# 2013 Journey to Excellence
# District Scorecard

| Item | Objective | Bronze Level | Silver Level | Gold Level | 2012 | 2013 | Bronze Points | Silver Points | Gold Points |
|---|---|---|---|---|---|---|---|---|---|
| | **Finance** | | | **Category Total Needed for Overall Gold: 225** | | | | | **Total Points 600** |
| #1 | Fundraising performance: Achieve district finance goals as defined by the council. | $ 165,600.00 | $ 173,880.00 | $ 182,160.00 | | $ 186,791.00 | 150 | 200 | 400 |
| #2 | Fundraising manpower: Achieve district goals related to volunteers involved in fundraising as defined by the council. | 10 | 19 | 34 | | 20 | 75 | 100 | 200 |
| | **Membership** | | | **Category Total Needed for Overall Gold: 375** | | | | | **Total Points 800** |
| #3 | Market share: Increase market share (Cub Scouts, Boy Scouts, Varsity Scouts, Venturers and Explorers). | 7.5% density or 1% growth in density (i.e. 5.00% to 5.05%) | 10% density, or 7.5% and 2% growth in density | 15% density, or 10% and 2% growth in density | 5.1% | 5.5% | 100 | 200 | 300 |
| #4 | Membership/youth growth: Increase number of registered youth (Cub Scouts, Boy Scouts, Varsity Scouts, Venturers and Explorers). | Greater than prior year | 1% growth over prior year | 3.5% growth over prior year | 1371 | 1493 | 100 | 200 | 300 |
| #5 | Youth retention: Improve retention rate of traditional members. | 63% retention or 2 percentage points increase (i.e. 58%-60%) | 70% retention, or 63% and 2 percentage points increase | 76% retention, or 70% and 2 percentage points increase | 66.5% | 68.4% | 75 | 100 | 200 |
| | **Program** | | | **Category Total Needed for Overall Gold: 175** | | | | | **Total Points 500** |
| #6 | Cub Scout advancement: Increase the percentage of Cub Scouts earning rank advancements. | 50% or 2 percentage points increase (i.e. 28%-30%) | 60%, or 50% and 2 percentage points increase | 75%, or 60% and 2 percentage points increase | 53.6 | 49.83 | 25 | 50 | 100 |
| #7 | Boy Scout advancement: Increase the percentage of Boy Scouts and Varsity Scouts earning rank advancements. | 40% or 2 percentage points increase (i.e. 30%-32%) | 45%, or 40% and 2 percentage points increase | 50%, or 45% and 2 percentage points increase | 42.9 | 40.72 | 25 | 50 | 100 |
| #8 | Cub Scout camping: Increase the percentage of Cub Scouts attending day camp, family camp, and/or resident camp. | 33% or 2 percentage points increase (i.e. 18%-20%) | 50%, or 33% and 2 percentage points increase | 95%, or 50% and 2 percentage points increase | 114.2 | 116% | 25 | 50 | 100 |
| #9 | Boy Scout camping: Increase the percentage of Boy Scouts and Varsity Scouts attending long-term camp and high-adventure program. | 53% or 2 percentage points increase (i.e. 38%-40%) | 62%, or 53% and 2 percentage points increase | 80%, or 62% and 2 percentage points increase | 63.7 | 58% | 25 | 50 | 100 |
| #10 | Community service: Increase the amount of community service provided by Scouts, Explorers, leaders, and other participants. | Average 3 hours per youth member or .2 hour growth (i.e. .8 to 1.0) | Average 4 hours per youth member, or 3 hours and .2 hour growth | Average 6 hours per youth member, or 4 hours and .2 hour growth | 19 | 4.22 | 25 | 50 | 100 |
| | **Unit Service** | | | **Category Total Needed for Overall Gold: 200** | | | | | **Total Points 600** |
| #11 | Chartered organization relationships: Conduct a personal visit with a key person in each chartered organization. | 90% | 95% | 100 | 98% | 89.8% | 25 | 50 | 100 |
| #12 | Commissioner service: Increase the number of registered unit commissioners over prior year. | Commissioner-to-unit ratio of 1:5, or 5% increase in the number of commissioners over prior year | Commissioner-to-unit ratio of 1:4, or 1:5 ratio and 5% increase in the number of commissioners over prior year | Commissioner-to-unit ratio of 1:3, or 1:4 ratio and 5% increase in the number of commissioners over prior year | 1 to 3.5 (24) | 1:2.92 (26) | 25 | 50 | 100 |
| #13 | Unit visitations: Improve the rate of visitations to units by commissioners. | UVTS shows 5% of units are visited six times per year or 2 percentage points increase | UVTS shows 10% of units are visited six times per year, or 5% and 2 percentage points increase | UVTS shows 33% of units are visited six times per year, or 10% and 2 percentage points increase | 22.9% | 27.6% | 25 | 50 | 100 |
| #14 | Unit performance: Improve the performance ratings of units using Journey to Excellence metrics. | Have 60% of the units in the district achieve the Bronze award or above. | Have 65% of the units in the district achieve the Bronze award or above. | Have 70% of the units in the district achieve the Bronze award or above. | 25% | 59.2% | 25 | 50 | 100 |
| #15 | Voice of the Scout: Actively participate in the program and improve the Net Promoter Score on constituent surveys. | Have 55% of all registrants (youth and adults) with email addresses in ScoutNET | Achieve bronze require-ments and have 8% response rate from those surveyed | Achieve silver require-ments and achieve an overall average Net Promoter Score* of 55% | 25 | 100 | 75 | 100 | 200 |
| | **Leadership & Governance** | | | **Category Total Needed for Overall Gold: 150** | | | | | **Total Points 200** |
| #16 | District leadership: Increase the number of volunteers serving on the district committee. | At least 12 members or increase of one person | At least 19 members or at least 12 members and increase of two persons | At least 33 members or at least 19 members and increase of two persons | 30 | 43 | 25 | 50 | 100 |
| #17 | District committee: Increase the effectiveness of the district committee. | Have a district chairman and district commissioner registered and engaged for at least eight months during 2013. | Achieve bronze require-ments and have all key positions filled (District chairman, District commissioner, member-ship, finance and program) | Achieve silver require-ments and have committees of the district with three or more active members serving each of the functions of finance, membership, and program. | | Yes, Yes, Yes | 25 | 50 | 100 |
| #18 | Unit leadership: Increase the number of direct contact leaders who are trained. | 26% or 2 percentage points increase (i.e. 12%-14%) | 33%, or 26% and 2 percentage points increase | 50%, or 33% and 2 percentage points increase | 34% | 47% | 75 | 100 | 200 |
| | | | | | | | 250 | 250 | 1400 |
| | | | | | | | | Total | 1900 |

**Scoring: Gold- Total of 1,650 total points plus minimums in every category,**