

Minutes of Program and Membership Subcommittee of  
Boston Minuteman and Yankee Clipper Study Committee

Date: December 4, 2008  
Location: Boyds Direct, 57 Commerce St, Woburn Mass

Present: Robert McLaughlin Yankee Clipper Council  
David Gardner Boston Minuteman Council  
Tom Kehoe Yankee Clipper Council  
Neil Lupton Boston Minuteman Council  
Craig MacPherson Yankee Clipper Council

The committee summarized the primary goal as:  
Explore ways joint efforts by Yankee Clipper and Boston-Minuteman Councils can increase membership and retention in the Scouting program by adding value to program and membership activities, events and opportunities.

A side note by the group was the outcomes from these discussions should and will provide opportunities regardless of the short or long term outcomes of collaboration through merger discussions of other committees. This subcommittee will work to propose ideas to implement from those which may be beneficial in the very near future to a relatively long term plan; always with the involvement/approval of the appropriate YCC/BMC leadership. Said another way, this committee sees opportunities beneficial to the two councils which may be available, proposed and executed before the Study Group is formally concluded (regardless of outcome). This will be expressed at the Dec 8<sup>th</sup> meeting as well.

Neil noted an outcome from a study in the past that councils and districts do a good job helping poor units become mediocre, but aren't as successful in helping mediocre units become excellent or identify a highly successful unit which might be starting a trend back to being just OK. Work with in this group may provide opportunities to increase and sustain excellence.

The objectives for the meeting would be:

1. Establish a road map by which efforts by the two councils can achieve the goal
2. Once a broad framework was established, begin discussing more specific opportunities. In the vernacular of the group, identify the forest which should be surveyed and once the forest is identified start identifying specific trees which would be beneficial

Three overall "principles" should guide any decisions on membership and program collaboration

1. Affiliation and collaboration are good;
2. Small initial successes in joint endeavors are preferable over large scale efforts that may run the risk of not being successful.
3. Systems tend to evolve to a natural stable state, and facilitating that evolution should have priority over any "forced" opportunities. What the natural stable end state is not always easily identified either within existing Council structure or after realignment of existing structures.

The initial discussions on membership and program elements which would improve through affiliation and collaboration were more of a brain storming session. The ideas floated with the understanding the next meeting would evaluate those general areas and suggestions in more detail. The list below is meant to serve as an overview of items, not meant to imply any support/decision on future collaboration. This list not meant to be inclusive or convey any final decision on any course of action to be recommended.

#### Training-

- Training tailored to specific unit challenges (consultants)
- NYLT
- Wood Badge
- Powder Horn
- Den Chief Experiences
- Outdoor Training Sessions
- Scouting University

#### Order of the Arrow

- Service
- Special interest and Ceremony collaboration
- New Member Integration
- NOAC

#### Advancement

- Merit Badge Midways

#### Camps

- High Adventure Camps
- More opportunities for Provisional
- Regional concept with more specialized emphasis

#### Misc Program

- Contingents to High Adventure Bases or other unique expeditions such as international travel, excursions to the western states etc

#### Membership

1. While all membership joining is local. Collaboration in marketing amongst two councils and eight districts is more cost effective than amongst two small entities
2. Scoutreach, Learning for Life and Exploring are areas where regional expertise might provide increased returns
3. Website-packages for support such as Doubleknot would be more cost effective in marketing for membership with a larger group buy.

Next Subcommittee Meetings

Jan 17<sup>th</sup> Scouting University during period 2

Note: the two OA Lodge Chiefs will be invited to attend this session as well

Jan 29<sup>th</sup> Time and place to be finalized (Dave should be in a different locale then)