

Letter from the Scout Executive | January 2024

2024... The Road Ahead

First off, congratulations to **Carroll** and **National Pike** Districts for attaining the inaugural District Achievement award for 2023. Our goal is to see all 7 Districts achieve this distinction of quality Scouting in their communities in 2024.

As we close out 2023, I thought I'd share our priorities for 2024.

- **Marketing/Publicity:** Continue to increase Scouting's presence and awareness in all our communities.
 - **Scouting for Food** is held during the month of March and is one of the largest food drives in Central Maryland. This event is our primary "Good Turn" and one of our greatest opportunities to showcase to the community our Scouts in action. Our goal for Scouting for Food is to have 100%-unit participation.
 - **District Events:** Does your unit participate in District events? This is a great opportunity for your Scouts to start to see the bigger picture of Scouting. Check out your District's activity calendar for the year and make these events a part of your units' annual program.
 - **Report to the County Commissioners:** New this year, we are working to have an Eagle Scout make a presentation at each of the County Commissioner meetings held in our five-county service area as well as Baltimore City to share 2023 Scouting highlights for each county.
- **Membership:** I've always said if what we are doing at the Council or District level does not ultimately affect youth membership growth or retention, it is mission creep. Membership growth is a leading indicator for any organization.
 - **Cub Scout Membership Growth:** We know that 86% of new Scouts BSA come from the Cub Scout program. We will continue to work with all our school districts to improve school access to help with our overall recruiting efforts. We also know that our best recruiting method is peer-to-peer, whether it is from the Scout or a parent. Help us tell the Scouting story to more families!
 - **Cub Scout Retention:**
 - **Cub Scout Advancement:** The advancement program in Cub Scouts is designed for every youth to advance one rank per school year. This makes it easy to find and reach out to youth who are falling behind. Let's see if we can reach an advancement rate of 50% or greater this year!
 - **Cub Scout Resident Camp & Day Camp:** When a Cub Scout attends Cub Scout Day Camp and Cub Resident Camp their retention in Scouting is longer. Without a doubt, the Cub Scout Resident Camp program at Broad Creek is a best kept secret and one of the best values in our Council. We've seen the success of our Fall and Spring Cub Scout family weekends at Broad Creek selling out each year. Has your Pack checked out Cub Scout Resident Camp and Day Camp?

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- **Finance:**
 - **Broad Creek Capital Campaign:** In 2023 we raised \$2.2M in new cash contributions for the Broad Creek Capital Campaign for a total cash funds raised to date of \$7.4M against a \$9.4M goal. It is our goal to achieve the capital campaign goal of \$9.4M this year.
 - **Unit Annual Appeal:** It is our goal to *not* implement a Council Program fee of up to \$80, as many other Councils have, and to keep annual registration costs affordable to our Scouting families. This is why the Unit Annual Appeal program will be vital this year in helping to provide the funds to provide quality facilities, services, and programs for the youth of Central Maryland.
- **Broad Creek Memorial Scout Reservation:** This month construction will begin on a new \$2.2M wastewater treatment plant. The construction of this plant will allow us to build new shower houses and additional structures at Broad Creek.

Building on this success and the support of over 5,000 registered Scouting volunteers, I know 2024 is going to be an outstanding year for Scouting in the Baltimore Area Council!

As always, if you have any questions or comments let me know.

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