

# Centennial Quality Award Program

*"To improve the QUALITY of program in every unit in America!"*

BOY SCOUTS OF AMERICA  
100 YEARS OF SCOUTING



CELEBRATING THE ADVENTURE  
CONTINUING THE JOURNEY



BOY SCOUTS OF AMERICA®

2010 IMPLEMENTATION



August 2009

To: Volunteers and Professionals

From: John Gottschalk, president  
Tico Perez, national commissioner  
Robert J. Mazzuca, Chief Scout Executive

Subject: **National Centennial Quality Award for 2010**

The Boy Scouts of America's 100th Anniversary is now upon us. The excitement of celebrating a century of fun and adventure, citizenship, patriotism, and good character is truly an opportunity for America to salute the BSA.

Through our National Strategic Plan, "2010: When Tradition Meets Tomorrow," we are extremely pleased to continue the Centennial Quality Award. This program provides us with an opportunity to salute those who truly deliver exceptional programs to youth members at all levels of our organization.

Our primary focus continues to be ...

**"To improve the QUALITY of program in every unit in America!"**

Each level of the organization will establish annual goals to accomplish in key areas of quality program delivery through 2010. When units, districts, or councils earn this award, it makes a statement that they improved their program and have provided their youth members with the highest quality program experience.

Today, set your goals and work toward achieving the award. Your youth members are counting on you. We look forward to a greater number accomplishing their goals during 2010. Good luck as you work toward helping celebrate our 100th Anniversary through the achievement of this award.

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# The National Strategic Plan and the Centennial Quality Award

*“To Improve the QUALITY of Program in Every Unit in America!”*

The Centennial Quality Award program is designed to recognize units, districts, councils, areas, and regions for achieving excellence in providing a quality program to a growing youth population in America at all levels of the Boy Scouts of America. The National Strategic Plan is guiding the BSA as we embrace our mission to serve youth. Our rich history gives us a foundation upon which to adapt to America’s evolving culture. Our mission has not changed, nor have our principles.

We have a great history and a forthright and honorable tradition. As we embark upon our second century, we must be prepared to meet the needs of tomorrow’s families. The methods may change to meet the times, but the honor and vision will remain strong and will propel our mission into its next hundred years.

Our National Strategic Plan is guided by five pillars supported by measurable, specific goals. The plan requires immediate and continued attention to each pillar. Each year there will be an emphasis on one of the pillars.

**2006**—Emphasize research in guiding our movement.

**2007**—Focus on helping every local council to become fiscally sound.

**2008**—Launch a campaign to engage one million new volunteers.

**2009**—Salute chartered organizations and strategic alliances, and highlight our tradition of service.

**2010**—Celebrate our 100th Anniversary.

The National Strategic Plan weaves its components into the fabric of each local council’s strategic plan. It is designed to give direction in key areas to implement and continue a quality program for each youth and the youth’s family. The Centennial Quality Award program incorporates the Plan into the five criteria for achievement:

- I. Every eligible youth has an opportunity to be involved in a quality Scouting experience.
  - Increase the market share and/or growth.
  - Increase the number of new members.
  - Improve our member retention.
  - Increase the number of units.
- II. The number of engaged, accountable volunteers is dramatically increased at all levels of Scouting.
  - Add one million new volunteers.
  - Increase the number of Centennial Quality councils, districts, and units.
- III. Every local council is fiscally sound.
  - Reduce the number of councils with annual operating deficits.
  - Increase the local council’s unrestricted net assets.
  - Increase the local council’s endowment fund assets.
- IV. Local, regional, and national chartered organizations and strategic alliances are identified and engaged.
  - Increase the number of chartered organizations.
  - Identify national and/or regional funding sources to fund key phases of the Strategic Plan.
- V. Enough of the right professionals are identified, developed, and retained in the right positions at all levels, with a focus on diversity.
  - Increase the number of youth-serving executives.
  - Increase the number of minority/female professionals.
  - Improve employee retention.

## Recognitions Available

The Centennial Quality Award is named in celebration of the 100th Anniversary of the Boy Scouts of America. The award began in 2007 and continues through 2010. Each year that you qualify, you will qualify to receive recognition for that year. There was a red background in 2007, a white background in 2008, and a blue background in 2009; 2010 will have a red, white, and blue background. Recognition items include the following:

- **For members:** A patch worn on the uniform with the colors for that year can be ordered from the National Distribution Center for each youth and adult member.
- **For units:** A ribbon with a different color for each year, lapel pins, and a plaque, with a different color in the background each year, are available to order. Ribbons will be shipped in bulk to each council in the fall of each year for distribution beginning after October 31 of each year.
- **For districts:** A lapel pin and a plaque for each year, with a different color in the background each year, are available for the council to order from the National Distribution Center and present to all district-level volunteers and professionals.
- **For councils:** A plaque with a different color in the background each year is presented by the region to each qualifying council. The lapel pin can be ordered from the National Distribution Center by the council and presented to all council-level volunteers and professionals.
- **For areas and regions:** A plaque with a different color in the background each year is presented by the region to each qualifying area.

**Special note:** If earned all four years, a special distinction will be available to recognize groups that qualify in 2010.

## Commitment and Achievement Forms

- The commitment form has the criteria to achieve on one side and the interpretation on the reverse.
- A high degree of volunteer relationship and involvement is required in goal setting and evaluation.
- Qualifying units should answer the question: “Did we accomplish the goal of providing a quality program to our unit’s members by achieving the criteria established?”
- The same form is used by all units—packs, troops, teams, crews, and ships.
- The form is signed by professionals/volunteers from unit/district, district/council, and council/area.
- Units review the criteria using the self-assessment forms with their unit commissioner or district representative. Additional issues can be addressed.

## Tips for Earning the Centennial Quality Award

The vision for the Centennial Quality Award program, now in its fourth (and final) year of implementation, continues to be “To improve the QUALITY of program in every unit in America!” The commitment portion of the award form should be completed by all units and districts by January 31. Each council receives a supply of forms for every unit. The forms mailed to each council were three-part carbonless for the unit commitment and achievement form, and in two-part carbonless for the district and council forms. You can also find the forms on the Web site to print. There are also resources at these sites that will help you interpret each criterion: (1) an interpretation of the criteria, and (2) an implementation booklet explaining in more depth the process and details of the program. There are three places to locate the forms and other support materials online:

1. Go to [www.scouting.org](http://www.scouting.org), then the site map under “C,” then the Centennial Quality Award Program tab.
2. Go to [www.scouting.org/commissioners](http://www.scouting.org/commissioners), then under the Centennial Quality Award Program tab.
3. In MyBSA under Resources, click on Council and District Operations, then go alphabetically to Centennial Quality Award Program.

The actual data from last year and the 2010 commitment portions should be completed now (between November 1 and January 31), and the achievement portion completed for units between October 31 and December 31 of the year for which the unit is applying to earn the award. The district and council forms should be completed at the end of the year after the year closes on December 31.

Here are a few tips for success to think about in making the commitment for the award.

- The key to units and districts setting their commitments is “to improve” in each quality program area over the previous year.
- Units already doing a great job delivering a quality program may establish a goal of “maintaining its current status” to achieve a specific quality program indicator. This is especially true for units that meet or exceed national standards listed on the Centennial Quality Commitments chart (formerly the Index of Growth).
- Use a baseball theme to help communicate the status of your progress. Every team begins the practice season with a set of goals for the season that it wants to achieve. Usually every team starts out by planning to be in the World Series. However, as the season continues, the teams begin to be ranked based on their winning scores, as well as their playing ability. Not every team will make the World Series or even the playoffs. Only two teams go to the final series of games. That does not mean all other teams have failed. They each look at where they fell short and, most important, where they accomplished “improvement” and where they need to focus for future seasons. This is true in Scouting as well.
- Use the advancement goals for a Boy Scout as an example in setting goals and achieving them. When a Scout joins the program, he will usually set some goals. They might be earning the Wolf badge or becoming an Eagle Scout. They sometimes set short-term and long-term goals. It is our position as leaders to work with them to accomplish their goals. Not every Scout will achieve his goals in the allotted time or when he has set his personal goals to be achieved. It does not mean he failed. The basic thing to keep in mind is that as they improve each month or each year, move the needle to the right. Not every young man who sets his sights on becoming an Eagle Scout achieves it. This also does not mean that those youths who do not become Eagle Scouts have failed in Scouting. They may not have achieved their original goal, but they have achieved improvement in many different areas and have learned a lot along the way.
- Use the criteria to work with your units in establishing short-term and long-term goals for improving their program. You can look at the areas in which they already excel and have them maintain those great achievements. Then you can look at areas in which they personally want to improve upon.
- If a unit is formed during the year or is reorganized with new leadership, use the award criteria to establish areas to achieve based on the key quality program indicators. Sometimes it is easier to start the new leadership out on the right foot. This can help them know and understand what will make them successful, rather than changing the habits of previous leaders. A large part of the effort is knowing what key things they need to do to provide a successful program. A small part is implementing their plan or delivering on their key expectations.
- In some cases in your district, you may have a unit that becomes too large and is divided into two units. Establishing the basic criteria for the past year may be difficult since you do not know which part of the unit did what. Don’t dwell on this as much as establishing with them their goals for improvement for the current year. You can base their achievement in the future on where they started and what they accomplished.
- If a unit has several Eagle Scouts who are still active in the unit, they may not earn a lot of advancement. The award criteria will allow you to use your judgment in making a decision on the percentage of youth advancing in the unit. Do not hold this against a unit.
- A key thing to keep in mind related to the Centennial Quality Award program is that it is a great opportunity for district committees and commissioners to spend some quality time with their units in developing better programs for the youth they serve. If every unit in the district and council improves in every one of the quality program indicators annually, you will see extreme improvement of your unit programs in the year ahead.

## **Volunteer and Professional Accountability**

It is imperative for volunteers to be engaged in and to work closely with their professional counterparts in establishing the goals of the program:

- Units working with their commissioner and district executive
- Districts working with their Key 3 in cooperation with the council Key 3
- Councils working with their Key 3 in cooperation with the area president and area director
- Areas working with their area president and area director in cooperation with the regional president and regional director
- Regions working with their regional president and regional director in cooperation with the national Key 3 team

### **Implementation Schedule for 2010 (By Dates for 2009–2010)**

The following implementation schedule has been developed:

<b>By September 30, 2009</b>	Implementation materials shipped to all councils for use with their districts and units. Award forms shipped to councils in bulk.
<b>By October 31, 2009</b>	Council shares the program with its professional staff, office staff, executive board, district committees, and commissioner staffs.
<b>Between October 31, 2009, and January 15, 2010</b>	Council shares the program with its unit leaders through individual unit meetings, roundtables, special meetings, and training courses. Complete the 2009 achievement form and work with units to complete the 2010 commitment.
<b>By February 15, 2010</b>	Unit and district 2010 commitment forms are turned in to the council for recording.
<b>January 1–February 15, 2010</b>	Council staff discusses the program during the growth-planning conference. Council and districts work with each unit as a part of the membership validation process to develop an action plan to help all units qualify for the Centennial Quality Award annually.

# Implementing the Centennial Quality Award Program

*“To improve the QUALITY of program in every unit in America!”*

## Steps for Councils and Districts

**Step 1:** Conduct an orientation and implementation with national, regional, area, and council leadership.

**Step 2:** Conduct an orientation and implementation with all local council professional staff and key office support staff.

**Step 3:** Conduct an orientation and implementation with the council executive board and the council commissioner staff.

**Step 4:** Conduct an orientation and implementation with all district committees and commissioner staffs:

- Share the award program with key district committees and commissioner staffs.
- Conduct training using the commissioner orientation with the DVD for commissioners (AV-04DVD03, released in February 2006) and include how to use the award program to develop a plan for each unit to achieve the Centennial Quality Award for 2010. Use of the action-planning meeting with the unit self-assessment tools is critical in your approach. Copies of the forms are available in the implementation packet and available on the commissioners' Web site [www.scouting.org/commissioners](http://www.scouting.org/commissioners).
- This process also supports the membership validation process that calls for a unit health review in January and July for all units. It will help in the development of an action plan to assist units in earning the award for each respective year.
- Each district should complete the district award form and agree to achieving the award for 2010; sign it and turn it in to the council.
- This process should also be completed by the council Key 3, turned in, and processed through the area director.

## Steps for Councils, Districts, and Units

**Step 5:** Conduct an orientation and implementation with all units at a district meeting, roundtable, annual program planning conference, or some other special meeting that will attract the most volunteers from each unit in the district. This will help facilitate visits by the unit commissioners with each assigned unit and initiate the process of units establishing their goals in earning the Centennial Quality Award.

**Step 6:** Have the unit commissioners visit each of their units assigned and schedule the action-planning meeting to discuss the unit's goals and what help they need in achievement of the award for each year.

At the meeting, the unit commissioner, unit leader, and the unit chair should discuss the goals for the unit, using the self-assessment tool as a guide. They should also review the Centennial Quality Award form and establish commitments to achieve the award for 2010. Complete the form and sign it. The first page is the council copy, the second page is the commissioner or district representative copy, and the third page is the unit copy.

**Special note:** The completion of the commitment form for 2010 is suggested to take place at the same time the commissioner or district representative meets with the unit to complete the 2009 Achievement form. The evaluation of the 2009 achievement should take place between October 31 and December 31. Both forms are also available online and can be completed, printed, and then signed.

After this visit, encourage all units to share the awards program with their youth members, unit leadership, and the families. Encourage them to post the form for viewing by their members at all meetings during the year.

**Step 7:** All commissioners should report back to their assistant district commissioner/district commissioner on the progress from their unit action-planning meetings. A signed copy of the Centennial Quality Unit Award commitment form should be turned in and forwarded to the council for recording.

**Step 8:** Once all council, district, and unit commitment forms are returned, they should be monitored monthly at regularly scheduled council and district meetings for progress toward the achievement of the award.

Should any unit begin to have difficulty in achieving some of the requirements, a plan can be developed to assist the unit in its successful completion. MyBSA can be used by professionals as a tracking tool to keep their council and district leadership informed of the progress being made in the unit's achievement of the Centennial Quality Award.

**Step 9:** Between October 31 and December 31, each unit's accomplishments are reviewed based on their commitments earlier in the year. Each district should plan for a major presentation to honor each unit that has achieved the award. This could be a part of the annual district recognition dinner.

**Step 10:** Recognition for those that achieved the Centennial Quality Award all four years.

# 2010 Centennial Quality Commitment and Achievement Form for Unit Award

*"To improve the QUALITY of program in every unit in America!"*

Type of unit \_\_\_\_\_ Unit No. \_\_\_\_\_ District \_\_\_\_\_

Chartered organization \_\_\_\_\_

**As leaders of our unit, we are dedicated to achieving the following criteria for the 2010 Centennial Quality Award:**

Criteria for Award	2009 Actual	2010 Goal	2010 Actual	Yes/No Achieved
1. We will have ___ percent of our direct-contact leaders qualify as "trained" leaders.				Yes/No
2. We will provide excellent programs to achieve our goal of _____ percent youth retention,				Yes/No
recharter on time, and	Yes/No	Yes/No	Yes/No	Yes/No
will recruit _____ new members.				Yes/No
3. In the spirit of the National Parent Initiative, we will recruit _____ new parents/adults to assist our unit program.				Yes/No
4. We will have _____ percent of our youth earn advancement awards.				Yes/No
5. We will have _____ percent of our youth participate in at least _____ outdoor experiences or group activities during the year.				Yes/No
6. We will conduct an annual program-planning conference, develop an annual budget, and will provide the financial resources to deliver a quality program to all members.	Yes/No	Yes/No	Yes/No	Yes/No
<b>(The two items listed below are not required to qualify.)</b>				N/A
We received _____ visits from our unit commissioner this year.				N/A
We will support the council by participating in Friends of Scouting, and the annual product sale.	Yes/No Yes/No	Yes/No Yes/No	Yes/No Yes/No	N/A N/A

Reviewed and accepted on this date \_\_\_\_\_ by:

\_\_\_\_\_ Unit leader/unit chair                      Unit commissioner/  
district representative                      District executive

**Based on our evaluation of the criteria (to be completed between October 31 and December 31):**

\_\_\_ Yes, we have achieved the 2010 Centennial Quality Unit Award.

\_\_\_ No, we have not yet achieved the award for 2010 but have developed an action plan to accomplish it by year-end.

The action plan includes: \_\_\_\_\_

Reviewed and approved on this date \_\_\_\_\_ by:

\_\_\_\_\_ Unit leader/unit chair                      Unit commissioner/  
district representative                      District executive

# 2010 Centennial Quality Commitment and Achievement of Unit Award Interpretation of Criteria

*“To improve the QUALITY of program in every unit in America!”*

Use this information to guide your understanding of the criteria. Use actual numbers from the previous year to guide your improvement as you establish your goals. The unit leadership should meet with the district leadership to discuss what the unit wants to accomplish. Together, you can develop an action plan for excellence. (If any of the criteria are at an agreed-upon number, then the goal might be to maintain them for this year.) Additional details and other resources in support of the Centennial Quality Awards program can be viewed by going to [www.scouting.org](http://www.scouting.org).

After you have completed the form, submit it to the council for recording and filing. The first page is the council copy; the second page is the commissioner/district representative copy; and the third page is the unit copy.

**1. We will have \_\_\_\_ percent of our direct-contact leaders qualify as “trained” leaders for their position. “Trained” means the following:**

*All leaders:* Fast Start, Youth Protection, and This Is Scouting.

In addition:

*Cub Scout:* Cub Scout leader specific.

*Boy Scout:* Boy Scout leader specific and Introduction to Outdoor Skills.

*Venturing:* Venturing leader specific.

Direct-contact adult leaders include: Cubmaster, den leaders, Webelos leaders and all assistants; Scoutmaster and assistants; Varsity coach and assistants; crew Advisor and associates. These are adults who meet with youth regularly. If in the fall a new leader is registered within the past two months, their training status will not keep the unit from qualifying. To help with this achievement, each unit should have a **unit trainer** to work with all adults who need training. The position description can be found on the Web site under the Centennial Quality Awards program details. The national standard calls for 60 percent trained direct-contact leaders. Units should strive to achieve this and more.

- 2. We will provide excellent programs to achieve our youth membership goal of \_\_\_\_ percent retention, recharter on time, and recruit \_\_\_\_ new members.** The youth retention goal and the number of new youth should be set with the commissioner and unit leadership at the beginning of the calendar year. You should also work with your commissioner to recharter on time. The national retention standard is 70 percent for traditional units. The national standard for gain in traditional youth members is 3 percent. Unit leaders should plan on recruiting enough new members to reach a recommended standard of a net gain in youth membership over the previous year.
- 3. In the spirit of the National Parent Initiative, we will recruit \_\_\_\_ new parents/adults to assist our unit program.** The purpose of the National Parent Initiative is for each unit to involve more parents/mentors with their unit’s program. Every parent should be asked to help with at least one specific task. Go to [www.scoutparents.org](http://www.scoutparents.org) for more details and tools available to support these efforts. Other adults who do not have children in the unit can also be recruited as mentors. Units should strive for parental involvement from at least 50 percent of their families to be registered as leaders, committee members, or Scout parents.
- 4. We will have \_\_\_\_ percent of our youth earn advancement awards.** This includes the basic rank awards in Cub Scouting, Boy Scouting, and Varsity Scouting. For Venturing, this includes the earning of individual core requirements and electives in the Ranger, Quest, Trust, Bronze, Gold, Silver, and Quartermaster awards, as well as completion of the Venturing Leadership Skills, Kodiak, Kodiak X, or SEAL courses.
- 5. We will have \_\_\_\_ percent of our youth participate in at least \_\_\_\_ outdoor experiences or group activities.** Specify in advance the events that will be used and how many are required to qualify. For Cub Scouting, this could include pack meetings. For Boy Scouts or Varsity Scouts, the emphasis is outdoor activities, not meetings. The types of outdoor activities may vary for each type of program. Venturing crews can develop an activity schedule centered on their planned programs of emphasis. The focus is to measure participation in activities and meetings for packs, outdoor activities for troops, and crew activities. A comparable national standard for this item is camp attendance. Therefore, 70 percent participation can serve as a recommended standard for all unit programs.
- 6. We will conduct an annual program-planning conference, develop an annual budget, and provide the financial resources to deliver a quality program to all members.** Your unit should develop an annual program plan and 12-month budget, and share it with all members. The unit develops a budget of expenses and a plan to provide the finances to achieve quality programs, through unit fund-raisers and member dues.

**Additional goals:** When commissioners meet with unit leaders as part of the **annual action planning meeting**, they can review other important areas. Use the **unit self-assessment** tools as a part of this process. To include, but not limited to: 100 percent of families subscribing to *Boys’ Life*, all boys working on the 100th Anniversary Year of Celebration, Century of Making a Difference patch program, two-deep leadership, active committee, youth training for Boy Scouting and Venturing, use of patrol method for Boy Scouting, and other important items.



# 2010 Centennial Quality Commitment and Achievement Form for District Award

*"To improve the QUALITY of program in every unit in America!"*

District \_\_\_\_\_ Council \_\_\_\_\_

**As leaders of our district, we are dedicated to achieving the following criteria for the 2010 Centennial Quality Award:**

Criteria for Award	2009 Actual	2010 Goal	2010 Actual	Yes/No Achieved
1. At least 60 percent of our traditional units will earn the Centennial Quality Award for this year.	Yes/No	Yes/No	Yes/No	Yes/No
2. We will organize _____ new units in 2010.				Yes/No
3. We will achieve _____ percent growth in traditional membership OR a _____ percent gain in traditional density, PLUS increase or maintain the number of Exploring members.				Yes/No
4. We will increase the district's retention of youth from _____ percent last year to _____ percent.				Yes/No
5. We will achieve finance goals as approved by the council and district leadership. \$ _____				Yes/No
6. Our district commissioner staff will work to retain _____ percent of the units in our district.				Yes/No
7. We will recruit and train an additional _____ unit commissioners, increase commissioner unit visits per unit to _____ per year, and improve the commissioner-to-unit ratio.	_____ _____ _____	_____ _____ _____	_____ _____ _____	Yes/No Yes/No Yes/No
8. We will recruit and train _____ additional district committee members and increase the number of members over last year.				Yes/No

Reviewed and approved on this date \_\_\_\_\_ by:

_____	_____	_____
District chair	District commissioner	District executive
_____	_____	_____
Council president	Council commissioner	Scout executive

**Based on our evaluation of the criteria (to be completed after the year ends December 31):**

\_\_\_ Yes, we have achieved the 2010 Centennial Quality District Award.

\_\_\_ No, we did not achieve the award for 2010, but have developed an action plan to accomplish it for next year.

Reviewed and approved on this date \_\_\_\_\_ by:

_____	_____	_____
District chairman	District commissioner	District executive
_____	_____	_____
Council president	Council commissioner	Scout executive

# 2010 Centennial Quality Commitment and Achievement of District Award Interpretation of Criteria

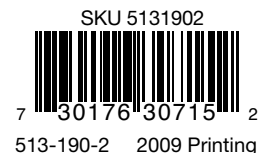
*"To improve the QUALITY of program in every unit in America!"*

Use this information to guide your understanding of the criteria. The Centennial tab on MyBSA under the Program section helps monitor your progress towards achievement. Use actual numbers from the previous year to guide your improvement as you establish your goals. (If any of the criteria are at an agreed-upon number, then the goal might be to maintain them for this year.) Additional details and other resources in support of the Centennial Quality Awards program can be viewed by going to MyBSA, then clicking on Resources, and Council and District Operations.

**After you have completed the form, submit it to the council for recording and filing. The first page is the council copy; the second page is the district copy.**

1. **Centennial Quality Units.** At least 60 percent of the traditional units qualified as Centennial Quality Units this year.  
Note: New units organized during the year can also qualify for the award.
2. **New units organized.** Establish a number of new units to be organized. Use district new-unit charts and determine how many new units are needed to serve the youth population in the district.
3. **Membership growth or density.** Record membership growth of traditional members or an agreed-upon gain in traditional density, **PLUS** increase or maintain the number of Exploring members.
4. **Youth retention.** Using the retention figures from MyBSA, increase the total retention of youth members by the percentage your council and district leadership agree upon.
5. **Finance.** Achieve finance goals as approved by the council and district leadership.
6. **Unit retention.** Establish a percentage of units to retain based on last year's retention rate. Work with the commissioner staff and establish a rechartering goal.
7. **Commissioner service.** Add an agreed-upon number of new unit commissioners, increase commissioner unit visits per unit to a specified number per year, and improve the ratio of commissioners to units.
8. **District committee.** Recruit an agreed-upon number of new district committee members to increase the number of members registered and active over last year.

**Additional goals.** When the council leadership meets with the district leaders as part of the **annual Key 3 planning meeting**, they will review other important items. These may include, but are not limited to: every district position filled with an active, registered volunteer; camp attendance; participation in district and council events; balanced growth; annual conference visits with chartered organization leaders; and other important items.



# 2010 Centennial Quality Commitment and Achievement Form for Council Award

*"To improve the QUALITY of program in every unit in America!"*

Council \_\_\_\_\_ Area \_\_\_\_\_ Region \_\_\_\_\_

**As leaders of our council, we are dedicated to achieving the following criteria for the 2010 Centennial Quality Award:**

Criteria for Award	2009 Actual	2010 Goal	2010 Actual	Yes/No Achieved
1. We will have at least 60 percent of our traditional units earn the Centennial Quality Award for this year.	Yes/No	Yes/No	Yes/No	Yes/No
2. We will organize _____ new units in 2010.				Yes/No
3. We will achieve _____ percent growth in traditional membership OR a _____ percent gain in traditional density.				Yes/No
4. We will increase the district's retention of youth from _____ percent last year to _____ percent.				Yes/No
5. We will achieve a balanced 2010 operating budget with income of \$_____ over expenses.				Yes/No
6. Through our district commissioner staffs, we will work to retain _____ percent of the units in our council.				Yes/No
7. We will recruit and train an additional _____ unit commissioners, increase commissioner unit visits per unit by commissioners to _____ per year, and improve the commissioner-to-unit ratio.	_____ _____ _____	_____ _____ _____	_____ _____ _____	Yes/No Yes/No Yes/No
8. We will recruit and train _____ additional district committee members and increase the average number of members per district over last year.				Yes/No Yes/No
9. We will add _____ commissioned youth-serving executives or maintain the approved staff size.				Yes/No
10. Have an active endowment committee, and secure _____ new endowment gifts this year.	Yes/No _____	Yes/No _____	Yes/No _____	Yes/No Yes/No

Reviewed and approved on this date \_\_\_\_\_ by:

Council president	Council commissioner	Scout executive
Area president	Area commissioner	Area director

**Based on our evaluation of the criteria (complete after the year ends December 31):**

\_\_\_ Yes, we have achieved the 2010 Centennial Quality Council Award.

\_\_\_ No, we did not achieve the award for 2010, but have developed an action plan to accomplish it for next year. The action plan includes:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Reviewed and approved on this date \_\_\_\_\_ by:

Council president	Council commissioner	Scout executive
Area president	Area commissioner	Area director

# 2010 Centennial Quality Commitment and Achievement for Council Award Interpretation of Criteria

*“To improve the QUALITY of program in every unit in America!”*

Use this information to guide your understanding of the criteria. The Centennial tab on MyBSA under the Program section helps monitor your progress towards achievement. Use actual numbers from the previous year to guide your improvement as you establish your goals. (If any of the criteria are at an agreed-upon number, then the goal might be to maintain them for this year.) Additional details and other resources in support of the Centennial Quality Awards program can be viewed by going to MyBSA, then clicking on Resources, and Council and District Operations.

**After you have completed the form, submit it to the area for recording and filing. The first page is the council copy; the second page is the area copy.**

1. **Centennial Quality Units.** At least 60 percent of the traditional units in the council qualified as national Centennial Quality Units this year. Note: New units organized during the year can also qualify for the award.
2. **New Units organized.** Establish a number of new units to be organized. Use the district new-unit charts and determine how many new units are needed to serve the youth population in the council.
3. **Membership or density growth.** Record membership growth of traditional members or an agreed-upon gain in traditional density, **PLUS** increase or maintain the number of Exploring members.
4. **Youth retention.** Using the retention figures from MyBSA, increase the total retention of youth members by the percentage your council and area leadership agreed upon.
5. **Finance.** Achieve a balanced 2010 operating budget. (Your 2010 operating budget should include a net result of excess of revenues over expenses by a specified amount.) The budget should be approved by the council and area leadership.
6. **Unit retention.** Establish a percentage of units to retain based on last year's retention rate. Work with all district commissioner staffs and establish a rechartering goal for the council.
7. **Commissioner service.** Add an agreed-upon number of new unit commissioners, increase unit visits per unit by commissioners to a specified number per year, and improve the ratio of commissioners to units.
8. **District committee.** Recruit an agreed-upon number of new district committee members to increase the average number of members per district over last year.
9. **Youth-serving executives.** Add a specified number of commissioned youth-serving executives based on your strategic plan, or maintain the strategic plan approved staff size.
10. **Endowment.** Have an active endowment committee. Secure a specified number of new endowment gifts this year.

**Additional goals.** When the area leadership meets with the council as a part of the **annual local council charter review meeting**, they will review other important items. These may include, but are not limited to: the council's long-range strategic plan, functioning Key 3s in every district, balanced growth, active risk-management committees, annual conferences with chartered organization leaders, and other important priorities.



# Centennial Quality Award Discussion Guide

*“To improve the QUALITY of program in every unit in America!”*

This discussion guide is used with units and key district leadership in the evaluation of the unit’s goals, the Centennial Quality Award criteria, and other key issues specific to each unit. The discussion is conducted to assist the unit in providing the best quality program for every youth and family in every unit. It will help to establish a commitment to earn the award for that specific year.

Prior to the meeting with the unit leadership and the unit commissioner or district representative, the district should do the following.

1. Unit commissioners set an action planning meeting with each unit in the district. If a unit commissioner is unavailable, use the resources of the assistant district or district commissioner or other key district committee member to ensure that every unit has this meeting.
2. Follow the outline on the “Guidelines for Unit Self-Assessment and Action Planning Meeting” for planning purposes and preparations prior to the meeting.

The discussion guide for the meeting includes these points.

1. Use the “Purpose of meeting” section of the “Guidelines for Unit Self-Assessment and Action Planning Meeting” as the agenda to:
  - a. Evaluate the unit’s progress toward achieving the Centennial Quality Unit Award.
  - b. Review the unit’s goals, successes, and vision for the coming year.
  - c. Identify any areas of improvement—leadership, program, and membership.
  - d. Determine any specific actions needing to be taken to assist with unit improvements and determine who will follow up on those actions.
  - e. Schedule any necessary follow-up to monitor progress.
2. How does the district support the unit in the earning of this award?
  - a. At the unit action planning meeting, use the Centennial Quality Award commitment and achievement form and the unit self-assessment tool as a guide in developing goals with the unit to achieve during the year. The goal is to have every unit “improve the quality of their program” over last year and to qualify for the Centennial Quality Unit Award.
  - b. Give the commissioner or designated district volunteer a deadline for returning the completed form.
  - c. Have each district compile a list of action items needed to assist all units. These will become a part of the district committee’s work plans monthly. Review the list regularly at district committee and commissioner staff meetings to provide support to each unit.

## Sample Agenda for Councils and Districts

*“To improve the QUALITY of program in every unit in America!”*

- Purpose and overview of the Centennial Quality Award program (As an option, show the DVD *How to Succeed at Earning the Centennial Award.*)
- Review of the implementation schedule
- Review of the procedures for the implementation of the program
- Review of the requirements and interpretation of the award at each level:
  - Council
  - District
  - Unit
- Review of the recognition plan for the award
- How do we support the earning of this award at the unit level?
  1. Unit commissioners set an action planning meeting with each unit. If a unit commissioner is unavailable, use the resources of an assistant district or district commissioner or other key district committee member to ensure that every unit has this meeting.
  2. At the unit action-planning meeting, use the Centennial Quality Award commitment form and the unit self-assessment tool as a guide in developing goals for the unit to achieve.
  3. Have the commissioner or a designated district volunteer turn in the completed form by a determined deadline for every unit.
  4. Each district should compile a list of action items that are needed to assist its units. Develop the list as work plans for the district committee in the months ahead. Review monthly, at district committee and commissioner staff meetings, the actions needed to provide support to the district’s units.
  5. The goal should be to improve the quality of the program and help every unit in the district to qualify each year for the Centennial Quality Award.
- Discussion of ways to promote the award within the council and district
- Closing challenge

## **Guidelines for Unit Self-Assessment and Action Planning Meeting**

(Suggested attendance at meeting: unit leader, unit committee chair, and unit commissioner)

### **The purpose of the meeting is to (use as the agenda for the meeting):**

- Evaluate the unit's progress toward achieving the Centennial Quality Unit Award.
- Review the unit's goals, successes, and vision for the coming year.
- Identify any areas of improvement—leadership, program, and membership.
- Determine any specific actions needed to assist with unit improvements and determine who will follow up on those actions.
- Schedule any necessary follow-up to monitor progress.

### **When to conduct meeting:**

- After the unit commissioner has visited the unit for the first time
- Annually to review strengths and areas of improvement to help provide direction for needed support, preferably six months prior to the annual charter renewal
- As needed when a problem may arise

### **How should the arrangements for this meeting be set up?**

- The unit commissioner speaks to the unit leader during the first unit visit to schedule the meeting date, time, and location.
- The dialog should include
  - Approaching the unit leader after the meeting and requesting that a second meeting be set up with the unit leader and the unit committee chair
  - Setting the meeting, preferably at the leader's or the chair's home
  - Asking them to complete the unit self-assessment tool prior to the meeting
  - Letting them know the visit will include a discussion of the self-assessment tool and how the goals and vision of their unit's program can be supported

### **Why should only the unit commissioner, unit leader, and unit chair attend?**

- It provides a small group to analyze the program, the unit's needs, and to identify the steps necessary to help resolve any issues.
- It helps create a dialog between the unit and the district. Once they meet and determine what needs to be done, others can be involved in helping to determine the direction to take and to identify potential improvements.

### **What preparation should be made prior to the action planning meeting?**

- Review the statistics of the unit available from the local council and the district team, especially to review:
  - Centennial Quality Unit Award status
  - Outdoor program participation
  - Advancement reports
  - Trained leadership status
  - Youth Protection training
  - Participation in district and council events
  - Roundtable attendance
- Complete the unit self-assessment tool during the visit to determine areas that “need improvement” and those the unit felt that they “need help” with as you support the unit during the year in the achievement of their goals.



# Pack Self-Assessment

Pack No.: \_\_\_\_\_ District: \_\_\_\_\_ Date completed: \_\_\_\_\_

Completed by: \_\_\_\_\_ Date review meeting held: \_\_\_\_\_

Quality Criteria	Doing a Great Job		Would Like Improvement		Need Help		Comments and Needs
	_____	_____	_____	_____	_____	_____	
I. Pack Leadership							
A. An active committee meets monthly.	_____	_____	_____	_____	_____	_____	_____
B. Assistant leaders are in place for pack and dens.	_____	_____	_____	_____	_____	_____	_____
C. Adult leaders are registered and Fast Start and Basic Training are completed.	_____	_____	_____	_____	_____	_____	_____
D. All dens have active den chiefs.	_____	_____	_____	_____	_____	_____	_____
E. An active pack trainer is on the pack committee.	_____	_____	_____	_____	_____	_____	_____
F. At least one adult is trained in BALOO (Basic Adult Leader Outdoor Orientation).	_____	_____	_____	_____	_____	_____	_____
G. All adults are trained in Youth Protection.	_____	_____	_____	_____	_____	_____	_____
H. Webelos leaders have been trained in Outdoor Leader Skills for Webelos leaders.	_____	_____	_____	_____	_____	_____	_____
II. Program							
A. We develop an annual program calendar and share it with our families.	_____	_____	_____	_____	_____	_____	_____
B. We operate under the annual budget plan.	_____	_____	_____	_____	_____	_____	_____
C. We conduct monthly pack leader meetings to plan den and pack meetings.	_____	_____	_____	_____	_____	_____	_____
D. Den and pack leaders attend roundtables.	_____	_____	_____	_____	_____	_____	_____
E. We review our program routinely with our chartered organization representative.	_____	_____	_____	_____	_____	_____	_____
F. We develop an active outdoor program to involve our families.	_____	_____	_____	_____	_____	_____	_____
G. A good percentage of our youth earn advancement awards regularly.	_____	_____	_____	_____	_____	_____	_____
H. We conduct a monthly summertime program.	_____	_____	_____	_____	_____	_____	_____
I. Our unit is 100 percent <i>Boys' Life</i> with all families.	_____	_____	_____	_____	_____	_____	_____
J. We conduct at least one service project annually.	_____	_____	_____	_____	_____	_____	_____
III. Membership/Attendance							
A. We have dens of all ages involved.	_____	_____	_____	_____	_____	_____	_____
B. Our weekly den meetings are strongly attended by our members.	_____	_____	_____	_____	_____	_____	_____
C. We have good participation from youth and parents at pack meetings.	_____	_____	_____	_____	_____	_____	_____
D. Our youth and leaders wear their uniforms to den and pack meetings and on outings.	_____	_____	_____	_____	_____	_____	_____
E. We have an annual plan to recruit new youth members.	_____	_____	_____	_____	_____	_____	_____
IV. Centennial Quality Unit Award Standards							
A. We annually recharter on time.	_____	_____	_____	_____	_____	_____	_____
B. We earned the Centennial Quality Unit Award last year.	_____	_____	_____	_____	_____	_____	_____
C. We are on track to earn the award this year.	_____	_____	_____	_____	_____	_____	_____





# Crew/Ship Self-Assessment

Crew/Ship No.: \_\_\_\_\_ District: \_\_\_\_\_ Date completed: \_\_\_\_\_

Completed by: \_\_\_\_\_ Date review meeting held: \_\_\_\_\_

Quality Criteria	Doing a Great Job		Would Like Improvement		Need Help		Comments and Needs
	_____	_____	_____	_____	_____	_____	
I. Crew/Ship Leadership							
A. An active committee with at least three members meets at least four times a year.							
B. Assistant adult leaders are involved in the unit. The unit has coed leadership (if the crew is coed).							
C. Adult leaders are registered and Fast Start and Basic Training are completed.							
D. An adult leader coordinates training for all adults.							
E. An adult leader is trained in Safe Swim Defense and Safety Afloat (if aquatic activities are planned).							
F. An adult leader coordinates Youth Protection training. Everyone is trained.							
G. Youth leaders are elected by youth annually and are trained at a crew officers' seminar.							
H. Meetings and activities involve youth chairs and youth officers with adult guidance.							
II. Program							
A. We develop an annual program calendar and share it with our families.							
B. We operate under the annual budget plan.							
C. We conduct monthly unit officer/leader meetings to plan unit meetings and activities.							
D. We have adult leaders attend roundtables and Teen Leaders' Council meetings (if held).							
E. We review our program routinely with our chartered organization representative.							
F. We have a strong program and go on at least one activity per month.							
G. We use the advancement/recognition awards programs to encourage personal development.							
H. We attend special council/district events.							
I. We plan a major activity annually.							
J. We conduct at least one service project annually.							
K. We support a pack or troop annually.							
L. We participate in a Venturing Leadership Skills Course annually.							
M. We conduct a minimum of two meetings or activities each month.							
III. Membership/Attendance							
A. Our unit meetings are attended by at least 50 percent of our members regularly.							
B. Our youth and leaders wear their uniforms to unit meetings and on outings (if applicable).							
C. Our unit has an annual plan to recruit new youth members.							
IV. Centennial Quality Unit Award Standards							
A. We annually recharter on time.							
B. We earned the Centennial Quality Unit Award last year.							
C. We are on track to earn the award this year.							

# The Unit Trainer

## Position Summary

Under the direction of the unit committee chair, the unit trainer helps leaders and parents understand purposes, policies, and procedures of the Scouting program. The unit trainer conducts, or facilitates, the training of leaders and parents in the unit. The unit trainer promotes training to help leaders learn to plan and conduct unit meetings and activities. The unit trainer orients parents and leaders and guides unit leadership in carrying out their specific position responsibilities. The unit trainer's main objective is to have 100 percent of the unit leadership trained in their position responsibilities.

## Position Qualifications

The unit trainer must:

- Meet BSA membership requirements and be at least 21 years of age
- Be registered with the Boy Scouts of America as a member of the unit committee

It is recommended that the unit trainer have at least one year of experience in a leadership position in the Scouting program for the specific program they are working with. Unit trainers should participate in the Trainer Development Conference, held on a district or council basis annually. (There is a special syllabus for this course available through MyBSA Resources by going to the Boy Scout Program and clicking on Trainer Development Conference.)

For new units and those lacking experienced leaders, an experienced leader may be appointed as unit trainer until the new leaders gain experience.

## Responsibilities

The unit trainer is responsible for:

- Remaining current with training material and program updates
- Conducting orientation of new families within one week of joining the unit
- Providing Fast Start Training to new leaders. (Fast Start Training can be used as a recruiting tool. The unit trainer should contact the new leader within two or three days to review the information and answer questions. Fast Start Training can be completed by viewing the Fast Start video or DVD or by completing the training on your council's Web site or by completing the training on the national online learning center.)
- Conducting monthly unit leadership enhancements
- Encouraging unit leadership to attend:
  - a. Leader basic training, which includes New Leader Essentials Training or its equivalent and position-specific or leader-specific training (as soon as possible after they are recruited)
  - b. Youth Protection training
  - c. Monthly roundtables for Cub Scout, Boy Scout, and Varsity Scout leaders or the monthly Venturing program forum for Venturing leaders
  - d. Cub Scout leader pow wow (if conducted in your council)
  - e. BALOO (Basic Adult Leader Outdoor Orientation) for Cub Scout leadership
  - f. Boy Scout adult outdoor leader training
  - g. Outdoor Leader Skills for Webelos Leaders
  - h. Venturing adult leader training
  - i. Wood Badge
- Encouraging den chiefs to attend den chief training or take the online training
- Maintaining unit training records

## Frequently Asked Questions

### **Question 1: When will the unit award commitment forms be available to councils?**

Answer: Unit award commitment forms will be shipped to councils in bulk by the end of September. They are also available to download from the national Web site, [www.scouting.org](http://www.scouting.org), the commissioner Web site, [www.scouting.org/commissioners](http://www.scouting.org/commissioners), and on MyBSA for professionals under Council and District Operations.

### **Question 2: How does a unit become eligible for the Centennial Quality Award?**

Answer: Unit leadership will meet with their assigned commissioner or a district-level volunteer to review the unit's program and establish program objectives. This should be done prior to February 15, 2010. It is not part of the rechartering process.

### **Question 3: When will units be able to qualify to earn the award?**

Answer: When all requirements are completed beginning no earlier than October 31, but no later than the end of the year (example, for 2010 you would begin to qualify after October 31, but no later than December 31, 2010). Councils have until January 30 to post the unit's achievement in ScoutNET for it to be part of the unit, district, and council record.

### **Question 4: How will the criteria for the award be distributed and explained to all councils, districts, and unit leaders?**

Answer: Councils should establish an implementation schedule. The program details include commitment forms for units, districts, and councils; training agendas; and unit action planning meeting support.

### **Question 5: Are there other ways to learn about the Centennial Quality Award program?**

Answer: The program explanation can be found on the Web site [www.scouting.org](http://www.scouting.org); on the commissioners Web site under [www.scouting.org/commissioners](http://www.scouting.org/commissioners); and on My BSA under Council and District Operations, then "Centennial Quality Award program." You will be able to download the details of the program and the unit, district, and council award commitment forms from the Web.

### **Question 6: When will the recognition items be available?**

Answer: All recognition items for 2009 will be available starting in October 2009, and in October 2010 for 2010 awards. Unit ribbons for 2009 were shipped in October 2009 to councils in bulk. Individual uniform emblems, individual pins, and unit award plaques for those who qualify will be available to order from supply beginning in October 2009. (Remember, a unit qualifies for the award after October 31 of each year.)

### **Question 7: Does a council, district, or unit have to meet all of the award criteria to earn the Centennial Quality award?**

Answer: Yes, they do have to qualify for all criteria in order to achieve the award.

### **Question 8: On the unit commitment form, are the references to participation in product sales, conducting a unit FOS presentation, and the number of unit commissioner visits required to qualify for the award?**

Answer: No. Those measurements are on the unit commitment form for informational and encouragement purposes. Each of these areas will help provide a better quality program experience for a unit. The unit's answer will not affect the earning of the award.

**Question 9: Can I obtain an electronic version of the Centennial Quality Award logo to use in my newsletter?**

Answer: The logos are located on a site that is accessible to councils only.

**Question 10: Have the criteria for Learning for Life districts, councils, Explorer posts, and Learning for Life groups changed?**

Answer: No. They will continue to qualify for the National Distinguished Learning for Life Award for districts and councils. Explorer posts will qualify for the Exploring Excellence Award, and school-based groups will qualify for the Learning for Life National Accreditation Award.

**Question 11: How do you use the additional goals section at the bottom of the interpretation form to impact qualifying for the award?**

Answer: The additional goals are key areas that may need attention to improve a unit, district, or council program. They can be used on a case-by-case basis to measure the success as a part of the award criteria. Setting additional goals and their achievement will be determined by the volunteer and professional leadership.

**Question 12: What qualifies as an outdoor program or activity per month?**

Answer: Each unit establishes a goal at the beginning of the year on the number of outdoor events or other activities. (Pack meetings can count as one activity per month. Packs are also encouraged to conduct or attend outdoor camping events periodically during the year.) Crews, ships, troops, and teams do not count their regular meetings and patrol meetings as outdoor events or activities.

**Question 13: How is recruitment of new adults defined?**

Answer: Commitment and involvement by more registered adults is the overall goal. The training provided to them is critical in engaging them in better support of the program. Each unit should provide an annual orientation for all parents. As a part of the National Parent Initiative, a suggested list of specific tasks has been developed to involve more parents and adults in the program.

**Question 14: Can new units organized during the year qualify for the award during that year?**

Answer: Yes. Their goals are established based on when they are organized and are established at the time of their initial planning as a new unit with the new adult leadership involved in the commitments being made.

**Question 15: If a unit is already achieving at a very high level in a specific criterion, is there any allowance for them to maintain that achievement as opposed to increasing?**

Answer: Yes. There are circumstances where a unit is already achieving a very high percentage of excellence and maintaining that status would be considered as fulfilling the goals for that specific area. For example, a unit may recruit from one school and they have a limited number of available youth at that school. They may have a high percentage of the available boys involved and they are limited by the number of boys in the next grade or class. Establishing a specific number or percentage of the available youth can be set as their goal. You do not necessarily set the goal based on the previous year's accomplishment.

**Note:** Additional questions may be added on the Web sites as clarification and interpretation merit an explanation.

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513-175-1  
2009 Printing