VOICE
VOICE OF THE SCOUT

DASHBOARD USER HELP PAGE

Designed as a management tool, information on this dashboard is presented to provide insight to drive decisions at all levels of the Boy Scouts of America. The following links will give a definition of functionality for each screen as well as insight into the survey itself. Any one of the dashboard pages can be printed and all have functionality built in to look back historically as the program progresses.

NPS™ ALL SEGMENTS SCREEN (home page)

SEGMENT DETAIL SCREEN   **COMPARISON SCREEN**

COMMENTS SCREEN   **SURVEY SAMPLE**   **ALL SURVEY QUESTIONS**

HOW TO TURN ON VOS REPORTS   **ACTING UPON EXPERIENCE RECOVERY REPORTS**
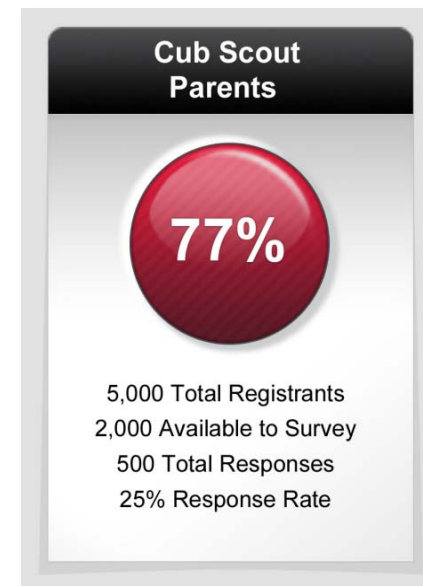
DASHBOARD TOUR VIDEO   **THE VOS RESOURCE BANK**

NPS™ ALL SEGMENTS SCREEN (default home page)

This screen shows all NPS™ scores for each segment audience by survey cycle. By adding all scores for each audience and dividing the sum by seven, you will arrive at your council's overall NPS™ score. *The data displayed when "Year To Date" dropdown is selected is what determines the Council JTE gold recognition threshold for NPS average.*

VOS Segment Tile- Detailed

NPS™Percentage- Score reflects percent of promoters minus the percent of detractors in each segment audience.

Total Registrants- Number of members & leaders represented in ScoutNET by region, area, council (soon with district & unit).

Available to Survey- Verification of the total # of emails that are captured in ScoutNET for this segment. *This is what the District JTE Bronze and Council JTE Silver measurement is based upon.*

Total Responses- Number of respondents to the VOS survey.

Response Rate- Result of "Available to Survey" divided by "Total Responses", converted into a percentage. *This is what the District JTE Silver measurement is based upon.*

THREE WAYS TO USE THE NPS™ SEGMENTS SCREEN

What segment has the lowest NPS™? Look for trends in comments to address and use the driver question averages to help sort the strengths and weaknesses of this segment's Scouting experience.

What segment has the lowest percentage of emails in the system? Get better representation and more reliable data by ramping up efforts to update ScoutNET records for these members, parents or volunteers.

What segment has the lowest Response Rate? Get a jump on the next survey cycle by identifying new ways to communicate and promote VOS to this audience.

SEGMENT DETAIL SCREEN
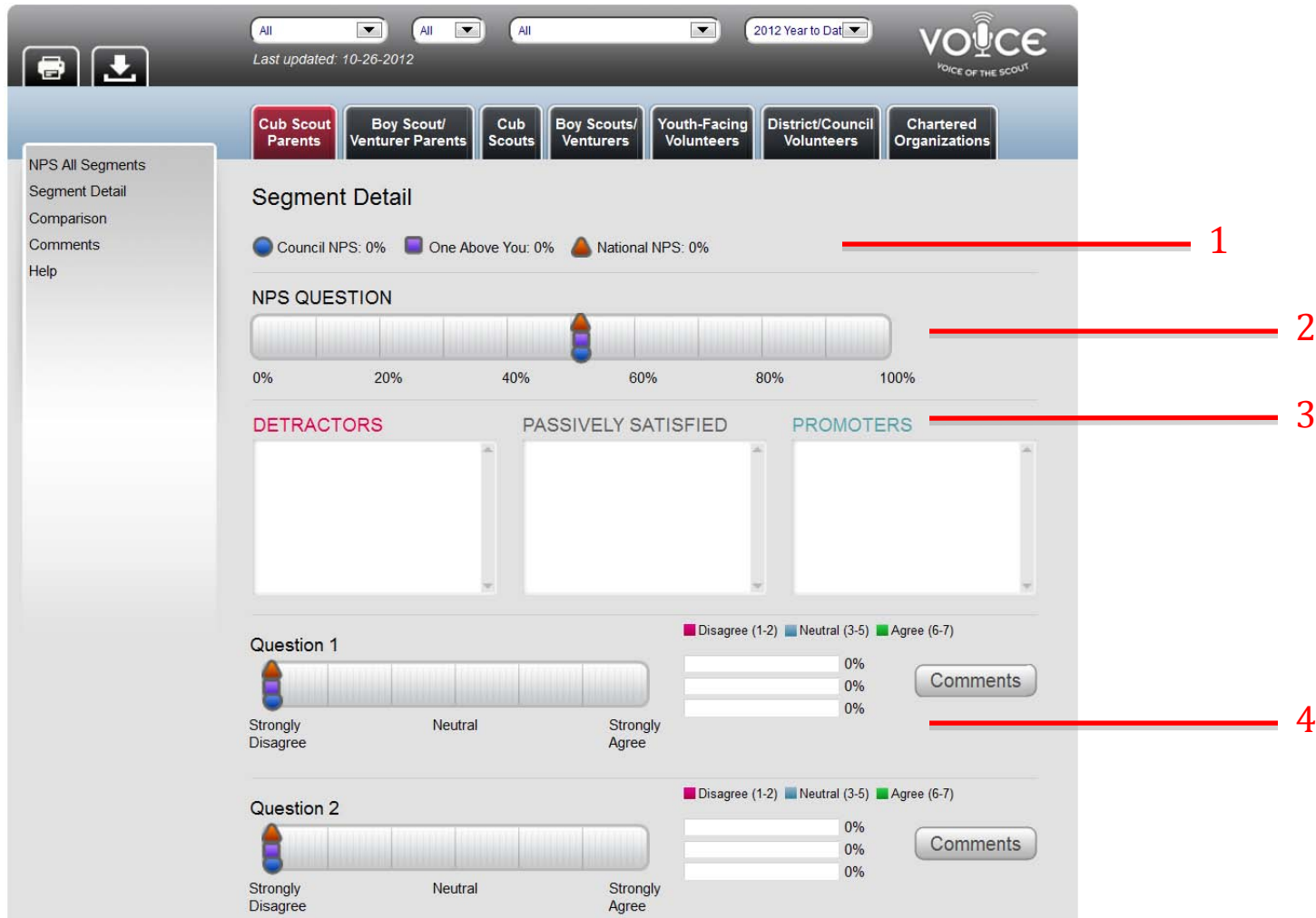
1. The Segment Detail screen verifies the overall Net Promoter Score™ at the level of view (ie region, area, council, etc) and also reports upon the super-ceding organizational tier for quick comparison.

2. This screen also gives the graphic representation of the NPS™ for the chosen segment audience as compared to the super-ceding organizational tier.

3. A breakdown of the percentage of detractors, passively satisfied and promoter members gives insight into where work is needed for each segment audience.   In addition to the ratios demonstrated by percentage, you can scroll and read open ended comments given by detractors, passively satisfieds and promoters on the NPS™ question.

4. It may be found that each respective segment audience considers some drivers more important than others. On this screen you'll see the mean for each question, as compared to the super-ceding organizational tier. You can also click on the comment button next to the driver question to see the open ended responses for that related driver question. Note: All driver questions are also listed on this screen and are on a 7-point scale.

THREE WAYS TO USE THE SEGMENT DETAIL SCREEN

What driver questions are rated highest? Get an understanding of how the council is meeting expectations that people have of Scouting in each driver categories. Focusing on the drivers scoring highest gives the council insight into what should continue.   Review the trending topics for promoters in this group. These are strengths to protect, further develop and share across units and districts. Important note: Keep in mind that each question has been statistically tied to the tendency of people to promote Scouting to others (this is what drives the NPS™ score).

What driver questions are rated lowest? Get an understanding of how the council is not meeting expectations people have of Scouting in these categories. This will provide ideas about things the council should stop doing and suggest areas needing operational change. Read the trending topics for detractors in this group. These are weaknesses or irritants to stop or change. Brainstorm potential solutions looking for quick wins, then implement change across units and districts. Importantly, keep in mind that each question has been statistically tied to the tendency of people to promote Scouting to others (and what drives the council's NPS™ score).

What segment audience seems to trail the furthest behind national average? Determine the trending experiences for the Detractor group and talk with your board and trusted advisors about how to improve this relationship accordingly.

COMPARISON SCREEN

Using NPS™ as the base metric, this overall comparison screen gives users insight into the national rank of councils, and coming soon into districts & units.

It also features the ability to quickly see the top 10% NPS™ performers, color-coded by region.

WAYS TO USE THE COMPARISON SCREEN

Who are the top 10% of performers by segment? Understanding where high performance is occurring will allow management to reach out to peer councils to identify ways to optimize the Scouting experience in the most efficient and effective ways possible.

How can you determine the top 10% NPS™ scores by segment audience? By clicking on the segment audience tabs, this screen will isolate the top 10% of performers for each segment audience. This provides another angle on where to seek advice to increase low segment NPS™ scores, which will directly impact the overall NPS™ average as well as the VOS metric used to measure gold performers.

COMMENTS SCREEN
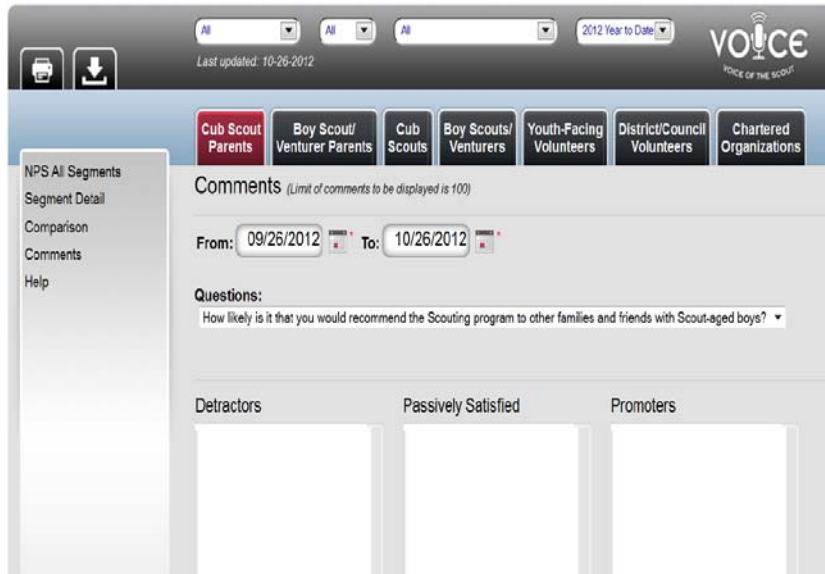
The comments screen offers a window into the open field responses in the VOS survey, by the three NPS™ groups: Promoter, Passively Satisfied and Detractors.

Each window also gives the percentage of respondents in each NPS™ category.

The dropdown question box allows you to isolate the question for the segment audience you have chosen to review.

THREE WAYS TO USE THE COMMENTS SCREEN

What are the top trending issues for the detractors of each segment audience? Look for cross over in these trends or common root causes. Improvement efforts are likely to have a bigger impact by addressing common issues that exist across segment audiences first.

What are the top trending issues for promoters of each segment audience? For promoters, Scouting experiences are generally meeting or exceeding expectations. Make sure everyone recognizes that this is where excellence exists and protect the continuity of these experiences!

What are the bigger trends that are impacting the council's lowest performing Driver? Referencing the Segment Detail screen, identify the lowest performing driver; then select that question on the comments screen in the drop down menu. Read the comments for this low-scoring driver to see how to improve trending experiences. Smaller adjustments from a resources perspective can make a very big difference in the experiences people have.

SURVEY SAMPLE: A template customized for each segment audience

Welcome

I am a:

	Role one	Role two	Role three	Role four
	○	○	○	○

	0 Not at all likely	1	2	3	4	5 Neutral	6	7	8	9	10 Extreme-ly likely
How likely are you to recommend...	○	○	○	○	○	○	○	○	○	○	○

	0 Strongly disagree	1	2	3	4	5	6 Strongly agree	7 Not Applicable	
Scouting gives me different experiences that I just can't get from other activities.	○	○	○	○	○	○	○	○	COMMENTS?
Life skills that I have learned through Scouting are very valuable.	○	○	○	○	○	○	○	○	COMMENTS?
Scouting provides me a lot of opportunities to help others in the community.	○	○	○	○	○	○	○	○	COMMENTS?
Being in Scouting makes me feel like I am part of something bigger than myself.	○	○	○	○	○	○	○	○	COMMENTS?
Boys in my troop generally have fun together.	○	○	○	○	○	○	○	○	COMMENTS?
Normally we have great experiences at camp	○	○	○	○	○	○	○	○	COMMENTS?

SUBMIT

ALL SURVEY DRIVER QUESTIONS: ALL AUDIENCE SEGMENTS

Cub Scout Parents

NPS™
How likely is it that you would recommend the Scouting program to other families and friends with Scout-aged boys?

DRIVERS
1. Scouting is constantly reinforcing worthwhile values for my son.
2. My son learns skills in Scouting that he could not learn anywhere else.
3. I appreciate the opportunity to participate with my son in Scouting.
4. Scouting provides activities my son enjoys.
5. I know where to get answers to my questions about Scouting.
6. Cub Scouts is a great value for the money.
7. Scout meetings are a good use of my son's time.

Cub Scouts

NPS™
If asked, how likely are you to tell you friends to join Cub Scouts?

DRIVERS
1. Boys in my Cub Scout group are not mean to each other.
2. Cub Scouting is really fun.
3. A family member does Cub Scout activities with me.
4. We have great outdoor activities in Cub Scouts.
5. I learn new things in my den meetings.
6. I earn a lot of belt loops, pins and awards in Cub Scouts
7. I am excited about getting my next rank badge.

Boy Scout Parents

NPS™
How likely is it that you would recommend the Scouting program to other families and friends with Scout-aged boys?

DRIVERS
1. Scouting is the best program around to help youth become successful in life.
2. Scouting reinforces worthwhile values for my son.
3. I appreciate the various opportunities to volunteer that are provided in Scouting.
4. Scouting gives my son the opportunity to be a leader in his troop.
5. I know where to get answers to most of my questions about Scouting.
6. Scouting provides the activities my son enjoys.
7. Scout meetings are a good use of my son's time.

Boy Scouts & Venturers

NPS™
If asked, how likely would you be to recommend Scouting to your friends?

DRIVERS
1. Being in Scouting makes me feel like I am part of something bigger than myself.
2. Life skills that I have learned in Scouting are very valuable.
3. I have a lot of respect for my unit's youth leadership.
4. Scouting includes activities that I am interested in.
5. Outdoor activities are a key component of our Scouting program.
6. Our meetings are a good use of my time.
7. My parents are very supportive of the Scouting program.

Charter Organizations

NPS™
How likely is it that you would recommend chartering a Boy Scouts of America unit to other organizations?

DRIVERS
1. Scouting has provided a way for my organization to make an impact in the lives of youth.
2. Scouting is our partner in providing positive youth programs to meet the goals of my organization.
3. I have a good understanding of the responsibilities of being a charter organization of the BSA.
4. I am aware that BSA requires mandatory training to ensure the safety of youth.
5. Our local council has made sponsoring a Scouting group simple and easy.
6. Scouting families participate in our organization's events and/or activities.
7. I am satisfied with the amount of interaction between the council and our organization.

Youth-Facing Volunteers

NPS™
How likely is it that you would recommend volunteering in the Scouting Program to other friends or acquaintances?

DRIVERS
1. Through Scouting, I teach youth skills they cannot learn anywhere else.
2. I fully understand my role within the unit.
3. I understand the unique benefits that Scouting provides to today's youth.
4. I have support from other leaders that helps me be an effective Scout leader.
5. Attending roundtables help me become a more effective leader.
6. The council staff provides outstanding customer service.
7. I know where to go to get tools and resources to be a successful leader.

Council & District Volunteers

NPS™
How likely is it that you would recommend volunteering in the Scouting Program to other friends or acquaintances?

DRIVERS
1. I have the tools and resources to be an effective volunteer.
2. I feel the council today is very responsive to Scout volunteers' needs.
3. I get all the information I need to do the work required for my position.
4. My skills and capabilities are being fully used in my volunteer position.
5. My committee/board is definitely effective at accomplishing its goals in a timely manner.
6. My district/council is doing everything it can to deliver quality programs to our Scouts.
7. I understand the unique benefits that the Scouting program provides to today's youth.

HOW TO TURN ON VOS REPORTS ON MYBSA (PROFESSIONALS ONLY)

VOS Reports are provided on the home page of MyBSA. Administrators can turn on VOS reports with the following steps:
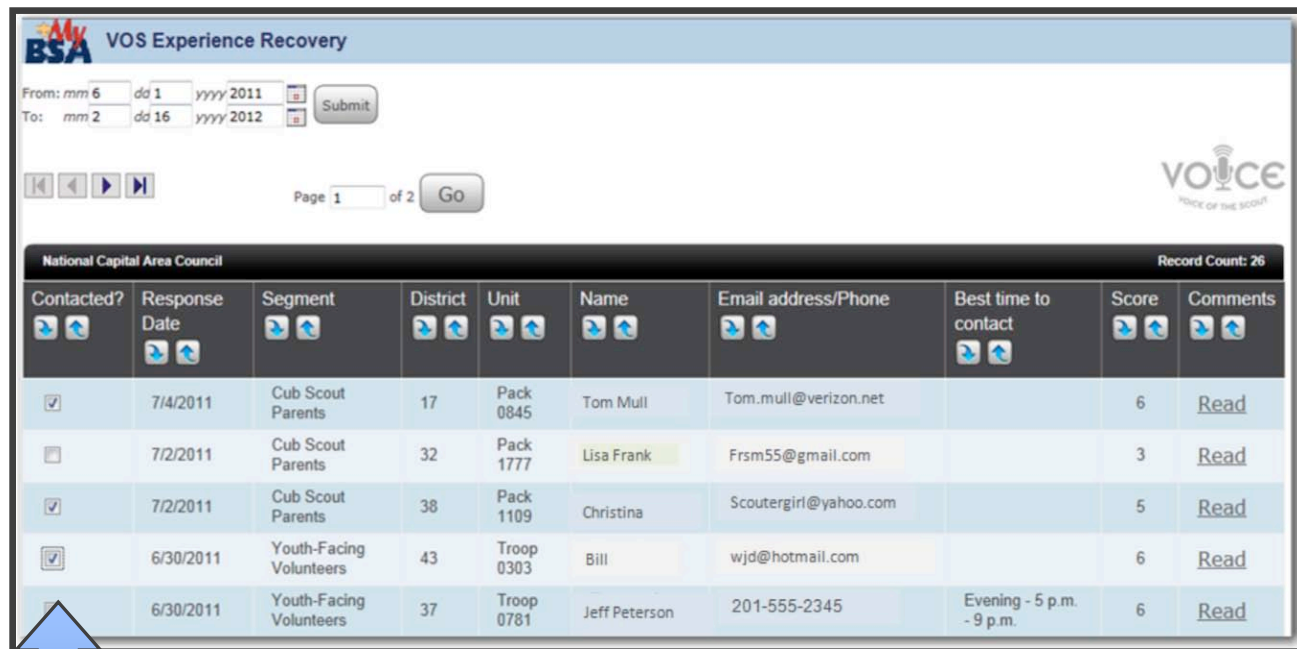

1. Go to "Access Within Pages"

2. Go to "Home Page"

3. Select users to grant access to VOS reports

4. Check boxes to grant access

5. Hit "Submit"

6. Reports will now be visible on users MyBSA home pages, right under the Journey to Excellence dashboard.

ACTING UPON EXPERIENCE RECOVERY REPORTS

The power of the Voice of the Scout is responding to and integrating member feedback into management decision-making. Experience Recovery outreach is a critical detail of this process, as these requests for contact come from members who are detractors of Scouting. Understanding their perspective is key to effectively addressing the topic of membership retention.

Prioritize responses within 1-5 days of the request and update the Experience Recovery Report on MyBSA by checking off the box in the "Contacted" column. Reference the Experience Recovery Report several times each week while surveys are in session to stay on top of Experience Recovery efforts.

The following are specific resources to aid in contacting respondents who have made the request to

have council email or call them:

EXPERIENCE RECOVERY SCRIPT TEMPLATE
http://www.scouting.org/filestore/mission/pdf/VOS_Experience_Recovery_script.pdf

EXPERIENCE RECOVERY VIDEO
http://www.youtube.com/watch?feature=player_embedded&v=F_Y9QGF1Rzg

EXPERIENCE RECOVERY GUIDANCE
http://www.scouting.org/filestore/mission/pdf/ToolkitDecUpdate_7StaffMessageGuidance.pdf

VOS DASHBOARD TOUR VIDEO

Click here to view a short instructional video for a tour of the dashboard, you will be re-directed away from the dashboard to YouTube.

VOS RESOURCE BANK AT WWW.SCOUTING.ORG/JTE

An extensive list of resources is available to professionals and volunteers at www.scouting.org/jte. Documents and videos posted here will help give a full orientation to the Net Promoter Score™, train staff, promote the program, and provide template materials to optimize the way VOS member feedback can positively impact councils. Be sure to visit and become familiar with all materials on this helpful resource page.