# Scouting's Journey to Excellence
## 2020 District Planning, Performance, and Recognition

| Item | Objective | Bronze Level | Silver Level | Gold Level | Bronze Points | Silver Points | Gold Points |
|---|---|---|---|---|---|---|---|
| **Finance** | | **Fiscal Performance - Bronze Level Needed for Overall Gold** | | | **Total Points:** | | **500** |
| #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 | 100 | 200 | 300 |
| #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** | | **Membership Growth - Bronze Level Needed for Overall Gold** | | | **Total Points:** | | **700** |
| #3 ★ | **Membership growth:** Increase number of registered youth (Cub Scouts, Scouts BSA, Venturers, Sea Scouts, Explorers, and pilot program members). | Achieve growth in overall membership | Achieve 1% growth in overall membership | Achieve 3% growth in overall membership | 100 | 200 | 300 |
| #4 | **Community impact:** Increase market share, including male and female members (Cub Scouts, Scouts BSA, Venturers, Sea Scouts, Explorers, pilot programs) and Learning for Life participants. | 3.5% density or 1% growth in density (i.e. 3.00% to 3.03%) | 5% density, or 3.5% and 1% growth in density | 8% density, or 5% and 1% growth in density | 75 | 100 | 200 |
| #5 | **New member recruiting:** Increase number of new youth recruited. | New Cub Scouts joining represent at least 3% of TAY or increase in recruiting new Cub Scouts and Scouts BSA by 1% | New Cub Scouts joining represent at least 5% of TAY or increase in recruiting new Cub Scouts and Scouts BSA by 3% | New Cub Scouts joining represent at least 8% of TAY or increase in recruiting new Cub Scouts and Scouts BSA by 5% | 75 | 100 | 200 |
| **Program** | | **Youth Retention - Bronze Level Needed for Overall Gold** | | | **Total Points:** | | **700** |
| #6 ★ | **Youth retention:** Improve retention rate of Cub Scouts, Scouts BSA, Venturers, and Sea Scouts. | 67% retention or 2 percentage points increase (i.e. 58%-60%) | 75% retention, or 67% and 2 percentage points increase | 80% retention, or 75% and 2 percentage points increase | 75 | 100 | 200 |
| #7 | **Cub Scout advancement:** Increase the percentage of Cub Scouts earning rank advancements. | 48% or 2 percentage points increase (i.e. 35%-37%) | 60%, or 48% and 2 percentage points increase | 70%, or 60% and 2 percentage points increase | 25 | 50 | 100 |
| #8 | **Scouts BSA advancement:** Increase the percentage of Scouts BSA earning rank advancements. | 44% or 2 percentage points increase (i.e. 30%-32%) | 50%, or 44% and 2 percentage points increase | 55%, or 50% 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. | 40% or 2 percentage points increase (i.e. 28%-30%) | 60%, or 40% and 2 percentage points increase | 90%, or 60% and 2 percentage points increase | 25 | 50 | 100 |
| #10 | **Scouts BSA camping:** Increase the percentage of Scouts BSA attending long-term camp and high-adventure program. | 57% or 2 percentage points increase (i.e. 38%-40%) | 67%, or 57% and 2 percentage points increase | 80%, or 67% 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 4 hours per youth member or .2 hour growth (i.e. 2.8 to 3.0) | Average 5 hours per youth member, or 4 hours and .2 hour growth | Average 8 hours per youth member, or 5 hours and .2 hour growth | 25 | 50 | 100 |
| **Unit Service** | | **Unit Growth/Retention - Bronze Level Needed for Overall Gold** | | | **Total Points:** | | **600** |
| #12 ★ | **Unit growth/retention:** Organize more new units while retaining existing packs, troops, crews, ships, clubs, and posts. | Increase the number of new units organized or retain at least 90% of non-LDS units | Increase the number of new units organized and retain at least 90% of non-LDS units | Increase the number of new units organized by 10% and retain at least 90% of non-LDS units | 100 | 200 | 300 |
| #13 | **Unit contacts:** Support implementation of the Unit Service Plan through detailed assessments and an increased number of significant unit contacts to packs, troops, crews, ships, clubs, and posts. | 10% of units have 6 total assessments, including one detailed assessment recorded in Commissioner Tools | 25% of units have 6 total assessments, including one detailed assessment recorded in Commissioner Tools | 45% of units have 6 total assessments, including one detailed assessment recorded in Commissioner Tools | 25 | 50 | 100 |
| #14 | **Unit performance:** Improve the performance ratings of units using Journey to Excellence metrics. | Have 50% of the units in the district achieve the Bronze award or above | Have 60% of the units in the district achieve the Bronze award or above | Have 75% of the units in the district achieve the Bronze award or above | 75 | 100 | 200 |
| **Leadership & Governance** | | **District Committee - Bronze Level Needed for Overall Gold** | | | **Total Points:** | | **500** |
| #15 ★ | **District committee:** Increase the effectiveness of the district committee. | Have a registered district chairman, vice chairman, commissioner, and 10 other members - 13 total | Have a registered district chairman, 2 vice chairmen, commissioner, and 17 other members - 21 total | Have a registered district chairman, 3 vice chairmen, commissioner, and 27 other members - 32 total | 75 | 100 | 200 |
| #16 | **Unit leadership:** Increase the number of direct contact leaders who are trained. | 50% or 2 percentage points increase (i.e. 32%-34%) | 60%, or 50% and 2 percentage points increase | 75%, or 60% and 2 percentage points increase | 100 | 200 | 300 |

**Scoring:** Gold- Total of 1,650 total points plus at least bronze in ★ key metrics in every category, Silver- Total of 1,350 points, Bronze- Total of 1,000 points

JOURNEY TO EXCELLENCE

# Scouting's Journey to Excellence
## 2020 District Planning, Performance, and Recognition

Journey to Excellence in 2020 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. It guides program planning before the year begins, monitors activities for continuous improvement during the year, and recognizes performance at the end of the year. 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 | Difference between 12/31/20 total of Cub Scouts, Scouts BSA, Venturers, Sea Scouts, STEM Scouts, and Explorers and 12/31/19 total of same membership, expressed as a percent. |
| 4 | Total Cub Scouts, Scouts BSA, Venturers, Sea Scouts, Explorers, pilot program members, and Learning for Life participants on 12/31/20, divided by target age youth (TAY). TAY includes boys and girls ages 5-16 (grades K-11.) |
| 5 | *Bronze:* Number of new Cub Scouts registered during 2020 divided by Target Age Youth of Cub Scout age OR increase in number of new Cub Scouts and Scouts BSA by 1% registered in 2020 as compared to 2019. *Silver:* New Cub Scouts at 5% of TAY OR increase recruiting of Cub Scouts and Scouts BSA by 3%. *Gold*: New Cub Scouts at 8% of TAY OR increase recruiting of Cub Scouts and Scouts BSA by 5%. |

| | Program Measures |
|---|---|
| 6 | Percent of Cub Scouts, Scouts BSA, Venturers, and Sea Scouts remaining registered after one year (12/31/19 to 12/31/20), including all transfers. Youth who turn 18 within the year are not included.in the calculations. |
| 7 | Total number of Cub Scouts advancing at least one rank (Bobcat - Arrow of Light) during 2020, divided by total Cub Scouts on 12/31/20. |
| 8 | Total number of Scouts BSA advancing at least one rank (Scout - Eagle) during 2020, divided by total Scouts BSA on 12/31/20. |
| 9 | Council Cub Scouts attending any in-council/out-of-council day camp (including STEM), twilight camp, resident camp, or family camp during the period of 9/1/19 through 8/31/20, divided by Cub Scout membership on 6/30/20. |
| 10 | Council Scouts BSA attending any in-council/out-of-council long-term summer camp, high-adventure experience, jamboree, specialty camp (such as STEM), or serving on camp staff during the period of 9/1/19 through 8/31/20, divided by Scouts BSA membership on 6/30/20. |
| 11 | Total service hours by Scouts, leaders, and other participants recorded on Service Hours website or through Scoutbook on 12/31/20, divided by registered youth (Cub Scouts, Scouts BSA, Venturers, Sea Scouts, and Explorers) on 12/31/20. |

| | Unit Service Measures |
|---|---|
| 12 | New Units are measured by taking the number of new ones (packs, troops, crews, ships, clubs, labs or posts) organized during 2020 and subtracting the number of new units organized during 2019. Retention is the percent of units (packs, troops, crews, ships, clubs, labs, and posts) remaining registered after one year. During 2020, units that were chartered to the Church of Jesus Christ of Latter-day Saints will not be included. |
| 13 | Number of unique units receiving six or more assessments, as recorded in Commissioner Tools during 2020, divided by total number of packs, troops, crews, ships, clubs, and posts on 12/31/20. Every unit is required to have a detailed health assessment annually, and it must be recorded in Commissioner Tools in order to be counted. STEM labs are not included in these calculations. |
| 14 | Total number of packs, troops, crews, ships, clubs, and posts rated as bronze, silver, or gold on 12/31/20, divided by the total number of packs, troops, teams, crews, ships, clubs, and posts. STEM labs are not included in these calculations. |

| | Leadership & Governance Measures |
|---|---|
| 15 | Bronze: Minimum of 13 district committee members with paid or multiple registration on 12/31/20, including a District Chairman (61), at least one District Vice Chairman (62), and a District Commissioner (81). Other members may be registered as Neighborhood Chairmen (64) or District Members-at-large (75). Silver: Minimum of 21 district committee members on 12/31/20, including a District Chairman (61), at least two District Vice Chairmen (62), and a District Commissioner (81). Gold: Minimum of 32 district committee members on 12/31/20, including a District Chairman (61), at least three District Vice Chairmen (62), and a District Commissioner (81). |
| 16 | Number of Cubmasters (CM), Tiger Cub den leaders (TL), Den leaders (DL), Webelos den leaders (WL), Scoutmasters (SM), Crew advisors (NL), and Skippers (SK), paid or multiple registration, completing essential training requirements for their position by 12/31/20, divided by total number in the positions listed above on 12/31/20. Club, lab, and post advisors are not included in the calculations. |

**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 16 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 achieving at least bronze in key items marked with a star ★).

JOURNEY TO EXCELLENCE