

**LAS VEGAS AREA COUNCIL, BOY SCOUTS OF AMERICA**  
**2022 OUTREACH AND DIVERSITY PROGRAMS**

**OPPORTUNITY STATEMENT**

More than 110 years ago, the Boy Scouts of America was founded on the premise of teaching boys moral and ethical values through an outdoor program which challenges plus teaches them respect for nature, one another, and themselves. In 2018, we welcomed all youth into Scouting. Scouting has always represented the best in community, leadership, and service. It is our goal to provide Scouting to at-risk and financially disadvantaged boys and girls who could not otherwise afford or be able to participate in these programs in the Las Vegas Area Council.

There are approximately 391,000 youth ages 5-16 in Southern Nevada and the Colorado River Region of Northern Arizona. According to the 2020-2021 Nevada Schools report, 71.21% of Clark County School District youth students are eligible for free or reduced lunch.

The highest poverty rates in the county occur in the zip codes making up the core urban area of Las Vegas where BSA's ScoutReach program is in operation. According to HealthySouthernNevada.org, 19.3% of children in Clark County were living in poverty in 2019. Many of these children live in single-parent households, where the presence of male role models is non-existent or extremely transient. More than 30% of children under age 18 in Clark County live in single-parent households. Frequently many of these single parents are carrying more than one full-time job.

The BSA's ScoutReach program addresses many of these problems while meeting the Scout mission to serve others by helping to instill values in young people and to prepare them to make ethical choices over their lifetime in achieving their full potential.

**CURRENT RESOURCE ASSESSMENT**

In Southern Nevada, there are several after-school programs that offer services to at-risk youth during the time between when the youth are dismissed from school and their parents leave work. There are many programs that replace traditional after-school childcare and provide a safe place for kids in the absence of their parents or guardian; however, BSA is one provider of a specific program to instill core values to youth in these urban communities. The ScoutReach program is an opportunity to provide the program's core values which are traditionally available to youth in middle- and upper-income communities. Through the generosity of numerous corporate and private foundations as well as other complementary funding sources, the Las Vegas Area Council has implemented ScoutReach in a limited number of these urban communities. However, all ScoutReach programs were terminated during the COVID-19 Pandemic. At the end of 2021 we were able to restart 5 of our programs, serving over 100 youth. Additional funding will allow BSA to expand the program and pilot a new strategy for recruiting and maintaining Scout leaders, and to reach more youth on a consistent basis.

## **PROGRAM OBJECTIVES**

A primary objective of the ScoutReach program is to provide the opportunity to all eligible youth in the community with the positive values development program of Scouting. With so many of these youth experiencing family fragmentation, regular attention to the Scout Oath and Twelve Points of the Scout Law helps to instill the necessary values for character development and personal growth. This program is designed to supplement and reinforce positive teachings from the home and school environment.

This program will establish Scouting as a service organization in neighborhood communities. It will instill a sense of community pride in its members and involve them in several community service projects.

Other specific program objectives include:

- Increased self-reliance, self-esteem and ethical decision making of youth member
- Drug prevention education and awareness for youth members
- Teaching life skills through our advancement programs

## **PROGRAM ACTIVITIES**

### **Recruiting:**

The launch of this pilot program will involve a collaborative effort with community organizations, community property owners and others to help us identify and select Program Aides. Focusing on college students or stable, married working people with the aptitude and desire to successfully achieve the program goals. Based on the successful programs in Baltimore, Cincinnati, and Jacksonville; Las Vegas Area Council plans to employ these specialists at a part-time hourly rate (as opposed to utilizing volunteers). In other cities, Program Aides have been excellent role models for the youth members, who have had a quality program that has encouraged and increased continued active participation in Scouting. The Program Aides will focus on recruiting, advancement, and maintaining unit leadership.

The Program Aides will stabilize the volunteer leadership in our program. This in turn will create a more conducive environment for recruiting youth members. The Las Vegas Area Council staff in conjunction with our community partners and community organizations, will reach out to the community adults and parents through bi-lingual flyers, ads, public forums, social media, and one-on-one recruitment.

Members in the program are provided with uniforms, handbooks, and supplies, registration fees, insurance, camping programs, meetings and other activities are provided at no cost to the members. Each unit will receive several annual subscriptions to *Scout Life* Magazine, a monthly periodical that supports the programs of BSA. The magazine offers articles, games, projects, and other learning tools to youth of all ages and allows for maximum number of participating youths to improve their reading skills. In addition, "Scout Life" keeps the BSA program in front of the members and encourages and motivates continued involvement in the program. While the budget for this program limits the number of subscriptions, LVAC is seeking a private funder to underwrite the cost of individual subscriptions for all participating members.

### **Advancement Program:**

The Cub Scout and Scouts BSA members will participate in weekly unit meetings, scheduled overnight camping trips and other program activities including aquatics, field trips, leadership training, and more -- all revolving around age-appropriate advancement programs. Our Scouting programs provide a series of surmountable obstacles and steps in overcoming them through the advancement method. Scouts plan their advancement and progress at their own pace as they meet each challenge.

A fundamental principle in this value transfer program is that both Cub Scouts and Scouts BSA are rewarded for each achievement, which helps them gain self-confidence. The steps in the advancement system help Scouts grow in self-reliance and in their ability to help others. The program addresses character development, citizenship and personal fitness and skills development. The tasks and activities are challenging, educational and fun. Recognition is given for each task assigned and completed, and recognition items are worn proudly on their official Scouting uniform. The youth achievements are recognized in front of parents, family, friends, and peer members of the unit.

### **Leadership Development:**

Positive self-worth is supported through leadership experiences. In Scouts BSA Troops for boys and troops for girls, opportunities are available for youth members to develop leadership skills required for the advancement program. Youth members can achieve leadership positions within the unit including patrol leader, senior patrol leader, den chief, troop guide and others. Members are elected to these positions by their peers, based on the leadership qualities learned and demonstrated through program activities.

### **Public Service:**

Scouts BSA Troops and Cub Scout Packs will participate in regular community service projects that are conceived, planned, managed, and executed by the scouts themselves in concert with the leader. Some public service projects may include food drives for the hungry, neighborhood clean-up programs, service to the elderly, flag ceremonies for public events, and more.

## **PROGRAM EVALUATION**

The Las Vegas Area Council staff has contacted successful programs in other cities including Baltimore, MD; Atlanta, GA; Jacksonville, FL; and Cincinnati, OH. Tracking of the success of the program is one of the largest challenges, due to the transient nature of both the membership and leadership. Our ScoutReach staff is focusing special attention on the program tracking and evaluation. Annual site visits by senior staff and volunteers are scheduled to review and measure unit successes. The program will track individual youth through attendance records, participation in activities, leadership positions held, and advancement. Program Aides will be responsible for maintaining and updating statistics using a common tracking chart. Specific items to be tracked include:

- Training
- Leadership positions
- Involvement in Community Service
- Advancement in the program
- Attendance and participation

A commitment of **\$250,000** annually to fund the growth of our Outreach efforts serving Under-Privileged Hispanic, African American and Multi-Cultural youth.

This would fund the position of an Outreach Director as well as the addition of 3 new Program Specialists, serving 3 sites/locations each (areas of focus will be Historic Westside Las Vegas and the Hispanic communities in the east and northeast valley) overseeing a Cub Scout Pack, Scouts BSA Troop for boys, and Scouts BSA Troop for girls serving approximately 45 youth at each site/location. Our goal is to be serving 1,264 underprivileged and multi-cultural new youth through the creation of 30 new Scout Units by 2023.

This funding provides the staffing, registration fees, handbooks, program materials, promotional materials, uniforms, transportation, and training needed to engage and serve these communities. It will provide the foundation which will allow programs to become established through collaborative partnerships. The goal is to form partnerships with Girl Scouts of Southern Nevada, Boys and Girls Club, Southern Nevada Housing Authority, Communities in Schools, Safe Key, After School All Stars, Clark County Parks and Recreation, Las Vegas Metro, North Las Vegas and Henderson Police Departments, Churches, Community Centers, and businesses.

There will be an internal system of checks and balances through the Program Aid, to the Outreach Director who will be ultimately responsible for the accurate reporting, measurement, and analysis of the success of the program by regularly monitoring the individual units. This program will also be accountable to the Las Vegas Area Council Executive Board through the volunteer Vice President for Outreach and Diversity.

### **CONTINUATION FUNDING**

The Las Vegas Area Council, Boy Scouts of America has a comprehensive development program that includes a combination of annual giving, major gift and endowment funding, and special events fundraising. LVAC is currently researching and identifying opportunities for further funding of the ScoutReach program, which will include financial participation by the property owners of the communities being served. In addition, it is currently looking at its existing Council fund raising efforts to determine whether best practices are being utilized and identifying areas to expand funding.

### **CONCLUSION**

The Las Vegas Area Council has faced challenges in the past with its ScoutReach program, primarily in recruiting and maintaining adequate, effective leaders. In addition, tracking youth in the ScoutReach program has been difficult due to the transient nature of the population. LVAC is committed to modeling this program after other successful community ScoutReach programs. The goal is to reach as many youths as possible with an effective, meaningful program that improves the quality of life of these children and prepares them to become successful, productive members of the Southern Nevada community.

## **DIVERSITY AND INCLUSION VISIONING 2022**

### **Purpose**

#### **Priority #1 Build and Maintain a Quality Diversity & Inclusion Committee.**

- With representation from Hispanic, Asian, African American Communities.
- Continue Nominating Committee Process / Identify potential members
- Recruit to Fill Needs
- Clarify Needs
- Develop position descriptions

#### **Priority #2 Develop a Short-Term and Long-Range Vision**

- Where do we want to be 3-5 years from now?
- How Many Youth
- How Many Units
- How Many Program Managers
- Protect Integrity and Deliver the Promise

#### **Priority # 3 Develop Community Focus**

- Establish Collaborative Partnerships
- Generate Map of Units by Program
- Marketing: “tell the story”
- Can Convey Stories of Impact by Community
- Understand Units by Community

#### **Priority # 4 Fill and Maintain Program Manager Staff**

- Identify and hire OutREACH Director
- 2021-2022 year 15 employees
- Income to offset additional expenses

#### **Priority # 5 Finance:**

- Grants
- Camperships
- Whitney Young Award Dinner
- State and Federal Funding

## 2022-2026 DIVERSITY AND INCLUSION MEMBERSHIP PLAN

Area	Strategy	Tactics
<b>Youth Ethnic and Gender Diversity</b>	<p>Gender: strive to achieve 35% female youth membership by 2026. Youth of color: council membership needs to reflect your council territory total available youth percentages, must show improvement each year. Strive to be at 50% by 2026.</p> <p>Increase gender diversity by creating more family packs and full family of Scouting units with our Charter Partners. Increase ethnic diversity with a primary focus on growing Scouting in the Hispanic and African American communities. Increase the diversity of our staff and volunteer committees to reflect our communities.</p>	<p>Increase number of family packs</p> <p>Full family of scouting for each Charter partner (Pack, Troop B, Troop G).</p> <p>Marketing campaign involving our female Eagle Scouts -Ambassador program</p> <p>Align with universities – work study programs</p> <p>Increase partnerships with Community Centers to offer Scouting</p> <p>Increase collaborative efforts with other youth serving agencies</p> <p>Engagement with Inter-Faith council and churches. Look for churches to sponsor new units in diverse communities</p> <p>Smaller activities involving the whole family to spark interest (STEM, gardening, Derbies).</p> <p>Relevant activities at low-cost, include food element, themed events, at or near school sites</p>

KPI	2021	2022 Goal	2023 Goal	2024 Goal	2025 Goal	2026 Goal
<b>Membership</b>	<b>3,710</b>	<b>4,700</b>	<b>5,800</b>	<b>7,000</b>	<b>8,400</b>	<b>10,000</b>
Traditional	3,403	3,760	4,136	4,550	5,005	5,505
Outreach	136	640	1,264	1,950	2,770	3,720
Exploring/Vent.	171	300	400	500	625	775
<b>Units</b>	<b>208</b>	<b>220</b>	<b>245</b>	<b>275</b>	<b>300</b>	<b>330</b>
Traditional	181	175	180	188	195	205
Outreach	6	20	35	50	65	80
Exploring/Vent.	21	25	30	37	40	45
<b>Retention</b>	<b>46.54%</b>	<b>55%</b>	<b>57.5%</b>	<b>60%</b>	<b>63%</b>	<b>66%</b>
Reg. Females	15.51%	20%	22.5%	25%	27.5%	30%
<b>Ethnic Diversity</b>	<b>34.3%</b>	<b>37%</b>	<b>40%</b>	<b>43%</b>	<b>46%</b>	<b>50%</b>

### 2022 MEMBERSHIP STRATEGY – DIVERSITY AND INCLUSION

- Increase diversity by creating additional family packs and creating linked troops for girls.
- Use the market analysis report data to have focused recruiting efforts in diverse areas of Las Vegas.
- Engagement with Inter-faith council and churches in diverse communities.
- Recruit staff and volunteers that reflect the diversity of our communities
- Focus efforts in the Hispanic and African American communities for recruitments and new units