



ROAD MAP TO VENTURING

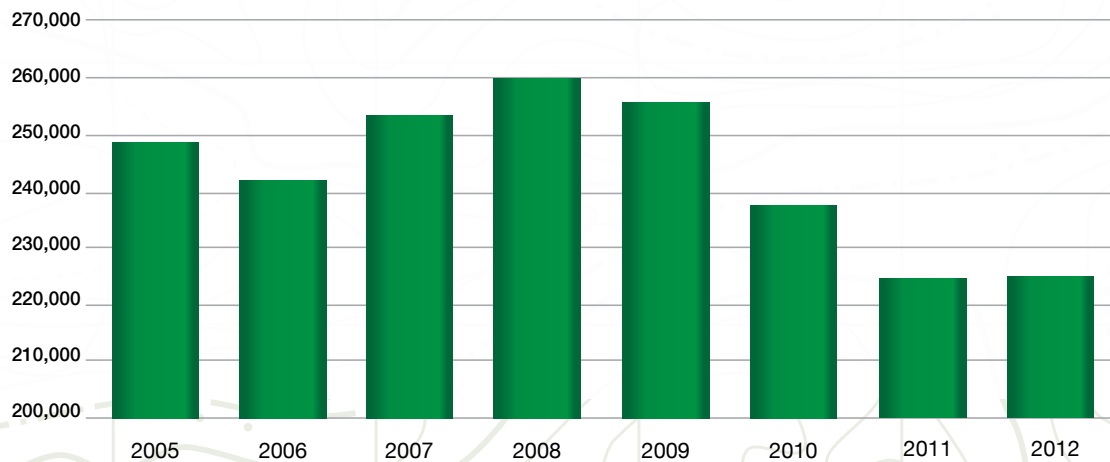
National Venturing Task Force Recommendations
and Direction for the Future



RATIONALE FOR TASK FORCE AND CHANGE

- No substantial program change since inception (1988)
- Declining trend in membership since 2008
- Minimal engagement in recognition/awards
 - 6.6 awards per 1,000 Venturers
 - 0.7% earn any awards

VENTURING MEMBERSHIP



TASK FORCE PROCESS AND KEY FINDINGS

- Originally part of the Strategic Plan Goal 411, the National Council determined that Venturing needed to move separately.
- Task force was formed, chaired by Charles Dahlquist, and staffed by volunteers and professionals with extensive Venturing backgrounds, including representatives from the original creation team.
- Task force was organized around five key focus areas for research and recommendation development:

Membership

Program

Training

Marketing and Communications

Program Support and Oversight



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KEY TASK FORCE FINDINGS

Membership

- Sixty-plus percent of councils have reported declines over the past five years. More than half of the losses have come from just 22 councils.
- An inconsistent application of Venturing methods—advancement, uniforming, youth leadership—has led to high Venturing turnover year to year.
- Venturing crews whose membership fees are subsidized by local councils have experienced the highest percentage losses.

Program

- Venturing has the lowest retention rate (53%) of any BSA program. Contrast that with the Boy Scout retention rate of 75%.
- Program is confusing and difficult to integrate into crew planning, leading to youths' reluctance to take on leadership and low levels of award-earning.
- Program approach is not aligned with youth wants and needs beyond socialization and adventure.
- Youth do not perceive that Venturing helps them prepare for the future.

Training

- Recent changes have lessened uniqueness/increased confusion.
- Leader training is not aligned with leadership roles.
- Youth training is seen as adequate, but enhancement is needed in several areas.

Program Support and Oversight

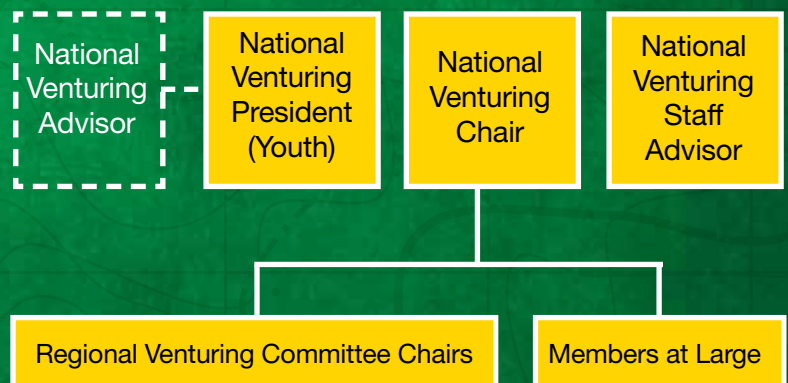
- Difficulty in finding and establishing qualitative JTE metrics will continue to negatively impact retention and growth.
- VOAs and incorporation of youth “voice” are positive steps, but they are inconsistently implemented.
- The lack of clear, unified leadership at all levels of the BSA hampers growth and program quality.
- There is an inconsistent delivery of the Venturing experience due to a lack of quality oversight by district and council volunteers.
- The lack of a Venturing funding model that supports crews and local councils is a factor in weak programs and the low priority of Venturing growth in councils.

NEW VENTURING ROAD MAP—COURSE FOR THE FUTURE

1. **Create and put into operation a strong, national Venturing committee supported by parallel structures at the region, council, and district levels.**

Action: A new committee will be created, headed by the National Venturing Committee chair. The chair will serve as deputy chair of the Council Operations Group Committee and will report to the committee chair.

National Venturing Committee




2. **Modify Journey to Excellence criteria to gain a balanced focus on membership growth and bring increased attention to the Venturing program.**

Action: Redevelop Venturing JTE measures at unit, district, and council levels, which impact retention and growth for Venturing.

3. Simplify Venturing program structure and recognition model to better support Scouting's aims and mission while reflecting Venturing-age youth's wants and needs.

Action: Introduce a new award recognition model for the 2014–2015 program year, emphasizing continual growth in skills and values. The overall approach is as follows:

	Adventure	Leadership	Service	Personal Growth
IV				
III				
II				
Level 1				

Program matrix has been vetted with the national Venturing cabinet and Venturing Leadership Summits in the Northeast and Western regions and has received positive feedback.

4. For membership reporting purposes only, classify Varsity Scout membership as Venturing, creating one reporting platform for all Scouts age 14 and older.

Action: To be implemented for 2014 and forward (no changes in program structure or administration associated with this recommendation).

5. Adopt and develop specific adult and youth training continuum including definition of required and optional training and recommended timing.

Action: Training continuum defined. Additional actions:

- Separate position-specific training into crew Advisor and crew committee training.
- Update Venturing Fast Start training to be consistent with new program approach.
- Develop youth training programs necessary to support new program matrix (goal setting, personal reflection, project management, time management, etc.).

6. Include “uniforming” as one of the methods of Venturing by incorporating national uniform options as follows:

- a. Venturing field uniform: Current (or revised) Venturing field shirt
- b. Activity uniform: Nationally developed and offered Venturing polo shirt **OR** polo/T-shirt of crew design



ROAD MAP TO PROGRAM LAUNCH

COMMUNICATIONS FOCUS	2013		2014		2015
	Jan-Jun	Jul-Dec	Jan-Jun	Jul-Dec	Jan-Jun
COMMUNICATIONS FOCUS	National		Council		Unit - Individual
		Region - Area			
KEY EVENTS	May: National Annual Meeting	August: Top Hands Regional and area planning meetings	Council cluster/council planning meetings MAY RELEASE • Final requirements • Youth and leader handbooks • Leader training	Dec. 31: Last earn date for current awards	
COMMUNICATION TOOLS	Road map presentation Road map brochure Training continuum Frequently asked questions			Webinars—live and recorded for playback	
			National Council support for council clusters		





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