**Name: Matthew Ballance Wood Badge Ticket Goal:**  1R of 5

**MY Scouting Position: Unit Commissioner**

**Team That Will Benefit From My Leadership: Wachovia District Scouts and Scouters**

**SMART Goal** *(Specific, Measurable, Attainable, Relevant and Timely):*

* **Specific**
* **Measurable**
* **Attainable**
* **Relevant**
* **Timely**

**WHO** (*Person/s or group/s who will be affected by this goal)***:**

* Scout leaders, Scouts and their families

**WHAT** (*A brief description of the action you plan to take to help make your vision a reality)***:**

* Offer to develop and restart the distribution of a district online newsletter to keep district scouts and scouters informed and up to date on events from Wachovia district, Old Hickory Council, and other events of interest to the scouting family.

**WHERE** (*Setting or locations for the action item work)***:**

* The newsletter will initially be crafted online and submitted to the District Key3 for approval before being sent to the membership.

**WHEN** (*Time-frame for the action item work)***:**

First edition to be sent following the District Roundtable for November, 2017

**HOW** (*Describe the steps you will take to complete this action item. Details and descriptions should reflect the SMART guideline)*: Topics discussed at the Commissioner’s Staff meeting, district committee meeting, and District roundtable will be edited into short discussion-style stories and included in the “above the fold” section of the newsletter. The running district/council calendar will be update to remove past events and add newer events as they come up.

**WHY (***Tell why this action item is important to you and how it relates to your vision for your group)***:**

Many scouters in the district, due to previous work and family obligations are not able to attend the roundtables or committee meetings. As a result, the quality of the information they have for use in planning and that they can then distribute to the members of their respective units can suffer. By providing the summaries of news that affects our district and council to the members, in a format that they can read and process on their schedule, as well as keep as a reference, will help to make sure that our district stays informed on upcoming events that affect them, as well as program changes (requirements for advancement, policy changes, etc..) that they may or may not be able to receive. Also, by using email to push the information to the end-user vs using social media and requiring the end-user to pull the information, we have a better chance of actually getting their attention and converting them from a passive “I think I remember someone mentioning that” consumer to an active “I’ve got the email right here” user of the programming information.

The newsletter is not intended to be a full-on replacement for attendance at these meetings, but more as a bridge to cross the gaps that can occur as we lead ever busier lives with more and more demands on our time.

**HOW VERIFIED** (*Describe how you and your troop guide will know when this action item is completed)***:**

Review and inspection of the following items by my ticket counselor:

* The troop guide/ticket councilor will be added (with permission) to the distribution list and sent each copy of the newsletter that is produced.

**Ticket Counselor Approval:**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ **Date:**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_