

The background is a blurred, close-up shot of green grass or reeds, creating a textured, organic feel. A white rectangular border is centered on the page, framing the text.

# **NCAC ORGANIZATIONAL ALIGNMENT**



# AGENDA

Vision

Current state

Process

Future state

Challenge



**VISION**



GROW CUB SCOUTING... TO  
OVERALL MEMBERSHIP OF  
45,000 SCOUTS IN OUR  
COUNCIL.

-NCAC STRATEGIC PLAN

ALIGN TO EXPONENTIALLY  
GROW MEMBERSHIP WHILE  
PROVIDING EXCELLENT  
SERVICE TO OUR DISTRICTS,  
UNITS, AND FAMILIES.

-NCAC ORGANIZATIONAL ALIGNMENT PLAN

A landscape photograph showing rolling hills. In the foreground, there is a field of tall, green grass. A path or road winds through the middle ground, leading towards a golden field. The sky is overcast with grey clouds. The text "CURRENT STATE" is overlaid in the center of the image.

**CURRENT STATE**

## SINCE 2017...

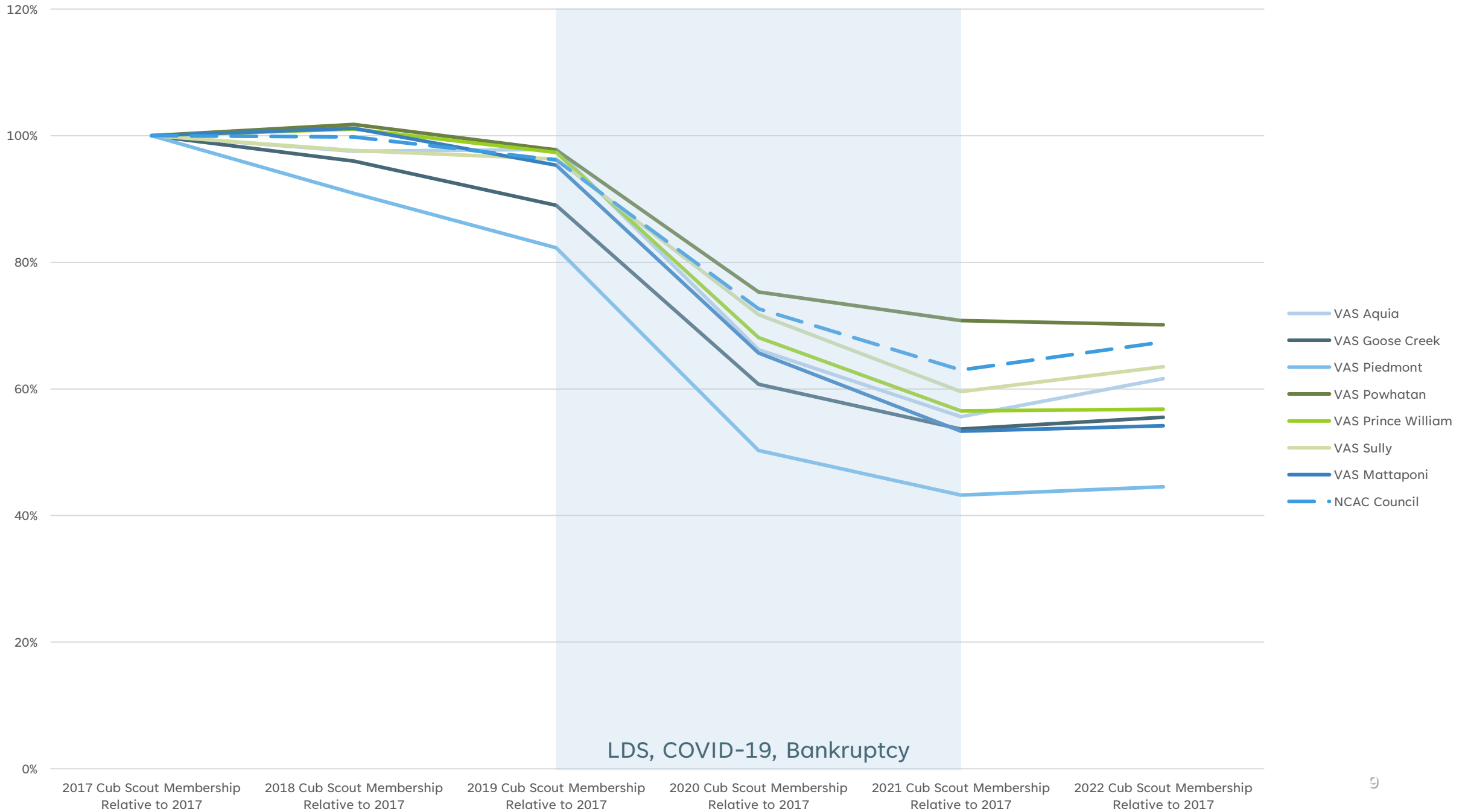
- NCAC has experienced a **33%** decline in Cub Scouts since 2017
- Three overlapping challenges:
  - NCAC lost **207** LDS units in 2019
  - NCAC lost **67** Packs during COVID (2020-2021)
  - BSA emerged from bankruptcy in 2023 after equitably compensating abuse victims
- NCAC committed to a strategic plan focused on membership growth in 2023

## NCAC CUB SCOUT MEMBERSHIP SINCE 2017

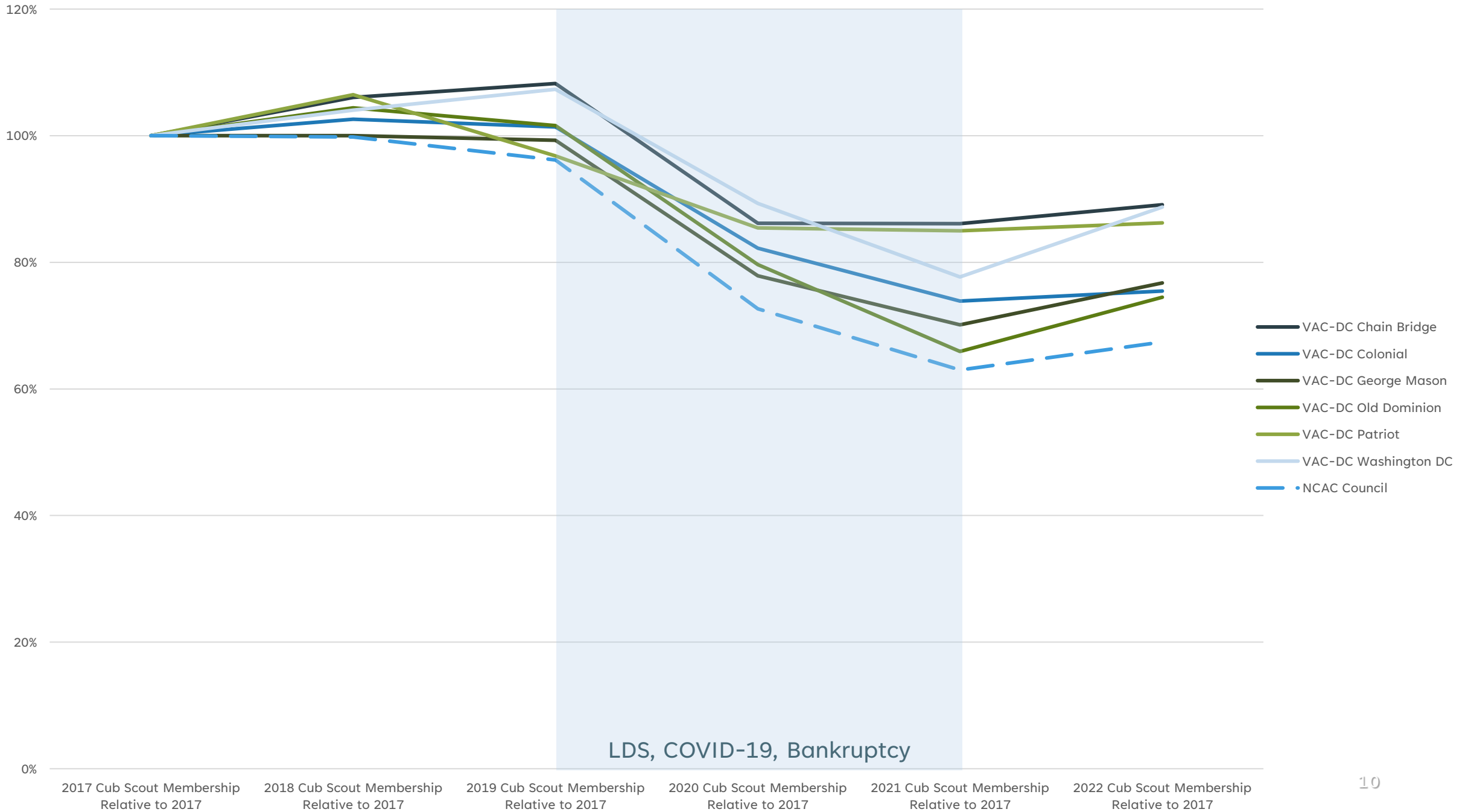
2017 CUB SCOUT MEMBERSHIP	2018 CUB SCOUT MEMBERSHIP	2019 CUB SCOUT MEMBERSHIP	2020 CUB SCOUT MEMBERSHIP	2021 CUB SCOUT MEMBERSHIP	2022 CUB SCOUT MEMBERSHIP
7,939	7,712	7,311	5,503	4,425	4,985
7,949	8,264	8,156	6,616	6,093	6,477
8,802	8,668	8,277	5,821	5,035	5,182
<b>24,690</b>	<b>24,644</b>	<b>23,744</b>	<b>17,940</b>	<b>15,553</b>	<b>16,644</b>



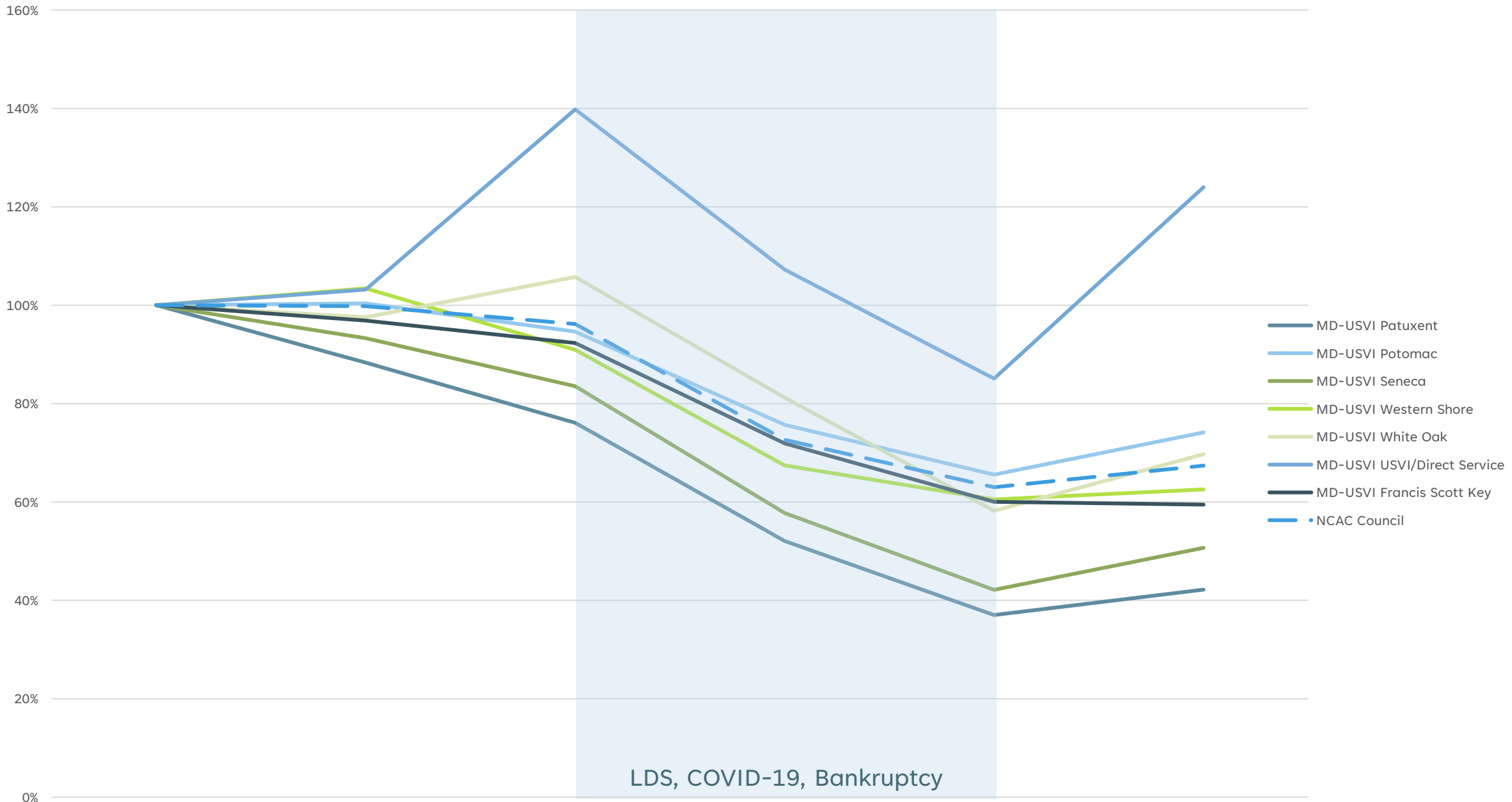
# Virginia South Service Area



# Virginia Central/Washington DC Service Area



# Maryland/Virgin Islands/Direct Service Area



## NCAC CUB SCOUT MEMBERSHIP SINCE 2017 – SORTED BY “2022 CUB SCOUT MEMBERSHIP RELATIVE TO 2017”

DISTRICT	2022 CUB SCOUT MEMBERSHIP RELATIVE TO 2017	2023 TOTAL AVAILABLE YOUTH (CUB SCOUTS ONLY)	2023 CUB SCOUT MARKET SHARE
USVI/Direct Service	124%		
Chain Bridge	89%	18,705	5.9%
Washington DC	89%	43,993	1.6%
Patriot	86%	15,072	7.0%
George Mason	77%	15,173	5.9%
Colonial	75%	28,968	4.0%
Old Dominion	74%	12,221	6.5%
Potomac	74%	24,469	4.4%
Powhatan	70%	14,227	4.7%
White Oak	70%	27,114	2.3%
<b>NCAC Council</b>	<b>67%</b>	<b>489,701</b>	<b>2.9%</b>
Sully	64%	6,982	4.1%
Western Shore	63%	21,537	2.9%
Aquia	62%	13,757	3.6%
Francis Scott Key	59%	19,654	2.5%
Prince William	57%	46,146	2.2%
Goose Creek	56%	39,687	3.3%
Mattaponi	54%	18,055	1.6%
Seneca	51%	29,371	2.0%
Piedmont	45%	9,586	1.8%
Patuxent	42%	79,816	0.7%

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**PROCESS**



## ORGANIZATIONAL ALIGNMENT STEPS

- ✓ 1. Conduct guided listening sessions for district leaders in each service area to listen to your ideas on how our council can exponentially grow membership and provide excellent service.
- ✓ 2. Work with district key 3s to objectively identify/quantify strengths and weaknesses at the district and council level.
- ✓ 3. Analyze demographics and school boundaries, to see where we could expect growth and where families go to school.
- ✓ 4. Develop recommendations.
5. **Communicate recommendations with you and receive additional feedback.**
6. Propose vetted recommendations to the Council board for approval.

# YOUTH MEMBERSHIP GROWTH



Each recommendation is tied to a “theory of action” on how the recommendation supports youth membership growth

Feedback on the recommendations should:

- Be rooted in youth membership growth
- Include constructive suggestions on how we can better achieve the vision for exponential youth membership growth
- Articulate how the proposed addition or alternative would positively impact youth membership growth



A landscape photograph showing rolling hills. In the foreground, there is a field of tall, green grasses. A dirt path or road winds through the middle ground, leading towards the horizon. The hills in the background are covered in golden-brown crops, possibly wheat or corn. The sky is overcast with grey clouds, and the overall lighting is soft and somewhat dim, suggesting an overcast day or late afternoon. The text 'FUTURE STATE' is overlaid in the center of the image.

**FUTURE STATE**

## FUTURE STATE



The Boy Scouts of America will prepare every eligible youth in America to become a responsible, participating citizen and leader who is guided by the Scout Oath and Law.

- NCAC experiences exponential youth membership growth
- Exponential growth comes from focusing on the primary pipeline of youth into Scouting... Cub Scouts
- Council committees and district volunteers are connected, coordinated, and high-performing
- Districts, families, and units receive excellent service
- NCAC will fulfill the BSA vision by serving more youth within our council

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**CHALLENGE**

## SERVE MORE YOUTH

Our youth, families, communities, and country need the timeless values of Scouting now, more than ever.

Growth does not happen organically at the rate we need. Though NCAC has started to recover, we need all council leaders focused on youth membership growth.





HOW CAN YOU LEAD A  
SCOUTING RENAISSANCE IN  
OUR COMMUNITY?

THANK YOU

To provide feedback:

[info@ncacbsa.org](mailto:info@ncacbsa.org)

