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Voyageur Council

Area Support Managers Report

August 2014

School Flyer Program 2014-15: Our targeted school flyer program will continue again this Fall. See the attached copy of the flyer that will be going out to all schools that Groups requested flyers for in the Council. There are a few changes that Scouters need to be aware of this year and some things to keep in mind:

- **NEW!** Because our insurance covers unregistered youth attending up to two meetings for the purpose of trying out the program, we thought – why not promote this? **The 2014-15 School flyer features a “coupon” that offers parents “2 Free Meetings”.** Parents still need to go through the Group Locator to get in touch with their local Group and the coupon indicates that parents must accompany their youth for the free visits – so this promotion should not put any unexpected strain on Section Scouters and ratio etc. **Please ensure your Scouters are aware of the promotion and that parents may be presenting the school flyer coupon at meetings.** We ask that Groups collect the coupons and let us know how many were “cashed in” so that we can determine how effective the promotion was.
- **Board Permissions:** Please note that we have approached all of the necessary boards in the Council to obtain permission to distribute the flyers. All have given us approval with the exception of the Limestone board and Algonquin Lakshore Catholic Board in the Kingston Area. All packages include a letter to the Principal explaining that proper permissions have been obtained.
- **School E-flyer:** Attached is an electronic flyer for schools that would like to post something on their websites etc. It can also be inserted into a school newsletter.

Parenting Times Magazine Ad www.ottawaparentingtimes.ca – We had the opportunity to place an ad for a reasonable price in the Ottawa Parenting Times Back to School publication. We have left the Group Locator off of the ad and instead put a direct email address. We did this in order to determine how many inquiries we receive directly from this publication. If it is successful we will continue to publish in it and look at posting in similar publications in other areas of the Council as well. Note – the ad also contains a coupon for “2 Free Meetings”. Parents are asked to present the ad when contacting the Group.

Welcome to Scouting/Parent Orientation Week - September 14 – 21: All Groups should be planning to hold a *Parent Orientation* night early on in the season. It is a great opportunity to meet with parents and get them involved in their child's Scouting experience; to make them aware of our expectations of our Scouters, of the policies and procedures that guide their interaction with youth and of the roles that parents can play in creating a solid Scouting year. Scouts Canada's Program Team has prepared the attached “Orientation Guide” to help you plan and deliver a comprehensive orientation meeting with parents welcoming them to the Scouting movement. If you need assistance running a Parent Orientation night – feel free to contact your ASM or Area Commissioner.

As part of the Parent Orientation – please share the “Great, Safe Scouting Experience” flyer found at this link and also attached with this report: <http://www.scouts.ca/ca/information-parents-and-youth>

Finally, Groups should also make sure that they are doing a similar evening to orient the youth to Scouting and the program for the coming year, as well as reviewing the “Stay-Safe” brochures with their youth found at the link above.

Incorporating the Revitalization Program 2014-15: The role out of the new program is coming out in stages, with the 2014-15 focus being on incorporating the 4 elements (Plan/Do/Review, Adventure, Youth Input and SPICES). There will be more information coming out about the 4 elements through ScoutScene and the Scouting Life magazine and all Groups should begin using the 4 elements this year. Other aspects of the program will be phased in over the next few years. The program really focuses on getting back to the basics of Scouting and many Groups are including these elements already. Our new Council Ambassador for the Program Revitalization is John Stalker - j_stalker@hotmail.ca. Feel free to contact him with any questions or feedback about the new program. For more information on the 4 elements visit the Program Revitalization page at this link: <http://www.scouts.ca/canadianpath/>