

COMMISSIONER TOUCHPOINTS

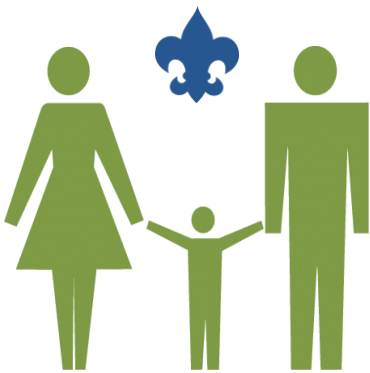


LAUREL HIGHLANDS COUNCIL, BSA

APRIL 2014

INSIGHT FROM TODAY'S FAMILIES

The BSA commissioned the Authenticity Gap to gather deeper intelligence on parents of current Scouts (to support retention) and parents of potential Scouts (to support growth). Through the research, we identified shared values between the BSA and parents of Scouting-aged children. A summary of some key findings includes:



- ✓ More than half of parents agree with the BSA's key message that "Scouting offers life-changing experiences youth cannot get anywhere else."
- ✓ While parents are aware of and have positive impressions of Scouting, many also say that it's not "for families like mine" and "not easy to join."
- ✓ Innovation, in terms of a fresh image and forward-looking programs, is the leading driver for expectations among all parents surveyed. The BSA lags behind their expectations in this area.
- ✓ The BSA also lags behind parents' expectations in credible communications and better value, i.e., value for the money and time invested.
- ✓ More than half of families in this study indicate that they've never been asked to join.

COMMISSIONER STAFF MEETINGS

<http://commissioner-bsa.org/staff>

Helping units succeed is at the heart of everything that occurs at the Commissioner meetings. The two essential meeting events are the training topic and the assistant district commissioner breakout sessions to review unit needs.

A commissioner staff is successful when a district's youth membership grows and when its units succeed in providing a quality program for youth!



COMMISSIONER CONFERENCE & RETREAT – JUNE 7, 2014 @ CSM

<http://commissioner-bsa.org/conference>

This will be the highlight of the year for Commissioners!

Only \$13 per person. Come for the day or the weekend! Relax with friends!
Use this retreat to build your Commissioner Team! Check out Camp Seph Mack!

- Steak & shrimp dinner
- COPE, corn hole, horse shoes, etc.
- Distinguished Commissioner Service Award
- Sunset pontoon boat ride
- Basic training for DC's & ADC
- Advanced training
- Plan the upcoming year
- Latest & greatest scout news

"TO IMPROVE THE QUALITY OF PROGRAM IN EVERY UNIT IN AMERICA!"

[HTTP://WWW.Scouting.org/COMMISSIONERS](http://www.scouting.org/commissioners)

SAVE THESE DATES

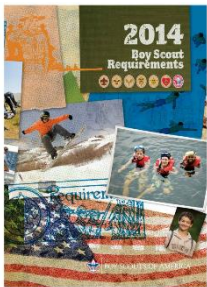
- May 1 – DCSA nomination deadline
- June 7 – Commissioner Conference & Retreat
- June 10 – LHC Annual Meeting
- June 15-21 – Commissioner Week at Philmont Training Center
- July 20-26 – Northeast Region Week at Philmont Training Center



SCOUT-STUFF DEALS

<http://scoutstuff.org>

There are a number of new items and clearance deals you should check out:



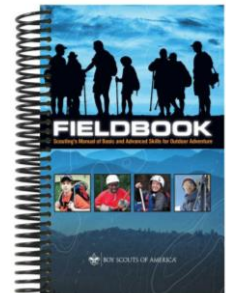
2014 Boy Scout Requirements
\$5.99



Commissioner Polo Shirt
was \$29.99
now \$9.88



1910 World Crest Ring
\$1.99



New Fieldbook
\$26.99 Coil Bound
\$19.99 Perfect Bound

COMMISSIONER AFTERNOON AT WILD THINGS

<http://commissioner-bsa.org/wild>

Sunday, August 24. Be prepared for an afternoon of tailgating and an evening of some great baseball! \$15 includes the tailgate party. Free parking. All Commissioners and their families are invited!



QUALITIES OF A DISTRICT VOLUNTEER

<http://scouting.org/filestore/commissioner/pdf/34512.pdf>

- Is an enthusiastic leader of adults
- Is a ready recruiter; doesn't try to do it all alone
- Inspires confidence and builds morale to a new high
- Places district Scouting responsibilities near the top of his or her community service activity
- Follows through on plans and responsibilities
- Believes in Scouting and its ideals
- Can secure increased financial support from the district
- Has the respect of the heads of chartered organizations, upon whom Scouting is dependent for effective operations
- Has a practical knowledge or can obtain this knowledge of Scouting
- Is aggressive but gets along well with people
- Can convince other community leaders of the value of Scouting for their community and ask them for support.
- Can locate and recruit other people to take part in support of Scouting.
- Always working to involve others in giving of their time, talents, and treasures.
- Can enjoy every aspect of a volunteer's efforts.

COMMISSIONERS: SCOUTING'S FRONT LINE DIPLOMATS

QUESTIONS - COMMENTS - CORRECTIONS: MICHAEL.MARKS@COMMISSOINER-BSA.ORG

[HTTP://WWW.COMMISSIONER-BSA.ORG](http://www.commissioner-bsa.org)