

**NW Membership Committee Meeting Notes**

Project/Meeting Name	Kickoff Meeting	Date & Time	11/21/11 at 7:00 pm ET
Location	Panera Bread on Central Ave		
Author of Minutes:	Donna Fisher		
Meeting Materials	n/a		

Invitees (Attendees in boldface text)

Art Mroz amroz@bex.net,
Bruce Dunzweiler brucedunz@yahoo.com,
Char Sherman csherman@bex.net,
Diane Wilke-Smith Dwilkiessmith@msn.com,
Donna Fisher dcfisher@metlife.com,
John Borell jabsr47@yahoo.com
Leeanna Bornt Leeanna.Bornt@dana.com
Stacey Anderson ayecats98@hotmail.com
Matthew Shanahan mshanaha@bsamail.org,
Paul Lyons – plyon@bex.net,

Agenda

No	Item for Discussion	Presenter	Time Allotted
1.	Council Membership Meeting Updates	Donna Fisher	15
2.	Review Accomplishments Since our Last Meeting	Donna Fisher / Team	15
3.	Review OPEN Action Items and Status of Activities Since our Last Meeting	Donna Fisher / Team	10
4.	Wrap up / Close Meeting – Summarize Next Steps	Donna Fisher	5

Discussion Items**Council Membership Updates (10/26 Meeting)**

- Donna attended the 10/26 Council membership meeting where we were challenged with 2 key tasks:

1) Identify at least one dropped unit and have someone (a DE possibly) reach out to discuss the possibility of re-energizing the unit and getting it started again and / or identifying the scouts from that unit and working to move them to a new unit.

- Our dropped units: crew 1901, crew 2258, crew 2801, pack 3100, pack 3777, troop 1777
- We will need to identify contacts for these units and identify a DE to reach out.

Updates:

Matt reached out to Pack 777 and Troop 1777 recently and had no response from Pack 777. Troop 1777 said they have about 12 boys who are still getting together but no adult leadership. They probably will not rejoin scouting at this time.

Pack 100 is Old Orchard School and we are recruiting those boys to join Pack 54 as there is no Adult Leadership at Old Orchard. Crew 258, 801 and 1901 will not be re-chartering with us.

2) Begin planning for a robust Spring recruitment - all levels. Spring Recruitment date is April 19th.

Updates:

We are adding Spring Recruitment to the December 8th Roundtable agenda (at the Ford Center at Miakonda) to discuss ideas and beginning recruitment planning with local scout leaders.



- Donna was provided a list of boys that recently dropped out of scouts, along with their phone numbers - so that someone could reach out and talk to the boy/parents about their scouting experience and potential interest in re-joining or moving to a new pack/troop/crew. **Matt will share this with the District Commissioners and request calls be made to encourage the boys to rejoin scouting.**
- Other membership committees were encouraged to develop their websites and share information on what they are doing to encourage membership recruitment and retention!

Review Accomplishments Since our Last Meeting

- **December Roundup Planned** for 2 NW District Schools (Central on 12/12 and Meadowvale on 12/15). Sylvan committed to a Spring round up. We are still trying to reach Highland school.
- Donna "advertised" the materials posted on our Membership page by sending an announcement to Matt to distribute to all leaders.
- Matt is still promoting scouting on local radio stations. He was on air before the Halloween Party at Miakonda and hopes to be on air again this Friday.
- Donna sent the Miakonda Flyer to Girl Scouts for distribution (It was posted on their Shutterfly calendar/website).
- Matt provided Stacey with a list of Webelos Leaders' contact info so that Troops can invite Webelos dens to attend upcoming Troop events. **Donna to follow up with Stacey for updates on status for Webelos Transition Activities. No report shared for tonight's meeting.**
- **Recent New Unit Success:**
 - Oregon Fire Exploring Post (16 co-ed)
 - Islamic Center: 2 adults are taking over leadership for 12 new recruits.
 - St. Ursula completed a 2-day leadership training. 10 of the 21 girls are venture crew age.
 - Montessori School on Bancroft has 14 new boys as does Hawkins public school.

Review OPEN Action Items and Status of Activities Since our Last Meeting

During the meeting we reviewed our remaining open action items from our last few meetings. Action items are updated below.

Review Opportunities Discussed at Last Meeting and Begin to Establish Follow up Action items and execution plans.

- We discussed developing a Tip Sheet for how to Bring awareness of pack/troop activities. We'd like everyone on the committee to share ideas/suggestions so that we can develop this Tip Sheet and share this with pack/troop leaders at an upcoming RoundTable meeting.
- We want to expand our website to make it easier to find packs/troops in NW OH. We'd like to develop a list of units with contact info, school info., chartered organization details as well as a map indicating where the unit meets.

Wrap up / Close Meeting – Summarize Next Steps

- Our next **committee meeting will be held on January 23, 2012!** Feedback on meeting location/frequency welcome.

OPEN & NEW Action Items

Action Item	Action Assigned to	Date Initiated	Due Date	Status
"Brainstorm" ideas and come to the January meeting with new ideas and suggestions for impacting membership in NW Ohio!	Everyone!	11/21/11	1/23/12	In Progress



OPEN & NEW Action Items				
Action Item	Action Assigned to	Date Initiated	Due Date	Status
Matt to share dropped scout list with District Commissioners and request calls be made to encourage the boys to rejoin scouting.	Matt Shanahan	11/21/11	1/23/12	In Progress
Stacey to provide updates on Webelos Transition Planning and Activities	Stacey Anderson	11/21/11	1/23/12	In Progress
Donna to Draft Tip Sheet and request ideas/suggestions at the Roundtable in December.	Donna Fisher	11/21/11	1/23/12	In Progress
Matt will work on gathering the info we need to publish NW District unit details.	Matt Shanahan	11/21/11	1/23/12	In Progress
Bruce will reach out to committee members to encourage active meeting and / or activity participation.	Bruce Dunzweiler	11/21/11	1/23/12	In Progress
Present Spring Recruitment date and request input at December Roundtable. Summarize results and continue planning.	Donna Fisher	11/21/11	1/23/12	In Progress
Identify other events or ways to use the Square Knot Flyers. (Possibly with a new type of knot?) Identify other upcoming events through the Chamber of Commerce, Scout Sunday Events, etc.	ALL	9/19/11	10/17/11	In Progress/Ongoing
Plan ways to utilize our new Eagle Scouts in upcoming events and presentations.	Matt Shanahan	9/19/11	10/17/11	In Progress/Ongoing
Identify other radio stations to join in the fun at the High Ropes Challenge at Miakonda.	Bruce Dunzweiler	9/19/11	10/1/11	In Progress
Matt to continue to explore with the Council opportunities for tracking member persistency rates and reasons for declines. Matt to execute his plan for tracking new recruits and drop rates/reasons with follow up results sharing in April.	Matt Shanahan	8/8/11	April, 2012	Ongoing

CLOSED / COMPLETED Action Items				
Action Item	Action Assigned to	Date Initiated	Due Date	Status
Distribute a list of Webelos Leaders / contact info to Stacey and others so that Troops can invite Webelos dens to attend upcoming Troop events.	Matt Shanahan	10/17/11	10/24/11	Complete
Send Miakonda Flyer to Girl Scouts for distribution.	Donna Fisher	10/17/11	10/24/11	Complete
Donna will "advertise" the materials posted on our Membership page by sending an announcement to Matt to distribute to all leaders.	Donna Fisher	10/17/11	10/24/11	Complete
Look for other scout templates/announcement examples on	Char	9/19/11	10/17/11	Complete



CLOSED / COMPLETED Action Items

Action Item	Action Assigned to	Date Initiated	Due Date	Status
NESA. Update: Donna looked at templates - none available for Eagle announcements on this website. Other templates found, however, and Donna drafted a sample for the committee to review. These are now posted on the website.	Sherman			
Get copies of Dan Fleming Jr's Eagle Scout announcement. Update: Sent request; did not receive a response. Marking complete as other examples were found to create template.	Donna Fisher	9/19/11	10/17/11	Complete
Create email for Matt to distribute to troops and packs in the area to recruit assistance in making the Square Knot flyers. Communicate idea to and recruit assistance directly from Troop 2 and Pack 149 at upcoming meetings.	Donna Fisher	9/19/11	10/1/11	Complete
Update our Square Knot Marketing flyers with cub scout, venturing and boy scout logos; Update with website and contact details; Update with details re: the Miakonda Halloween event. Secure materials for distribution to packs/troops will to help create flyers.	Matt Shanahan	9/19/11	10/1/11	Complete (does not have all logos)
Packs / Troops Distribute Square Knot Flyers at the Sylvania Festival on 10/16!	Volunteer Packs and Troops!	9/19/11	10/16/11	Complete
Diane to find one other volunteer to work on some handout materials for future events, like the upcoming Sylvania Fall Festival.	Diane Wilke-Smith	8/8/11	9/19/11	Complete
New Leader Training – Update: Info shared during RoundTables and University of Scouting plans finalized.	Art Mroz	8/8/11	Ongoing	Complete
Donna to work with Russ to update NW Membership Committee Page on the Website Update: Added resource links, goals, contact info and meeting info	Donna Fisher	8/8/11	8/19/11	Complete
Donna to get team feedback and schedule next Committee Meeting Update: 3 rd Monday of every month at Panera Bread on Central 7 pm – 8 pm ET	Donna Fisher	8/8/11	8/12/11	Complete
Open House Planning Update: We had representatives at many of our local Jr High Schools (something new!) resulting in some new recruits!	Art Mroz / Matt Shanahan	8/8/11	8/19/11	Complete
Bruce to send Russ Eby (website developer) contact info to Team	Bruce Dunzweiler	8/8/11	8/9/11	Complete
Donna to send example of website link for helping adult leaders find ways to meet requirements while having FUN.	Donna Fisher	8/8/11	8/9/11	Complete