

Middle Tennessee Council, Boy Scouts of America

2016 Membership Committee Report and 2017 Goals

Committee

Council Membership Chair: Ken Weaver (outgoing) / Terri Major (incoming)

District Membership Chairs: Joel Wallace – Cogioba; Janet Glass – David Crockett; Ronnie Headley – Duck River; Jerry Barnett – Highland Rim; Dennis Chen – Natchez Trace; Johanna Wilkes – Cherokee; Rosa Byers – Dan Beard; John Hawkins – Hermitage; Mark Bixler – James E. West; Alandis Brassel – Nashboro; John Haley – Black Fox; Bruce Warpool – Elk River; Mike Cowles – Trail of Tears; Anne Randolph – Upper Cumberland; Amy Duke – Walton Trail

Additional Volunteers: Karen Bengtson – Lion Cubs; Gene Poe – New Units; Betsy Link & Beth Utiger – Cub Parent & Leader Onboarding Materials

Results for 2016

1. We had a youth membership goal of 5% with balanced growth and we surpassed that goal with a 15.2% growth and a growth in every program area. The Council ended the year with 17,307 youth.
2. We were able to support 626 sign up nights throughout the Council service area with 6,214 new scouts recruited. This was an increase of 2,160 over 2015, which was the largest increase in the country.
3. We also had a goal of 5% growth in units and we met that goal with 5.8% growth in overall Scouting units. We started 77 new units across the Council. Of the 77 units started 30 are Cub Scout packs.
4. Sixteen of the eighteen districts had growth in membership.
5. Our STEM program doubled in size now have 25 Labs and 267 youth.
6. Through great volunteer leadership the Council operated with a 65.7% youth retention rate.

Goals for 2017

1. 5% growth in youth and units resulting in 18,173 youth and 712 units.
2. Grow the STEM program to 387 youth and 37 Labs.
3. 5% growth in adult leaders registered resulting in 6,580.
4. Build a Fall Recruitment Team to assist with Cub Scout Sign Up Nights throughout the Council.
5. Maintain a 65% retention rate.

Committee Meeting Dates (Potential Conference Calls):

1. March 15, 2017
2. June 7, 2017
3. September 6, 2017
4. December 6, 2017

Other Important Items:

1. Develop a new Boy Scout Spring Blast event to help promote troops to all interested
2. 2017 Membership Marketing Plan for Cub Scout recruitment
3. 2017 Parent Orientation Guide and Power Point for Cub Scout Sign Up Nights