

2016 NER Cub Scout Task Force
Webinar Draft 1.4

- I. **Introduction (5 minutes) -Jon**
 - a. Welcome
 - b. House keeping
 - c. Webinar agenda
 - d. Importance of topic
- II. **OA/Cub Relations (5 minutes)-Jeff**
 - a. WHY Cubs matter to the Order
 - i. Longevity of the OA
 1. Increased Cub Involvement leads to...
 2. Increased Cub Numbers which in turn lead to...
 3. Increased Boy Scout numbers which results in...*repeat*
 - ii. Support the Boy Scout program
 1. The Order is the NATIONAL HONOR SOCIETY
- III. Understanding the Role of the OA (20 minutes)
 - a. **Membership**
 - i. **Recruitment-Jeff**
 1. Basics of Cub Scouts
 - a. New Rank Program
 - b. Lion Scouts
 - i. Early partner program to be done with parents creating a pseudo-den atmosphere.
 - ii. New entry into Cub Scouting
 2. Lots of attention is given towards retaining *current* members. While important, we must begin to place stronger emphasis on bringing in new members.
 3. Without incoming members there is no need to push retention.
 4. What can the OA do to help with Cub recruiting
 - a. While the OA does not directly recruit Cubs (recruitment happens on the local pack level), they can assist in making recruiting events more successful.
 - i. Help with recruitment nights, pack open houses, join up nights and similar events providing activities for the Cubs.
 1. This creates a link between the Cubs and the OA.
 2. Occupies kids leaving parents the ability to be more focused on the

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message being delivered to
them=more effective event.

- ii. Provide general man power and staffing help at council and district recruitment events.

5. Mentoring

a. OA members serve as Den Chief/Troop Guide

- i. Create link between Cubs and OA
- ii. Consistent friend/contact as the scout progresses
- iii. Be sure to recognize these individuals
- iv. Helping with new unit mentoring—OA helping Cubmasters in the development of a new pack
 1. New unit mentoring with meeting program and leader training
 2. OA youth to assist new Cubmaster in developing/implementing meeting agendas, programs, skits, etc.
 - a. Cubs respond positively with OA youth
 - b. Parents respond positively by seeing that their son can become with Scouting
 3. OA adults help train new Cubmasters with the ins and outs of being a leader.
 - a. Keeps adults active and involved with the lodge.

6. **Parental On-boarding -Geoff**

- i. Use experienced youth during parent orientations.
 1. Scripted presentation
 2. Means more coming from a youth
7. In areas lacking an active Cub program, Districts often host community-based recruitment measures implementing a triage method to supplement pack programs in order to revitalize the area.

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1. The lodge/chapter can serve an integral role in supporting these district membership initiatives.
8. No need to reinvent the wheel, just make sure the bearings are greased and it is turning properly.
 - i. With OA help on existing recruitment measures, new and ground breaking programs are not necessary.
 - ii. Use the programs that are in place but utilize the OA to help make them more effective.
- ii. **Transition Phase—The largest drop off in membership is from Bear to first year Boy Scout -Geoff**
 1. Targeting this age range is important to ensuring program retention
 - a. Age appropriate activities
 - i. Each Cub rank must be considered independently from the others
 1. Webelos are ready for a new adventure
 - ii. The OA can help provide pack activities for the scouts in the transition phase
 2. New Cub program creates a “pre-patrol” atmosphere—troop preparatory program.
 - a. Creates ease between Webelos-Scout transition
 - i. No longer able to earn Arrow of Light without first functioning as a patrol.
 - b. Creates required collaboration between Cub Scout and Boy Scout unit structure.
 - i. The Webelos begins to take more charge and leadership in the Dens activities
 - c. OA led Webelos to Scout transition orientation
- iii. **Retention-Jon**
 1. Once the kids are in the door, how do we keep them in the program? Unlike recruitment, this is the more comfortable subject—there are unlimited possibilities on how to effectively retain scouts.
 - a. Activity Breeds Activity—Provide opportunities for the Cubs
 - i. Cubclave

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1. Shows parents the leadership opportunities available to their kids once after crossing over into Boy Scouts
 2. Shows Cubs the cool things they are able to do as older scouts
 - ii. Pinewood Derby
 1. Staff help
 2. OA exposure to Cubs and parents
 - iii. OA sponsored nature walk
 - iv. Unlimited program opportunities
 - b. Cub Camp
 - i. OA Camp Chief
 1. Most Boy Scout summer camps have an OA Camp Chief on camp staff fulfilling a variety of lodge work.
 2. Extend the same concept into Cub Camp.
 - a. Go around to each pack promoting both the OA and Boy Scouts
 - b. Wear sash throughout the week to create OA exposure
 - ii. Lodge sponsored camperships
- b. **Finance -Jeff**
- i. As with before, increased membership yields increased money cycling through the system.
 - ii. Cost to join the program can sometimes be an inhibiting factor in a child's (or parent's) decision to join Cub Scouts.
 1. A lodge can sponsor a child and pay his campership fee.
 2. Less cost inhibitive on the lodge would be to host a uniform bank to collect old uniforms from lodge members to donate to local packs to help ease the financial burden on a new scout.
 - iii. OA help at FOS presentations providing activities for the Cubs.
 1. This creates a link between the Cubs and the OA.

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2. Occupies kids leaving parents the ability to be more focused on the message being delivered to them=more effective event.
3. Provide general man power and staffing help at council and district recruitment events.
4. Offers OA the chance to conduct camp promotions.
- iv. Where to go Cub Camping Guide put together by OA members who are familiar with the various camping accommodations throughout the area.

IV. Connecting with the OA to help (10 minutes)-All

- a. Understanding how to utilize the OA in Cub efforts is important but it is also essential to know how to connect with them and onboard the lodge with your ideas.
- b. Sometimes when called for help a lodge falls short. Being able to better connect with them will help in gathering their support with your programs.
 - i. In order to garner support from the lodge time management is key.
 1. Given the membership size and busy schedules of those involved, do not reach out to a lodge 2 weeks before an event expecting a huge helper turnout.
 2. A lodge requires time and head-up notification in order to promote efficiently to ensure help arrives.
 3. For the lodge leaders on the call, work with your lodge to make sure everyone is familiar with the importance of OA/Cub relations and their role in helping the council.
 - a. This takes us back the importance of understanding WHY.
 - b. The Region has many resources available to help with this. Once everyone understands why they need to help they will be more receptive to do so.
 - ii. Develop strong a strong relationship with the lodge.
 1. Attend their events
 2. Communicate regularly
 3. Stronger relationships yield better results when the call for help is made.
 4. Make expectations clear, reasonable, and known.

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- iii. Relationship development between the lodge and council is a 2-way street. Both entities must reach out to the other if the desired partnership is to be achieved.

V. **Question and Answer Time (15 minutes)-All**

VI. **Closing and Thank You (5 minutes)-Jon**

- a. Reiterate importance of topic
- b. A written report of the webinar and its materials will be distributed in the early fall for everyone's record.
- c. Resources are available on the Region's Cub page
- d. We want to hear your ideas, please share your Best Practices