Scouting's Journey to Excellence

2013 Council Performance Recognition Program

Item	Objective	Bronze Level	Silver Level	Gold Level	Bronze Points	Silver Points	Gold Points
	Finance	**Category Total Needed for Overall Gold: 250**			**Total Possible:**		**600**
#1	**Fiscal management:** Maintain positive unrestricted net assets in the Operating Fund to support annual operating expenses.	Positive unrestricted operating net assets or increase 2% (surplus plus/minus transfers) over expenses	.08 ratio, or positive and increase 2% (surplus plus/minus transfers) over expenses	.27 ratio, or .08 and increase 2% (surplus plus/minus transfers) over expenses	100	200	300
#2	**Fundraising:** Increase council-generated net contributions in the Operating Fund over prior years.	Greater than or equal to prior three year average	5% growth over prior three year average	25% growth over prior three year average	75	100	200
#3	**Endowment:** Add new permanently restricted gifts to the Endowment Fund.	New gifts of at least 0.5% of expenses or $10,000, whichever is less	New gifts of at least 1% of expenses	New gifts of at least 5% of expenses	25	50	100
	Membership	**Category Total Needed for Overall Gold: 375**			**Total Possible:**		**800**
#4	**Market share:** Increase market share (Cub Scouts, Boy Scouts, Varsity Scouts, Venturers and Explorers).	7.5% density or 1% growth in density (i.e. 5.00% to 5.05%)	10% density, or 7.5% and 2% growth in density	15% density, or 10% and 2% growth in density	100	200	300
#5	**Membership/youth growth:** Increase number of registered youth (Cub Scouts, Boy Scouts, Varsity Scouts, Venturers and Explorers).	Greater than prior year	1% growth over prior year	3.5% growth over prior year	100	200	300
#6	**Youth retention:** Improve retention rate of traditional members.	63% retention or 2 percentage points increase (i.e. 58%-60%)	70% retention, or 63% and 2 percentage points increase	76% retention, or 70% and 2 percentage points increase	75	100	200
	Program	**Category Total Needed for Overall Gold: 175**			**Total Possible:**		**500**
#7	**Cub Scout advancement:** Increase the percentage of Cub Scouts earning rank advancements.	50% or 2 percentage points increase (i.e. 28%-30%)	60%, or 50% and 2 percentage points increase	75%, or 60% and 2 percentage points increase	25	50	100
#8	**Boy Scout advancement:** Increase the percentage of Boy Scouts and Varsity Scouts earning rank advancements.	40% or 2 percentage points increase (i.e. 30%-32%)	45%, or 40% and 2 percentage points increase	50%, or 45% 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.	33% or 2 percentage points increase (i.e. 18%-20%)	50%, or 33% and 2 percentage points increase	95%, or 50% and 2 percentage points increase	25	50	100
#10	**Boy Scout camping:** Increase the percentage of Boy Scouts and Varsity Scouts attending long-term camp and high-adventure program.	53% or 2 percentage points increase (i.e. 38%-40%)	62%, or 53% and 2 percentage points increase	80%, or 62% 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 3 hours per youth member or .2 hour growth (i.e. .8 to 1.0)	Average 4 hours per youth member, or 3 hours and .2 hour growth	Average 6 hours per youth member, or 4 hours and .2 hour growth	25	50	100
	Unit Service	**Category Total Needed for Overall Gold: 225**			**Total Possible:**		**700**
#12	**Youth-serving executives:** Maintain or improve ratio of youth-serving executives to total available youth.	1 YSE per 21,000 TAY or increase of 1 YSE over prior year mode	1 YSE per 13,000 TAY	1 YSE per 8,000 TAY	100	200	300
#13	**Commissioner service:** Increase the number of registered unit commissioners over prior year.	Commissioner-to-unit ratio of 1:5, or 5% increase in the number of commissioners over prior year	Commissioner-to-unit ratio of 1:4, or 1:5 ratio and 5% increase in the number of commissioners over prior year	Commissioner-to-unit ratio of 1:3, or 1:4 ratio and 5% increase in the number of commissioners over prior year	25	50	100
#14	**Unit visitations:** Improve the rate of visitations to units by commissioners.	UVTS shows 5% of units are visited six times per year or 2 percentage points increase	UVTS shows 10% of units are visited six times per year, or 5% and 2 percentage points increase	UVTS shows 33% of units are visited six times per year, or 10% and 2 percentage points increase	25	50	100
#15	**Voice of the Scout:** Actively participate in the program and improve the Net Promoter Score on constituent surveys.	Have 55% of all registrants (youth and adults) with email addresses in ScoutNET	Achieve bronze require-ments and have 8% response rate from those surveyed	Achieve silver require-ments and achieve an overall average Net Promoter Score* of 55%	75	100	200
	Leadership and Governance	**Category Total Needed for Overall Gold: 125**			**Total Possible:**		**300**
#16	**Council leadership:** Have a trained and engaged executive board.	Have a year-round nominating/board development committee. Develop and implement a diversity plan using the BSA-provided template.	Achieve bronze require-ments and have all officer positions filled with individuals completing an orientation program	Achieve silver require-ments and establish and achieve a set of strategic goals related to council leadership development	25	50	100
#17	**District leadership:** Increase the number of volunteers serving on district committees.	Average of 12 per district or increase average by two persons per district	Average of 19, or average of 12 and increase average by two persons per district	Average of 33, or average of 19 and increase average by two persons per district	25	50	100
#18	**Unit leadership:** Increase the number of direct contact leaders who are trained.	26% or 2 percentage points increase (i.e. 12%-14%)	33%, or 26% and 2 percentage points increase	50%, or 33% and 2 percentage points increase	25	50	100

Scoring: Gold- Total of 1,650 total points plus minimums in every category, Silver- Total of 1,350 points, Bronze- Total of 1,075 points

JOURNEY TO EXCELLENCE

Scouting's Journey to Excellence

2013 Council Performance Recognition Program

Journey to Excellence in 2013 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. 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 years to guide your performance improvement goal-planning. The council may qualify by meeting either determined or performance improvement standards.

Finance Measures	
1	Unrestricted net assets (Operating Fund) as of 12/31/13, divided by total expenses (Operating Fund) as of 12/31/13, and measured on 1/31/14.
2	Total of current and reclassified contributions in the Operating Fund, including FOS, project sales, net special events, foundations and trusts, and other direct support accounts (except legacies and bequests) as of 12/31/13 (A), and measured on 1/31/14, minus the average of same contributions accounts for the years of 2009-2011 (B), divided by the same prior three years' average (B). (A-B)/B
3	Total of current permanently restricted contributions recorded in the Endowment Fund during 2013 calendar year, divided by total expenses (Operating Fund) as of 12/31/13, and measured on 1/31/14.
Membership Measures	
4	Total Lone Cub Scouts, Cub Scouts, Lone Boy Scouts, Boy Scouts, Varsity Scouts, Venturers, Sea Scouts, and Explorers on 12/31/13, divided by total available youth.
5	Difference between 12/31/13 total of Lone Cub Scouts, Cub Scouts, Lone Boy Scouts, Boy Scouts, Varsity Scouts, Venturers, Sea Scouts, and Explorers and 12/31/12 total of same membership categories, divided by 12/31/12 total of same membership categories.
6	Percent of traditional youth (Lone Cub Scouts, Cub Scouts, Lone Boy Scouts, Boy Scouts, Varsity Scouts, Venturers, and Sea Scouts) remaining registered after one year (12/31/12 to 12/31/13), including all transfers. Boy Scouts or Varsity Scouts who turn 18 within the year and Venturers or Sea Scouts turning 21 are not included in the calculations.
Program Measures	
7	Total number of Cub Scouts advancing at least one rank (Bobcat - Arrow of Light) on 12/31/13, divided by total Cub Scouts on 12/31/13.
8	Total number of Boy Scouts advancing at least one rank (Tenderfoot - Eagle) on 12/31/13, divided by total Boy Scouts/Varsity Scouts on 12/31/13.
9	Council Cub Scouts attending any in-council/out-of-council day camp, resident camp, or family camp during the period of 9/1/12 through 8/31/13, divided by Cub Scout membership on 6/30/13.
10	Council Boy Scouts/Varsity Scouts attending any in-council/out-of-council long-term summer camp, high-adventure experience, jamboree, specialy camp, or serving on camp staff during the period on 9/1/12 through 8/31/13, divided by Boy Scout/Varsity Scout membership on 6/30/13.
11	Total service hours by Scouts, leaders, and other participants recorded on Journey To Excellence service hours website on 12/31/13, divided by registered youth (Cub Scouts, Boy Scouts, Varsity Scouts, Venturers, Sea Scouts, and Explorers) on 12/31/13.
Unit Service Measures	
12	Total available youth population divided by the typical count (monthly modal average) of youth-serving executives (LFL-certified executives plus unit-serving executives) employed during 2013.
13	Total number of traditional units (packs, troops, teams, crews, and ships) on 12/31/13, divided by total number of all unit commissioners (paid or multiple registration with position code 80) on 12/31/13. Performance improvement is the difference between the total number of unit commissioners on 12/31/13 and 12/31/12, divided by total on 12/31/12.
14	Number of unique units receiving six or more visits or contacts, as recorded in the Unit Visit Tracking System during 2013, divided by total number of traditional units on 12/31/13.
15	*Bronze:* 55% of all volunteers have an email address in ScoutNET, and 55% of all traditional members have a parent's/guardian's email address in ScoutNET. *Silver:* Total number of survey responses divided by number of those surveyed minus number of email bounce backs. *Gold:* Overall average of Net Promoter Score* for all seven segments is 55%. **The Net Promoter is a registered trademark of Satmetrix, Bain & Company, and Fred Reichheld.*
Leadership & Governance Measures	
16	*Bronze:* The council has a nominating or board development committee functioning throughout the year, and it creates and implements a diversity development plan using the BSA-provided template. *Silver:* All council officer posisitions are filled in accordance with the council's bylaws and organization chart. Each of these individuals has completed an orientation for his or her position. *Gold:* During its annual progress review the council sets strategic goals related to council leadership development. These goals are achieved by 12/31/13.
17	Total of district committee members, including District chairmen (61), District vice chairmen (62), Neighborhood chairmen (64), District members-at-large (75), District committee members (79), and District commissioners (81), with paid or multiple registration on 12/31/13, divided by the number of districts containing traditional units on 12/31/13.
18	Number of Cubmasters (CM), Tiger Cub den leaders (TL), Den leaders (DL), Webelos den leaders (WL), Scoutmasters (SM), Leaders of 11-year old Scouts- LDS (10), Varsity Scout coaches (VC), Crew advisors (NL), and Skippers (SK), paid or multiple registration, completing essential training requirements for their position by 12/31/13, divided by total number in the positions listed above on 12/31/13.

Scoring the council's performance: To determine the council's performance level, the National Council will use the above information to measure the points earned for each of the 18 individual criteria and then add those individual point scores to determine a composite score. Bronze level requires earning 1,075 points, Silver level requires earning 1,350 points and Gold level requires earning 1,650 points (and stated minimum point totals in each of the five categories).

JOURNEY TO EXCELLENCE