

Welcome

Pre Opening
6:45 – 7:00



BOY SCOUTS OF AMERICA
LAKE ERIE COUNCIL

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I will...
Do My Best
To
Be Prepared
To
Lead The Adventure



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Introductions & Important Messages

Please see the Roundtable Flash



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Area Specific Announcements

- X
- XX
- XX



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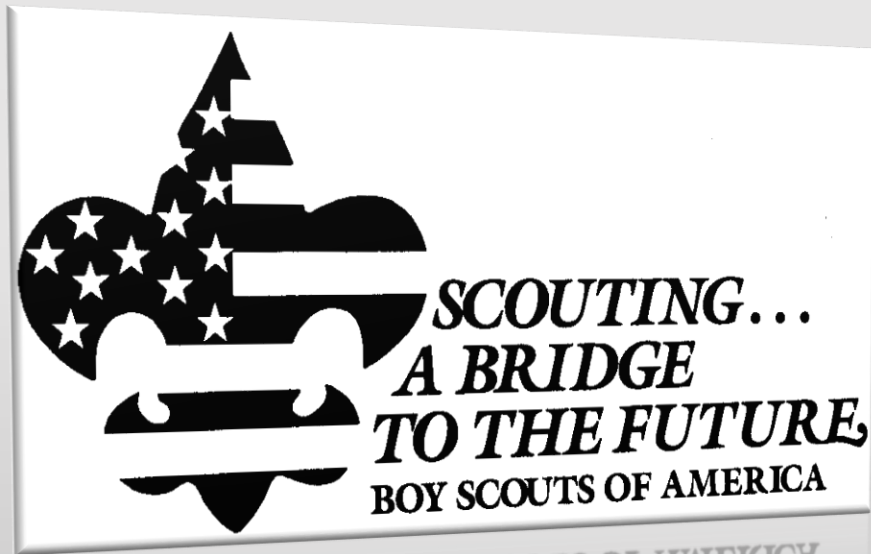
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Training Session

Pack to Troop Transition

Also applies to Troop to Crew Transition of 18 year old youth



Next Month's Training
Session
Fundraising



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The 6 W's



1. **Who** Transitions
2. **Webelos** to Scout Transition Process
3. **Who** is Responsible
4. **When** to Transition
5. **Where** to Transition
6. **Why** Bother



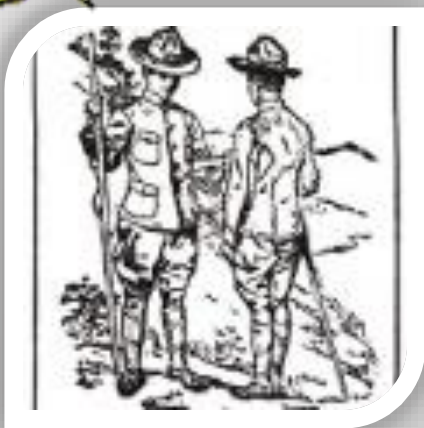
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Who transitions

- The Scout
- The Parents
- Some Leaders



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Webelos Transition Process

- Webleos Den Progression

WEBELOS Den ➡	ARROW OF LIGHT Den ➡	Boy Scout PATROL
4 th Grade	5 th Grade	5 th Grade and Beyond
1 st 12 Months	Next 6 Months	To June, Summer Camp, and Beyond
September-June	September-February	February and Beyond



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Webelos Transition Process



- Celebrate the progression— literally
- Include both sides in the ceremony
- Put it on with pizazz – more in the Cub Breakout
- Many leaders have a final year burnout and are ready to get out so...
- ...Troops play a role in reigniting the transitioning leader
- Make it special for the transitioning leaders too.



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Who is Responsible



- Both the Pack and the Troop
- Requires cooperation between
 - Cub Pack – CM, WDL, Webelos Parents,
 - Scout Troop – SM, ASM
 - Unit Commissioners
 - Service Area Transition Program and Tools Team Members



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When to Transition

- For the Pack the transition actually starts when the Cub joins the Pack
- For the Troop, the transition is a year round process – See Year Round Guide to Boy Scout Recruiting
- Passage from Cub Pack to Scout Troop should be smooth, with no lost time
- Requires coordination of event schedules from both Pack and Troop
- Takes into account yearly events for both sides



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Where to Transition

- Transition is often called bridging
- Blue & Gold vs Separate Celebration
- At a Joint Pack and Troop Event
- Wherever it works for both units



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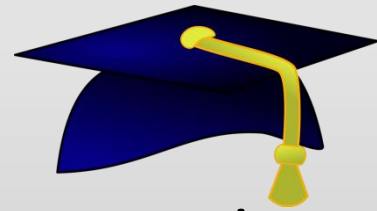
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Why Bother

- Studies show that the longer a scout stays in the Scouting program, the more likely he or she is to demonstrate those behaviors and attitudes associated with good citizenship, character, and fitness.
- This transition is like graduating – similar to moving kindergarten to first grade



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Why: For the Benefit of the Scout

Remember:
the most important consideration is that a youth
stays in Scouting

Even if that mean it is not your unit.



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Parents and Leaders Transition, Too

It is just not scouts that transition.



Use your New Member Coordinator to help
with the Adult Transition



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Special Situations



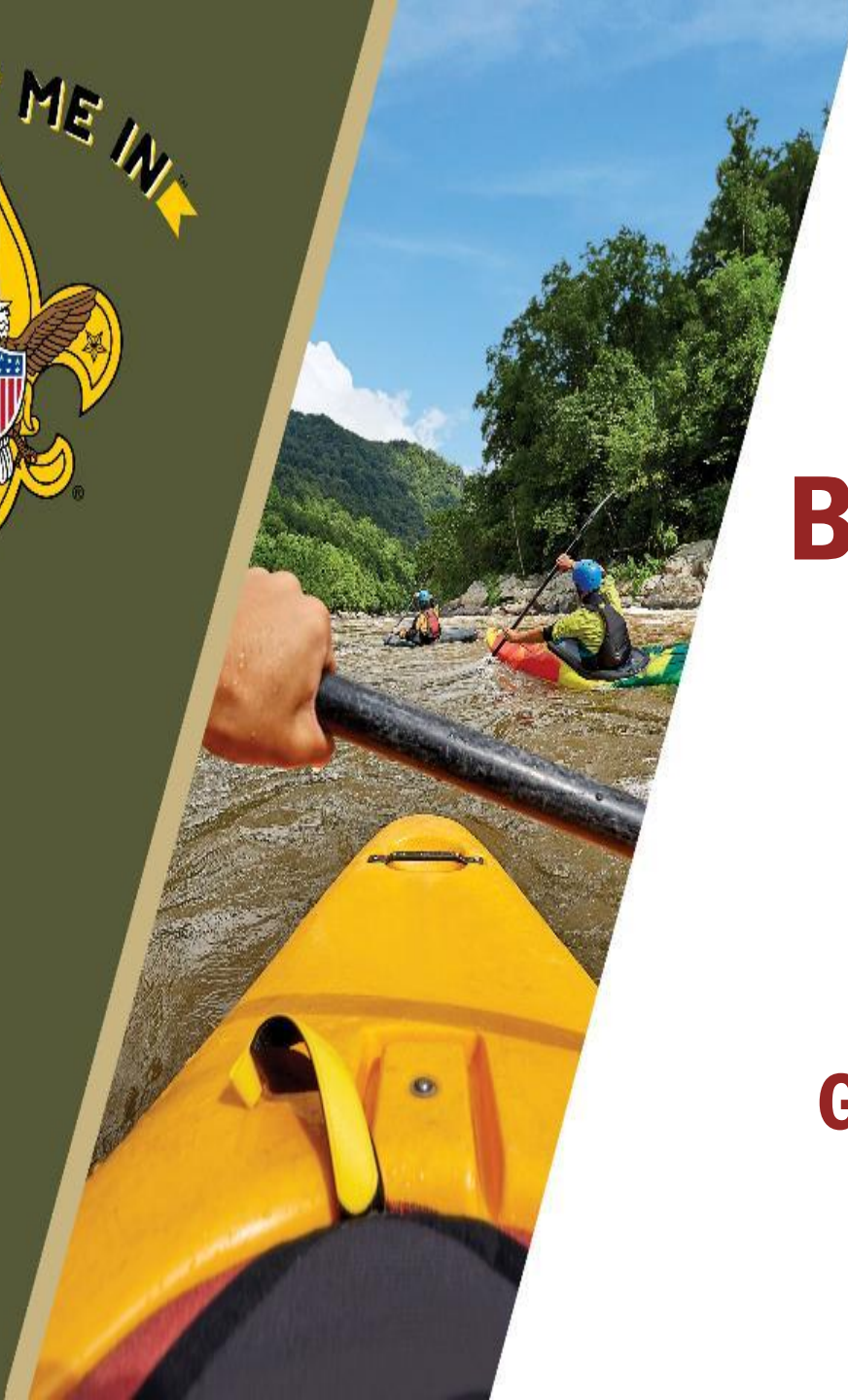
- Where can female Cub Scouts go in LEC
 - A work in progress right now
- Message from National about branding of troops who will be accepting girls



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Scouts BSA Brand Guidance Training

**A Step-by-Step Guide
to Using BSA Brands
Given GSUSA Litigation**

OBJECTIVES

At the end of this session you should understand how we promote Scouts BSA in regards to:

- **What materials to use and not use**
- **What to say and not to say in communications**
- **What to do and not do**



INTRODUCTION

INTRODUCTION

LIVE THE VALUES OF SCOUTING

The Boy Scouts of America applauds the work of all youth-serving organizations, including the Girl Scouts of the United States of America (GSUSA), that serve our nation's youth and is committed to respecting the organization's rights and programs.



FROM THE CHIEF SCOUT EXECUTIVE

“Within the Boy Scouts of America, we are witnessing momentum in our movement that is inspiring and exciting.

More and more families are eager to join us for Scouting’s adventures, and we see their enthusiasm come to life in inspiring ways - from parents sharing Scouting with their children for the first time to generations of Scouters passing on the torch to continue a tradition.

I am thankful for the unique opportunity we have right now to bring Scouting to more young people, families and communities than ever before, and all of those volunteers and staff members that are stepping up to spark the love of Scouting.”



BSA & OUR PROGRAMS AT A GLANCE

BSA AT-A-GLANCE

As our organization welcomes families, boys and girls to our programs, it is important to remember and reiterate that:

- The name of our organization remains the same; we are the Boy Scouts of America (BSA).
- We work to achieve our mission of preparing young people for life through our programs, including:
 - Cub Scouts
 - Boy Scouts (Scouts BSA as of 2/1/19)
 - Venturing
 - Sea Scouts
 - STEM Scouts
 - Exploring
 - Learning for Life



WHAT TO USE ✓



BRAND CENTER ASSETS ✓

BRAND CENTER
ASSETS

Only use marketing materials located on the [BSA Brand Center](#).





Search Q

Folders / Scouts BSA (11 folders, 0 files)



Hide Facets

Program

- ☐ Scouts BSA 287
 - ☐ Boy Scouts 1
 - ☐ Cub Scouts 1
- more

Campaign

- ☐ Scout Me In 217

Resource Type

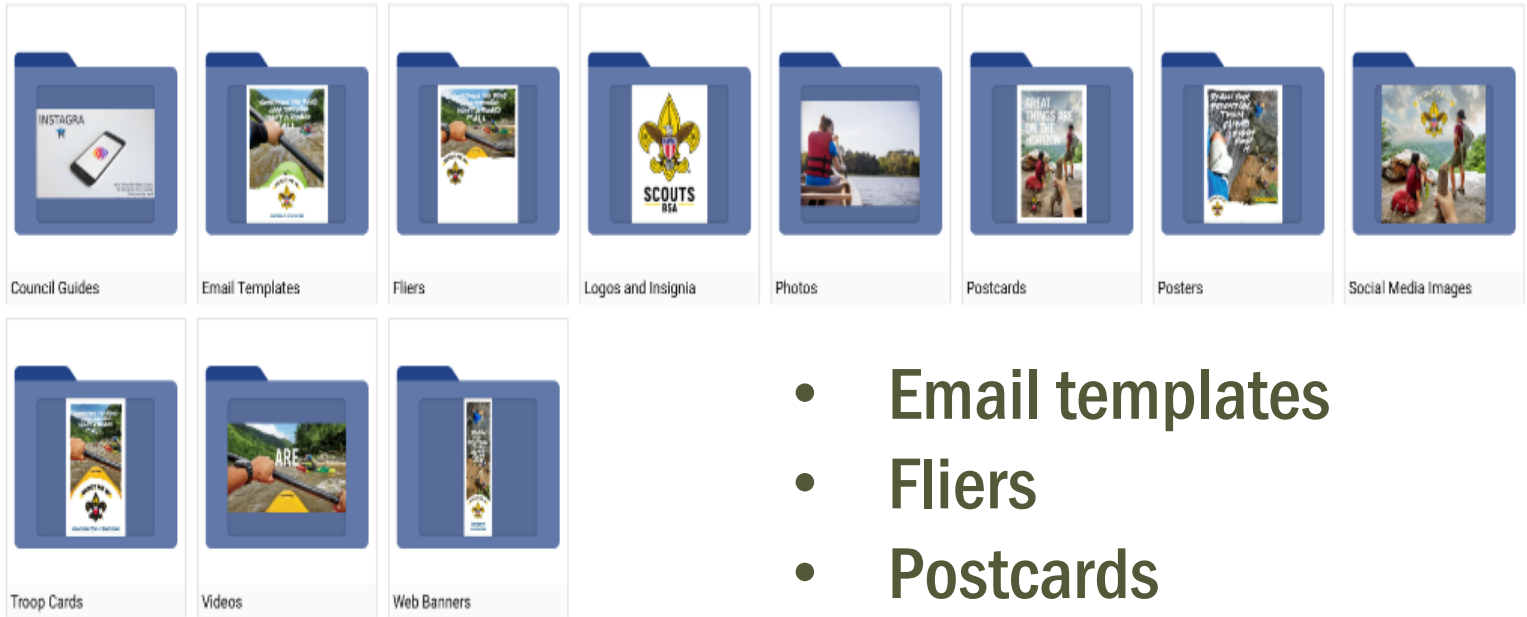
- ☐ Photographs 71
 - ☐ Web Banners 62
 - ☐ Social Med... 43
- more

Language

- ☐ English 165

Gender / Age Group

- ☐ Girls 124
 - ☐ Boys 53
 - ☐ Women 5
- more



- Email templates
- Fliers
- Postcards
- Posters
- Social media images
- Troop cards
- Videos
- Web Banners

WHAT NOT TO USE



OTHER ASSETS

OTHER ASSETS

Well-intentioned self-developed assets can be problematic and are not permitted.



OUR COMMUNITY PACK AND TROOP

COME ON DOWN!

Pack [redacted] meets on Thursday nights
from 6:15 pm - 7:30pm
in the Youth Lounge and is looking
for boys and girls in grades K-4.

Boy Troop [redacted] meets on Thursday nights
from 7:30 pm - 9:00pm
in the Youth Lounge

and is looking for boys from 5th grade up to 18 years old

We are in the process of forming a Girl Scouts BSA Troop
as well (meetings will start at the beginning of February),
which will meet Thursday nights from 7:30pm - 9:00pm
(location still TBD) and are looking for
interested girls from 5th grade up to 18 years old.
For more information, please email me
at [redacted]

All three units are always looking for adults to volunteer as
well. Come on down and see how much fun it is!"



by [redacted]



Summer fun at [redacted]



Religious Awards Breakfast Article



Visit [redacted] for the latest information.



Girl Scouts



Scout Troop Starting!

September 21st

Fridays, 3:30-5:30



GSUSA ASSETS

GSUSA ASSETS



The GSUSA has prohibited co-branding of GSUSA and BSA.

Do NOT use the programs, marks, logos, uniform or images of the GSUSA. Ex. “Girl Scouts.”



Do NOT combine GSUSA marks, logos, uniform or images with those of the BSA Ex. “Golden Eagle” when alluding to the Gold Award.

ACTION: Pull any materials with these issues from the market.



WHAT TO SAY ✓



SCOUTS ✓

SCOUTS

The separate troops can be called:

- Scouts BSA girl troops; Scouts BSA boy troops
- Troops for girls; troops for boys
- Girl troops; boy troops

For instance:

- In a recruitment setting, it is best to refer to Scouts BSA girl troops
- In a meeting setting, it is best to refer to troops for girls



WHAT NOT TO SAY



“GIRL” IN FRONT OF “SCOUT”

GIRL AND SCOUT

NEVER put the word “Girl” immediately before the word “Scout” when referring to girls who are part of the BSA.

DO NOT SAY:
Girl Scouts BSA troop
Girl Scouts

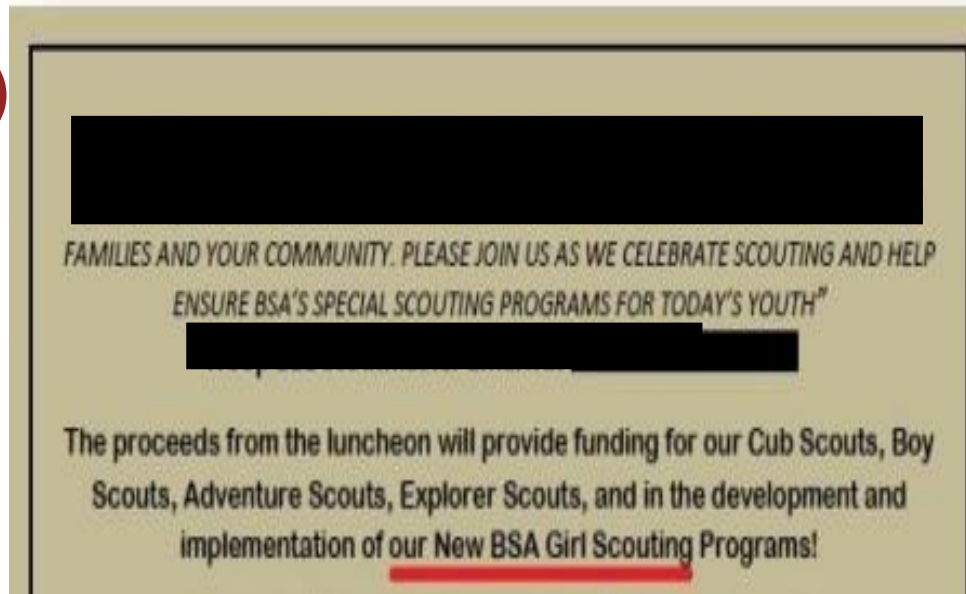
ACTION: Pull any materials with these issues from the market.



“GIRL” IN FRONT OF “SCOUT”



GIRL AND SCOUT



WHAT TO DO ✓



FOCUS ON OUR MISSION ✓

FOCUS ON OUR
MISSION

MISSION STATEMENT

The mission of the Boy Scouts of America is to prepare young people to make ethical and moral choices over their lifetimes by instilling in them the values of the Scout Oath and Law.

Scout Oath

On my honor I will do my best
To do my duty to God and my country
and to obey the Scout Law;
To help other people at all times;
To keep myself physically strong,
mentally awake, and morally straight.



Scout Law

A Scout is:

Trustworthy	Obedient
Loyal	Cheerful
Helpful	Thrifty
Friendly	Brave
Courteous	Clean
Kind	Reverent



FOCUS ON OUR AIMS ✓

FOCUS ON OUR AIMS

- Character Development
- Citizenship
- Leadership
- Personal Fitness



HELP EDUCATE THE PUBLIC ✓

HELP EDUCATE THE PUBLIC

Reiterate that the BSA and GSUSA are separate organizations.

The Boy Scouts of America is the only Scouting organization in the United States that is a member of the World Organization of the Scout Movement (WOSM).



CONTINUE POSITIVE RELATIONSHIPS



KEEP POSITIVE RELATIONSHIPS

Background:

The GSUSA has instructed its members and volunteers not to conduct joint activities with the BSA.

Do reach out to your local GSUSA representative should you receive requests to conduct joint activities.



USE THE NATIONAL PR TEAM ✓

ONE VOICE/ONE MESSAGE

The national PR team includes media experts available to respond to any inquiry.

Send ALL media inquiries to
PR@scouting.org.



WHAT NOT TO DO



SPEAK ON BEHALF OF THE GSUSA

REFER QUESTIONS TO
GSUSA

Do not speak for or on behalf of the GSUSA or try to interpret its programs or policies for others.

Instead, refer questions to a local GSUSA council or www.GirlScouts.org.



	DO	DON'T
What to Use	Only BSA-sourced marketing materials from Brand Center	Locally-developed marketing materials GSUSA programs, marks, logos, uniforms or images
What to Say	Scouts BSA girl troops Troops for girls Girl troops	girl Scouts girl Scouts BSA
What to Do	Educate the public about the BSA, our mission and aims Continue positive relationships Notify the National PR team if contacted by media	Disparage any other youth-serving organization Speak on behalf of the GSUSA

SCOUT ME IN™



LIVE THE VALUES OF SCOUTING

The Boy Scouts of America applauds the work of all youth-serving organizations that serve our nation's youth.

We believe that there is an opportunity for all such organizations to serve girls and boys in our communities.



Special Situations



- How do you transition (and train) good Cub Leaders into good Troop Leaders



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Resources



- Help from Lake Erie Council
 - Cub Division and Service Area
 - Succession Planning and Leadership Selection (Tools Team)
 - Pack Progression and Retention (Program)
 - Scouts Division and Service Area
 - Succession Planning and Leadership Selection (Tools Team)
 - Pack to Troop Progression (Tools Team)



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SUMMARY

- Pack to Troop Transition involves more than just the Scout
- The Transition should be celebrated – it is something special
- The process is on-going



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Unit Service Minute



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On to Breakouts

Cub Scout: Celebrating Webelos to Scout Transition in Style

Scouts BSA: Transitions Between Different Scouting Levels, Youth Leadership Roles, and Junior Leader Succession

Venturing: How to Put on Joint Crew Events Across LEC

For January

Joint: Fundraising

Cub Scout: Life After Popcorn...How to Hold Successful Unit Fundraisers

Scouts BSA: Who Pays for Scouting?

Venturing: Fundraising is More than Popcorn and Cookies



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