



It starts with Scouts.

Tout commence
avec les Scouts.

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To: National Service Team

From: National Key 3

Re: Working Smart to Grow

Since the launch of the Strategic Plan at the National Leadership Summit, we have talked about the importance of focusing our efforts and making clear progress against each of the priority areas contained in the plan. After all, our goal is to ensure we deliver safe, youth-led, adventurous programs to more Canadian youth than ever before. As we think about the path to being bigger and more vibrant than ever, we are reminded of one of the key messages from the previous Leadership Summit – busyness ≠ effectiveness.

To that end, we have been working to lay out a clear set of focus areas and objective performance outcomes, essentially mapping out how we will know if we have been successful come this time next Scouting year. One of realities we do face is that we cannot do everything, and we must work strategically on the things we know will bear the most fruit: the activities that our current and former members have told us will make a difference.

We would like to share those outcomes with you now in the hopes that they will help you and your respective teams keep focused on what matters most. For us, it is equally important that we know what tasks to work on as it is to know what tasks to stop working on or not start working on in the first place.

First and foremost, we are looking forward to a Scouts Canada that is bigger than it is this year.

Membership Growth: By August 31, 2015, full time youth membership will increase by 10%; full time youth retention rate will increase compared to August 31, 2014.

As we shared with you this past spring, achieving a 10% increase in youth membership can be accomplished by adding 1 youth to each of our sections across the country. We know we can get there by supporting consistent high quality youth programs and by building the membership one young Canadian at a time.

Safety Leadership: Demonstrate ongoing commitment to the vision of Nobody Gets Hurt as evidenced by

- 1. All major incidents are reviewed within 30 days, and learnings are shared with others in the Area/Council/Country***
- 2. 100% volunteers are ready within 90 days of application for membership***

Based on the feedback received from you at the Summit, we all share a common aim of helping new volunteers to be ready to serve as soon as possible. We encourage you to build plans to significantly beat the target of 90 days outlined above.

In addition, we will be enhancing our incident reporting process, starting with major incidents (those requiring medical attention), to ensure that we can foster a broader commitment to safety through education and sharing. To help with monitoring, we will be adding major incidents to the monthly scorecard so you will have the metrics at your fingertips. Metrics aside, the goal is to learn and to share so that we enable all members to be safety champions for themselves and for others. As Tim's Mom urged us at the recent Leadership Summit, let's keep focused on doing things the "right way".

Program Quality: By August 31, 2015, the number of Sections achieving the Program Quality Award has increased 10%.

Each and every time we have talked with former youth members about Scouting, they have told us that we don't live up to expectations in the quality department: we don't get outdoors enough, and our Scouters don't empower the youth to truly lead. Welcome to the *Canadian Path*! We truly believe that by employing the 4 elements (youth-led, plan-do-review, adventure, and SPICES), our programs will be more relevant and fulfilling for our youth. The best part is we can start now! Let's be sure we have the supports in place so that all Scouters and youth can join us on the *Canadian Path* and enjoy great, safe Scouting adventures together starting in September.

Quality Support Visits: 80% of members receiving support (GC, Scouter, etc.) are satisfied with the quality and impact of the 3 support visits received.

We know that our Scouters want to feel supported no matter what role they are in. It also goes without saying that in-person support is more about quality than quantity. Each of the 3 support visits we conduct should meet specific needs of the Scouter, Section, Group, or Area being supported. We are in the process of developing a short questionnaire that can be used to evaluate the quality of this support; we will trial this with our Area Support Managers and then consider options for more broad use by all support team members. In addition to this, we would ask that you take some time to solicit feedback from those receiving support visits and ensure that we are hitting the mark.

Group Make-up - By August 31, 2015, every Group has at least 3 dedicated non section Scouters on the Group Committee.

Scouters continue to tell us that we are asking too much. In a large number of lower capacity Groups, we know that Scouters are being called upon to book facilities, run popcorn, shovel manure, deal with registration, all in addition to supporting weekly programming. In order to avoid burn-out and to enable our Section Scouters to focus on what matters most – yes, applying the 4 elements of the Canadian Path to their programs – we need to ensure that our Group Committees have the capacity to support them. If each Group already has 3 dedicated non Section Scouters, let's add another: many hands make light work, and people like to join a winning team.

As the leaders of your respective Councils, we encourage you to think boldly about leading the organization. We need the right people doing the right things in order to take Scouts Canada to new heights. We are counting on you to provide focused, strong, and enthusiastic leadership. We are confident that by working together in this way, we can make a huge difference and achieve the membership growth we are all striving for. Working together as One Scouts Canada, sharing resources and best practices, we can and we will succeed. We look forward to your ongoing support and commitment to bringing the Strategic Plan to life.

If you have any questions or feedback about the focus areas outlined above, please do not hesitate to contact any one of us.

Yours in Scouting,



Andrew Price
Executive Commissioner &
CEO



Doug Reid
National Commissioner



Kaylee Galipeau
National Youth Commissioner