

Scouting's Journey to Excellence

2014 District Performance Recognition Program

Item	Objective	Bronze Level	Silver Level	Gold Level	Bronze Points	Silver Points	Gold Points
Finance		Category Total Needed for Overall Gold: 225			Total Points:		600
#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.	150	200	400
#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:		1000
#3	Market share: Increase market share (Cub Scouts, Boy Scouts/Varsity Scouts, Venturers and Explorers).	7% density or 1% growth in density (i.e. 5.00% to 5.05%)	9% density, or 7% and 2% growth in density	14% density, or 9% and 2% growth in density	100	200	300
#4	Membership/youth growth: Increase number of registered youth (Cub Scouts, Boy Scouts/Varsity Scouts, Venturers and Explorers). ** Bonus for growth in Cub Scouts	Greater than prior year	1% growth over prior year or overall gain with growth in three of four programs	2% growth over prior year or overall gain with growth in all four programs	75+	100+	200+
#5	Opportunity to join: Increase number of new Cub Scouts recruited.	New Cub Scouts joining represent at least 4% of TAY or growth in packs	New Cub Scouts are 5.5% of TAY, or 4% and growth in packs	New Cub Scouts are 8% of TAY, or 5.5% and growth in packs	75	100	200
#6	Youth retention: Improve retention rate of traditional members.	63% retention or 2 percentage points increase (i.e. 58%-60%)	70% retention, or 63% and 2 percentage points increase	76% retention, or 70% and 2 percentage points increase	75	100	200
Program		Category Total Needed for Overall Gold: 125			Total Points:		500
#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	25	50	100
#8	Boy Scout advancement: Increase the percentage of Boy Scouts and Varsity Scouts earning rank advancements.	40% or 2 percentage points increase (i.e. 30%-32%)	45%, or 40% and 2 percentage points increase	50%, or 45% 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.	33% or 2 percentage points increase (i.e. 18%-20%)	50%, or 33% and 2 percentage points increase	90%, or 50% 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.	53% or 2 percentage points increase (i.e. 38%-40%)	63%, or 53% and 2 percentage points increase	80%, or 63% 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 3 hours per youth member or .2 hour growth (i.e. .8 to 1.0)	Average 4 hours per youth member, or 3 hours and .2 hour growth	Average 6 hours per youth member, or 4 hours and .2 hour growth	25	50	100
Unit Service		Category Total Needed for Overall Gold: 175			Total Points:		600
#12	Chartered organization relationships: Conduct a personal visit with a key person in each chartered organization.	90%	95%	100%	25	50	100
#13	Commissioner service: Increase the number of registered unit commissioners over prior year.	Commissioner-to-unit ratio of 1:5, or 5% increase in the number of commissioners over prior year	Commissioner-to-unit ratio of 1:4, or 1:5 ratio and 5% increase in the number of commissioners over prior year	Commissioner-to-unit ratio of 1:3, or 1:4 ratio and 5% increase in the number of commissioners over prior year	25	50	100
#14	Unit visitations: Improve the rate of visitations to units by commissioners.	UVTS shows 6% of units are visited six times per year or 2 percentage points increase	UVTS shows 16% of units are visited six times per year, or 6% and 2 percentage points increase	UVTS shows 35% of units are visited six times per year, or 16% and 2 percentage points increase	25	50	100
#15	Unit performance: Improve the performance ratings of units using Journey to Excellence metrics.	Have 60% of the units in the district achieve the Bronze award or above.	Have 65% 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.	25	50	100
#16	Voice of the Scout: Actively participate in the program and improve the Net Promoter Score on constituent surveys.	Have 55% of all registrants (youth and adults) with email addresses in ScoutNET	Achieve bronze requirements and achieve an overall average Net Promoter Score* (NPS) of 40	Achieve bronze requirements and have an overall average NPS of 50 or have NPS of 40 with 10% response rate	75	100	200
Leadership & Governance		Category Total Needed for Overall Gold: 150			Total Points:		400
#17	District committee: Increase the effectiveness of the district committee.	Have a district committee of at least 12 members with a district chairman and district commissioner registered and engaged for at least eight of the last 12 months.	Achieve bronze requirements and have committees of the district with three or more active members serving each of the functions of finance, membership, and program.	Achieve silver requirements and have committees of the district with five or more active members serving each of the functions of finance, membership, and program.	75	100	200
#18	Unit leadership: Increase the number of direct contact leaders who are trained.	29% or 2 percentage points increase (i.e. 12%-14%)	36%, or 29% and 2 percentage points increase	54%, or 36% and 2 percentage points increase	75	100	200

** District will receive 100 bonus points for growth in Cub Scouting regardless of overall membership level.

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

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Journey to Excellence in 2014 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. Below is specific information to help you understand the criteria and exactly what data will be used to determine the three levels of performance. 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 12/31/14, divided by total available youth (TAY).
4	Difference between 12/31/14 total of Lone Cub Scouts, Cub Scouts, Lone Boy Scouts, Boy Scouts, Varsity Scouts, Venturers, Sea Scouts, and Explorers and 12/31/13 total of same membership categories, divided by 12/31/13 total of same membership categories. The four programs are Cub Scouting, Boy Scouting, Venturing, and Exploring. Bonus points will be earned for an increase in Cub Scout membership.
5	Number of new Cub Scouts during the year divided by total available youth of Cub Scout age. Unit growth measures the change in total packs over the prior year.
6	Percent of traditional youth (Lone Cub Scouts, Cub Scouts, Lone Boy Scouts, Boy Scouts, Varsity Scouts, Venturers, and Sea Scouts) remaining registered after one year (12/31/13 to 12/31/14), including all transfers. Boy Scouts or Varsity Scouts who turn 18 within the year and Venturers or Sea Scouts turning 21 are not included in the calculations.
Program Measures	
7	Total number of Cub Scouts advancing at least one rank (Bobcat - Arrow of Light) on 12/31/14, divided by total Cub Scouts on 12/31/14.
8	Total number of Boy Scouts advancing at least one rank (Tenderfoot - Eagle) on 12/31/14, divided by total Boy Scouts/Varsity Scouts on 12/31/14.
9	Council Cub Scouts attending any in-council/out-of-council day camp, resident camp, or family camp during the period of 9/1/13 through 8/31/14, divided by Cub Scout membership on 6/30/14.
10	Council Boy Scouts/Varsity Scouts attending any in-council/out-of-council long-term summer camp, high-adventure experience, jamboree, specialty camp, or serving on camp staff during the period on 9/1/13 through 8/31/14, divided by Boy Scout/Varsity Scout membership on 6/30/14.
11	Total service hours by Scouts, leaders, and other participants recorded on Journey To Excellence Service Hours website on 12/31/14, divided by registered youth (Cub Scouts, Boy Scouts, Varsity Scouts, Venturers, Sea Scouts, and Explorers) on 12/31/14.
Unit Service Measures	
12	Number of chartered organization heads (or designees) visited during 2014 by a commissioned professional or key district volunteer, divided by the total number of chartered organizations on 12/31/14.
13	Total number of traditional units (packs, troops, teams, crews, and ships) on 12/31/14, divided by total number of all unit commissioners (paid or multiple registration with position code 80) on 12/31/14. Performance improvement is the difference between the total number of unit commissioners on 12/31/14 and 12/31/13, divided by total on 12/31/13.
14	Number of unique units receiving six or more visits or contacts, as recorded in the Unit Visit Tracking System during 2014, divided by total number of traditional units on 12/31/14.
15	Total number of packs, troops, teams, crews, ships, and posts rated as bronze, silver, or gold on 12/31/14, divided by the total number of packs, troops, teams, crews, ships, and posts.
16	<i>Bronze:</i> 55% of all volunteers have an email address in ScoutNET and traditional members have a parent's/guardian's email address in ScoutNET. <i>Silver:</i> Overall average of Net Promoter Score* for all seven survey segments is 40. <i>Gold:</i> Overall average of Net Promoter Score* for all seven survey segments is 50 or NPS of 40 with 10% response rate from those receiving surveys. <small>*The Net Promoter is a registered trademark of Satmetrix, Bain & Company, and Fred Reichheld.</small>
Leadership & Governance Measures	
17	Minimum of 12 district committee members, including District chairman (61), District vice chairmen (62), Neighborhood chairmen (64), District members-at-large (75), and District commissioner (81), with paid or multiple registration on 12/31/14. <i>Bronze:</i> An active registered district chairman is giving leadership to the district committee, and a registered district commissioner is engaged for at least 8 of the last 12 months. <i>Silver:</i> The district has active committees with at least three volunteer members serving each of the functions of finance, membership, and program. <i>Gold:</i> The district has active committees with at least five volunteer members serving each of the functions of finance, membership, and program.
18	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 12/31/14, divided by total number in the positions listed above on 12/31/14.

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 18 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).