

Wellington Area's Vision for Growth

A Living Document.

Rev 2.1 – Jan 23, 2010

Statement of Purpose

At the July Commissioner's weekend we identified the challenges and solutions that were of the most interest to Wellington as follows:

Challenges

- 2 Income/Single Parent families. Too busy
- Not visible enough
- Competing options
- "What's in it for me?"

Solutions

- Right people, right place
- Recruitment – everyone's job
- Clear purpose of what we do
- Appropriate target marketing

With the above in mind, this document covers all the points under two summary headings. 'Recruitment' and "Retentions". You'll notice the breakdown within these two categories. In addition, there are some specific Groups that need assistance, listed under "Group Specific Initiatives". The largest challenge throughout Wellington remains recruiting the right people for the right job. Many Volunteers working at the Group level are not interested in working at the Area level as well. This problem then expands, because at the Area level we require knowledgeable Scouting people who have the time available. You should notice that most points also list "who" is responsible for implementing the step.

Remember that at National level they provide direction, materials and policy. At the Council level they provide support, materials, and assistance. At the Area level we are dealing with action. Providing the materials, support and assistance are in place; provided that we follow the program; provided we follow-up and verify; we cannot fail.

This document will continue to be enhanced and expanded. As tasks are completed (and even at this date many are) they will be flagged as such, but revisited on a regular basis.

Recruitment

- Advertising

Locally

- Ensure a standard message is being sent from all levels. Council to Area to Group.
- Locally, Group Commissioners (GC from here on) work directly with DAC Media on standardizing the message. This should ensure that each Group is not reinventing the wheel.
- Pamphlet (youth/ leader) distribution to community use centres, such as libraries, community centres, churches, and grocery stores. Long term this should be reviewed at least 3 times a year by the Group.
- DAC Growth to reach out to local business community for creative forms of flyer distribution.
- Area to work directly with GC's to remove the financial burden of marketing materials through Area contacts and Area Printing Supporter.
- Area to work directly with the Volunteer Centre of Guelph Wellington to maintain our Volunteer Opportunities database. Allow better access to this database at the GC level.
- Area to utilize opportunities for advertising thru the Volunteer Centre. This includes things like submitting articles & photos, as well as SNAP's Volunteer of the Month initiative (max 2 recognitions per year). DAC Growth will ensure adequate brochures are available at the Volunteer Centre.

Council & National support suggested

- Pamphlets need to be more easily attainable at the Group level. Why do we pass through the CFE, then the AC, then to the Group. Can we not get an adequate number available to start the year?
- Council & National levels to provide better and more customizable flyer options for the Area and/ Groups to work with. More "Plug and Play" versions of flyers, and less "we're the only ones who can do a flyer".
- Council and CFEs to build relationships with business leaders for Council wide Marketing opportunities.

- Spring Registration

Locally

- Area and Groups work together to market Spring Registration Dates. Area team to approach local business for support (ie. Wal-mart may support us with a Registration table, business may support us with signs throughout the city, flyer delivery, etc.)
- Area Service team to support Groups in performing spring registrations.

- Council & National support suggested
- Council to provide notice of 2010 – 2011 Registration Fees as early as possible, possibly prior to April 1 2010
 - Is it possible to run the Scouting Year as May 1st thru Apr 30th? Is this a good idea?
- New Canadians
 - Area Service Team and CFEs work directly with Director Immigrant Services Guelph – Wellington in any future endeavors, Fun nights etc.
 - Diversity Materials more easily attainable from CFEs. Limited waiting times.
 - Maintain stock of translated recruitment pamphlets to Immigrant Services of Guelph – Wellington (all available languages)
 - Work with Schools and Churches for Marketing
 - CFEs work with Upper Grand District School Board and Wellington Catholic District School Board to shorten flyer approval process. Standardized marketing materials will be the first step to making this happen. At the moment as all flyers are created by individual Groups, each one has to be individually approved at the Board level.
 - GCs - Reaffirm relationships between Schools and Churches in their area.
 - Request distribution of flyer in newsletters, bulletin boards
 - Work with School / Parent Council to get Scouting appropriate messages on Permanent Sign in front of School.
 - Organize and run Fun Nights in every Group. This may mean multiple Fun Nights for different sections.
 - Support Section Leaders in Bring a Friend nights.
 - Follow S.T.E.P. , which MUST be broken down into much smaller chunks. Fun Nights as listed are just a part of a much larger initiative which is difficult to make work as a whole in smaller Groups/Sections
 - GCs to promote Fun Nights through Schools and Churches. Area Service Team can work directly with GCs to rebuild or establish relations with School and Churches.
 - Request CFEs work to Build relations with Upper Grand District School Board and Wellington Catholic District School Board Management i.e. Trustee and / or Executive Director. Difficult to do at a local level due to continuing replacement of Volunteer staff.
 - Community Involvement
 - DAC Growth to work directly with Volunteer Centre of Guelph – Wellington to stay up to date on Community programming. Stroking this relationship is providing large benefits to date.
 - Area Service to approach Guelph Legion to verify their interest in working together. Some interest has already been shown.

- A “Guelph Scouting Reunion” can tap into older Volunteers who have not been involved recently. This manpower can most easily be used at the Area level.
- Community Leader “Man Hunt.” (Find Local Scouting Success Stories)
- Committees formed of Community members (non Scouters). This many include working and organizing Area teams, as well as functioning at the Group level as Group Commissioners or Group Committee members. Our existing partners/sponsors are a valuable resource here.
- S.T.E.P.
 - Council to re-evaluate the STEP document and resend to Areas and Groups.
 - Document should be more easily manageable, possibly with a break-down of To Do Lists month to month, this combines it with the existing Scouting cycle taught at the Group Commissioner’s WB I, but integrates STEP
 - Area / Council Reminders of when to start to plan each stage of the program emailed to all GCs i.e. “January is just around the corner. Have you planned your Group’s Parent information night?”

Retention

- Spring Registration
 - See Spring Registration above.

- 12 Month Scouting
 - Area to support Groups in 12 Month Scouting Initiatives.
 - Promotion of existing Summer Programs i.e. Everton Summer Camp and Halliburton Composite Camp.
 - Can Area initiate (probably for summer 2011) a composite Scout Group at Camp Barber functioning weekly in the evening (after the City of Guelph rental activities are finished for the day)
 - Council to provide a greater variety of Summer Programming until Area has a larger amount of interest and can continue programs alone.

- Training
 - GCs work with DAC Training to determine the needs of their Leadership Teams
 - Area to start workshop based training (if Council equivalent does not exist) based on GCs and DAC needs assessment.
 - Council / National to support transition from Youth to Leader programs. Better support for adult volunteers. We're here because of the Youth, but we stay because we feel useful and wanted.
 - Focus Training Courses offered more frequently to a wider audience.
 - Emphasis on Part I training for the under 20 crowd. With large emphasis within the Area on Youth leaders working in younger sections this becomes critical.
 - Part II courses more accessible.
 - Council needs to offer more frequent TD 1 training courses. With the limited number of course (currently 1 ½ years ago) it is becoming more and more difficult to find qualified, excellent trainers.