

Scouting's Journey to Excellence

2017 District Planning, Performance, and Recognition

Item	Objective	Bronze Level	Silver Level	Gold Level	Bronze Points	Silver Points	Gold Points
Finance		Category Total Needed for Overall Gold: 175			Total Points:		500
#1	Fundraising performance: Achieve district finance goals as defined by the council.	Meet or exceed goal established for bronze.	Meet or exceed goal established for silver.	Meet or exceed goal established for gold.	100	200	300
#2	Fundraising manpower: Achieve district goals related to volunteers involved in fundraising as defined by the council.	Meet or exceed goal established for bronze.	Meet or exceed goal established for silver.	Meet or exceed goal established for gold.	75	100	200
Membership		Category Total Needed for Overall Gold: 325			Total Points:		900
#3	Market share: Increase market share of members (Cub Scouts, Boy Scouts, Varsity Scouts, Venturers, Sea Scouts, and Explorers).	6% density or 1% growth in density (i.e. 5.00% to 5.05%)	9% density, or 6% and 1% growth in density	13% density, or 9% and 1% growth in density	100	200	300
#4	Membership/youth growth: Increase number of registered youth (Cub Scouts, Boy Scouts/ Varsity Scouts, Venturers, Sea Scouts, pilot program members, and Explorers.)	Greater than prior year	1% growth over prior year	3% growth over prior year	75	100	200
#5	New member recruiting: Increase number of new youth recruited (Cub Scouts, Boy Scouts, Varsity Scouts, Venturers, Sea Scouts, pilot program members, and Explorers.)	New Cub Scouts joining represent at least 4% of TAY or increase in recruiting new Cub Scouts by 1%	Achieve bronze, plus have an increase in new Boy Scouts/Varsity Scouts <u>or</u> an increase in new young adults (Venturers/Sea Scouts/Explorers)	Achieve bronze, plus have an increase in new Boy Scouts/Varsity Scouts <u>and</u> an increase in new young adults (Venturers/Sea Scouts/Explorers)	75	100	200
#6	Youth retention: Improve retention rate of traditional members.	67% retention or 2 percentage points increase (i.e. 58%-60%)	75% retention, or 67% and 2 percentage points increase	80% retention, or 75% and 2 percentage points increase	75	100	200
Program		Category Total Needed for Overall Gold: 175			Total Points:		600
#7	Cub Scout advancement: Increase the percentage of Cub Scouts earning rank advancements.	50% or 2 percentage points increase (i.e. 28%-30%)	61%, or 50% and 2 percentage points increase	75%, or 61% and 2 percentage points increase	75	100	200
#8	Boy Scout advancement: Increase the percentage of Boy Scouts and Varsity Scouts earning rank advancements.	44% or 2 percentage points increase (i.e. 30%-32%)	50%, or 44% and 2 percentage points increase	55%, or 50% and 2 percentage points increase	25	50	100
#9	Cub Scout camping: Increase the percentage of Cub Scouts attending day camp, family camp, and/or resident camp.	37% or 2 percentage points increase (i.e. 28%-30%)	58%, or 37% and 2 percentage points increase	90%, or 58% and 2 percentage points increase	25	50	100
#10	Boy Scout camping: Increase the percentage of Boy Scouts and Varsity Scouts attending long-term camp and high-adventure program.	57% or 2 percentage points increase (i.e. 38%-40%)	67%, or 57% and 2 percentage points increase	80%, or 67% and 2 percentage points increase	25	50	100
#11	Community service: Increase the amount of community service provided by Scouts, Explorers, leaders, and other participants.	Average 4 hours per youth member or .2 hour growth (i.e. 2.8 to 3.0)	Average 5 hours per youth member, or 4 hours and .2 hour growth	Average 8 hours per youth member, or 5 hours and .2 hour growth	25	50	100
Unit Service		Category Total Needed for Overall Gold: 175			Total Points:		500
#12	Unit retention/growth: Improve retention rate of packs, troops, teams, crews, ships, clubs, and posts, while organizing new units for growth.	89% retention, or maintain retention rate and have an increase in the number of new units.	92% retention, or 89% and have an increase in the number of new units.	95% retention, or 92% and have an increase in the number of new units.	75	100	200
#13	Unit contacts: Support implementation of the Unit Service Plan through detailed assessments and an increased number of significant unit contacts to packs, troops, teams, crews, ships, clubs, and posts.	10% of units have 6 total assessments recorded in Commissioner Tools.	20% of units have 6 total assessments recorded in Commissioner Tools.	45% of units have 6 total assessments recorded in Commissioner Tools.	50	100	150
#14	Unit performance: Improve the performance ratings of units using Journey to Excellence metrics.	Have 50% of the units in the district achieve the Bronze award or above.	Have 60% of the units in the district achieve the Bronze award or above.	Have 70% of the units in the district achieve the Bronze award or above.	50	100	150
Leadership & Governance		Category Total Needed for Overall Gold: 175			Total Points:		500
#15	District committee: Increase the effectiveness of the district committee.	Have a registered district chairman, vice chairman, commissioner, and 11 other members - 14 total	Have a registered district chairman, 2 vice chairmen, commissioner, and 17 other members - 21 total	Have a registered district chairman, 3 vice chairmen, commissioner, and 28 other members - 33 total	75	100	200
#16	Unit leadership: Increase the number of direct contact leaders who are trained.	50% or 2 percentage points increase (i.e. 32%-34%)	60%, or 50% and 2 percentage points increase	70%, or 60% and 2 percentage points increase	100	200	300

Scoring: Gold- Total of 1,650 total points plus minimums in every category, Silver- Total of 1,350 points, Bronze- Total of 1,000 points

Scouting's Journey to Excellence

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Journey to Excellence in 2017 will proceed along the path of continuous improvement. It is based on many of the best practices used in the corporate performance measurement field today. It guides program planning before the year begins, monitors activities for continuous improvement during the year, and recognizes performance at the end of the year. In planning your strategy, use actual numbers from the previous years to guide your performance improvement goal-planning. The district may qualify by meeting either determined or performance improvement standards.

Finance Measures	
1	The council will approve goals for the district, defining bronze, silver, and gold determined standards. The district may be evaluated based upon achieving an overall fundraising goal or achievement of the individual elements, as defined by the council. There is no improvement performance standard for this criterion, as it is being measured against goals.
2	The council will approve goals pertaining to the recruitment and involvement of volunteers for the district fundraising campaigns, defining bronze, silver, and gold determined standards.
Membership Measures	
3	Total Lone Cub Scouts, Cub Scouts, Lone Boy Scouts, Boy Scouts, Varsity Scouts, Venturers, Sea Scouts, and Explorers on 12/31/17, divided by total available youth (TAY).
4	Difference between 12/31/17 total of Lone Cub Scouts, Cub Scouts, Lone Boy Scouts, Boy Scouts, Varsity Scouts, Venturers, Sea Scouts, pilot program members, and Explorers and 12/31/16 total of same membership categories, divided by 12/31/16 total of same membership categories.
5	<i>Bronze:</i> Number of new Cub Scouts registered during 2017 divided by total available youth of Cub Scout age OR increase in number of new Cub Scouts registered in 2017 as compared to 2016. <i>Silver/Gold:</i> Increase in number of new Boy Scouts and Varsity Scouts registered in 2017 as compared to 2016. Increase in number of new Venturers, Sea Scouts, and Explorers registered in 2017 as compared to 2016. New members in approved membership pilots will be included in the appropriate age groups.
6	Percent of Lone Cub Scouts, Cub Scouts, Lone Boy Scouts, Boy Scouts, Varsity Scouts, Venturers, and Sea Scouts remaining registered after one year (12/31/16 to 12/31/17), including all transfers. Youth who turn 18 within the year are not included in the calculations.
Program Measures	
7	Total number of Cub Scouts advancing at least one rank (Bobcat - Arrow of Light) during 2017, divided by total Cub Scouts on 12/31/17.
8	Total number of Boy Scouts advancing at least one rank (Scout - Eagle) during 2017, divided by total Boy Scouts/Varsity Scouts on 12/31/17.
9	Council Cub Scouts attending any in-council/out-of-council day camp (including STEM), resident camp, or family camp during the period of 9/1/16 through 8/31/17, divided by Cub Scout membership on 6/30/17.
10	Council Boy Scouts/Varsity Scouts attending any in-council/out-of-council long-term summer camp, high-adventure experience, jamboree, specialty camp (such as STEM), or serving on camp staff during the period on 9/1/16 through 8/31/17, divided by Boy Scout/Varsity Scout membership on 6/30/17.
11	Total service hours by Scouts, leaders, and other participants recorded on Journey To Excellence Service Hours website on 12/31/17, divided by registered youth (Cub Scouts, Boy Scouts, Varsity Scouts, Venturers, Sea Scouts, and Explorers) on 12/31/17.
Unit Service Measures	
12	Percent of units (packs, troops, teams, crews, ships, clubs, and posts) remaining registered after one year (12/31/16 to 12/31/17). Performance improvement standard is measured by taking the number of new units (packs, troops, teams, crews, ships, clubs, or posts) organized during 2017 and subtracting the number of new units organized during 2016.
13	Number of unique units receiving six or more assessments, as recorded in Commissioner Tools during 2017, divided by total number of packs, troops, teams, crews, ships, clubs, and posts on 12/31/17. Every unit is required to have a detailed health assessment annually.
14	Total number of packs, troops, teams, crews, ships, clubs, and posts rated as bronze, silver, or gold on 12/31/17, divided by the total number of packs, troops, teams, crews, ships, clubs, and posts.
Leadership & Governance Measures	
15	<i>Bronze:</i> Minimum of 14 district committee members with paid or multiple registration on 12/31/17, including a District Chairman (61), at least one District Vice Chairman (62), and a District Commissioner (81). Other members may be registered as Neighborhood Chairmen (64) or District Members-at-large (75). <i>Silver:</i> Minimum of 21 district committee members on 12/31/17, including a District Chairman (61), at least two District Vice Chairmen (62), and a District Commissioner (81). <i>Gold:</i> Minimum of 33 district committee members on 12/31/17, including a District Chairman (61), at least three District Vice Chairmen (62), and a District Commissioner (81).
16	Number of Cubmasters (CM), Tiger Cub den leaders (TL), Den leaders (DL), Webelos den leaders (WL), Scoutmasters (SM), Leaders of 11-year old Scouts- LDS (10), Varsity Scout coaches (VC), Crew advisors (NL), and Skippers (SK), paid or multiple registration, completing essential training requirements for their position by 12/31/17, divided by total number in the positions listed above on 12/31/17.

Scoring the district's performance: To determine the district's performance level, the council will use the above information to measure the points earned for each of the 16 individual criteria and then add those individual point scores to determine a composite score. Bronze level requires earning 1,000 points, Silver level requires earning 1,350 points and Gold level requires earning 1,650 points (and stated minimum point totals in each of the five categories). Councils may offer up to 100 bonus points to their districts for strategic initiatives. These will be added to the total score, but will not be included in any category.

