

*Scouting's Journey to Excellence*  
2011 Council Performance Recognition Program

| Item Number                      | Objective  | Bronze Level   | Silver Level   | Gold Level  | Bronze Points        | Silver Points | Gold Points |
|----------------------------------|--|--|--|---|----------------------|---------------|-------------|
| <b>Finance</b>                   |  | <b>National Strategic Plan Pillar #2: Resources and Finances</b>                                 |  |   | <b>Total Points:</b> |               | <b>500</b>  |
| 1                                | <b>Fiscal Management:</b> Maintain positive unrestricted net assets in the Operating Fund to support annual operating expenses.        | Positive unrestricted operating net assets or increase 2% (surplus/transfers) over expenses      | .06 ratio or positive and increase 2% (surplus/transfers) over expenses                            | .25 ratio or .06 and increase 2% (surplus/transfers) over expenses                                | 75                   | 100           | 200         |
| 2                                | <b>Fundraising:</b> Increase council-generated net contributions in the Operating Fund over prior year.                                | Greater than or equal to prior year  | 2% growth over prior year  | 10% growth over prior year  | 75                   | 100           | 200         |
| 3                                | <b>Endowment:</b> Add new permanently restricted gifts to the Endowment Fund.  | New gifts of at least 1% of expenses or \$25,000, whichever is less                              | New gifts of at least 2% of expenses   | New gifts of at least 5% of expenses  | 25                   | 50            | 100         |
| <b>Membership</b>                |  | <b>National Strategic Plan Pillar #1: Impact and Participation</b>                               |  |   | <b>Total Points:</b> |               | <b>600</b>  |
| 4                                | <b>Membership Impact:</b> 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%)   | 10% density, or 7% and 2% growth in density  | 14% density, or 10% and 2% growth in density  | 75                   | 100           | 200         |
| 5                                | <b>Membership/youth growth:</b> Increase number of registered youth (Cub Scouts, Boy Scouts, Varsity Scouts, Venturers and Explorers). | 0.00 - 1.99 %  | 2.00 - 2.99%   | >2.99%  | 75                   | 100           | 200         |
| 6                                | <b>Youth retention:</b> Improve retention rate of traditional members.   | 62% retention or 2 percentage points increase (i.e 58%-60%)                                      | 68% retention, or 62% and 2 percentage points increase   | 75% retention, or 68% and 2 percentage points increase  | 75                   | 100           | 200         |
| <b>Program</b>                   |  | <b>National Strategic Plan Pillar #4: Dynamic and Relevant Programs</b>                          |  |   | <b>Total Points:</b> |               | <b>500</b>  |
| 7                                | <b>Cub Scout advancement:</b> Increase the percentage of Cub Scouts earning rank advancements.   | 40% or 2 percentage points increase (i.e 28%-30%)  | 55%, or 40% and 2 percentage points increase   | 75%, or 55% and 2 percentage points increase  | 25                   | 50            | 100         |
| 8                                | <b>Boy Scout advancement:</b> Increase the percentage of Boy Scouts earning rank advancements.   | 45% or 2 percentage points increase (i.e 38%-40%)  | 55%, or 45% and 2 percentage points increase   | 65%, or 55% and 2 percentage points increase  | 25                   | 50            | 100         |
| 9                                | <b>Cub Scout camping:</b> Increase the percentage of Cub Scouts attending day camp and/or resident camp.                               | 17% or 2 percentage points increase (i.e 8%-10%)   | 30%, or 17% and 2 percentage points increase   | 50%, or 30% and 2 percentage points increase  | 25                   | 50            | 100         |
| 10                               | <b>Boy Scout camping:</b> Increase the percentage of total Boy/Varsity Scouts attending long-term camp and high-adventure program.     | 45% or 2 percentage points increase (i.e 38%-40%)  | 60%, or 45% and 2 percentage points increase   | 75%, or 60% and 2 percentage points increase  | 25                   | 50            | 100         |
| 11                               | <b>Community service:</b> Increase the amount of community service provided by Scouts, leaders, and other participants.                | Average .5 hour per youth member or .2 hour growth (i.e. .1 to .3)                               | Average 1 hour per youth member, or .5 hour and .2 hour growth                                     | Average 3 hour per youth member, or 1 hour and .2 hour growth                                     | 25                   | 50            | 100         |
| <b>Unit Service</b>              |  | <b>National Strategic Plan Pillars #5 &amp; #7: Leadership, Innovation and Technology</b>        |  |   | <b>Total Points:</b> |               | <b>400</b>  |
| 12                               | <b>Youth-serving executives:</b> Maintain or improve ratio of youth-serving executives to total available youth.                       | 1 YSE per 15,001 - 20,000 TAY  | 1 YSE per 12,001 - 15,000 TAY  | 1 YSE up to 12,000 TAY  | 75                   | 100           | 200         |
| 13                               | <b>Commissioner Service:</b> Increase the number of registered commissioners over prior year.  | Commissioner-to-unit ratio of 1:8, or 5% increase in the number of commissioners over prior year | Commissioner-to-unit ratio of 1:4, or 7.5% increase in the number of commissioners over prior year | Commissioner-to-unit ratio of 1:3, or 10% increase in the number of commissioners over prior year | 25                   | 50            | 100         |
| 14                               | <b>Unit visitations:</b> Improve the rate of visitations to units by commissioners.  | Council registers and begins to use UVTS 2.0   | UVTS 2.0 shows 25% of units are visited six times per year   | UVTS 2.0 shows 50% of units are visited six times per year  | 25                   | 50            | 100         |
| <b>Leadership and Governance</b> |  | <b>National Strategic Plan Pillar #5: Leadership</b>   |  |   | <b>Total Points:</b> |               | <b>300</b>  |
| 15                               | <b>Council leadership:</b> Have a trained and engaged executive board.   | Key 3 completed orientation  | Key 3 completed orientation and board orientation held   | Complete online board assessment, and Key 3 and board orientation completed                       | 25                   | 50            | 100         |
| 16                               | <b>District leadership:</b> Increase the number of volunteers serving on district committees.  | Average of 10 or increase average by one person per district                                     | Average of 17 or increase average by two people per district                                       | Average of 30 or increase average by three people per district                                    | 25                   | 50            | 100         |
| 17                               | <b>Unit leadership:</b> Increase the number of direct contact leaders who are trained.   | 18% or 2 percentage points increase (i.e 8%-10%)   | 25%, or 18% and 2 percentage points increase   | 40%, or 25% and 2 percentage points increase  | 25                   | 50            | 100         |



# Scouting's Journey to Excellence

## 2011 Council Performance Recognition Program

Journey To Excellence, the new council performance recognition program, changes the basic way we measure and recognize success in the Boy Scouts of America by moving councils away from measuring process and to measuring performance. 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 year to guide your performance improvement goal-planning. The council may qualify by meeting either determined and improvement standards. No recording or filing will be required, because recognition will be determined based on information collected from ScoutNET and the Journey To Excellence service hours website.

| Finance Measures                 |  |
|----------------------------------|--|
| 1                                | Unrestricted net assets (Operating Fund) as of 12/31/11, divided by total expenses (Operating Fund) as of 12/31/11, and measured on 1/31/12. NOTE: Positive unrestricted net assets are required to achieve overall Gold Level.  |
| 2                                | Difference between total of current and reclass contributions in FOS, project sales, net special events, foundations and trusts, and other direct support accounts (Operating Fund) as of 12/31/11, and measured on 1/31/12, less 12/31/10 total of same contribution accounts, divided by 12/31/10 total of same contributions accounts.  |
| 3                                | Total of current and reclassified permanently restricted contributions recorded in the Endowment Fund during 2011 calendar year, divided by total expenses (Operating Fund) as of 12/31/11, and measured on 1/31/12.   |
| Membership Measures              |  |
| 4                                | Total Lone Cub Scouts, Cub Scouts, Lone Boy Scouts, Boy Scouts, Varsity Scouts, Venturers, Sea Scouts, and Explorers on 12/31/11, divided by total available youth.  |
| 5                                | Difference between 12/31/11 total of Lone Cub Scouts, Cub Scouts, Lone Boy Scouts, Boy Scouts, Varsity Scouts, Venturers, Sea Scouts, and Explorers and 12/31/10 total of same membership categories, divided by 12/31/10 total of same membership categories.   |
| 6                                | Number of traditional youth that rechartered or separated reregistered, divided by number of youth in traditional programs at end of unit's charter year in past 12 months.  |
| Program Measures                 |  |
| 7                                | Total Cub Scout rank advancements (Bobcat-Arrow of Light) on 12/31/11, divided by total Cub Scouts on 12/31/11.  |
| 8                                | Total Boy Scout rank advancements (Tenderfoot-Eagle) on 12/31/11, divided by total Boy Scouts/Varsity Scouts on 12/31/11.  |
| 9                                | Council Cub Scouts attending any in-council/out-of-council day camp and/or resident camp in 2011, divided by Cub Scout membership on 6/30/11.  |
| 10                               | Council Boy/Varsity Scouts attending any in-council/out-of-council long-term summer camp, high-adventure experience, jamboree, or serving on camp staff in 2011, divided by Boy Scout/Varsity Scout membership on 6/30/11.   |
| 11                               | Total service hours by Scouts, leaders, and other participants recorded on Journey To Excellence service hours website on 12/31/11, divided by registered youth (Cub Scouts, Boy Scouts, Varsity Scouts, Venturers, and Explorers) on 12/31/11.  |
| Unit Service Measures            |  |
| 12                               | Most typical number (modal average at month end) of youth-serving executives (LFL-certified executives plus unit-serving executives) employed during 2011, divided by total available youth population.  |
| 13                               | Total number of all unit commissioners (with paid or multiple registration with position code 80) on 12/31/11 less 12/31/10 total of same position codes, divided by 12/31/10 total of same position codes; <b>OR</b> total number of unit commissioners divided by number of traditional units.   |
| 14                               | Number of unique units receiving six or more visits or contacts as reported by the Unit Visit Tracking System (UVTS 2.0) on 12/31/11, divided by total number of traditional units on 12/31/11.  |
| Leadership & Governance Measures |  |
| 15                               | The council Key 3 (Scout executive, council president, and council commissioner) and other executive board members have completed council-defined orientation or training for their position (either through formal training or through personal coaching) within six months of beginning service. The executive board has completed and reviewed results from an online self-assessment survey by 12/31/11 (survey link furnished by the National Council). |
| 16                               | Total of district committee members (paid or multiple registration with code 61, 62, 64, 75, or 79) on 12/31/11, divided by the number of districts containing traditional units on 12/31/11.  |
| 17                               | Number of CM, CA, TL, DL, DA, WL, WA, SM, SA, NL, NA, VC, VA, SK, or MT (paid or multiple registration) completing basic training requirements for their position by 12/31/11, divided by total number of positions listed above (paid or multiple registration) on 12/31/10.  |

**Scoring the council's performance:** To determine the council's performance level, the National Council will use the above information to determine the points earned for each of the 17 individual criteria and then add those individual point scores to determine a composite score. Bronze level requires earning 700 points, Silver level requires earning 950 points and Gold level requires earning 1,200 points. No forms will be completed or submitted by the local council; instead the council will be able to track month-end progress and year-end achievement from a dashboard on MyBSA.

Performance measures already being considered for inclusion in the 2012 council performance recognition program will involve collecting feedback and improved scores on customer satisfaction surveys sent to parents, employees, and charter partners within the council.

