services:

- ◆ Organize and conduct a year round recruitment campaign
- ◆ Encourage peer-to-peer recruitment and training
- ◆ Host a troop open house for non-members
- ◆ Encourage the linkage of troop leadership with Webelos leaders at monthly roundtables
- ◆ Conduct recruitment events or create strategies to increase attendance at meetings
- ◆ Utilize the BeAScout.org web presence by updating your troop pin
- ◆ Promote All Market Strategies materials to unit leaders

4. Trained leadership: Link Troop leadership with District Training Committee to provide the following services:

- ◆ Help new parents and leaders establish a MyScouting account
- ◆ Learn and share all e-learning and online training resources
- ◆ Ensure that Scoutmaster and Assistant have completed Introduction to Outdoor Leader Skills
- ◆ Provide committee training for all pack committee members
- ◆ Recognize trained leaders at every opportunity

Troop Performance (cont'd)

4. Trained leadership (cont'd): Link Troop leadership with District Training Committee to provide the following services:

- ◆ Provide lists of trainings available from the district and the council
- ◆ Promote attendance at Woodbadge
- ◆ Encourage attendance at monthly roundtables
- ◆ Conduct parent orientations and Fast Start training at all levels
- ◆ Bring district training committee members to troop meeting to provide training

5. Short-term camping: Link Troop leadership with District Camping Committee and Order of the Arrow leadership

- ◆ Partner with another troop to ensure that monthly outing occur
- ◆ Promote and participate in district and council events
- ◆ Help develop written plans for monthly patrol and or troop camp-outs
- ◆ Make available, promote, or develop a “where to go camping” manual

6. Long-term camping: Link Troop leadership with District Camping Committee and Order of the Arrow leadership to provide the following services:

- ◆ Conduct summer camp promotion with Order of the Arrow involvement
- ◆ Take the unit leader to visit the camp
- ◆ Identify available camp scholarships
- ◆ Invite camp staff members to troop meeting
- ◆ Utilize council camp promotion materials
- ◆ Promote National High Adventure Bases and Jamboree

7. Patrol method: Link Troop leadership with District Training Committee to provide the following services:

- ◆ Encourage the use of the Patrol Method
- ◆ Facilitate the patrol leader elections
- ◆ Utilize Patrol Leader Council organization and ensure the PLC meets at least 10 times/year
- ◆ Assign patrol advisor (adult) and a patrol guide (older youth) to every patrol
- ◆ Conduct and/or participate in the annual planning meeting
- ◆ Help promote attendance at the National Youth Leader Training Course annually

8. Service projects: Link Troop leadership with District Activities/Civic Service Committee to provide the following services:

- ◆ Link community needs with troop resources
- ◆ Participate in the council service projects
- ◆ Tie in the needs of the Chartered Partner to the resources available within the troop
- ◆ Adopt a school service project and take a leadership role in the project
- ◆ Participate in national service projects
- ◆ Assist the troop leadership by entering all service projects and hours into the JTE website

9. Webelos-to-Scout transition: Link Troop leadership with District Membership Committee to provide the following services:

- ◆ Align the pack and the troop by hosting a troop open house
- ◆ Create a transition event or opportunity for both new parents and Webelos
- ◆ Create and participate in a dynamic “Crossover Ceremony” to the troop
- ◆ Promote the district transition event or opportunity to the troop leadership
- ◆ Promote summer camp attendance at Webelos meetings
- ◆ Encourage second year Webelos to conduct their meetings at the troop meeting site
- ◆ Encourage new Webelos Leaders to register as assistant Scoutmasters



Troop Performance (cont'd)

10. Managed Budget: Link Troop leadership with District Finance Committee and Chartered Organization Representative to provide the following services:

- ◆ Create and adhere to a troop budget plan – help develop a written budget
- ◆ Help recruit a troop treasurer
- ◆ Help recruit a popcorn sale chairman or other product sales chairmen
- ◆ Share best practices in fundraising opportunities
- ◆ Obtain lists of scholarship opportunities available

11. Courts of honor: Link Troop leadership with District Advancement Committee to provide the following services:

- ◆ Ensure quarterly courts are conducted with families attending
- ◆ Assist with the planning of the court of honor
- ◆ Recognize those troops in the district that have a strong advancement program
- ◆ Line up guest speakers
- ◆ Ensure that FOS is conducted in a timely manner
- ◆ Promote services from district and council for the troop

12. Physical Fitness: Link Troop leadership with District Activities/Civic Service Committee to provide the following services:

- ◆ Promote the SCOUTStrong initiative
- ◆ Promote Physical Fitness merit badges and physical fitness requirements
- ◆ Ensure that the annual program plan includes physical fitness events

13. Re-register on time: Link Troop leadership with Unit Commissioners to provide the following services:

- ◆ Help develop a succession plan and help recruit new parents to leadership roles
- ◆ Provide training for online re-charter process
- ◆ Structure a re-charter event and invite the Chartered Partner
- ◆ Conduct membership inventories in May and in November of each year



To earn Gold: Complete 11 of 13 requirements, plus earn 1,600 points (from Bronze, Silver, or Gold points list).



To earn Silver: Complete 11 of 13 requirements, plus earn 1,000 points (from Bronze, Silver, or Gold points list).



To earn Bronze: Complete 11 of 13 requirements, plus earn 700 points (from Bronze, Silver, or Gold points list).

Crew Performance

1. Activities: Link the Crew leadership with the District Activities/Civic Service Committee to provide the following services:

- ◆ Facilitate the crew officers orientation
- ◆ Conduct a program capability inventory for youth members
- ◆ Introduce adult leadership to Venturing Leader Manual
- ◆ Conduct a crew interest survey for adults
- ◆ Provide resources in order to plan a Super Activity found in the Venturing Leader Manual
- ◆ Develop an annual program plan using online module found at www.scouting.org/venturing
- ◆ Promote national high adventure bases and jamboree
- ◆ Promote regional activities found at the region websites

2. Building Venturing: Link the Crew leadership with the District Membership Committee to provide the following services:

- ◆ Ensure that Venturing recruitment is listed in the council growth plan
- ◆ Conduct an annual “First-nighter” event
- ◆ Review best practices on “peer to peer” recruitment found on www.scouting.org/venturing website
- ◆ Increase the adult participation in the crew in order to retain more youth
- ◆ Create and facilitate a linkage between the crew and troop leadership in retain older youth members from the troop
- ◆ Utilize the BeAScout.org web presence by updating your crew pin
- ◆ Promote All Market Strategies materials to unit Leaders

3. Retention: Link the Crew leadership with the Venturing Officers Association and the Membership Committee to provide the following services:

- ◆ Conduct membership inventories by contacting all youth members
- ◆ Focus activities and events on adventure and new opportunities
- ◆ Participate in as many district or council events as possible
- ◆ Conduct annual program planning conference which includes annual budget development
- ◆ Encourage monthly communications to parents
- ◆ Encourage youth leader development; NYLT, KODIAK, POWDERHORN
- ◆ Promote attendance at summer camp, high adventure bases, and jamboree
- ◆ Develop a Leader Succession plan with quality unit leadership
- ◆ Create an attitude of shared Advisorship among parents
- ◆ Include the Chartered Partner in retaining adult member or parents

4. Youth leadership: Link the Crew leadership with the Venturing Officers Association and the District Training Committee to provide the following services:

- ◆ Help facilitate the selection and election of officers annually
- ◆ Conduct a crew officer orientation
- ◆ Introduce crew to consultants for monthly meetings
- ◆ Encourage youth leader development; NYLT, KODIAK, POWDERHORN
- ◆ Ensure participation annually in leadership growth opportunities
- ◆ Introduce youth membership to Area and Region opportunities for leadership
- ◆ Introduce crews to the council Venturing Officers Association



Crew Performance (cont'd)

5. Service projects: Link Crew leadership with District Activities/Civic Service Committee to provide the following services:

- ♦ Link community needs with crew resources
- ♦ Participate in the council service projects
- ♦ Tie in the needs of the Chartered Partner to the resources available within the crew
- ♦ Adopt a school service project and take a leadership role in the project
- ♦ Participate in National service projects
- ♦ Assist the crew leadership by entering all service projects and hours into the JTE website
- ♦ Link the crew to collaborate with community resources such as American Red Cross, Habitat for Humanity, etc...

6. Trained leadership: Link Crew Leadership with District Training Committee and Venturing Officers Association to provide the following services:

- ♦ Help new parents and leaders establish a MyScouting account
- ♦ Learn and share all e-learning and online training resources
- ♦ Ensure that Advisors and associates have completed Introduction to Outdoor Leader Skills (if the crew has a camping program) and leader specific training
- ♦ Recognize trained leaders at every opportunity
- ♦ Provide lists of trainings available from the district and the council
- ♦ Promote attendance at Woodbadge
- ♦ Encourage attendance at monthly roundtables
- ♦ Conduct parent orientations and Fast Start training at all levels
- ♦ Bring district training committee members to crew meeting to provide training
- ♦ Encourage attendance to POWDERHORN

7. Super activity: Link the Crew leadership with the District Activities/Civic Service Committee and the Venturing Officer Association to provide the following services:

- ♦ Facilitate the crew officers' orientation
- ♦ Conduct a program capability inventory for youth members
- ♦ Introduce adult leadership to Venturing Leader Manual
- ♦ Conduct a crew interest survey for adults
- ♦ Provide resources in order to plan a Super Activity found in the Venturing Leader Manual
- ♦ Develop an Annual Program Plan using online module found at www.scouting.org/venturing
- ♦ Promote national high adventure bases and jamboree
- ♦ Promote regional activities found at the region websites

8. Parents meetings: Link parents with Crew Officers and Advisors to provide the following services:

- ♦ Share the crew annual program plan with parents
- ♦ Encourage an annual activity that involves parents participation
- ♦ Involve parent in monthly meeting and outing logistics
- ♦ Facilitate special parent meetings with crew youth leadership

9. Managed Budget: Link Crew leadership with District Finance Committee and Chartered Organization Representatives to provide the following services:

- ♦ Create and adhere to a crew budget plan – help develop a written budget
- ♦ Help recruit a troop treasurer
- ♦ Help recruit a popcorn sale chairman or other product sales chairmen
- ♦ Share best practices in fundraising opportunities
- ♦ Obtain lists of scholarship opportunities available



Crew Performance (cont'd)

10. Physical Fitness: Link Crew leadership with District Activities/Civic Service Committee to provide the following services:

- ◆ Promote the SCOUTStrong initiative
- ◆ Promote Physical Fitness merit badges and physical fitness requirements
- ◆ Ensure that the annual program plan includes physical fitness events

11. Re-register on time: Link Troop leadership with Unit Commissioners to provide the following services:

- ◆ Help develop a succession plan and recruit new parents to leadership roles
- ◆ Provide training for online re-charter process
- ◆ Structure a re-charter event and invite the Chartered Partner
- ◆ Conduct membership inventories in May and in November of each year



To earn Gold: Complete 9 of 11 requirements, plus earn 1,600 points (from Bronze, Silver, or Gold points list).



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