

CENTENNIAL QUALITY AWARDS PROGRAM

**“TO IMPROVE THE QUALITY OF PROGRAM
IN EVERY UNIT IN AMERICA!”**

COUNCIL IMPLEMENTATION



CENTENNIAL QUALITY AWARDS PROGRAM

**“TO IMPROVE THE QUALITY OF PROGRAM
IN EVERY UNIT IN AMERICA!”**

COUNCIL IMPLEMENTATION

CENTENNIAL QUALITY AWARDS PROGRAM

“TO IMPROVE THE QUALITY OF PROGRAM
IN EVERY UNIT IN AMERICA!”

COUNCIL IMPLEMENTATION

Table of Contents

Introductory Letter From the Chief	1
Centennial Quality Award	3
Roles of Each Level of the Organization	3
Introduction of the National Strategic Plan and Centennial Quality Award	5
Key Issues	6
Sources for the Evaluation of the Award Requirements	6
Basis for the Award Name	7
Qualifying Form Development	7
Other Ways to Promote the Implementation of the Centennial Quality Awards Program	8
Volunteers Engaged With Professionals	8
Implementation Schedule for 2007 (By Dates for 2006)	8
Procedures for Implementation of the Centennial Quality Awards Program	9
2007 Centennial Quality Unit Award Commitment	11
2007 Centennial Quality Unit Award Commitment Interpretation of Requirements and Worksheet	12
2007 Centennial Quality District Award Commitment	13
2007 Centennial Quality District Award Commitment Interpretation of Requirements and Worksheet	14
2007 Centennial Quality Council Award Commitment	15
2007 Centennial Quality Council Award Commitment Interpretation of Requirements and Worksheet	16
Centennial Quality Award Discussion Guide	17
Sample Council and District Agenda for Implementation of the Centennial Quality Awards Program	18
Guidelines for Unit Self-Assessment and Action Planning Meeting	19
Questions and Answers About the Centennial Quality Awards Program	21



August 2006

To: Volunteers and Professionals

From: Rick Cronk, National President
Donald D. Belcher, National Commissioner
Roy L. Williams, Chief Scout Executive

Subject: **New Centennial Quality Award for 2007–2010**

Our 100th anniversary is only four years away. The excitement of celebrating a century of fun and adventure, citizenship, patriotism, and good character is truly an opportunity for America to salute the Boy Scouts of America.

Through our new National Strategic Plan, “2010: When Tradition Meets Tomorrow,” we are extremely pleased to introduce the **Centennial Quality Award!** This newly revised award program is our opportunity to salute those who truly deliver exceptional programs to youth members at all levels of our organization.

Our primary focus is

“To improve the QUALITY of program in every unit in America!”

Each level of the organization will establish annual goals to accomplish in key areas of quality program delivery from 2007 through 2010. When a unit, district, or council earns this award, it makes a statement that they have provided their youth members with the highest quality program experience possible.

Today, set your goals and work toward achieving the award. Your youth members are counting on you! Good luck as you work toward helping celebrate our 100th anniversary by achieving this award for 2007, 2008, 2009, and

2010: When Tradition Meets Tomorrow!

Centennial Quality Award

“To Improve the QUALITY of Program in Every Unit in America!”

The Centennial Quality Awards program is designed to recognize units, districts, councils, areas, and regions in achieving excellence in providing a quality program to a growing youth population in America at all levels of the Boy Scouts of America.

Roles of Each Level of the Organization

The successful implementation of this award program depends upon each level of Scouting taking its role seriously. If everyone does their part, we will be successful in providing a quality program experience.

National Role

1. Develop an implementation packet and distribute it to all regions, areas, and councils for their use in support of the program.
2. Provide the support needed by each region to successfully carry out the plan.
3. Coordinate the production of all necessary support materials, sample agendas, award recognitions, training and implementation, and other support as needed.
4. Provide the tools and support to regions, areas, and councils to implement the national parent initiative in involving parents in the program on the unit, district, and council levels.

Regional/Area Role

1. Provide the direct operational leadership and motivation for councils in your region/area.
2. Meet with Scout executives in your councils on an area or cluster basis or as needed to determine strategies and plans to implement the program.
3. Feature the Centennial Quality Awards program at area meetings of volunteers and meetings of Scout executives.
4. Keep records of the status of your councils to assist them in implementation of the program.

Council Role

1. Use the 2007–2010 implementation materials and generate excitement for the Centennial Quality Awards program.
2. Recruit and train all council and district personnel to support the leadership and implementation of this program.
3. Maintain year-round support of units in qualifying for the award.
4. Provide reports and recognitions during the program.
5. Develop a campaign to use this program to help in strengthening your district committees and commissioner staffs.
6. Implement the national parent initiative to assist you in involving parents in the program at the unit, district, and council levels.

District Role

1. Use the implementation materials with district committees and commissioner staffs to create excitement in the units of the district.
2. Provide an orientation for all district-level volunteers in the proper execution of the program in support of the units in qualifying for the award.
3. Support each unit in the district in their achievement of the award and monitor their progress during the year.
4. Implement the national parent initiative to assist you in involving parents in the program at the unit, district, and council levels.
5. Improve the quality of the program in your units.

Unit Role

1. Become trained in how to implement the Centennial Quality Awards program as a part of your unit's program.
2. Develop a plan of action that ensures your unit will earn the Centennial Quality Award for each year 2007 through 2010.
3. Recognize all youth members with the recognitions for the achievement of the award.
4. Implement the national parent initiative in your unit to assist in involving parents in the program at the unit level.
5. Improve the quality of the program in your unit.

Introduction of the National Strategic Plan and Centennial Quality Award

“To Improve the QUALITY of Program in Every Unit in America!”

The Centennial Quality Awards program is designed to recognize units, districts, councils, areas, and regions in achieving excellence in providing a quality program to a growing youth population in America at all levels of the Boy Scouts of America.

The new National Strategic Plan will guide the Boy Scouts of America as we embrace our mission to serve youth. Our rich history gives us a foundation upon which to adapt to America’s evolving culture. Our mission has not changed, nor have our principles.

We have a great history, a forthright and honorable tradition, and as we embark upon our second century, we must be prepared to meet the needs of tomorrow’s families. The methods must change to meet the needs of time, but the honor and vision of Scouting remain strong and will propel our mission into its next hundred years.

Our National Strategic Plan will be guided by five pillars supported by measurable, specific goals. The plan requires immediate and continued attention to each pillar. Each year there will be an emphasis on one of the five pillars.

2006—This year emphasizes research.

2007—Focus on helping every local council to become fiscally sound.

2008—Launch a campaign to engage 1 million new volunteers.

2009—Salute chartered organizations and other strategic alliances and highlight our tradition of service.

2010—Celebrate our 100th anniversary.

The new Strategic Plan will encompass its components into the very fabric of each local council’s strategic plan. It is designed to give direction in key areas needed to implement and continue a quality program experience for each youth and their family. The new Centennial Quality Awards program incorporates the new National Strategic Plan.

- I. Every eligible youth has an opportunity to be involved in a quality Scouting experience:**
 - ✦ Increase market share and/or growth.
 - ✦ Increase the number of new members.
 - ✦ Improve member retention.
 - ✦ Increase the number of units.
- II. The number of engaged, accountable volunteers is dramatically increased at all levels of Scouting:**
 - ✦ Add 1 million new volunteers.
 - ✦ Increase the number of Quality Councils, Districts, and Units.
- III. Every local council is fiscally sound:**
 - ✦ Reduce the number of councils with annual operating deficits.
 - ✦ Increase local councils’ unrestricted net assets.
 - ✦ Increase local councils’ endowment fund assets.
- IV. Local, regional, and national chartered organizations and strategic alliances are identified and engaged:**
 - ✦ Increase the number of chartered organizations.
 - ✦ Identify national and/or regional funding sources to fund key phases of the Strategic Plan.
- V. Enough of the right professionals are identified, developed, and retained in the right positions at all levels, with a focus on diversity:**
 - ✦ Increase the number of youth-serving executives.
 - ✦ Increase the number of minority/female professionals.
 - ✦ Improve employee retention.

Key Issues

We identified several issues that have an impact on the quality of our units' programs when we analyzed the requirements for the new quality award program standards:

- ✦ Membership loss for six consecutive years
- ✦ Little or no involvement by volunteers in support of new-unit organization
- ✦ Small new units being organized:
 - Seventy percent have 10 or fewer members registered.
 - Twenty-one percent have five or fewer members registered.
- ✦ Weak new units organized with
 - No trained leaders or few leaders being trained in a timely manner
 - Lack of commissioner service to assist with support
- ✦ Operational strategies needing to be changed to reverse trend
- ✦ Disproportionate amount of time spent by district executives on new-unit organization that has a small return on time invested

These issues guided us in looking at other studies that had been completed, which would provide us with a basis for the enhancement of the award.

Sources for the Evaluation of the Award Requirements

- ✦ Annual self-evaluations by councils through the Local Council Charter Renewal process
- ✦ Cub Scout and Boy Scout research completed on retention and recruitment
- ✦ Cub Scout Attitudes and Awareness Study completed
- ✦ 2006 National Strategic Planning Task Force:

Traditional Membership/Unit Growth (Program)

Tom Fitzgibbon, WR—chairman

Advisers: John Green

Keith Christopher

Scout executives

NER Ed McLaughlin

NER Matt Thornton

SR Trip Selman

SR Bill Deany

CR Kendrick Miller

CR Fred Wallace

WR Phil Bevins

SR Ponce Duran

WR Marcus Mack

Area directors

NER Richard Trier

SR Ed Weisshaar

CR Alan Anderson

WR Jim Rushton

WR Marty Baldwin

Basis for the Award Name

The Centennial Quality Award is named in celebration of the 100th anniversary of the Boy Scouts of America. The new award begins in 2007 and continues until 2010. Each year that you qualify, you will receive recognition for that year. 2007 will have a red background, 2008 will have a white background, 2009 will have a blue background, and 2010 will have a red, white, and blue background.

Recognition items:

- ♦ **For members:** A patch worn on the uniform with the colors for that year can be ordered from the Supply Group for each youth and adult member.
- ♦ **For units:** A ribbon/streamer for each year with the color for that year, lapel pins, and plaques for each year with the background the color for that year are available to order. Streamers will be bulk shipped to each council registrar in the summer of each year for distribution at the end of the year.
- ♦ **For districts:** A lapel pin and a plaque for each year with the background the color for that year are available for the council to order from the Supply Group and present to all district-level volunteers and professionals.
- ♦ **For councils:** A plaque with the background the color for that year is presented by the region to each qualifying council. The lapel pin can be ordered from the Supply Group by the council and presented to all council-level volunteers and professionals.
- ♦ **For areas and regions:** A plaque with the background the color for that year is presented by the region to each qualifying area.

Special note: If the award is earned for all four years, there will be a special distinction developed to recognize groups at all levels in 2010.

Qualifying Form Development

Qualifying forms were developed with the following concepts in mind:

- ♦ It is part of a four-year plan, with a focus on the new National Strategic Plan.
- ♦ Designed with simplicity in mind.
- ♦ High degree of volunteer relationship and involvement in the goal setting and follow-through process.
- ♦ Creates an enhanced commissioner service involvement with our units.
- ♦ Each commitment form lists the requirements for achievement, and an attached interpretation worksheet supports the requirements.
- ♦ Qualifying should answer the simple question: "Did we accomplish the goal of providing a quality program to our youth by achieving the requirements?"
- ♦ Copies to be signed and submitted for council recording will be available for reproduction from the national Web site, www.scouting.org. No NCR paper form is needed.
- ♦ One form is used by all unit programs.
- ♦ Signed by professionals/volunteers from unit/district or district/council or council/area.
- ♦ Basic criteria are included, as is an area that allows for other critical issues to be addressed specific to providing a quality program experience to a growing youth and adult participation. Units will review the criteria using the new self-assessment forms used by unit commissioners with their assigned units.

Other Ways to Promote the Implementation of the Centennial Quality Awards Program

1. Submit *Scouting* magazine and *Boys' Life* articles highlighting the program.
2. Establish a key link on the www.scouting.org Web site explaining the program.
3. Promote at national, regional, area, and local training courses.
4. Hold key meetings for professionals and volunteers providing special emphasis.
5. Coordinate the promotion of this program with any 100th anniversary promotion that is planned.
6. Use other Web sites linked to the national site to promote a link to the details of the program for further reinforcement. (For example, marketing, relationships, and finance Web site links)
7. Share details at all Center for Professional Development courses.
8. Share at all future training courses at the high-adventure bases.

Volunteers Engaged With Professionals

It is imperative for volunteers to be engaged and work closely with their professional counterparts in establishing the goals of the award program:

- Units working with their commissioner and district executive
- Districts working with their Key 3 in cooperation with the council Key 3
- Councils working with their Key 3 in cooperation with the area president and area director
- Areas working with their area president and area director in cooperation with the regional president and regional director
- Regions working with their regional president and regional director in cooperation with the national Key 3

Implementation Schedule for 2007 (By Dates for 2006)

To implement this program and ensure that all volunteers and professionals understand the program, we have developed the following implementation schedule.

August 15, 2006	Program shared with councils at Top Hands. Implementation training for area directors at Top Hands.
September 30, 2006	Implementation packets shipped to all councils for use with units. Award forms shipped to councils in bulk.
October 31, 2006	All councils share the program with their professional staffs, office staffs, executive board, district committees, and commissioner staffs.
November 15, 2006	All councils share the program with their unit leaders through roundtables, special meetings, and training courses. Train CPD staff on the program and incorporate it into the regular curriculum.
November 15, 2006– February 15, 2007	All districts have their commissioners meet with each unit to secure their commitment to earn the Centennial Quality Award. Once completed, the completed forms are turned in to the council for recording.
January 1– February 15, 2007	All council staffs discuss the program as part of the staff growth planning conference. Councils and districts work with each unit as a part of the membership validation process to develop an action plan to help all units qualify for the Centennial Quality Award annually.

Procedures for Implementation of the Centennial Quality Awards Program

“To improve the QUALITY of program in every unit in America!”

Step 1

Conduct an orientation of the concept and implementation with national, regional, area, and council leadership.

Step 2

Conduct an orientation of the concept and implementation with all local council professional staff and key office support staff.

Step 3

Conduct an orientation of the concept and implementation with the council executive board and the council commissioner staff.

Step 4

Conduct an orientation of the concept and implementation with all district committees and district commissioner staffs:

- ✦ Share the new program concept and award program with key district committees and commissioner staffs.
- ✦ Conduct training using the new commissioner orientation with the new DVD for commissioners and include how to use the new award program to develop a plan for each unit to achieve the Centennial Quality Award for 2007 and beyond. Use of the action planning meeting with the new unit self-assessment tools is critical in your approach.
- ✦ This process also supports the membership validation process that calls for a unit health checkup in January and July for all units. It will help in the development of an action plan to assist units in earning the award for each respective year.
- ✦ Each district should complete the district award form and agree to achieving the award for 2007; sign it and turn it into the council.
- ✦ This process should also be completed by the council Key 3 and turned in and processed through the area director.

Step 5

Conduct an orientation of the concept and implementation with all units at a district meeting, roundtable, annual program planning conference, or some other special meeting that will attract the most volunteers from each unit in the district. This will help facilitate the visit by the unit commissioner with each of their assigned units and initiate the process of units establishing their goals in earning the Centennial Quality Award.

Step 6

Have the unit commissioners visit each of their units assigned and set the action planning meeting to discuss the unit's goals and what help they need in achievement of the award for each year.

At the meeting, the unit commissioner, unit leader, and the unit chairperson should discuss the goals for the unit, using the self-assessment tool as a guide. They should also review the Centennial Quality Award form and establish goals to achieve the award for 2007. Complete the form and sign it. Leave the special copy, suitable for framing, with the unit and turn in a work copy to the district for recording in the council office.

After this visit, encourage all units to share the new award program with their youth members, unit leadership, and the parents of the unit. Encourage them to post the form for viewing by their members at all meetings during the year.

Step 7

All commissioners should report back to their assistant district commissioner/district commissioner on the progress from their unit action planning meeting. A signed copy of the Centennial Quality Unit Award commitment form should be turned in at the monthly commissioner staff meeting and forwarded to the council for their records.

Step 8

Once all council, district, and unit commitment forms are returned, they should be monitored monthly at regularly scheduled council and district meetings for progress toward the achievement of the award.

As units begin to have difficulty in achieving some of the requirements, a plan can be developed to assist the unit in its successful completion. My BSA can be used by professionals as a tracking tool to keep their council and district leadership informed of the progress being made in the unit's achievement of the Centennial Quality Award.

Step 9

October 31 or after, each unit's accomplishments are reviewed based on their commitments earlier in the year. Each district should plan for a major presentation to honor each unit that has achieved the award for that year. This could be a part of the annual district recognition dinner.

2007 Centennial Quality Unit Award Commitment

"To improve the QUALITY of program in every unit in America!"

Unit Type _____ Unit Number _____

Chartered Organization _____

We, the youth and leaders, are committed to achieving the requirements for the 2007 Centennial Quality Award:

1. We will have ____ percent of our direct contact leaders complete Basic Leader Training for their position, including Youth Protection Training.
_____ Last year's percent _____ This year's percent
2. As one of the committed units in our district, our goal is to retain _____ percent of our members, recruit _____ new youth, and recharter on time.
_____ percent retained, _____ number new youth, and _____ rechartered on time
3. As a participating unit in the national parent initiative, we commit to recruit _____ new adults to be active. _____ Actual number of new adults
4. We had a minimum of 60 percent of our youth members advance in rank for Cub Scouting and Boy Scouting or earn Venturing recognition awards, or we improved by 10 percent over last year.
Percent advanced/earned _____ last year and _____ this year
5. At least 70 percent of our youth members had an outdoor experience or one activity per month, or improve the percentage over last year.
_____ percent last year _____ percent this year
6. We will conduct annual program planning and will provide the financial resources to deliver a quality program to our members.
____ Yes ____ No

In support of a quality program experience, we confirm:

- + We received _____ visits from our unit commissioner this past year.
- + We supported the council by participating in Friends of Scouting and the annual product sale.
____ Yes ____ No

Qualified for 2007: ____ Yes ____ No (Unit may qualify for the Centennial Quality Unit Award after October 31 in 2007.)

Reviewed and accepted by:

Unit leader Unit commissioner District executive

2007 Centennial Quality Unit Award Commitment Interpretation of Requirements and Worksheet

Unit Type _____ Unit Number _____

Use interpretations with the unit leader in understanding what each requirement means. All units are encouraged to establish goals that increase their participation over the previous year.

1. **We will have _____ percent of our direct contact leaders complete Basic Leader Training for their position, including Youth Protection Training.** Each of our adult leaders (Cubmasters, den leaders, Webelos leaders and all assistants, Scoutmasters and assistants, crew Advisors and associates) who meet with youth regularly are trained in Fast Start and Basic Leader Training. You identify how many are registered and develop a plan to have them trained. If a leader is newly signed up within the past two months, you will want them to commit to getting trained, but they do not keep the unit from earning the award.

_____ Number of direct contact leaders registered _____ Number trained

2. **As one of the committed units in our district, we commit to retaining _____ percent of our members, recruiting _____ new youth, and rechartering on time.**

(Goal of retention of youth and goal for recruiting of new youth to be set with commissioner and unit leader at beginning of calendar year.)

_____ Goal new youth to recruit

_____ Actual new youth recruited

_____ percent retention last year

_____ percent retention this year

_____ Rechartered on time (Yes or No)

3. **As a participating unit in the national parent initiative, we commit to recruit and train ____ new adults to be active.** _____ Number of new adults recruited

4. **We had a minimum of 60 percent of our youth members advance in rank for Cub Scouting and Boy Scouting or earn Venturing recognition awards, or we improved by 10 percent over last year.** This includes the basic ranks of Cub Scouting and Boy Scouting. The recognition award program is the measure for Venturing.

Percent advanced/earned _____ last year, _____ this year

5. **At least 70 percent of our youth members had an outdoor experience or one activity per month, or improve the percentage over last year.** Specify in advance the events that will be used and how many are required to qualify. (For Cub Scouting, this would include a pack meeting.) This may vary for each type of program.

_____ percent participated last year. _____ percent participated this year.

6. **We will conduct annual program planning and will provide the financial resources to deliver a quality program to our members.** Our unit has an annually planned program. The unit develops a budget of needed expenses and plans how they will provide the finances to achieve a quality program, either through unit fund-raisers or each member providing their own finances. ____ Yes ____ No

Additional Goals. When commissioners meet with units as part of the **action planning meeting**, they will review other areas critical to providing a quality program. These are part of the **unit self-assessment** process, provided to commissioners as a part of their monthly unit visit. These include 100 percent of families subscribing to *Boys' Life*, an annual service project recorded on the Good Turn for America Web site, two-deep leadership, an active committee, youth training for Boy Scouting and Venturing, use of the patrol method for Boy Scouting, and other areas as needed for special emphasis annually.

2007 Centennial Quality District Award Commitment

"To improve the QUALITY of program in every unit in America!"

District _____ Council _____ Date _____

We, the key leadership of our district, are committed to achieving the requirements for the 2007 Centennial Quality Award:

1. **More than 60 percent of our units earned the Centennial Quality Award for this year.**
_____ percent earned the Centennial Quality Award.
2. **Reach the goal of _____ new units organized in 2007.**
Number of units organized: _____
3. **Through our annual membership plan, we commit to _____ percent growth in traditional membership OR a _____ percent gain in traditional density, PLUS increasing or maintaining the number of Learning for Life participants.**
4. **Increase the district's retention of youth from _____ percent last year to _____ percent.**
5. **Achieve finance goals as approved by the council leadership. \$_____**
6. **Through our district commissioner staff, we commit to retaining _____ percent of our units in the district.**
Last year's unit retention: _____ percent Actual number of units to be retained: _____
7. **Recruit and train an additional _____ unit commissioners, increase commissioner unit visits per unit to _____ per year, improve the unit-to-commissioner ratio, and involve _____ new adults as a part of the national parent initiative this year.**
_____ Number of new unit commissioners _____ Number of commissioner unit visits per unit per year
_____ Number of new adults involved _____ Ratio of units to commissioners
8. **Through a functioning Key 3, recruit and train an additional _____ district committee members and grow the average number of members per district over last year.**
_____ Number of new district committee members _____ Average members

Reviewed and accepted by:

_____ District chairman	_____ District commissioner	_____ District executive
----------------------------	--------------------------------	-----------------------------

Reviewed and approved by:

_____ Council president	_____ Council commissioner	_____ Scout executive
----------------------------	-------------------------------	--------------------------

Qualified for 2007: ____ Yes ____ No (Centennial Quality District Award is determined based on successfully achieving the 2007 criteria by December 31, 2007.)

2007 Centennial Quality District Award Commitment Interpretation of Requirements and Worksheet

District _____ Council _____

Use interpretations with the district executive, district chairman, and district commissioner in understanding what each requirement means.

1. **Centennial Quality Units.** More than 60 percent of the total traditional units in the district on January 1, 2007, are to qualify as national Centennial Quality Units by December 31, 2007. Do not include new units organized in 2007 in this calculation. This is not a part of the rechartering process. It is on an annual basis. _____ percent achieved Centennial Award status.
2. **New Units Organized.** Establish a number of new units to be organized from the district new-unit chart based on the current number of units and how many are needed to serve the youth population in the district. _____ Number of new units organized
3. **Membership Growth or Density.** Record membership growth of an agreed-upon percentage in traditional membership or an agreed-upon gain in traditional density, **PLUS** increase or maintain the number of Learning for Life participants.
_____ percent growth or _____ percent density **PLUS** _____ increase/maintain LFL
4. **Youth Retention.** Using the retention figures from My BSA, increase the total retention of youth members by the percentage agreed upon with your council and district leadership. _____ percent retention achieved
5. **Finance.** Achieve finance goals as approved by the council leadership. \$ _____
6. **Unit Retention.** Establish a percentage of units to retain based on last year's retention in working with the commissioner staff and the rechartering of units.
Last year's unit retention: _____ percent Actual number of units to be retained: _____
7. **Commissioner Service.** Add an agreed-upon number of new unit commissioners, increase commissioner unit visits per unit to _____ per year, and improve the ratio of units to commissioners. Establish a goal of new adults to involve through the implementation of the national parent initiative.
_____ Number of new unit commissioners _____ Number of commissioner unit visits
per unit per year
_____ Number of new adults involved _____ Ratio of units to commissioners
8. **District Committee.** Through a functioning Key 3, add an agreed-upon number of new district committee members and increase the average number of members per district over last year's registrations.
_____ Number new recruited _____ Average number registered

Additional Goals. When the council leadership meets with the district as part of the **annual Key 3 planning meeting**, they will review other key items critical to providing a quality program specific to that district. These may include, but are not limited to, functioning Key 3's with every key position filled with an active, registered volunteer; reregistration of unit percentages; balanced growth; commissioner-to-unit ratios; and annual conference visits with chartered organizations.

2007 Centennial Quality Council Award Commitment

"To improve the QUALITY of program in every unit in America!"

Council _____ Date _____

We, the key leadership of our council, are committed to achieving the requirements for the 2007 Centennial Quality Award:

1. **More than 60 percent of our units earned the Centennial Quality Award for this year.**
_____ percent earned the award.
2. **Reach the goal of ____ new units organized in 2007.**
Number of units organized: _____
3. **Through our annual membership plan, we commit to _____ percent growth in traditional membership OR a _____ percent gain in traditional density, PLUS increasing or maintaining the number of Learning for Life participants.**
4. **Increase the council's retention of youth from _____ percent last year to _____ percent.**
5. **Achieve a balanced operating fund.** Income of \$ _____ over expenses
6. **Through all of our district commissioner staff, we commit to retaining _____ percent of our units in the council.**
Last year's unit retention: _____ percent Actual number of units to be retained: _____
7. **Recruit and train an additional _____ unit commissioners, increase unit visits per unit by commissioners to _____ per year, improve the unit-to-commissioner ratio, and involve _____ new adults as a part of the national parent initiative this year.**
_____ Number of new unit commissioners _____ Number of commissioner unit visits per unit per year
_____ Number of new adults involved _____ Ratio of units to commissioners
8. **Through functioning Key 3's, recruit and train an additional _____ district committee members and grow the average number of members per district over last year.**
_____ Number of new members _____ Average number of members
9. **Add _____ youth-serving executives or maintain an approved staff size.**
10. **Have an active endowment committee. Secure _____ new endowment gifts for this year.**
_____ Active committee (Yes or No) Secured _____ (number of) new gifts

Reviewed and accepted by:

Council president Council commissioner Scout executive

Reviewed and approved by:

Area president Area director

Qualified for 2007: ____ Yes ____ No (Centennial Quality Council Award is determined based on successfully achieving the 2007 criteria by December 31, 2007.)

2007 Centennial Quality Council Award Commitment Interpretation of Requirements and Worksheet

Council _____ Date _____

Use interpretations with the Scout executive, council president, and council commissioner in understanding what each requirement means.

1. **Centennial Quality Units.** More than 60 percent of total traditional units in the district on January 1, 2007, are to qualify as national Centennial Quality Units by December 31, 2007. Do not include new units organized in 2007 in this calculation.
_____ percent of units achieved Centennial Award status.
2. **New Units Organized.** Establish a number of new units to be organized from the district new-unit chart based on the current number of units and how many are needed to serve the youth population in the district. _____ Number of new units organized
3. **Membership or Density Growth.** Record membership growth of an agreed-upon percentage in traditional membership or an agreed-upon gain in traditional density, **PLUS** increase or maintain the number of Learning for Life participants.
_____ percent growth or _____ percent density, **PLUS** increasing/maintaining LFL
4. **Youth Retention.** Using the retention figures from My BSA, increase the total retention of youth members by the percentage agreed upon with your council and district leadership.
_____ percent retention achieved
5. **Finance.** Achieve a balanced operating fund. Budget should be approved through the council and area leadership. Income over expenses of \$_____
6. **Unit Retention.** Establish a percentage of units to retain based on last year's retention in working with all districts' commissioner staffs and the rechartering of units in the council.
_____ percent of units retained
7. **Commissioner Service.** Add an agreed-upon number of new unit commissioners, increase unit visits per unit by commissioners to _____ per year, and improve the ratio of units to commissioners. Establish a goal of new adults to involve through implementation of the national parent initiative.
_____ Number of new unit commissioners _____ Number of commissioner unit visits per unit per year
_____ Number of new adults involved _____ Ratio of units to commissioners
8. **District Committee.** Through a functioning Key 3, add an agreed-upon number of new district committee members and increase the average number of members per district over last year's registrations.
_____ Number of new district committee members _____ Average size of committee
9. **Youth-Serving Executives.** Add a specified number of youth-serving executives based on the strategic plan and budget plan or maintain an approved staff size. _____ Number added
10. **Endowment.** Have an active endowment committee. Secure new endowment gifts this year.
_____ Active committee (Yes or No) _____ Number of new gifts this year

Additional Goals. When the area leadership meets with the council as a part of the **annual local council charter review meeting**, they will review other key items critical to providing a quality program specific to that council. These may include, but are not limited to, the current long-range strategic plan, functioning Key 3's in every district, reregistration percentages, balanced growth, active risk management committees, and annual conferences with chartered organizations.

Centennial Quality Award Discussion Guide

“To improve the QUALITY of program in every unit in America!”

This discussion guide is used with units and key district leadership in the evaluation of the unit’s goals, the Centennial Quality Award requirements, and other key issues specific to each unit. The discussion is conducted to assist the unit in providing the best quality program for every youth and family in every unit. It will help to establish a commitment to earn the award for that specific year.

Prior to the meeting with the unit leadership and the unit commissioner, the district should do the following:

1. Unit commissioners set an action planning meeting with each unit in the district. If a unit commissioner is unavailable, use the resources of the assistant district or district commissioners or other key district committee members to ensure that every unit has this meeting.
2. Follow the outline on the **“Guidelines for Unit Self-Assessment and Action Planning Meeting”** for planning purposes and preparations prior to the meeting.

The discussion guide for the meeting includes these points:

1. Use the “Purpose of meeting” section of the **“Guidelines for Unit Self-Assessment and Action Planning Meeting”** as the agenda:
 - ♦ To evaluate the unit’s progress toward achieving the **Centennial Quality Unit Award**
 - ♦ To review the unit’s goals, successes, and vision for the coming year
 - ♦ To identify any areas of improvement—leadership, program, and membership
 - ♦ To determine any specific actions needing to be taken to assist with unit improvements and determine who will follow up on those actions
 - ♦ To schedule any necessary follow-up to monitor progress
2. How does the district support the unit in the earning of this award?
 - ♦ At the unit action planning meeting, use the Centennial Quality Award qualification form and the unit self-assessment tools as a guide in developing goals for the unit to achieve during the year. The goal is to assist every unit in qualifying each year for the Centennial Quality Award.
 - ♦ Have the commissioner or a designated district volunteer turn in the completed form by a specified deadline for every unit in the district.
 - ♦ Each district should compile a list of action items needed to assist all units. These will be a part of the district committee’s work plans in the months ahead. Review the list monthly at district committee and commissioner staff meetings to provide support to each of the district’s units.

Sample Council and District Agenda for Implementation of the Centennial Quality Awards Program

“To improve the QUALITY of program in every unit in America!”

- ✦ Purpose and overview of the new Centennial Quality Awards program
- ✦ Brief history of the Quality awards program
- ✦ Review of the implementation schedule
- ✦ Review of the procedures for the implementation of the program
- ✦ Review of the requirements and interpretation of the award at each level:
 - Council
 - District
 - Unit
- ✦ Review of the recognition plan for the award
- ✦ How do we support the earning of this award at the unit level?
 1. Unit commissioners set an action planning meeting with each unit in the district. If a unit commissioner is unavailable, use the resource of assistant district or district commissioners or other key district committee members to ensure that every unit has this meeting.
 2. At the unit action planning meeting, use the Centennial Quality Award Commitment form and the unit self-assessment tools for each program as a guide in developing goals for the unit to achieve during the year.
 3. Have the commissioner or a designated district volunteer turn in the completed form by a deadline for every unit in the district.
 4. Each district should compile a list of action items that are needed to assist their units to develop as work plans for the district committee in the months ahead. Review monthly at district committee and commissioner staff meetings the actions needed to provide support to the district's units.
 5. The goal should be to improve the quality of the program and help every unit in the district to qualify each year for the Centennial Quality Award.
- ✦ Discussion of ways to promote the award within the council and district
- ✦ Closing challenge

Guidelines for Unit Self-Assessment and Action Planning Meeting

(Present at meeting: unit leader, unit committee chair, and unit commissioner)

Purpose of meeting (Use as the agenda for the meeting.):

- ✦ To evaluate the unit's progress toward achieving the Centennial Quality Unit Award
- ✦ To review the unit's goals, successes, and vision for the coming year
- ✦ To identify any areas of improvement—leadership, program, and membership
- ✦ To determine any specific actions needing to be taken to assist with unit improvements and determine who will follow up on those actions
- ✦ To schedule any necessary follow-up to monitor progress

When to conduct meeting:

- ✦ After the unit commissioner has visited the unit for the first time
- ✦ Annually to review strengths and areas of improvement to help provide direction for needed support, preferably six months prior to the annual charter renewal
- ✦ As needed when a problem may arise

How should the arrangements for this meeting be set up?

- ✦ The unit commissioner speaks to the unit leader during the first unit visit to schedule the meeting date, time, and location.
- ✦ The dialog should include
 - Approaching the unit leader after the meeting and requesting that a second meeting be set up with the unit leader and the unit committee chair
 - Setting the meeting, preferably at the leader's or the chair's home
 - Asking them to complete the unit self-assessment form prior to the meeting
 - Letting them know the visit will include a discussion of the self-assessment form and how the goals and vision of their unit's program can be supported

Why only the unit commissioner, unit leader, and unit chair?

- ✦ It provides a small group to openly analyze the program, their unit's needs, and steps to be taken to help resolve any issues.
- ✦ It helps open up a dialog between the unit and the district. Once they meet and determine what needs to be done, others can be involved in helping to determine in which direction to go and any potential improvements that can be identified.

What preparation should be made prior to the action planning meeting?

- ♦ Review the statistics of the unit available from the local council and the district team, especially looking at
 - Centennial Quality Unit Award status
 - Outdoor program participation
 - Advancement reports
 - Trained leadership status
 - Youth Protection Training
 - Participation in district and council events
 - Roundtable attendance
- ♦ Complete the unit self-assessment form after the visit to analyze observations and review the statistics gathered from the council/district prior to the action planning meeting. (The self-assessment form is designed to take the place of the commissioner worksheet previously used by commissioners.)

Questions and Answers About the Centennial Quality Awards Program

Question 1—When do you complete the commitment form for the Centennial Quality Award?

Answer—The form is completed by the unit leadership with their assigned commissioner or a district-level volunteer in consultation with your district executive. It is completed at the end of the year or during the first part of the year in which you are committing for the award (example, for 2007, you should complete the form no later than February 15, 2007). It is no longer a part of the rechartering process.

Question 2—When will units earn the award?

Answer—When all requirements are completed, units will be eligible to earn the award after October 31, 2007.

Question 3—When will the unit award commitment forms be available to councils?

Answer—Unit award commitment forms for each council will be shipped in bulk in the early fall prior to the implementation meetings to discuss with unit, district, and council volunteers.

Question 4—How will the new criteria for the award be explained to all councils, districts, and units?

Answer—The new program was shared at Top Hands in August with Scout executives. A supply of implementation packets will be shipped to each council to share with council-, district-, and unit-level volunteers in September and October 2006. It will include reasons for updating the previous Quality awards program; new commitment forms for units, districts, and councils; training agendas; and unit action planning meeting support.

Question 5—Are there other ways to learn about the new Centennial Quality Awards program?

Answer—The new program will be explained on the www.scouting.org Web site, on the commissioners Web site under www.scouting.org/commissioners, and on ScoutNET under BSA Info, under Leadership Support Service, under “Centennial Quality Awards program.” You will be able to download the details of the program and the unit, district, and council award commitment forms from the Web.

Question 6—When will the recognition items be available?

Answer—All recognition items will be available starting in August 2007. Unit ribbons/streamers will be shipped to councils in bulk in July. Individual uniform emblems, individual pins, and unit award plaques for those who qualify will be available to order from the Supply Group beginning in August 2007.



BOY SCOUTS OF AMERICA

1325 West Walnut Hill Lane
P.O. Box 152079
Irving, Texas 75015-2079
<http://www.scouting.org>

14-175-1
2006 Printing