



August 2006

To: Volunteers and Professionals

From: Rick Cronk, National President
Donald D. Belcher, National Commissioner
Roy L. Williams, Chief Scout Executive

Subject: **New Centennial Quality Award for 2007–2010**

Our 100th anniversary is only four years away. The excitement of celebrating a century of fun and adventure, citizenship, patriotism, and good character is truly an opportunity for America to salute the Boy Scouts of America.

Through our new National Strategic Plan, “2010: When Tradition Meets Tomorrow,” we are extremely pleased to introduce the **Centennial Quality Award!** This newly revised award program is our opportunity to salute those who truly deliver exceptional programs to youth members at all levels of our organization.

Our primary focus is

“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 from 2007 through 2010. When a unit, district, or council earns this award, it makes a statement that they have provided their youth members with the highest quality program experience possible.

Today, set your goals and work toward achieving the award. Your youth members are counting on you! Good luck as you work toward helping celebrate our 100th anniversary by achieving this award for 2007, 2008, 2009, and

2010: When Tradition Meets Tomorrow!

Introduction of the National Strategic Plan and Centennial Quality Award

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

The Centennial Quality Awards program is designed to recognize units, districts, councils, areas, and regions in achieving excellence in providing a quality program to a growing youth population in America at all levels of the Boy Scouts of America.

The new National Strategic Plan will guide the Boy Scouts of America 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, a forthright and honorable tradition, and as we embark upon our second century, we must be prepared to meet the needs of tomorrow’s families. The methods must change to meet the needs of time, but the honor and vision of Scouting remain strong and will propel our mission into its next hundred years.

Our National Strategic Plan will be 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 five pillars.

2006—This year emphasizes research.

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

2008—Launch a campaign to engage 1 million new volunteers.

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

2010—Celebrate our 100th anniversary.

The new Strategic Plan will encompass its components into the very fabric of each local council’s strategic plan. It is designed to give direction in key areas needed to implement and continue a quality program experience for each youth and their family. The new Centennial Quality Awards program incorporates the new National Strategic Plan.

- I. Every eligible youth has an opportunity to be involved in a quality Scouting experience:**
 - + Increase market share and/or growth.
 - + Increase the number of new members.
 - + Improve member retention.
 - + Increase the number of units.
- II. The number of engaged, accountable volunteers is dramatically increased at all levels of Scouting:**
 - + Add 1 million new volunteers.
 - + Increase the number of Quality Councils, Districts, and Units.
- III. Every local council is fiscally sound:**
 - + Reduce the number of councils with annual operating deficits.
 - + Increase local councils’ unrestricted net assets.
 - + Increase local councils’ 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.

Procedures for Implementation of the Centennial Quality Awards Program

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

There are other key steps that are taken care of by councils and districts. The steps directly having an effect on units are listed below.

Step 5

Conduct an orientation of the concept 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 the visit by the unit commissioner with each of their assigned units 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 set 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 chairperson 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 goals to achieve the award for 2007. Complete the form and sign it. Leave the special copy, suitable for framing, with the unit and turn in a work copy to the district for recording in the council office.

After this visit, encourage all units to share the new award program with their youth members, unit leadership, and the parents of the unit. 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 meeting. A signed copy of the Centennial Quality Unit Award commitment form should be turned in at the monthly commissioner staff meeting and forwarded to the council for their records.

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.

As units begin to have difficulty in achieving some of the requirements, a plan can be developed to assist the unit in its successful completion. My BSA 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

October 31 or after, 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 for that year. This could be a part of the annual district recognition dinner.

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 requirements, 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.

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 evaluate the unit's progress toward achieving the **Centennial Quality Unit Award**
 - + To review the unit's goals, successes, and vision for the coming year
 - + To identify any areas of improvement—leadership, program, and membership
 - + To determine any specific actions needing to be taken to assist with unit improvements and determine who will follow up on those actions
 - + To schedule any necessary follow-up to monitor progress
2. How does the district support the unit in the earning of this award?
 - + At the unit action planning meeting, use the Centennial Quality Award qualification form and the unit self-assessment tools as a guide in developing goals for the unit to achieve during the year. The goal is to assist every unit in qualifying each year for the Centennial Quality Award.
 - + Have the commissioner or a designated district volunteer turn in the completed form by a specified deadline for every unit in the district.
 - + Each district should compile a list of action items needed to assist all units. These will be a part of the district committee's work plans in the months ahead. Review the list monthly at district committee and commissioner staff meetings to provide support to each of the district's units.

Questions and Answers About the Centennial Quality Awards Program

Question 1—When do you complete the commitment form for the Centennial Quality Award?

Answer—The form is completed by the unit leadership with their assigned commissioner or a district-level volunteer in consultation with your district executive. It is completed at the end of the year or during the first part of the year in which you are committing for the award (example, for 2007, you should complete the form no later than February 15, 2007). It is no longer a part of the rechartering process.

Question 2—When will units earn the award?

Answer—When all requirements are completed, units will be eligible to earn the award after October 31, 2007.

Question 3—When will the unit award commitment forms be available to councils?

Answer—Unit award commitment forms for each council will be shipped in bulk in the early fall prior to the implementation meetings to discuss with unit, district, and council volunteers.

Question 4—How will the new criteria for the award be explained to all councils, districts, and units?

Answer—The new program was shared at Top Hands in August with Scout executives. A supply of implementation packets will be shipped to each council to share with council-, district-, and unit-level volunteers in September and October 2006. It will include reasons for updating the previous Quality award program; new 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 new Centennial Quality Awards program?

Answer—The new program will be explained on the www.scouting.org Web site, on the commissioners Web site under www.scouting.org/commissioners, and on ScoutNET under BSA Info, under Leadership Support Service, under “Centennial Quality Awards 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 will be available starting in August 2007. Unit ribbons/streamers will be shipped to councils in bulk in July. Individual uniform emblems, individual pins, and unit award plaques for those who qualify will be available to order from the Supply Group beginning in August 2007.