Commissioner Doctorate Thesis

Creating a Culture of Appreciation and Recognition

Organized by:

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Natchez Trace District Commissioner

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Introduction

The Boy Scouts of America is one of the largest volunteer-based organizations in our country. With a paid staff to volunteer ratio of about 1:120, it is clear that those that give up their time for the youth are the backbone of the Scouting program. These individuals join and remain in the program for a variety of reasons, but we can see that their ongoing commitment to the Scouts can waiver often based on a much smaller number of factors.

As commissioners, we need to educate ourselves on the reasons people volunteer, why they continue with an organization, potential pitfalls that they may encounter, and what can be done to ultimately make their experience the best it possibly can be and ultimately retain the volunteer as the valuable member of the Scouting Movement they are! The leaders and units we serve look to us for guidance and as a model for how to respond and interact with their unit volunteers and families.

The most widely-reported reason that an adult chose to begin volunteering with the Boy Scouts of America is that their child was involved. When the same volunteers were asked why they continue to volunteer with the organization, they responded it was related to the impact on youth and value of the organization as a whole. Let us discuss ways that we can make this experience the most enjoyable and rewarding as possible.

Appreciation vs Recognition

Appreciation is defined by Merriam-Webster as a feeling or expression of admiration, approval or gratitude whereas recognition is the formal acknowledgement of someone or something-a special notice or attention. These two concepts are integral to the retention of volunteers in Scouting! By creating an environment where we are acknowledging and recognizing the efforts of our fellow volunteers on a regular basis we are indirectly improving retention of members and the image of the Boys Scouts of America.

"Appreciation is basic, every human needs appreciation, every human craves it, every human responds to it. Thus, that makes appreciation basic and significant to the success of any organization." (Tanner) To empower an organization, the people in the organization need to be empowered, too. To empower individuals, leaders ought to demonstrate appreciation in ways which it will maximize the impact for every person in the organization. (Chapman) Surveys reflect that this is best accomplished by in-person, personal conversations of thanks. Appreciation is more than just words on thanks for a job well-done. It extends to genuinely listen to a person, learning their values, creating trust, and building their self-worth. Both recognition and appreciation play important roles in ensuring higher motivation and engagement levels of volunteers. However, while recognition is more work-related, appreciation focuses more on the employee as a whole. (HiFives)

In a survey of BSA volunteers, nearly all respondents reported direct verbal affirmations as their preferred way to receive appreciation, while more than half say that tangible awards are meaningful and important to them. This can be as simple as milestone awards like the BSA Service Stars for each year of registration to the BSA and the larger awards 5, 10, 15, etc application-based pins and BSA knot awards. We will discuss this further in the History of Adult Recognition. The limiting factor with recognition is that there are requirements attached to the ability to earn awards. It cannot be the only way that we reward our members.

Effectively Communication Appreciation

Most people have heard the expression "You don't get a second chance to make a first impression." As a commissioner, what do you want your unit to take away from the interaction after you have first made introductions? From the very first encounter with leadership, we should be modeling the Commissioner Culture of Be the Heart, Build Relationships, and Change Lives. Some people instantly make us feel important and valued. They are normally those people who light up a room just by walking in. They build and maintain solid relationships, positively influence the people around them, consistently make people feel better about themselves, and leave anyone they interact with feeling more positive and energized. They are the kind of people everyone wants to be around and the type of commissioner we should strive to be. (Aspinall)

We are often focused on learning details about the unit performance and needs. While this is definitely part of our responsibilities, don't forget to take time to get to know the unit leaders. According to Dale Carnegie "A person's name is to him or her the sweetest and most important sound in any language." Using someone's name in a conversation creates value, respect, recognition and increases connectivity. Who is the leader other than their role in Scouting? Learning about them with genuine interest shows value for the individual and not just their role in the program. Make notes! With each follow up, be sure to include something personal to reinforce that you value them as a person and individual.

Ask their opinion on how the unit is doing, what needs they have, and how they would like to receive assistance to resolve any challenges. It is not our job as a commissioner to approach a unit with a checklist of metrics and judge them on their performance. We want to strive to understand the goals of the committee and support their efforts. As we develop a relationship with leadership and learn more about the evolution of the unit, we will be able to guide and enable leaders to raise standards and program, if needed.

Of course, with every conversation make an effort to verbally thank them for their leadership efforts. Whenever possible, point out a specific task that they have excelled in rather than a

blanket gesture of thanks. As for what to point out, maybe you see amazing program planning and interaction when at the meeting. It could also be that the unit has made progress or met items in their unit service plan. 3 out of 4 people surveyed across volunteer organizations responded that a personal conversation of gratitude for their work was the way they preferred to be shown appreciation. It's imperative that from our first interaction, we show appreciation for the work being provided to the units.

As you are building relationships with volunteers, keep in mind that we all like to receive information differently. Many people are familiar with the Five Love Languages. Gary Chapman and Paul White created a book called The 5 Languages of Appreciation in the Workplace that is appropriate, too, for volunteer organizations. It uses the same 5 principles, but they are applied differently. Words of Affirmation (praise), Quality Time (focused and undivided attention), Gifts (a symbol of appreciation), Acts of Service (assisting in completing a task or locating resources), and Physical Touch (high fives/fist bumps/pat on the back). In a survey of BSA volunteers, the top gestures that individuals preferred to receive appreciation were: verbal affirmations, written notes, awards, acknowledgement in front of a group and food/gifts.

Effectively communicating an individual's value to the group cannot be overlooked. The way people perceive the organizations they volunteer with significantly impacts their loyalty to the organization. Many factors can influence a person's view such as values, attitude, motivation, life stage, and life experiences. This would lead us to believe that generational differences play a part in the reason people volunteer and continue to volunteer with an organization.

Regardless of how they start with a volunteer position, it is clear that a volunteer is most likely to continue based on their time and perception of the experience. For Scouting specifically, volunteers are more likely to continue in leadership positions after their youth have completed the program because they feel both the value of the Scouting movement as well as value in their leadership position. 86.5% of people surveyed reported that they felt their position in Scouting was meaningful and 88.4% say they feel a sense of pride for their role in the organization.

Everyone was willing to continue to support their unit for either as long as their youth were involved or as long as they felt they were able to contribute. The unit 78.9% felt appreciated by their unit while that number dropped to 44.3% when asked if they felt appreciated by their district and council.

As you nurture the relationship with your unit leaders, invest in their development and provide challenges to them. This indirectly demonstrates that you know they have potential to be outstanding in their role. Be authentic and transparent. People can usually tell when there are ulterior motives. Show that you are trustworthy and loyal by following up in every area of promise to the unit.

"What counts in life is not the mere fact that we have lived. It is what difference we have made to the lives of others that will determine the significance of the life we lead."- Nelson Mandela

"The deepest principle of human nature is craving to be appreciated." -William James

History of Adult Recognition in the BSA

Robert Baden Powell started the Scouting program while enlisted in the British Army. The first Scouting uniforms were modeled after military uniforms and other service members often served in leadership positions in Scouting. Military style awards were very much a part of the culture and have been part of the program since its inception. Original awards more closely modeled to the military ribbons until the mid-1940's. James E. West suggested that the awards be transitioned to the modern-day square knots. Square knots historically hold the meaning of unity, strength, and balance. The Scout executive wished for the design to serve as a reminder of a Scout's service to others. Though they have changed over time with some being added, combined or retired, as of the time of this thesis, there are 34 unique knot awards available to be worn on the Scouter's uniform. Some knots can recognize time of service and training completed by a Scouter while others require nomination for dedicated service over time. On average, about 86.5% of BSA volunteers surveyed were aware that adults had the opportunity to earn awards and 61.5% of survey participants had ever received one of these awards. Knots, while they are just small rectangles of fabric, are one more way that we can recognize the efforts of a volunteer in our program. The uniform shows the wearer's activity, responsibility, and achievement. What each member has accomplished with program opportunities can be recognized by the insignia work on the uniform. The adult award program is a volunteer's wage. Over 73% of people surveyed said they are a valuable part of the volunteer recognition system.

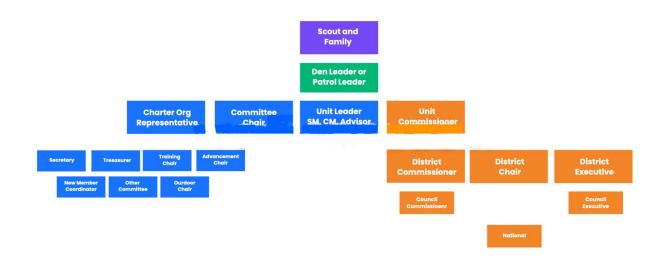
The BSA website maintains current list of all <u>Scouting Awards</u> and requirements. The most frequently earned knots for adult volunteers include Den Leader Award, Scouter Training Award, and Scouters Key. A unit level award that is nomination based is the Unit Leader Award of Merit. Often, leaders are unaware of how to go about turning in applications for the award or don't want to draw attention to themselves. It is good to make a point annually to check in with units and review award requirements and seek out opportunity to recognize those volunteers that are eligible for recognition. Since most adult awards are processed on the district level, it is a kind gesture to collect the paperwork, submit to council, and return the appropriate awards to the unit in a timely fashion.

There are not always official BSA awards appropriate for an individual. That should not impede leaders from creating their own way to honor a person or groups commitment and service to Scouting. Options could range from certificates to recognize a contribution to Scoutcraft gifts or event local trophy shop style awards. The Boy Scouts of America has an form for proposed awards that can be found at Award Proposal Application.

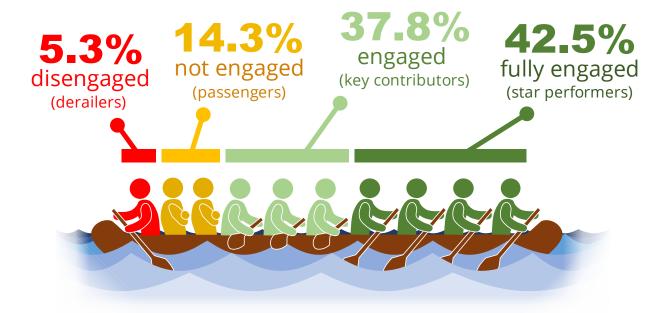
The Scouting Team

Commissioners should keep in the forefront of our minds who we are working with and what we are working for. Families enroll their children in Scouts for a variety of reasons. While some are because of a presentation at school that bragged about shooting sports, camping, and sporting events, it's the principles and citizenship values of Scouting that are at the core of the program's success. We are provided with relevant activities and areas of learning as guides for our program. These resources are regularly reviewed and updated to remain cutting edge for skills needed in today's society. As the program changes, commissioners and unit leadership also have to pivot and adjust. This requires relationship, communication, and guidance to ensure fluid transition and success.

The team is much more than just the commissioner and the unit Key 3. The team includes the paid council staff, the commissioner team, the district committee, unit leaders, unit committee, Scouts and their families. Commissioners are often the most accessible resource to the connect the various areas of Scouting together. Below is an elementary graphic of the Scouting team. It can vary by unit type, but at the top we have the Scout and family, whom the entire team is serving.



A team works together for the betterment of the organization as a whole. We hope to have fully committed workers involved at all levels of the Scouting organization. An individual's willingness to go above and beyond what is expected of them to fulfill the mission and vision of the group plays a massive part in success. We know that we don't live in a perfect world, so let's break it down:



Volunteers can be put into 4 primary groups: fully engaged, engaged, not engaged, and disengaged. Those fully engaged likely have a primary leadership role(s). They are active and involved in unit and higher-level activities. They are driving the team and leading the efforts. Our engaged members show up to activities and help when asked. They are steady performers. Not engaged are just along for the ride. While they don't step up to contribute, they aren't actively causing any issues within the organization. Disengaged are the people that have likely had a negative experience and want everyone to know they are unhappy. Obviously, the more people helping to steer a unit forward the more successful the program. Let's look at ways that the entire team can help to change the minds of the derailers and move toward a high-functioning team dynamic. (Mindset Management)

A Commissioner's Role

The unit commissioner is a Scouting generalist who's passionate, overriding mission in Scouting is to help units better serve more youth through Scouting. A commissioner has 5 specific responsibilities:

- 1. Support unit growth and retention
- 2. Contact units to understand their strengths and needs as well as develop a unit service plan to enable continuing improvement.
- 3. Link unit to district operating committee and other resources
- 4. Support timely recharter
- 5. Supporting unit leaders by collecting and distributing information, enabling program training, and providing networking opportunities.

The most effective commissioners are those that are able to personally connect with their unit leadership and provide both friendship and guidance. They are coaches and mentors with the goal of helpful service and support.

A commissioner should be an example to the unit by presenting themselves in full uniform and behaving in a Scout-like manner. While it may not be important to all volunteers, the presence of earned awards on a commissioner uniform can convey a sense of credibility and authority on Scouting issues. Common commissioner-specific awards would include the Arrowhead Honor, Commissioner Key, Scouter Training Award, Award of Excellence in Unit Service, Distinguished Commissioner Award, and Doctorate of Commissioner Science Award. Scouting Awards

A commissioner should model behavior, as well. At all levels of Scouting, we hope to:

- Build community. We start with the commonality of the Scouting program and spend time together learning personal connections with one another. Scouting is a family.
- Equip them. Our volunteers are asked to complete position-specific training, but they
 also need timely information about upcoming events and opportunities, program
 changes, resources available.

- Be respectful of their time. No one wants a meeting when an email or text would have been sufficient! Use people's time wisely and with a purpose. Make accommodations when needed. Be considerate.
- Show impact of the work performed. People have a sense of pride when they are able to see the fruits of their work. This can be photos posted to social media, presentation of awards, reports on cumulative hours of service provided and more. (NonProfit Hub)

A commissioner that provides quality service to their unit should include awards planning on an annual basis. Provide unit leadership with resources and requirements on awards available to the unit. Ask the Key 3 and unit training chair to communicate to other leaders information about the awards so that they are able to plan to meet the standards. One key requirement that often prevents adults from earning awards is attendance at University of Scouting or 4 Roundtable events, so point out the dates and times of these opportunities well in advance. Be sure to speak directly with the person that will be assisting in collecting these forms on a unit level. Many individuals refrain from applying for awards because they don't want to 'toot their own horn.' A good training chair will be on the lookout for anyone that meet qualifications and can even complete the paperwork for them.

The district is often responsible for the formal presentation of awards such as the Den Leader Knot, Scouter Training, service pins, Unit Leader Award of Merit, and District Award of Merit at an annual banquet. Some districts and councils have also created their own awards to recognize exemplary service to Scouting. Commissioners should be up-to-date on offerings in their area. They should communicate ample notice to the Scouters and units the deadline for turning in any applications. Commissioners should take note of the deadlines and confirm with the units that they are aware and invite award recipients to attend. While awards can be presented at any time, the awards are free to the units when presented at the annual event. For exceptions, please check with your district executive.

Just as Cubs and SBSA members have timely pack meetings and Court of Honor, adult recognition should take place in a reasonable amount of time. This may mean that the commissioner takes an opportunity to present adult awards at a unit meeting and not waiting until the district or council event. Even if a significant award is saved for a larger event, you can still recognize the individual at the unit level in the meantime. The presentation of adult awards can be significant to the youth and parents. It demonstrates value of the leadership, gives credibility to the leadership, and can encourage others to strive to receive recognition in the future.

I once served as a commissioner for a Cub Scout pack that was excellent about turning in award applications for their adults and presenting them at their end-of-year pack meeting. I noticed that among all the awards that were being requested for presentation, the Cubmaster was notable left out. I knew this man and all the hours he had committed to the unit. He faithfully attended Roundtable, he was fully-trained for his position, he was at every outing and service project and had been for the past two years he had served in that position. At the final meeting, he presented the Scout advancement, leader awards, and then introduced the families to the new Cubmaster that would be taking over in the fall. After he concluded, I stepped in and announced one additional award for the evening and presented him with his Unit Leader Award of Merit. I implore you to never miss an opportunity to recognize and thank a great volunteer!

A Unit's Role

Unit Key 3 leaders should be the central point of communication with committee members, direct contact youth leaders, the commissioner and Scouting families. Good communication skills are essential for maintain satisfaction with the unit, retaining members, and providing an effective program. In regards to formal recognition, it is ideal for each unit to have both a training chair and advancement chair to assist in promoting adult recognition on the unit level.

Once-a-year events aren't enough to foster a culture of appreciation within units. Unit leaders should continually seek opportunities to uplift and support their unit. Whenever pointing out an area of improvement, use the 'compliment sandwich method.' This allows us to recognize areas that the leader is performing as well as pointing out the need for adjustment or improvement. We never want to discourage a volunteer. Adults should strive to amplify others to show gratitude for someone else's work and accomplishments. This includes celebrating effort and intention, not just outcomes. (HRE) Unit leaders can do this by starting committee meetings with callouts. To include everyone, have a ball that you toss from person to person providing a compliment to another volunteer on the team. Den leaders or Patrol leaders can also do this with their smaller groups. Food is a great motivator for meetings. Creative team members could even create "Leader Superlative" awards like Never misses a meeting, First to volunteer, Most Reliable, or anything that encourages the volunteer and acknowledges their contributions.

For a unit, verbal appreciation can be displayed at every meeting. A simple "I know that life is busy and I want to thank you for being here tonight and for preparing to teach the youth." More substantial appreciation like awards can be encouraged by assuring that the leader understands the requirements for completion of the award and opportunities to complete the tasks. One of the most common challenges with award completion is attendance at District Roundtable or University of Scouting. Key 3 should assist in connecting leaders with the district calendar and council events so they are aware of training opportunities. A unit that has a focus on training development their will future and of team increase their success.

No organization is without its challenges. Inevitably, we will have volunteers, Scouts, or family members that are not happy with their experience. Some best practices with handing the situation would be:

- Try to handle the issue promptly. Avoidance is the worst course of action. Feeling like
 they are being heard and their complaint is valid can deescalate emotions. If needed,
 enlist the help of your commissioner or district executive.
- Choose a neutral, quiet space to hold conversations.
- Acknowledge their feelings. Whether you agree or not, it is what they are experiencing.
 It is real and important to them or they would never have let you know there was a problem.
- Ask what the resolution looks like from the injured party's perspective.
- If you are unable to reach a solution, designate a time to reconvene instead of leaving it open ended.

The Aims of Scouting are character development, leadership development, citizenship training and personal fitness. Modeling the culture to youth, both directly and indirectly, has a huge impact on development. By serving our adults, we are serving the youth!

How to Create a Culture

There are many ideas on how to show appreciation to others. From a Scouting perspective, let's walk through some easy options:



- 1. Many districts have social media presence. Create a video from the district Key 3 or the commissioner team thanking your volunteers for their efforts. This can be after your fall round up or the end of the cub year. Be sure the time is purposeful and directed toward a specific effort. To mix it up throughout the year, you can have Scouts film short clips thanking their leaders to be shown at the annual awards event. Be sure to maintain youth protection and have parental permissions.
- 2. After meeting with a unit, take time to send a short note of appreciation for their time and highlight something the unit is doing well. It's even a good idea to bring stationary along with you to do it before you leave the meeting location so details are fresh on your mind.
- 3. At every interaction, take a moment to verbally thank all the parents and volunteers that you interact with. Even non-registered unit parents are taking time to allow their children to be involved and are potential future volunteers. Show the Scout values of friendly, kind, and cheerful to all those you meet.

- 4. A picture is worth a thousand words! At unit, district, and council events you attend, make an effort to take a group photo to remind everyone of connections made through Scouting. Use this to bring attention to Scouting activities on your social pages and year-in-review. Photos can also be displayed at your annual awards banquet and as promotional materials for round up. The collection is an ongoing reminder of services provided and communities that are served. It is a visual representation of the importance of their work.
- 5. Be sure to organize an annual awards recognition event. Plan ahead and publicly advertise dates and deadlines for award applications to be presented. Have your commissioner team focus on reminding units to review their rosters for anyone that would be eligible for recognition. Charter organizations can be considered for the event location and, depending on budget, you can cater the meal or solicit the assistance of some of your best district grubmasters to prepare the meals.
- 6. Always be listening to your volunteers and actively seek feedback on out you can best serve the Scouting team. Volunteers can provide a fresh perspective about Scoutings mission and best practices. By asking them directly for feedback, you show them how much you value and recognize their ideas. Gather this feedback by directly asking them or maintaining a digital link for online feedback.
- 7. Appreciate the extra steps and effort that your top volunteers have put into your organization by spotlighting a volunteer in your district newsletter or socials. Give them a spotlight so they know you recognize that they have gone above and beyond.
- 8. Make a personal call to volunteers to chat and check-in. If possible, also offer assistance from your organization if they need it. These calls will allow you to form an individual bond with each volunteer you contact, and volunteers will remember that you and your district care for them in and out of Scouting.
- 9. Providing a sense of community is something that is easier said than done, of course, but community is what keeps volunteers coming back and donating in the long-term. This is something that happens naturally by providing a supportive, personal, and social atmosphere. You can also encourage this by asking experienced volunteers or other

- commissioners to mentor and welcome newer ones, gathering for events outside of Scouting, and having group chats unrelated to the organization. Celebrate each other's accomplishments together and support one another through tough times and create bonds of friendship.
- 10. A unique way that you can remind volunteers of the importance of the work they are doing is to have them write a letter to themselves. Ask them to talk about why they are sacrificing their time for Scouting and who they are doing it for. Have them seal the letter and write their name on the front of the envelope. Return it to them several months to a year later, maybe at the annual banquet or a holiday, to remind them why they joined Scouting.

Summary

The last survey from the Bureau of Labor and Statistics was conducted in 2015. At that time, they found that 62 million Americans volunteered on an annual basis with a median of 52 hours a year. For Scouting, my own research has shown that a parent begins volunteering most often because their child wants to be involved and the unit needs help. Without a doubt, they continue to volunteer because they see the value the organization brings to youth and the community. Our best volunteers are the ones that are affirmed of their value to the organization as a whole and the time and efforts that they have dedicated to their position. Creating and living a culture of appreciation and recognition serves to retain youth and adult volunteer membership.

Everyone wins when we embrace the culture! The benefits abound to the unit, volunteers, Scouts, families, community, district, and council when we have people that feel good about their contributions. The individual volunteer tends to have a boost in their own self-esteem and self-worth when they are confident that they have made a lasting impact and that can be contagious to others! The organization retains volunteers and even may recruit additional help through the testimony of the ones that serve. Fulfill the commissioner culture by Being the Heart, Building Relationships and Changing lives through your support of the local units.

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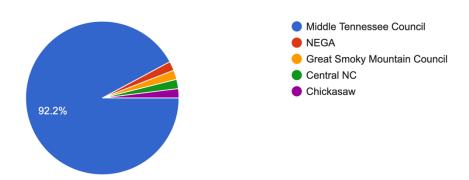
https://www.scouting.org/about/volunteer/

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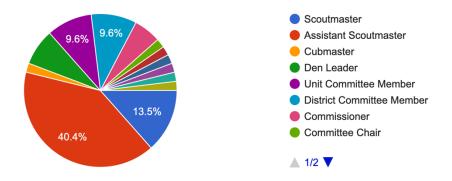
2023 survey conducted by author to support data within the thesis

I am registered in the following Council:

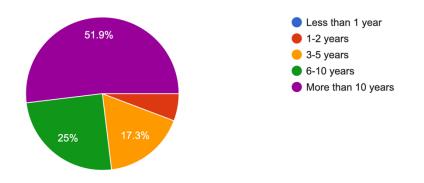
51 responses



Many volunteers have multiple roles. What do you consider your primary position in Scouting? 52 responses

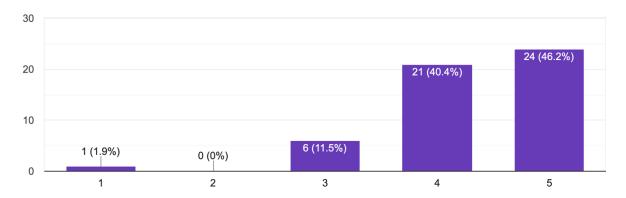


How long have you been a Scouting volunteer

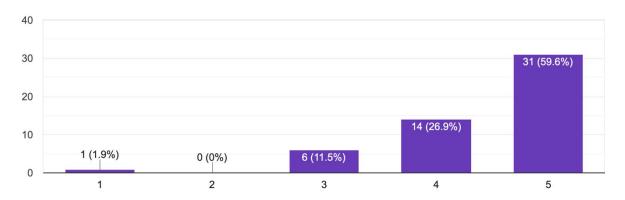


How satisfied are you with your volunteer position?

52 responses

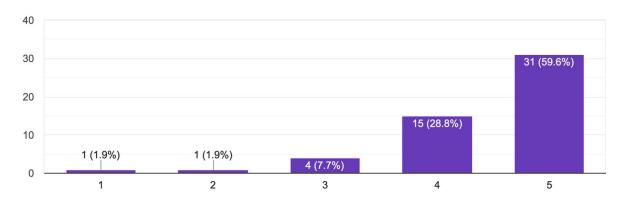


I feel my scouting position is meaningful



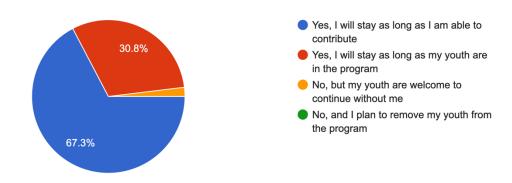
I feel a sense of pride in volunteering with the BSA

52 responses

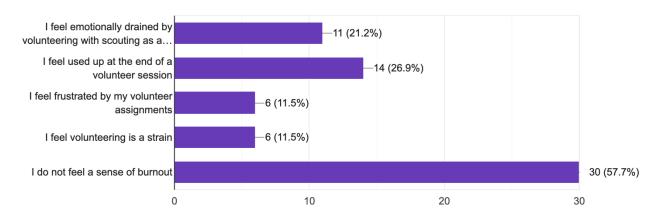


Do you intend to continue volunteering with the BSA?

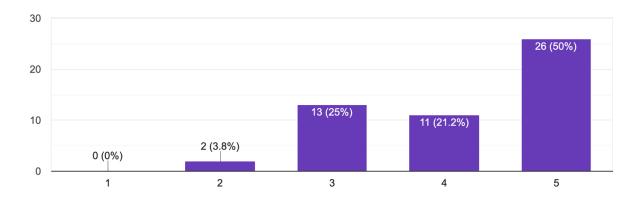
52 responses



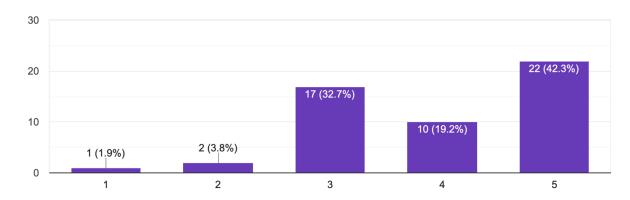
Do you feel 'burnt out' by your volunteer position with the BSA? (check all that apply) 52 responses



Rate the following statement: I enjoy talking to people about the BSA outside of Scouting events. 52 responses

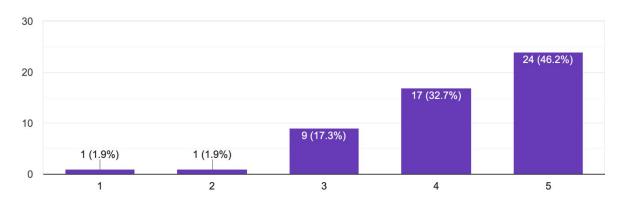


Rate the following statement: The BSA holds a great deal of personal meaning to me. 52 responses

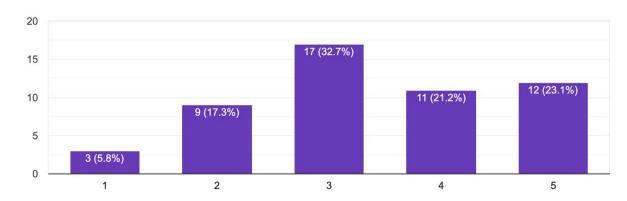


Do you feel appreciated by your unit?

52 responses

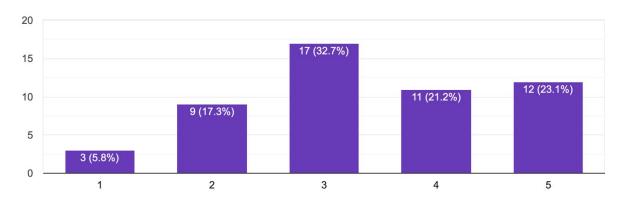


Do you feel appreciated by your local District/Council?

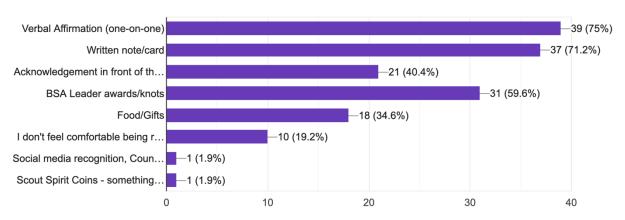


Do you feel appreciated by your local District/Council?

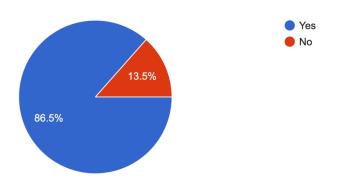
52 responses



What gestures show you someone appreciates your time and efforts? (Select all that apply) 52 responses

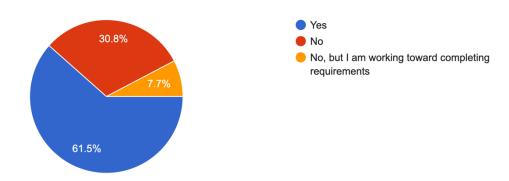


Are you aware that the BSA has adult awards/knots?

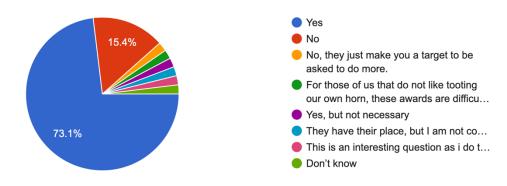


Have you ever been the recipient of a BSA adult award/knot

52 responses



Do you feel the ability to earn/receive adult awards is a valuable part of the program for you? 52 responses



What was your primary reason to volunteer with the BSA? (open-ended responses)

Primary responses were the unit needed an adult leader and support my kids

Support Youth Development

Paying it forward

What is the largest contributing factor that keeps you working in your current Scouting position? (openended responses)

Top responses were they value the program and the Impact on Youth

My troop and OA

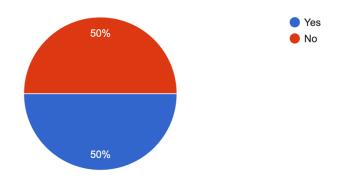
Job gets in the way of Scouting Fun and Adventure!

Grandchildren

DEMOGRAPHICS

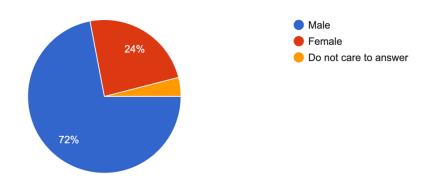
I am willing to complete the demographics section

50 responses

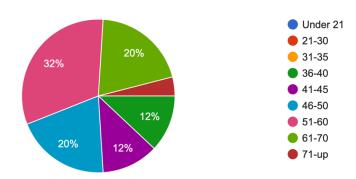


Gender

25 responses

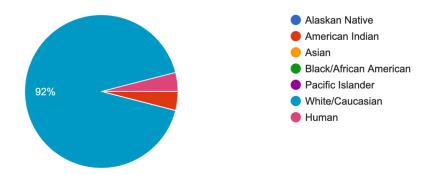


Age



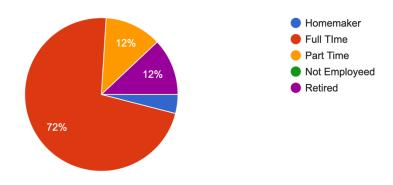
Race

25 responses

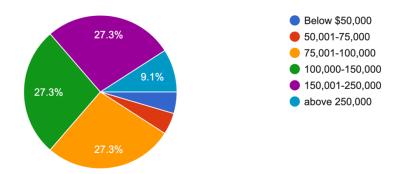


Employment Status

25 responses



Household Income



Comments for District/Council Volunteers:

- They are awesome!!!
- Many people volunteer even on district and council level with little to no recognition for multiple years.
- Intensify your recruitment of diverse perspectives for the committee
- Council staff is overworked and this is frustrating to volunteers
- They are awesome even though I'm always feeling like I'm behind and running to catchup along with missing some items.
- We need to offer the units more. We hear about number of advancements and how many Cubs go to camp, but what can we do to help the units give the best possible programs?
- I love you
- I feel the council isn't focusing on the right areas with our DE's. There is extreme focus on fundraising and recruitment at the sacrifice of allowing them to care for the units and volunteers. Without the vols, there wouldn't be a program. The staff turnover rate should be an indicator of the council health as much as the number of Scouts and about of money you raise. Please consider taking better care of them!