

Cub Scout Visibility Survey

The Cub Scout Visibility Survey was given to various packs throughout the Great Rivers District of the Northern Star Council. Alicia Tillman, the district School Night for Scouting Chair, was interested in finding out how families learned about and decided to have their son(s) join Cub Scouts. A similar survey was given out in the fall of 2016 during School Night for Scouting, but only a handful were returned, thus rendering the surveys useless.

The surveys were merely checklists printed on yellow 4x6 cardstock, and they didn't require any personal information. An example of the survey card is attached to this document. The parents of the Cub Scouts were expected to take less than a minute to fill the surveys out. The cards were given out to unit leaders at the September Round Table, and asked to be returned at the October Round Table. Mrs. Tillman obtained a total of 119 surveys from various Cub Scout packs in the Great Rivers District. She attempted to give them to every Cub Scout unit. However, some units did not show up to the district round table meetings, and some units who took the survey cards with them in September never returned the cards in October.

The results from these survey cards are on the charts on the following pages. It is interesting to note that the item that was checked off the most (aside from the "other" category) was the "Paper Flyer from School." The items that had no checks whatsoever were those of "Twitter" and "Wristband."

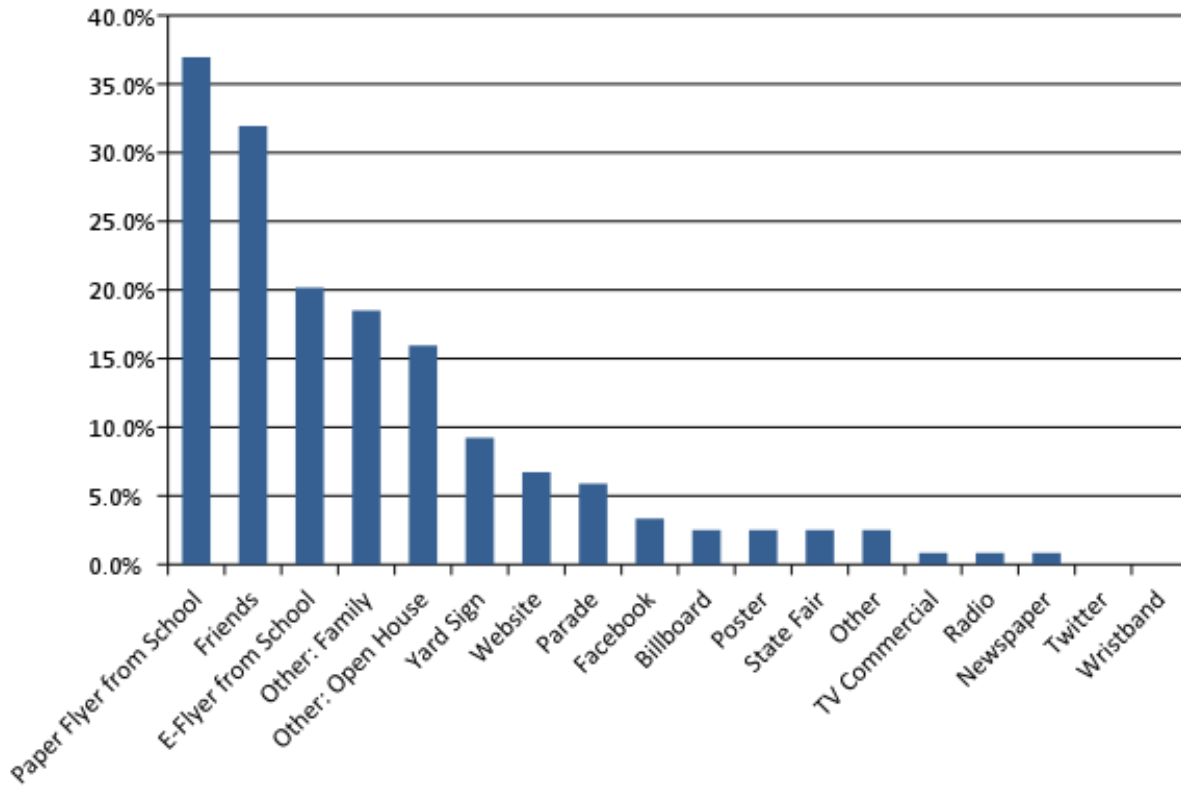
The "Other" category resulted in 8 total sub-categories. Those categories included, Neighbor, Family, School Open House, Friend, Prior Knowledge, Church, Woodbury Days, and Physician. Out of those sub-categories, Family received 22 check marks, School Open House received 19 check marks, and Neighbors and Friends each received 2 check marks. The other 5 sub-categories all received only 1 check mark, each.

When looking at the results from the main categories on the survey, the most popular items checked off were (in order of numbers), "Paper Flyer from School," "Friends," and "E-Flyer from School." From the results, it is obvious that paper and e-flyers from school as well as friends are major factors in getting boys to join Cub Scouts. While the other categories didn't have a lot of following, it is important to ask the questions of why that is, and what can the leaders and children in the district and council do to help enhance the recruitment efforts of the Northern Star Council.

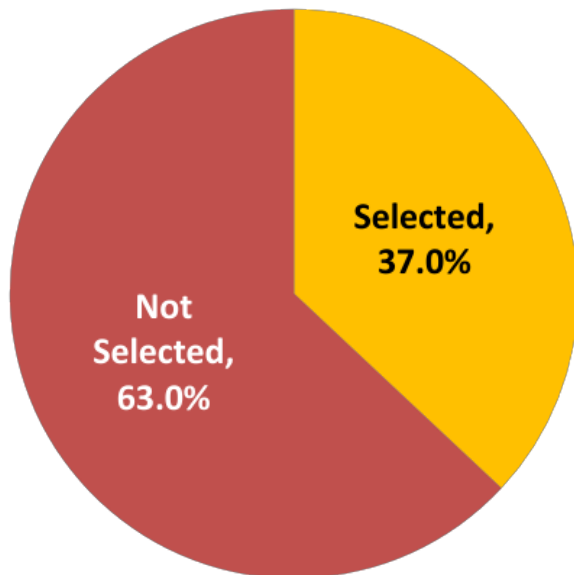
A question that remains is this: If these surveys had been filled out by most of the parents in the Great Rivers District, would the results be the same? It is known that there are schools and school districts within the Great Rivers District that have not allowed for paper flyers or for the Scout leaders to have booths at their open houses.

This information will be shared at the council level with the membership committee in an effort to help them in future recruitment efforts.

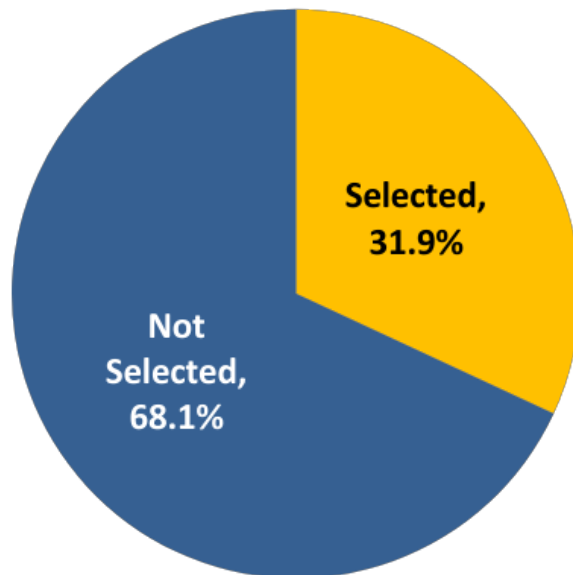
How did you learn about Cub Scouts



Paper Flyer from School



Friends



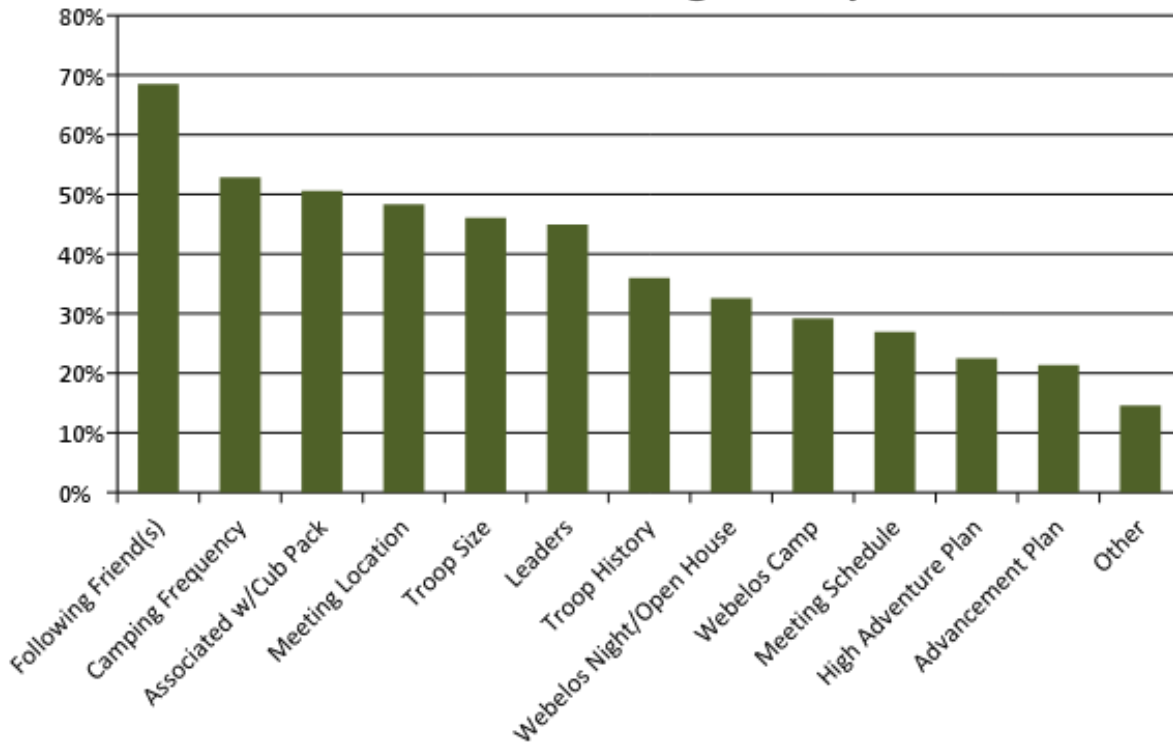
Boy Scout Troop Selection Survey

The Boy Scout Selection Survey was given to various Troops throughout the Great Rivers District of the Northern Star Council. Alicia Tillman, the district School Night for Scouting Chair, was interested in finding out what important factors went into deciding which Boy Scout Troop each boy decided to join. There was no survey like this given in the past, but it was important to Mrs. Tillman to figure out what the most compelling reason is for a boy to join the troop that they are in.

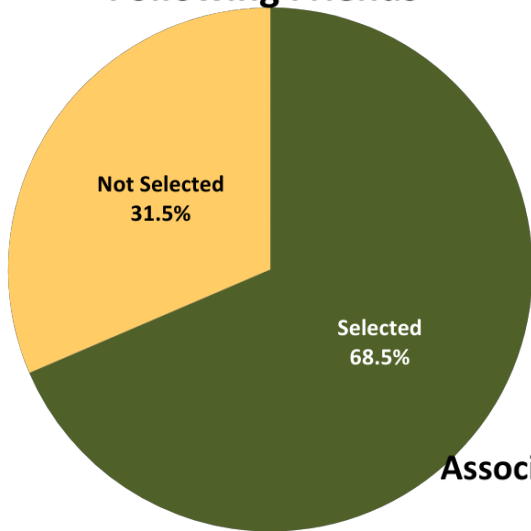
The Boy Scout surveys were two-fold. One side of the blue 4x6 cardstock had a checklist of items that the boys could mark according to their own thoughts and experiences. The other side of the card had two open-ended questions: "What do you enjoy most about the Boy Scout Troop that you are in and/or Boy Scouts in general? And "What is your motivation for staying connected with your Troop and continuing your advancement with Boy Scouts?" An example of the survey card is attached to this document. The surveys were expected to take 5 minutes or less for each Boy Scout to fill out. The cards were given out to unit leaders at the September round table, and asked to be returned at the October round table. Mrs. Tillman obtained 89 completed surveys from various troops in the Great Rivers District. She attempted to give them to every Boy Scout unit. However, some units did not show up to the district round table meetings, and some units who took the survey cards with them in September never returned the cards in October.

The results from the survey cards are on the charts on the following pages. It is interesting to note that the item that was checked off the most for joining a Boy Scout Troop was "Following Friend(s)." The items that had the least amount of check marks were those of "High Adventure Plan," Advancement Plan," and "Other." There were similar amounts of responses for "Camping Frequency" and "Associated with Cub Pack." The chart, overall, shows that the boys had similar reasons for choosing the troop that they are in. The "Other" category was significantly lower than that of the "Other" category for the Cub Scout Selection Survey. This could be due to the fact that it looked as if most of the compelling reasons for a boy to join Boy Scouts were covered with the other twelve categories.

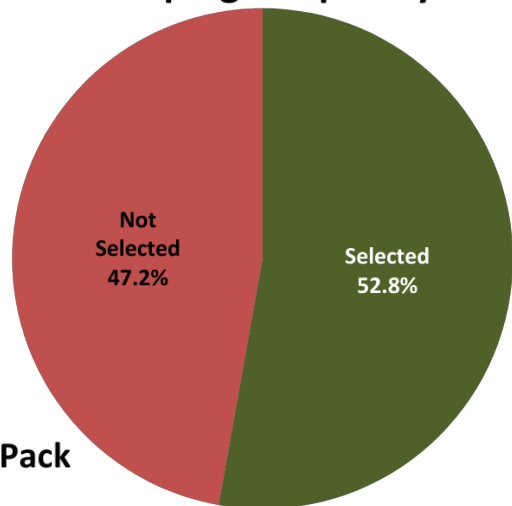
Factors in Joining a Troop



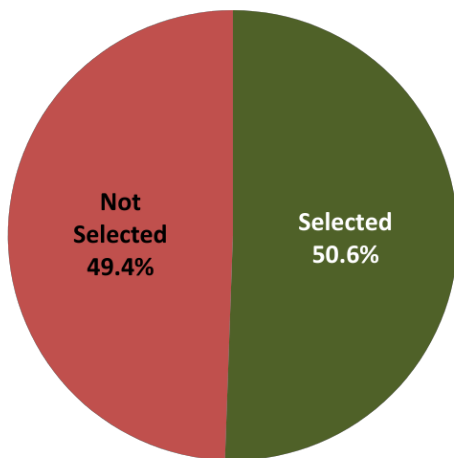
Following Friends



Camping Frequency



Associated with Cub Pack

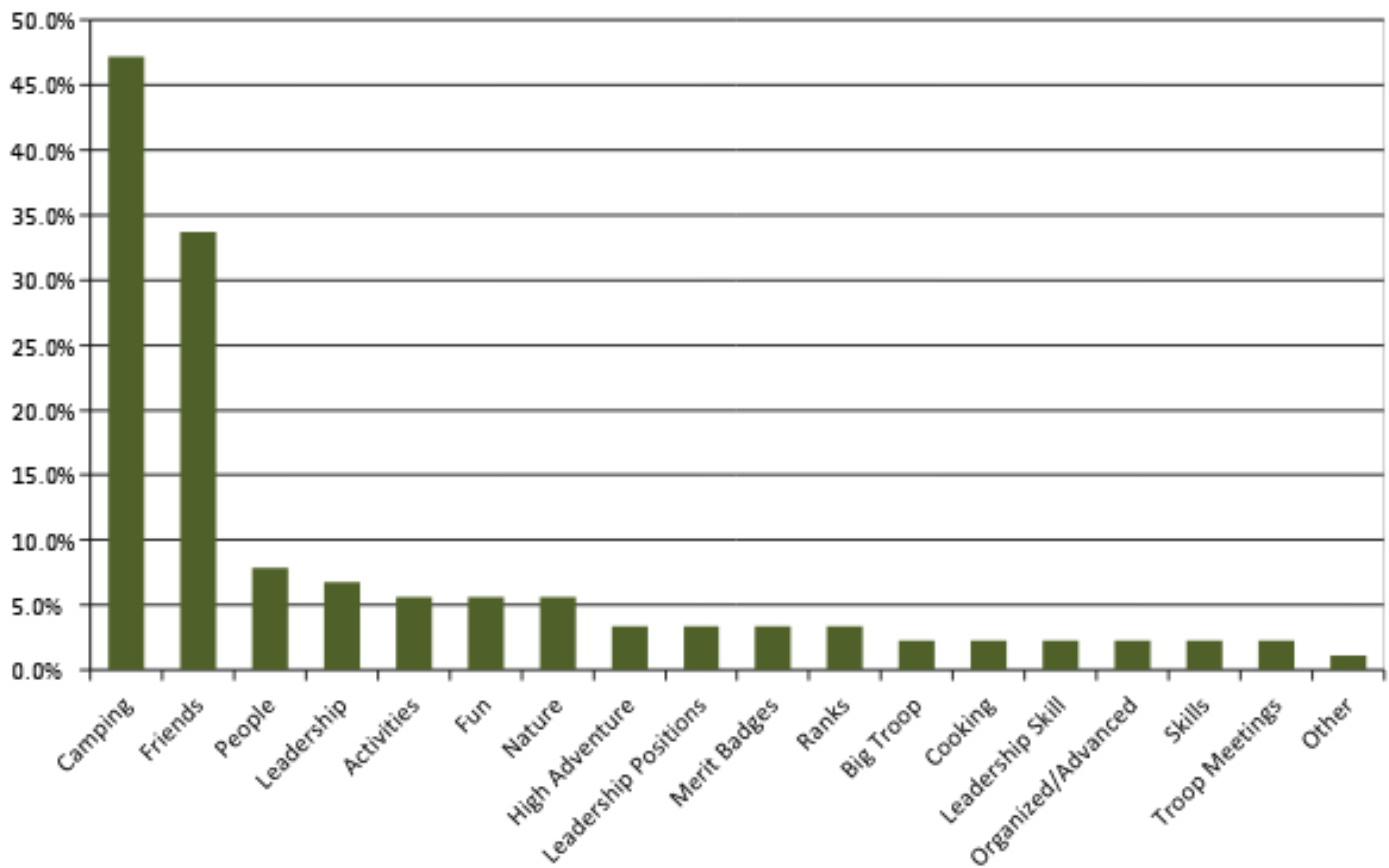


The first question on the back of the survey, “What do you enjoy most about the Boy Scout Troop that you are in and/or Boy Scouts in general?” had a total of 48 different responses. However, 31 of those were not duplicated, and therefore not added into the chart. The most frequent response was that of “camping.” The other most frequent response was “friends.” This seems to directly correlate with the checklist wherein friends were the biggest influence on boys joining a troop.

The second question, “What is your motivation for staying connected with your Troop and continuing your advancement in Boy Scouts?” had varied responses as well. However, over 51% of the responses mentioned something about obtaining the rank of Eagle. The other responses talked much about encouragement from family members, friends and leaders. They also mentioned that advancement and fun had a part in why the boys are motivated to stay connected and continue in advancement.

The biggest question now is, if this had been filled out by all of the scouts within the Great Rivers District, or even the Northern Star Council, would the results be similar, or would they vary considerably? Regardless, this information will be shared with the Northern Star Council Membership Committee in efforts to enhance our recruitment efforts and help retain the Scouts within our units.

What Scouts enjoy most about their Troop and Boy Scouts



Mentioned Achieving Eagle Rank as Primary Motivation for Continuing in Boy Scouts

