



National Territory 10, BSA Presents Its... 2023 Membership Conference

- When:** Saturday April 1st, 2023 (9am-3pm). (A March 31st PM social program will be developed...TBD)
- Where:** Chenango Forks High School - 1 Gordon Dr, Binghamton, NY 13901
- Dress:** Scout Uniform (for your current scouting position)
- Target Group:** Council VP's & District Membership Chairs and their teams
Commissioners and Program Volunteers who affect membership retention
District and Council Professionals
All Scouting Volunteers who have the passion for growing our membership
- Cost:** \$40 (Facility, Lunch, Program Materials)
- Registration:** [Add Link to Seneca Website](#)
- Contact:** Bob Koch, NST10 Membership Lead (bobbsa57@gmail.com) 631 981-1399 (H), 516 416-2216 (M)

Why Should I Attend?

In order for the best youth development program in the world (The BSA) to remain vital, we need to continue to recruit and retain Scouts. As we all know, it has become a real challenge to accomplish our membership goals. The best way to achieve success is to:

- ✓ Team together to share our successes
- ✓ Better understand the latest tools to assist us with our quest
- ✓ Network with others who have shared and overcome our similar challenges
- ✓ Gain a better understanding of the BSA Post Bankruptcy
- ✓ Learn how we can build a stronger Marketing Program geared toward Membership
- ✓ Better understand other areas for growth through the successes of others
- ✓ Have a well-developed and communicated Membership Plan that needs to be worked

Schedule:

| | | |
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| 8:00am | 9:00am | Set up and Registration |
| 9:00am | 9:50am | Welcome, Overview, National Updates, Logistics |
| 10:00am | 10:53am | Breakout Session #1 |
| 11:00am | 11:53am | Breakout Session #2 |
| 12:00pm | 1:15pm | Lunch, Guest Speaker |
| 1:20pm | 2:13pm | Breakout Session #3 |
| 2:20pm | 3:13pm | Breakout Session #4 |
| 3:15pm | 3:50pm | Optional Networking, Farewells |
| 3:50pm | 4:00pm | Departure, other logistics, Clean-Up |

Overnight Accommodations:

If you select the Expedia link (https://www.expedia.com/Hotel-Search?adults=2&d1=2022-03-25&d2=2022-03-26&destination=Binghamton%2C%20New%20York%2C%20United%20States%20of%20America&directFlights=false&endDate=2022-03-26&localDateFormat=M%2Fd%2Fyyyy&partialStay=false®ionId=6034018&semdt=&sort=PRICE_LOW_TO_HIGH&startDate=2022-03-25&theme=&useRewards=false&userIntent=) for Binghamton for this weekend, you can secure one of many hotels from \$85-\$115 (with tax) a night. Some are better than others (see reviews) and some are closer or further away from the conference facility.



2023 Membership Conference Detailed Program Breakout Sessions

1. **Membership Best Practices - Sharing is Caring**

An exchange of best practices that have worked well for councils in growing membership and discussion based on capturing new ideas using a collaborative approach.

2. **Scout Reach – Making Scouting Available for all Youth**

While Scout Reach has been around for a while, many councils haven't been able to formulate a plan to break down barriers for entry into this program. Hear from Councils that have been successful in the development of Scout Reach programs.

3. **Growing an Excellent Exploring Program**

Councils have been successful in growing their Exploring programs. Exploring provides an opportunity to reach out to those that would normally not join scouting. There is a strong history of first responder Exploring partners, but there are other potential opportunities.

4. **Marketing for Membership – A Unique and Valuable Skill**

In general, Boy Scout Councils don't have successful Marketing programs. Marketing for Membership growth is critical. We have the opportunity in teaming together to build a stronger talent in this area.

5. **Membership Plans – Developed a Great Plan, Now How Do We Maximize its Use**

We are moving forward in developing better and more timely plans that create a higher level of success. Now, we need to maximize the benefits of our plans. How can we monitor, adjust and communicate our plan for improved success?

6. **Sustaining Membership – Non-Membership Specific Roles Have a Huge Impact for Success**

Membership recruitment is only one element of Membership Growth. Who has the responsibility of retaining our scouts in our program? What are their roles and responsibilities? From the Commissioner staff to the program team and others... how can they provide the best value in retaining our members.

7. **Data, Data, Data ... It's Not Just For Reporting**

As Volunteers and Professionals, now that we have access to our membership and other data, how can we use the data for more than just reporting purposes?

8. **A New Look at Charter Partnership**

With the youth protection issues that we have experienced, the concept of charter partnering has changed dramatically. What are the various replacement options, and how can we leverage this new paradigm... that is still developing?

| Classroom | Session 1 | Session 2 | Session 3 | Session 4 |
|-----------|-----------|-----------|-----------|-----------|
| A | 1 | 1 | 3 | 3 |
| B | 5 | 2 | 2 | 5 |
| C | 6 | 7 | 7 | 6 |
| D | 4 | 8 | 8 | 4 |