

# December Newsletter 2009

## Highlights of Long Range Plan

### MARKETING STRATEGY

1. Engage creative marketing resource on a consulting basis to provide strategic and tactical guidance
2. Add marketing coordinator to staff, reporting to Assistant Scout Executive
3. Establish active and engaged Marketing committee of the Board to provide advice/guidance

### COMMUNICATIONS ISSUES AND STRATEGIES

1. Target market "Social Networking" routinely uses Networking services as primary communication tools
2. Comprehensive, user-friendly web sites are a must to remain competitive
3. Internet offers vast opportunities to reach out to CRC constituency, such as e-newsletters, fund raising, etc.
4. CRC not currently positioned well for any of these activities
5. Marketing Consultant and Marketing Coordinator, with guidance from Board Marketing Committee and Assistant Scout Executive, will develop and implement modern communications strategies and establish competitive Council web presence
6. Strategies to include fund raising techniques, membership development and retention, camp usage, training, and communication with volunteers

### LEADERSHIP TRAINING ISSUES AND STRATEGIES

1. Trained leadership is key to providing scouts with the programs they deserve and consistent with BSA standards
2. BSA National Council will adopt required leader training for all Councils starting 2011
3. CRC among 20 Councils selected to pilot required training starting 2010
4. CRC records currently indicate only 38% of "top leaders" and 24% of all "direct contact leaders" are trained for their position
5. Council training committee will work with District training resources to establish a comprehensive training calendar, syllabus and cost for 2010 and 2011
6. Council training committee will conduct a comprehensive update of training records in 2010
7. "Top leaders" (Scoutmasters and Cubmasters) must be recorded as trained in order to be accepted for unit recharter in December 2010
8. All "direct contact leaders" (Assistant Leaders and Den Leaders) must be recorded as trained in order to be accepted for unit re-charter in December 2011

### CAMP PROPERTIES ISSUES AND STRATEGIES

1. Summer camp is integral to scouting
  - Boy scout camp attendance up in 2009,
  - Cub resident campers at Tadmra and in total were at a 5 year low in 2009 (only 452 resident campers in 2009)

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## **CAMP PROPERTIES ISSUES AND STRATEGIES**

2. Current environment requires that camp properties be self-funding and make a contribution to CRC operating budget
  - Camps, in total, projected to make a significant contribution in 2009,
  - Camp Tadmā projected to lose over \$30,000 in 2009 (approx. \$250,000 over 2005-2009)
3. 4 CRC camps compete for the same Webelos population, while nonwebelos camping is only available at Tadmā
4. Camps are a potential “off-season” revenue source, but CRC has no strategy to market them
5. Historical restrictions may limit attractiveness of day camps and non-scout use
6. Plan and execute an enthusiastic marketing campaign for use of camp properties
7. “Regionalize” all Cub resident camping in 2011 at Webster and Mattatuck, in order to get close to more customers and reduce internal competition
8. After implementation of above, conduct a thorough evaluation of alternatives with respect to Camp Tadmā. In the interim, suspend Cub resident camp operations at Tadmā (2011)

## **OTHER INITIATIVES**

1. Upgrade key Board committees following the model of the Treasury Committee, including Marketing Committee; Membership Committee; Endowment Committee; Development/Fund Raising Committee
2. As market conditions permit, consider selling Torrington facility and develop new archival strategy
3. As permitted by annual budget, add secretarial resource and district executives

## **REGISTRATION FEES INCREASE**

The National Executive Board unanimously passed a resolution at its May 2009 meeting to increase the traditional membership annual registration fee for youth and adults from \$10 to \$15 effective January 1, 2010. The annual Exploring fee will remain \$10.

A great deal of thought and consideration went into this decision by both the Executive Board and the Membership Fee Task Force led by National Commissioner Tico Perez. Consideration was given to the impact to program and council support, the necessary funding required to implement planned initiatives over the next several years, and the overall fees paid by councils. Input was sought and received from staff and volunteers at the council level. It was then determined that the best approach was to increase the fee to the level chosen and to make every effort to hold that level for the next several years, rather than raising the fee every year. The last registration fee increase was implemented seven years ago.

The National Council is committed to providing added benefits to local councils and volunteers to support the delivery of high-quality Scouting programs in every community. A key investment continues to be providing more user-friendly Web-based resources. For example, via MyScouting, volunteers will be able to complete even more training requirements on their own schedule, 24 hours a day, utilizing online resources. This will complement their current ability to recharter and manage advancement records online, complete and submit tour permits, and participate in the Scouting Community social network, which continues to grow. The National Council strives to minimize operating costs, and it is worth noting that, even with this increase, youth can receive the full benefits of Scouting membership for only \$1.25 per month.

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## PRO-RATED RECHARTER FEES

**If your current expiration date is:**      **Your fees per person are:**

	Registration	BL	Insurance
10/31/2009	11.70	14.00	3.50
11/30/2009	10.85	13.00	3.25
12/31/2009	15.00	12.00	3.00
1/31/2010	13.75	11.00	2.75
2/28/2010	12.50	10.00	2.50
3/31/2010	11.25	9.00	2.25
4/30/2010	10.00	8.00	2.00

## Coming Events

Mark Twain Leadership Award Reception December 3, 2009 Nuchies Restaurant, Bristol, Connecticut 6:00pm  
District First Aid meet December 5, 2009 Emmanuel Lutheran School: 154 Meadow St, Bristol, CT  
Scout Night Wolf Pack December 12, 2009 7:00pm  
Klondike Derby February 6-7, 2010  
University of Scouting March 3, 2010 Crosby High School Waterbury, CT

## CONNECTICUT RIVERS COUNCIL CHANNEL ON YOUTUBE

Connecticut Rivers Council Now has its own channel on YouTube. You can check in on some of the videos or even link to some of the videos on you unit website by going to <http://www.youtube.com/profile?user=CTRiversBSA>. Videos on the site are limited at this point but will no doubt grow as time goes on. The youth of today spend time on YouTube and if we have a message for them this is where we will find them.

## TRAINING

Cub Leader Basic Training 12/12/2009 12:30:00 PM -4:00:00 PM 30 Norris Ave.,, Westbrook, CT 06498 US  
Details: All three modules:

Introduction to Cub Scouting  
How We Have Fun  
Leader Position Specific for Den Leaders, Cubmasters and Committtee Members

Contact : [district\\_training@yahoo.com](mailto:district_training@yahoo.com)

Scoutmaster and Assistant Scoutmaster 3/26/2010 6:00:00 PM to 3/27/2010 5:00:00 PM at JNW  
Hockanum River SLST Training  
Contact E-mail: [hiker472@cox.net](mailto:hiker472@cox.net)

Note: Outdoor Leader Skills weekend will follow Friday, April 9 to Sunday April 11, also at JNW..

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## **22<sup>nd</sup> WORLD JAMBOREE SWEDEN 2011**

The 22nd World Scout Jamboree will run from July 27-August 7, 2011. The purpose of the event is to bring together Boy Scouts, Venturers, leaders, and staff to share international friendship and adventure for personal growth and development. The upcoming World Scout Jamboree in Rinkaby, Sweden, promises to be one of the best ever. With 40,000 Scouts expected to attend from six continents and more than 114 countries, it's going to be a world-class event, one you can be a part of if you start planning now. At Rinkaby, you will get to live and learn with fellow Scouts and leaders from around the world. You'll be housed in tents along with the BSA contingent, but you'll soon venture out to mingle with tens of thousands for two weeks of activities and adventure. That's right, a world fellowship exercise on an enormous scale!

If you are a Boy Scout or Venturer who will be between the ages of 14 and 17 on July 27, 2011, that is, specifically born between July 25, 1993 and July 27, 1997, you may qualify for one of the coolest Scouting events you'll ever attend. Councils are normally assigned a number of youth slots to fill for the contingent troop. We have not yet been notified as to how many youth will be able to attend.

The basic package plan is \$3,525 (plus a nonrefundable application fee of \$10). The basic package includes travel from the assigned gateway city, all meals, unit and patrol equipment, accident and sickness insurance, regional and national office administrative/program support, and buses for ground transportation to/from the jamboree site.

Cost does not include travel to or from the gateway city. The basic package does not cover the cost of ticketing because of early or late departure from the jamboree site due to medical emergencies, family emergencies, and/or problems based on our Code of Conduct. See [www.scouting.org/worldjamboree](http://www.scouting.org/worldjamboree) for the payment schedule.

Applications are available at [www.myscouting.org](http://www.myscouting.org) under Event Registration.