



Crossroads of America Council
Boy Scouts of America

RE: New CAC Quality Unit Award

Dear Scouters,

Over the past three months, a small team of volunteers and professional staff have collaborated to create a new Quality Unit Award for our Council. The expectations outlined in this new award can be utilized by all units across the district as an alternative to the Centennial Quality Award form.

I would like to take a moment to provide some additional background and context for our new direction. First and foremost, volunteers and unit leaders were not finding value in the current Centennial Award. Many found it to be a time-consuming, confusing and non-value added process which was not helping us to meet our goals. Both the professional staff, as well as our volunteers felt that we must change our approach. As you review the new CAC Unit Quality Award, note that we will focus on the a small number of goals...the "Key 3" if you will of our new Quality Award. These are:

- Membership growth
- Financial health
- Growth in our trained adult volunteers

As we approached the creation of this new process, the team aligned around the following guiding principles to ensure that the CAC Unit Quality Award...

- Creates alignment between Council, District and Unit goals
- Provides focus
- Is simple, clear and applied consistently
- Is meaningful for the unit
- Is measurable, objective and time based
- Emphasizes unit health in addition to growth

This new process will not require any up-front signatures. It is a set of goals for every unit in the council that demands collaboration between units, particularly between Packs and Troops.

To be sure, this new Quality Award process is very different than our current process. We are not asking each unit to agree to a specific "number" for every goal, nor are we specifying how each unit will achieve these goals as we all recognize that what works in one unit or geographic area may not be effective in another.

It is my expectation that units will make a strong, good faith effort to meet each of these goals. At the end of 2009, each unit will be evaluated against these goals via a discussion between a unit leader, unit commissioner, and District Executive to determine if the unit has qualified to be deemed a Quality Unit.

I look forward to serving you throughout 2009 to build our leaders for the future.

In Scouting,

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Crossroads of America Council
2009 Quality Unit Goals

Membership: Design and implement innovative and effective year-round activities to maintain or grow unit membership. Specific emphasis should be given to Cub Scouts and Webelos in grades 4 through 6 in order to retain them in the Scouting movement.

Retention

Packs: In addition to ongoing activities to retain youth in Packs, plan and implement activities to reach “forward” to Troops to maximize opportunities for Cubs to continue their Scouting experience at the Troop level.

Troops: In addition to ongoing activities to retain youth in Troops, plan and implement activities that reach “back” to Packs to maximize opportunities for Cubs to continue their Scouting experience at the Troop level.

Crews: In addition to ongoing activities to retain youth in Crews, reach “into” Troops, as appropriate, to maximize opportunities for Scouts to continue their Scouting experience at the Crew level.

Packs/Troops: Appoint and maintain a year-round Webelos-to-Scout transition coordinator.

Recruiting

Packs/Troops/Crews:

- Through collaboration with Council professional staff, strengthen relationships with local schools, clubs and organizations in order to improve access to youth.
- Conduct effective recruiting activities tailored specifically to the needs of your local community in order to recruit new youth and adult leadership.

Troops: Through collaboration with other Troops in your area, partner with adjacent Packs with a specific focus on Webelos and their parents, to create a focused, integrated approach to raise the awareness of the potential of the Boy Scout program.

Crews: Through collaboration with other Crews in your area, partner with adjacent Troops and Crews, with a specific focus on Venturing age youth and their parents, to create a focused, integrated approach to raising the awareness of the potential of the Venturing program.

Training:

- Appoint and maintain a year-round Unit Trainer
- Achieve goal of 100% of all registered adults trained

Planning and Program:

Packs/Troops/Crews:

- Through the use of a strong unit committee structure, create an annual calendar and program to enhance unit health.
- Provide opportunities for youth to participate in regularly scheduled monthly activities including Day, Adventure, and Summer camp as well as high adventure

Packs: 75% of youth advance one rank annually

Troops: 75% of eligible youth reach first class within one year of joining

Crews: Provide a yearly program that promotes the ideals of the Venturing Program

Financial Health:

- Through the use of a strong unit committee structure, create, communicate and utilize an annual financial plan
- Actively support council fundraising initiatives