



BOY SCOUTS OF AMERICA®
NARRAGANSETT COUNCIL

Fireside Chat

- Moderator: Andy Hewitt. Annawon Council Past President & Narragansett Council Past President. Executive Board Member
- Lives in Mansfield, MA
- Former Narragansett Council Treasurer
- Member of the Rhode Island Boy Scouts (RIBS) board
- SVP & CFO of Mechanics Bank in Taunton, MA

Agenda

- Thank you for attending!
- Why are we here
- Address questions received
- Q & A
- Moving forward
- Close



Mateo Peleaz
Troop 3 Central Falls
Eagle Scout Ceremony: October 21, 2017
Was a camper at Camp Cachalot



CAMP COFFIN



BOY SCOUTS OF AMERICA®





Review The Situation:

- Since 2005, we have seen significant declines in Boy Scout membership and Boy Scout troops across the BSA, the Northeast Region and the Narragansett Council.
- There are 15 Boy Scout Resident camps within 150 miles driving distance of the center of our council: no change since 2005.
- In spite of declining membership, Narragansett Council's cost to deliver camping programs has grown causing increasing budget pressure.
- Budget pressure became acute in 2017:
 - Though pre-camp reservations were up for 2017, actual Boy Scout summer camp attendance declined significantly
 - This creates a \$200,000 shortfall in this year's and, probably, future year's budgets.

More information at www.ncbsa.org/cachalot

Buck Hill Scout Camp in Rhode Island

- Stopped summer camp in late 70's due to declining attendance
- Tried family camping, didn't work.
- Now, VERY popular for troop/pack weekend camping:
- 2,600+ Scouts, leaders and parents camped at Buck Hill in 2016.

Camp Greenough on Cape Cod

- Stopped summer camp in 1999 due to declining attendance
- Tried high adventure, didn't work.
- Tried Boy Scout day camp, didn't work.
- Now, popular for troop/pack weekend camping and council activities

Camp Norse in Plymouth

- Stopped summer camp around 1998 due to declining attendance
- Reinvented as a Cub Scout day camp and resident camp. Very popular and growing.
- Very well used for Cub Scout and Boy Scout activities year-round including shooting sports, NYLT, Wood Badge, camporees, more

Cub World in Rhode Island

- Stopped summer camp in 2016 due to declining attendance
- Moved and consolidated all Cub Scout resident camp from Cub World in Rhode Island to Camp Norse in Massachusetts
- Now popular for Cub Scout packs and troops to rent lodges, outside rentals, Wood Badge, Order of the Arrow, other activities.

What is RIBS?

Rhode Island Boy Scouts

- Formed in 1910 separately from BSA
- RIBS & BSA merged in 1917. RIBS exists as foundation today to support Scouting
- Rhode Island Boy Scouts provided \$400,000 to support Scouting programs in **ALL OF NARRAGANSETT COUNCIL** in 2017
- The RIBS Board includes 4 Massachusetts members
- ALL campership requests based on financial need for ALL camps were fulfilled in 2017 thanks to Friends of Scouting, special donors and RIBS: \$150,000 in camperships awarded.

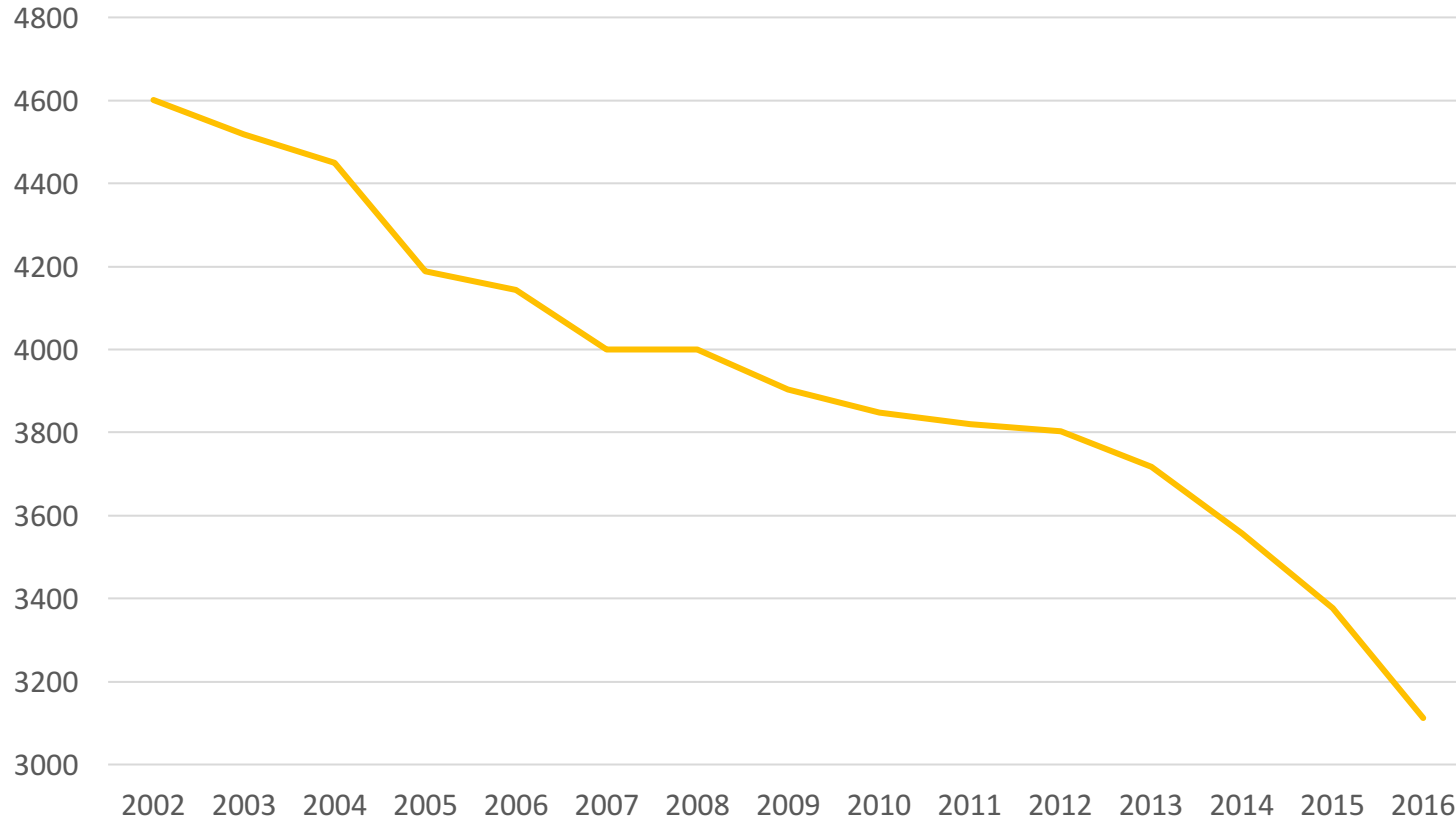
Why suspend Boy Scout Summer Camp at Camp Cachalot?

- Program?
- Staff?
- Camp?
- Food?
- Location?
- Marketing?
- Camp Squanto?
- Camp Yawgoog?
- Bad decisions?
- Money?

NO!

**We have a Boy Scout
Membership Problem!**

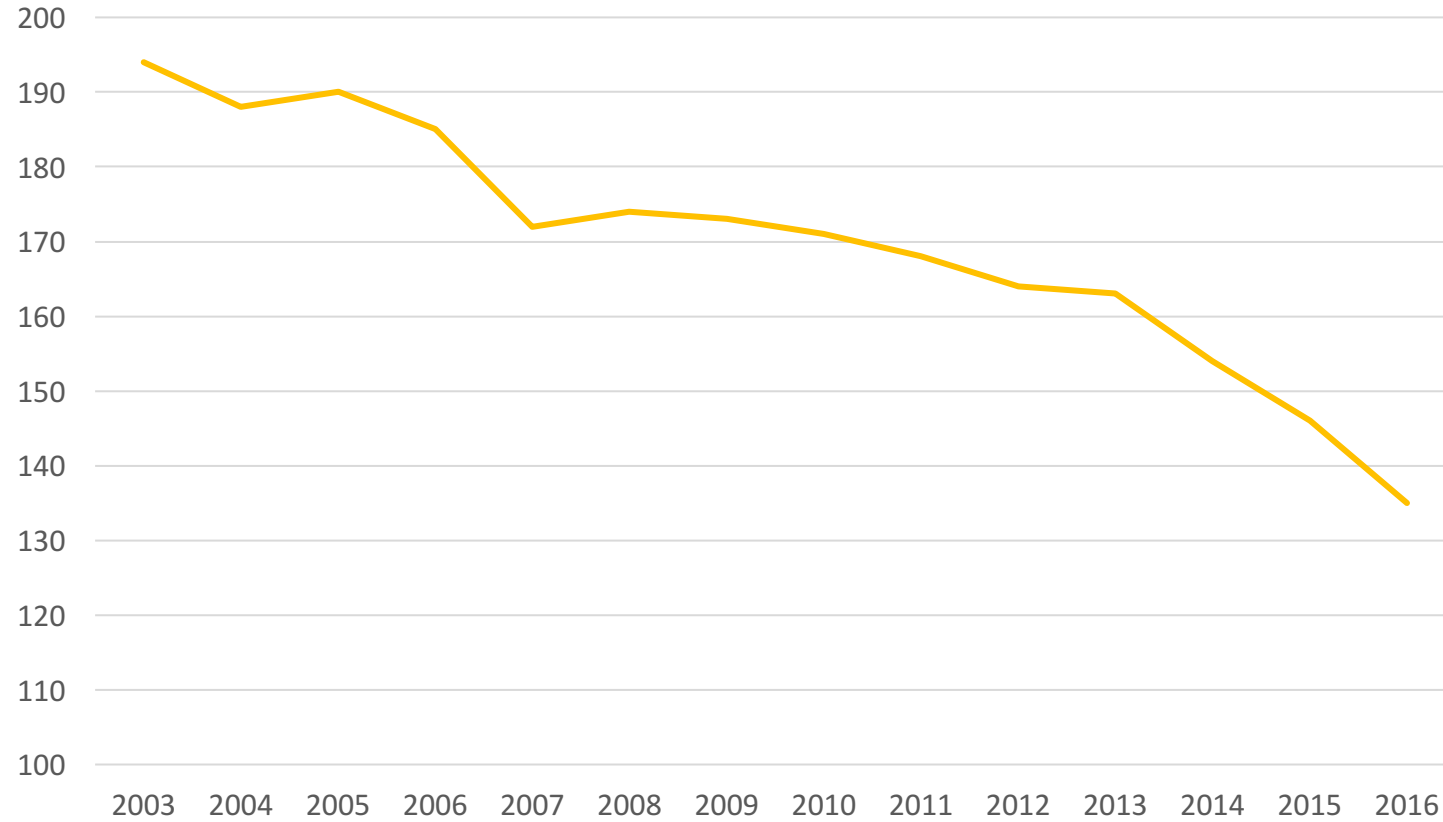
Narragansett Council Boy Scout Membership



Down 1,450 Boy
Scouts

*Excludes Annawon Council membership

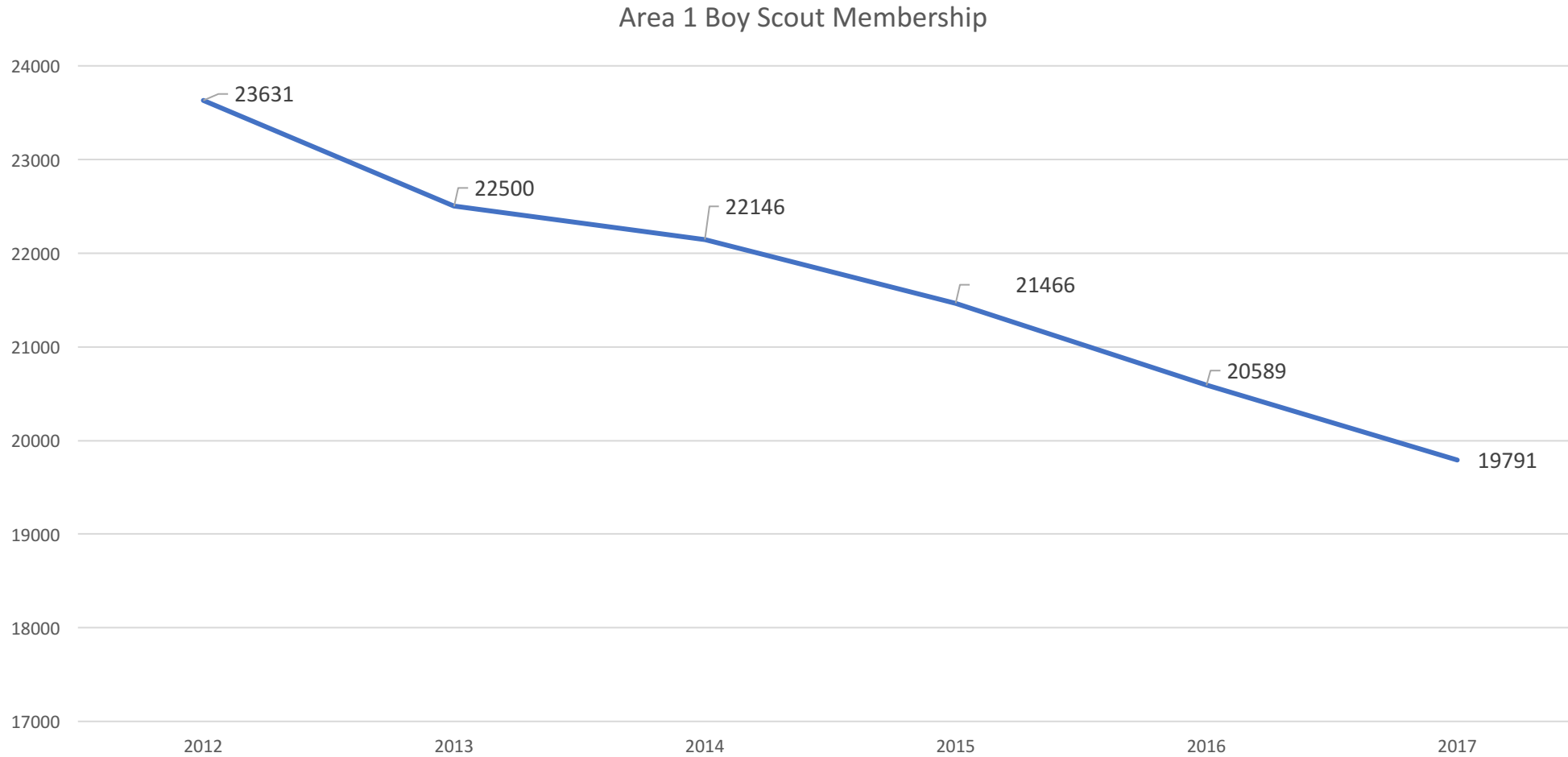
Narragansett Council Number of Troops



Down 57 Boy Scout
Troops

*Excludes Annawon Council membership

The Immediate Area Around Us Area 1 Boy Scout Membership Maine, New Hampshire, Massachusetts, Rhode Island



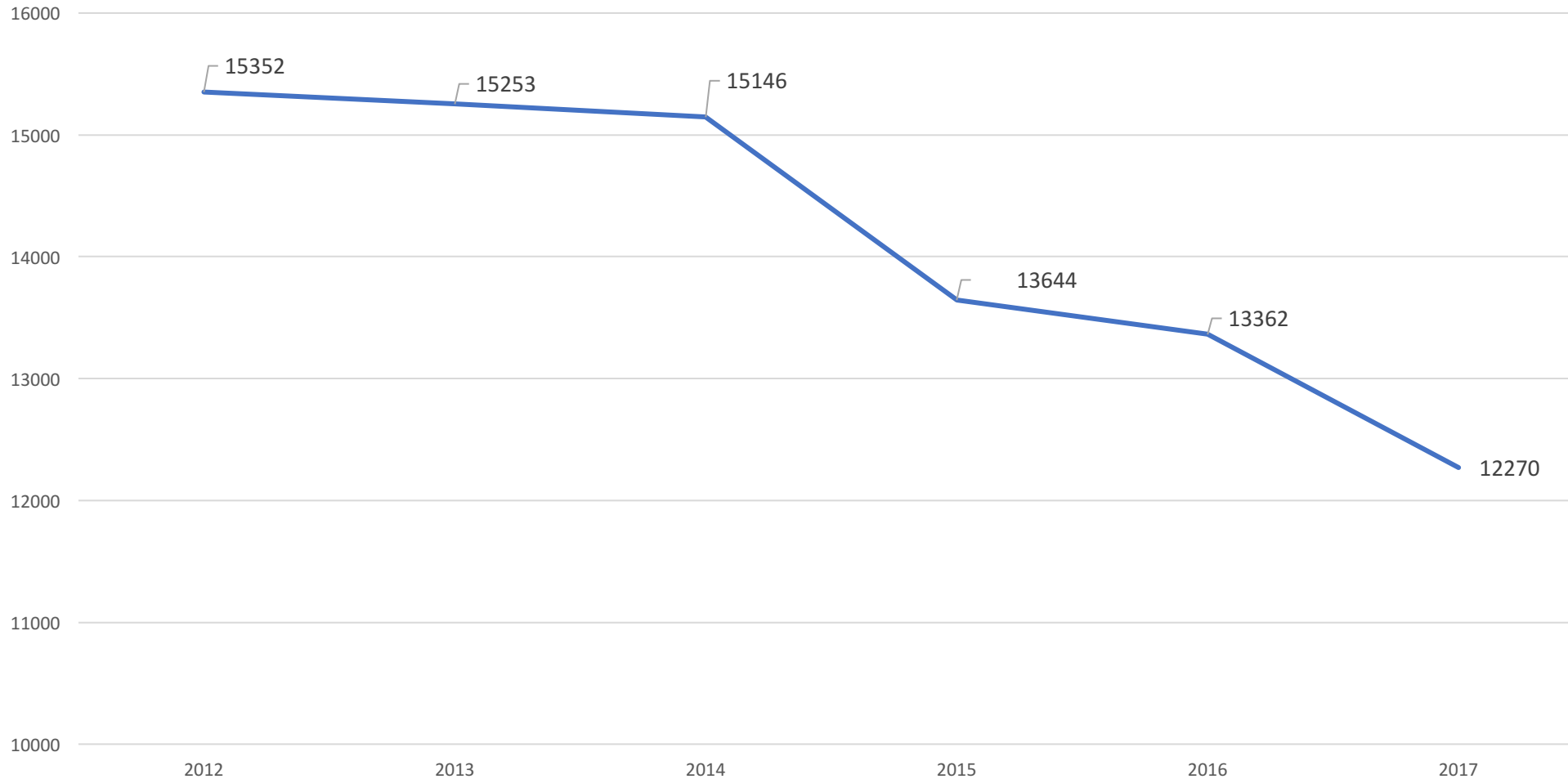
Down
3,840 Boy
Scouts
over last 6
years.

The Immediate Area Around Us

Area 1 Boy Scout Camp Attendance (any camp)

Maine, New Hampshire, Massachusetts, Rhode Island

Area 1 Boy Scout Boy Scout Camp Attendance (any camp)



Down
3,082 Boy
Scouts in
camp over
last 6
years.

**That's the equivalent of
7 Camp Cachalots
Going away in the last 6 years!**

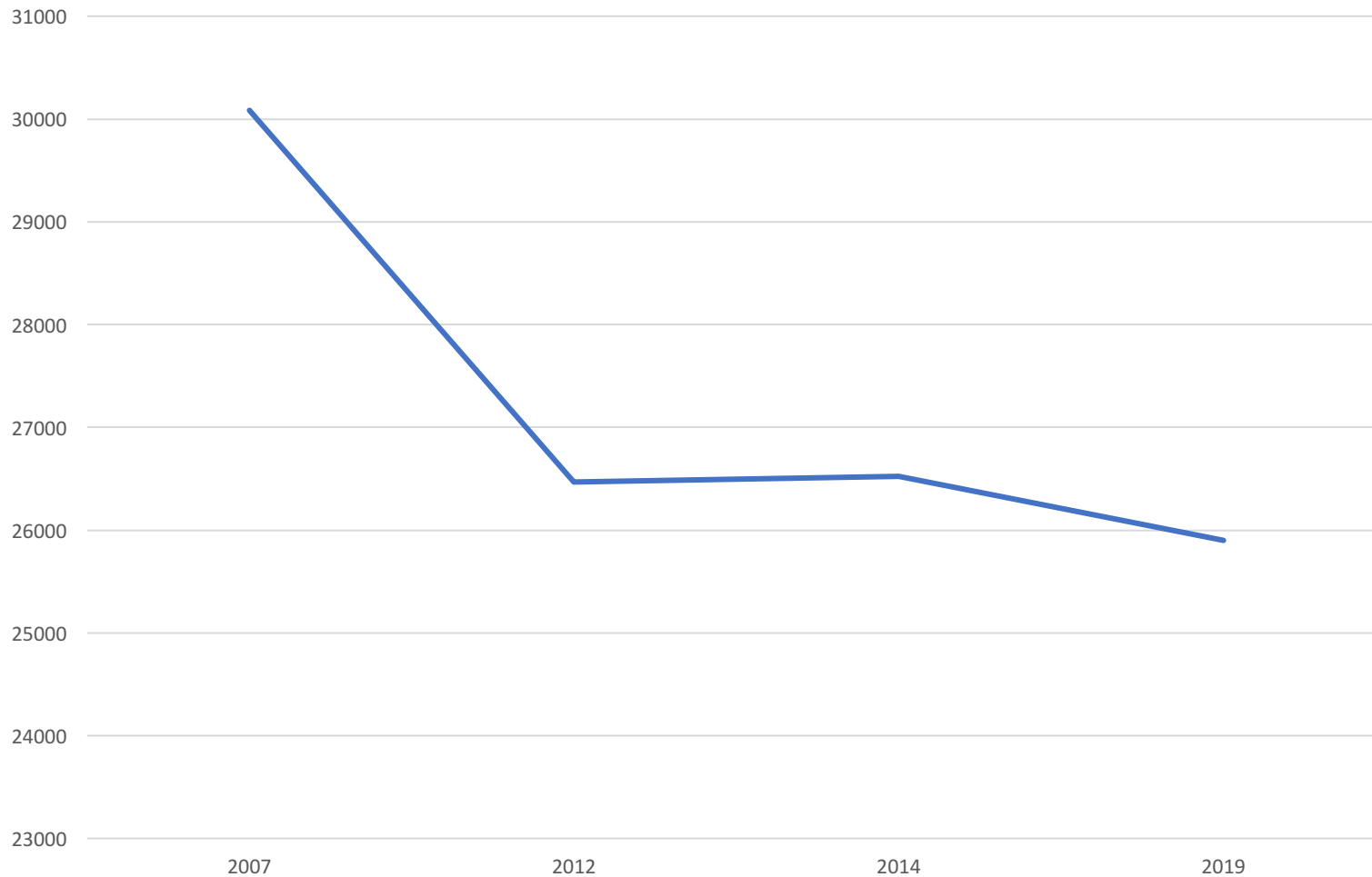
**(Just in New England: Massachusetts, New Hampshire,
Maine, and Rhode Island)**

**Demographics
is a part of the problem.**

Boy Scout Age Available Youth in Narragansett Council Zip Codes

Source: Annual Market Analysis Report

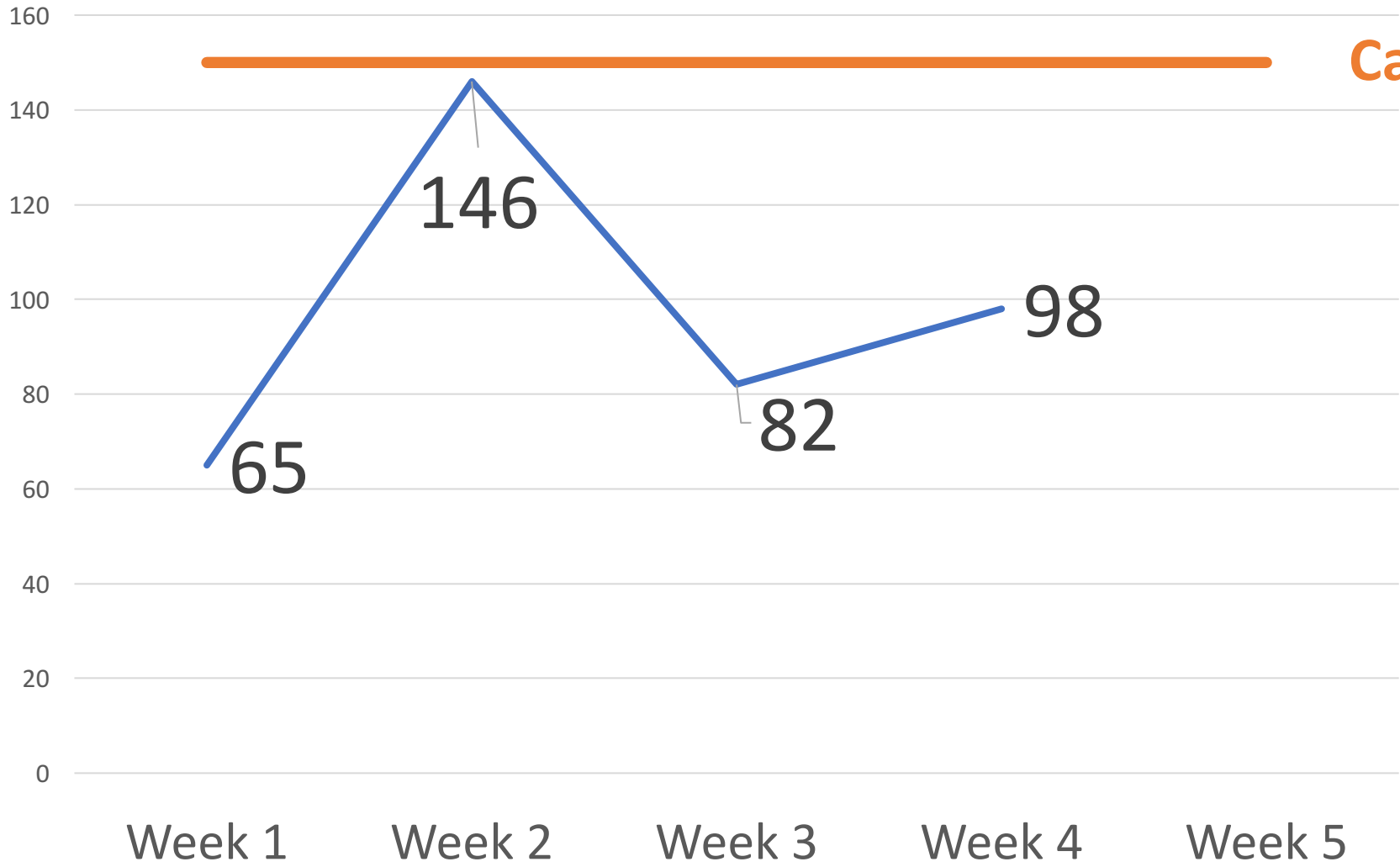
Experian Information Solutions



Boy Scout age youth has declined 11.8% (3,558 boys) from 2007 to 2014. It is projected to decline by another 2.4% by 2019.

Experian compiles data from census and school enrollment.

What's Needed for a Sustainable Camp Operation?



Capacity = 150 per week

- 5 full or nearly full weeks.
- 700-750 Scouts
- (404 Scouts in 2017)

Are Boy Scouts Going to Camp?

- National average for percent of Boy Scouts attending summer camp: 66.9%
- Narragansett in 2017: 89.0%
- Mayflower Council (neighbor to north): 82.1%

National Boy Scout Membership

1946: Camp Cachalot's 1st Summer

1,054,770 Boy Scouts and Growing 3% a year

1973: 2,405,220

1985: 2,054,849

2002: 1,325,793

2016: 840,654

**Horses?
Scuba?
Marketing?
Videos?**

The problem is Boy Scout membership!

Where do Boy Scouts come from?

98% of Boy Scouts come from...

Cub Scouts

Why Is Membership Down?

- Lot's of reasons-not one thing.
- Demographics: Cub Scout and Boy Scout age youth in our territory has been declining and is projected to continue declining
- Not just in our council. Most councils. All 4 regions. Across the U.S.
- BSA membership policy controversies
- School Access
- Competition for both youth and parent time (sports, fitness clubs, video games, 2 working-parent families)
- Many organizations: Girl Scouts, Campfire, Rotary, PTO/PTA's, Lions
- Marketing methods need to change
- Change in families

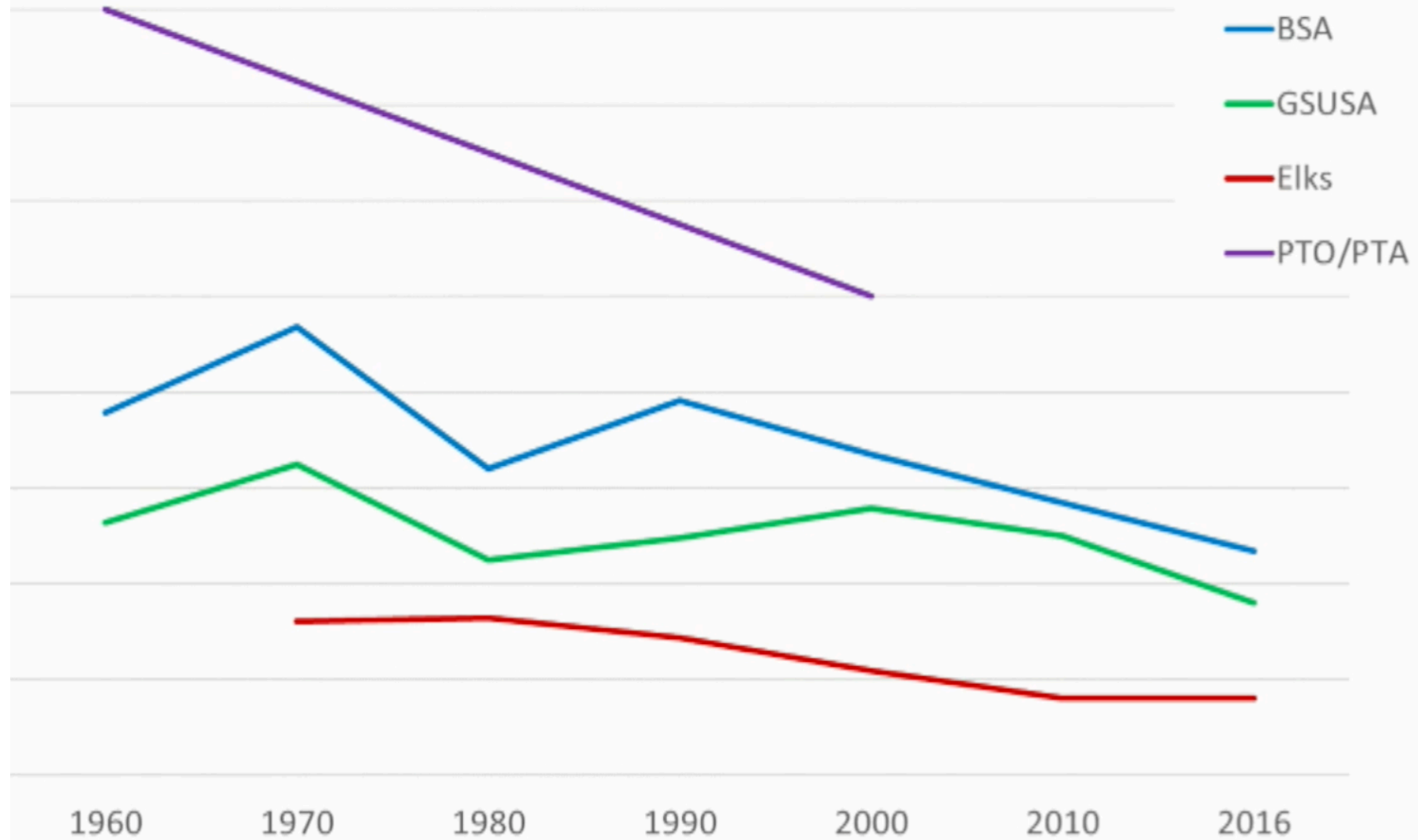
1973

- Mostly 2 parent families
- Usually one parent working
- Most schools welcomed Scouts
- Sports existed, but modest
- Scouts one of few activities for boys
- Fitness clubs only for hard-core
- Video games non-existent
- Marketing was easy: 3 TV channels, 1 newspaper

2017

- Mostly 1 parent families
- Usually both parents working
- Most schools closed to Scouts
- Sports are huge competition
- Tons of activities: martial arts, fencing, much more
- Parents spend time at fitness clubs
- Video games compete for time
- Marketing is very complex with dozens of ways people obtain information

MEMBERSHIP TRENDS



School Access

School District	E-Flyers	Paper Flyers	"Boy-Talks" or Classroom Visits
Fall River	Yes	No	No
New Bedford	Yes	Yes	4 Yes, 19 No
Dartmouth	Yes	No	No
Mattapoisett	n/a	Yes	No
Rochester	n/a	Yes	No
Acushnet	n/a	Yes	No
Barrington	Yes	No	No
Catholic Schools	n/a	No	3 Yes, 4 No
Somerset	yes	No	No
Tiverton	n/a	Yes	No

School Access

School District	E-Flyers	Paper Flyers	"Boy-Talks" or Classroom Visits
Fairhaven	n/a	Yes	1 Yes, 1 No
Swansea	n/a	Yes	1 Yes, 2 No
Marion	n/a	Yes	Yes
Westport	n/a	Yes	Yes
Wareham	n/a	Yes	Yes
Bristol/Warren	n/a	Yes	Yes

Please help us get back into schools!

What Are We Doing to Grow Membership?

- Social Media
- Community events
- Archery range, BB gun range
- Going back to schools: superintendents and principals
- Personal invitations: boys inviting their friends
- #WickedAwesomeScouts
- Full staff to support out units, promote Scouting

We Are Growing in Membership!

546 Narragansett Membership by Program for October, 2017 as of 10/22/2017 8:5

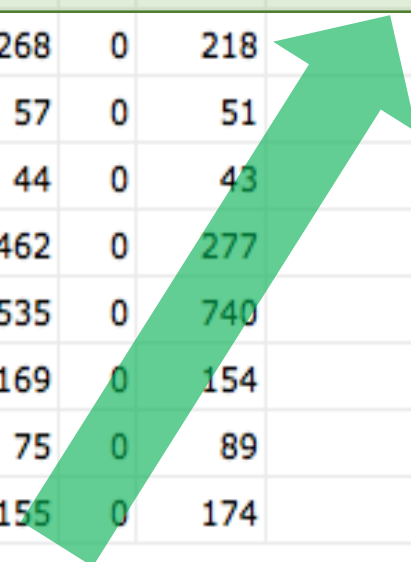
Program	Youth This Year	Youth Last Year	Youth Diff.	Youth % Gain
<u>Cub Scouting</u>	5,085	4,719	366	7.8
<u>Boy Scouting</u>	3,675	3,819	-144	-3.8
<u>Venturing</u>	139	159	-20	-12.6
Total Traditional	8,899	8,697	202	2.3

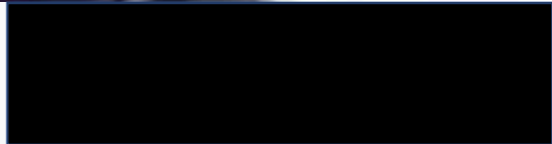
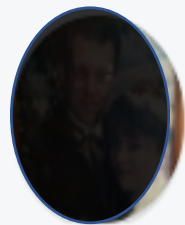
First Council in our Area to Show Growth!

	Total Membership % Gain/Loss	Traditional Membership % Gain/Loss	Traditional Units % Gain/Loss	Traditional Youth % Retained
Area 1	-3.0	-2.8	-2.9	74.5
Bangor, ME	-14.7	-16.0	-5.8	65.6
Portland, ME	-6.4	-6.6	-2.0	70.9
Yarmouthport, MA	-0.8	-5.4	-4.5	74.3
Boston, MA	-1.4	-1.7	-3.4	75.3
Lancaster, MA	-2.0	-1.7	1.0	75.7
MARLBOROUGH, MA	-3.8	-1.6	-4.1	76.6
Worcester, MA	-1.4	-1.0	1.9	77.9
Manchester, NH	-5.3	-5.7	-2.3	73.8
Providence, RI	2.2	2.3	-4.2	74.5

Narragansett Recruiting More Youth!

New Traditional Youth from August 1, 2017														Last updated: 10/23/2017 1:31:10 AM CST	
		% of This Year Compared to Last Year		Aug	Aug LY	Sep	Sep LY	Oct	Oct LY	Nov	Nov LY	Dec	Dec LY	To Date Total	Total LY
Up One Level	Area 1		50.27	240	343	3,781	4,005	1,991	3,430	0	2,129	0	2,052	6,012	11,959
	Providence, RI		59.77	52	93	658	627	550	718	0	364	0	306	1,260	2,108
	Manchester, NH		50.97	46	63	837	1,216	305	566	0	268	0	218	1,188	2,331
	Bangor, ME		32.20	1	6	107	182	53	204	0	57	0	51	161	500
	Yarmouthport, MA		42.18	29	2	38	103	76	147	0	44	0	43	143	339
	MARLBOROUGH, MA		60.96	41	44	698	417	362	606	0	462	0	277	1,101	1,806
	Woburn, MA		39.25	45	91	574	346	299	627	0	535	0	740	918	2,339
	Portland, ME		52.61	7	10	414	587	163	190	0	169	0	154	584	1,110
	Worcester, MA		62.05	15	26	276	300	103	145	0	75	0	89	394	635
	Lancaster, MA		33.25	4	8	179	227	80	227	0	155	0	174	263	791





0:49 Could have used to fund cachalot

Like · Reply · October 20 at 1:30pm

Support to Southeast Service Area

- From 1 to 2 ½ staff: Yoni Sunshine, Adam Ballantine, Charles Dobrowski
- Pilot service area for “Unit Service Executive”. The only one in the country.
- SE now showing growth in Cub Scouts AND Boy Scouts as of yesterday
- New Cub Scout Pack 3 in New Bedford
- New Venture Crew _____

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Future

- The council will continue to invest as we are able to maintain Camp Cachalot.
- Budgets for Cachalot will be dictated by rental revenue, Friends of Scouting, popcorn sales, and activity revenue.
- Improvements will be made as contributions are received from donors. We will continue to request support from the Magee Fund, Maxim Foundation and others.
- It is hoped that the Cachalot Alumni Association will continue to fund and carry out projects.

What can you do?

- Join the Cachalot Alumni Association
- Join the Cachalot Campmaster Corps.
- Subscribe to CAA Facebook page
- Help with projects at Cachalot
- Serve as a leader in a troop
- Set a meeting with a principal or superintendent with one of staff
- Promote Scouting to young families

Let's work together to get more kids into Scouting!

A New Signature Council Event at Cachalot?

- 3-day weekend event in the summer
- New program, not currently offered
- Max of 600 people
- Need a chair and a committee

Creating a Bright Future

Your Questions and Feedback



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NARRAGANSETT COUNCIL

10 Year Boy Scout Membership Trends: Northeast Region and Narragansett Council

Number of Boy Scouts in the region has declined by 13% since 2005 and number of Troops are down 20%

	2005	2015	10 Yr Total Change	10 Yr Avg Annual Change
Northeast Region BS	186,647	161,717	(24,930)	-1.4%
Narragansett BS*	4,188	3,377	(811)	-2.1%
Northeast Region # Troops	8,070	6,417	(1,653)	-2.3%
Narragansett # Troops*	190	146	(44)	-2.6%

*Excludes Annawon Council

Narragansett Council Has Reviewed Operations at All 9 Camps

Weekend Camps

- No actions required as Camps Buck Hill, Buxton and Sandstrand generally operate on a break-even basis or with a small loss

Cub Scout Camps

- Given that our membership was no longer able to sustain two Cub Scout resident camps we took the following actions:
 - Cub World Cub Scout Summer camp has been closed and all Cub resident camping has been moved to Camp Norse
 - Camps Aquapaug, Champlin and Norse now serve as locations for Cub Scout Day Camp

Boy Scout Camps

- Given that our membership can no longer sustain two Boy Scout resident camps, we now must take action here

Narragansett Council Camping Program Financials

While the number of Scouts has declined, the total cost of delivering all camping programs has increased driving down surplus from camping programs

		2012	2017 Proj	5 Yr Total Change	5 Yr Avg Annual Change
Total Camping Operating Expense*	\$	2,360,008	\$ 2,579,008	\$ 219,000	1.0%
Net Camping Program Surplus*		581,514	373,592	(207,922)	-5.4%

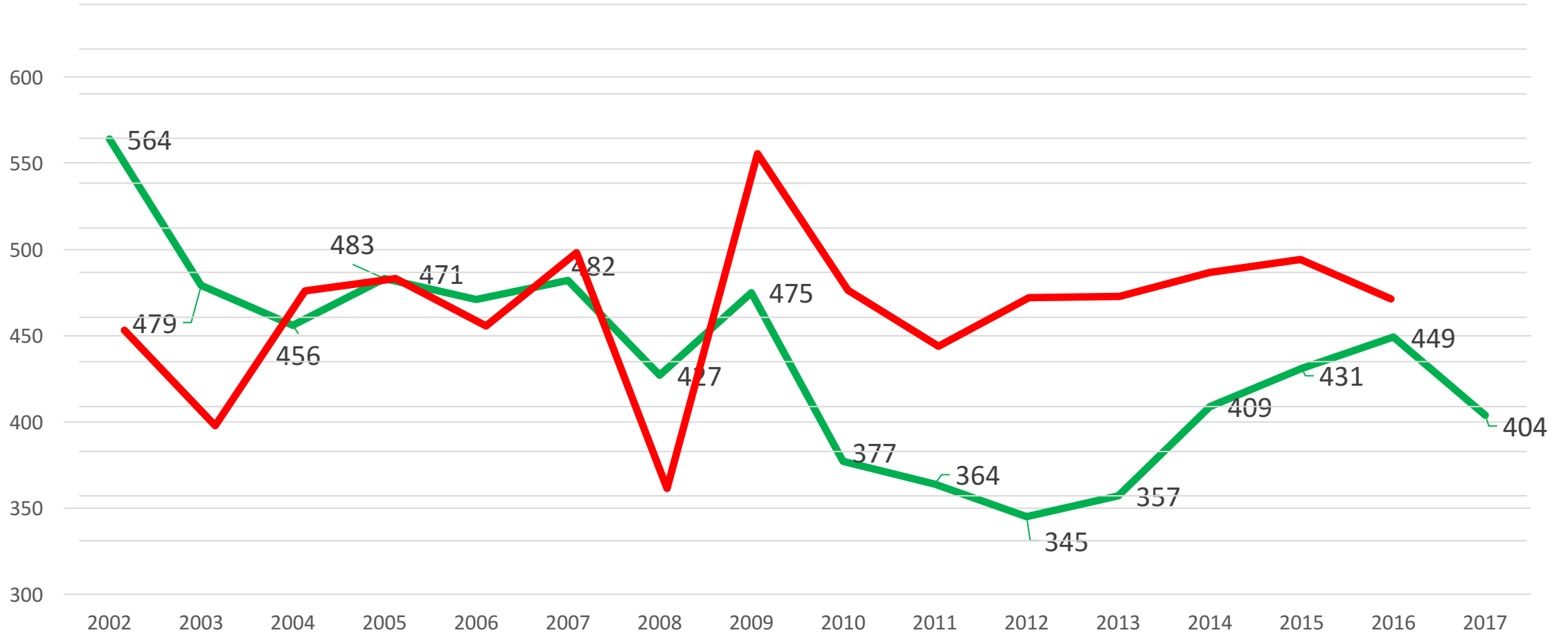
*Excludes Camp Norse

Proposal to Successfully Fulfill our Camping Program Delivery Mission for Boy Scouts-Continued

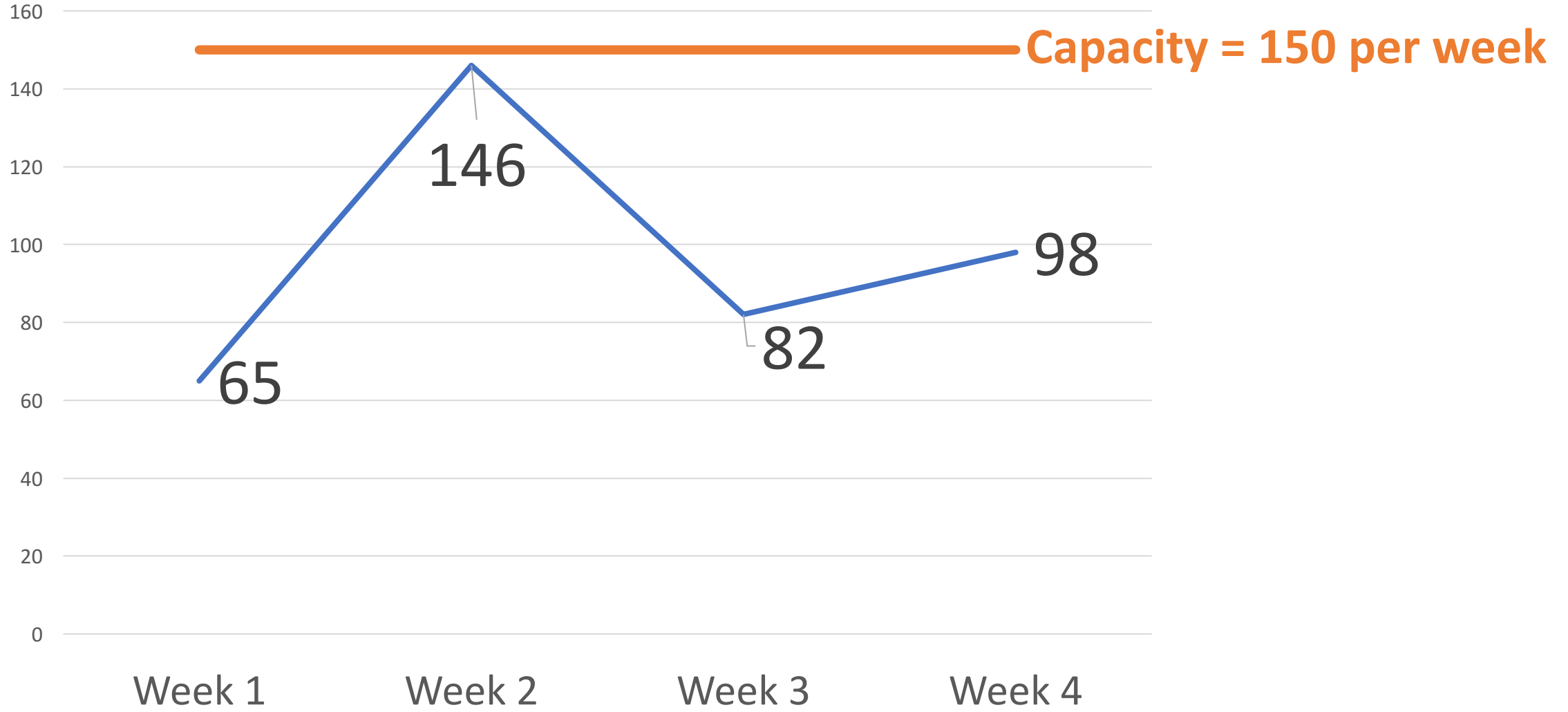
- Support the Cachalot Alumni Association
- Support the Cachalot Campmaster Program
- Change from full-time ranger to part-time caretaker at Cachalot
- Change from part-time caretaker to full-time ranger at Camp Norse
- Certain buildings will be buttoned-up until such time as our Boy Scout membership warrants a need for more than one Boy Scout Summer Camp



Camp Cachalot Attendance



Camp Cachalot Boy Scout Attendance in 2017



Camp Cachalot Net Operating Loss



The council has lost \$1.1 million on the Camp Cachalot operation since 2002.