



# Shining Waters Council Updates September 2019



## SWC Team Structure

- Group Support Model: Moving from Geography-based support to Needs-based support
- Guiding Documents
  - Group Health Navigator (For Groups)
  - Canadian Path Navigator (For Sections)



# SWC Team Structure

Service Tier	What the Groups Look Like	Examples of Support Needed
1	Small Groups with a handful of Volunteers serving roughly a dozen youth in one or two Sections.	Understanding the Scouting program Implementing Volunteer Screening Basic Group operations
2	Small to medium Group serving roughly thirty youth in two or three Sections.	Setting up a Group Committee Stabilizing cash flow Implementing business planning
3	Medium to large Group serving roughly forty to eighty youth in three or four Sections.	Group Committee specialization Fundraising Implementing The Canadian Path
4	Large Group serving seventy-five to two hundred youth in five to eight Sections.	Managing organizational complexity Opening new Sections Finding new meeting spaces



# SWC Team Structure

	Group Support Centre		Group Support Scouters	
Support Tier**	1	2	3	4
Group Support Center	X	X	X	X
Dedicated Help Center Channel	X	X	X	X
Group Health Review	Annual	Semiannual	Seasonal	Seasonal
Office Hours	As Required	X	X	X
Check-in (minimum)	As Required	As Required	Monthly	Monthly
Active Project Support	As Required	As Required	As Required	X



## SWC Team Structure

- Council Leadership Team (CLT) = CK3 + GSS/SRM + Shared Service Leads (DCCs)
- GSS Time Commitment & Scope
- DCCs will eventually report into their National Lead (Shared Service Model) – but they will continue to be part of SWC CLT
- DACs report into DCCs
- Process Innovations in Functional Teams



## SWC Team Structure

- GCs will report into a CLT member (GSS)
- GYC's will transition into Youth Rep roles – integral part of Group Committee
- For day-to-day support – GCs work in partnership with their RM (who can be CRM, SRM, or Volunteer GSS)



## SWC Team Structure

- The only thing changed is support structure
- Everything else: Scouter's Club / Red Arrow, Area Events, Area Identities, etc.: Status Quo
- **Main Goal: Supporting our Front Line**



# Membership Growth

- Why Growth?
- Why Scouts? Why are we here?





# Membership Growth

## National Context (Youth Membership)

- Year-End 2018-19: 58,279 (-1.0%)
- 2019-20 (As of 9/17): 44,266 (-3.3% vs PYTD)
- 2018-19 (As of 9/17): 45,773
- Key Reason: LDS Exit – excluding LDS Groups, then +4.0% vs PYTD



# Membership Growth

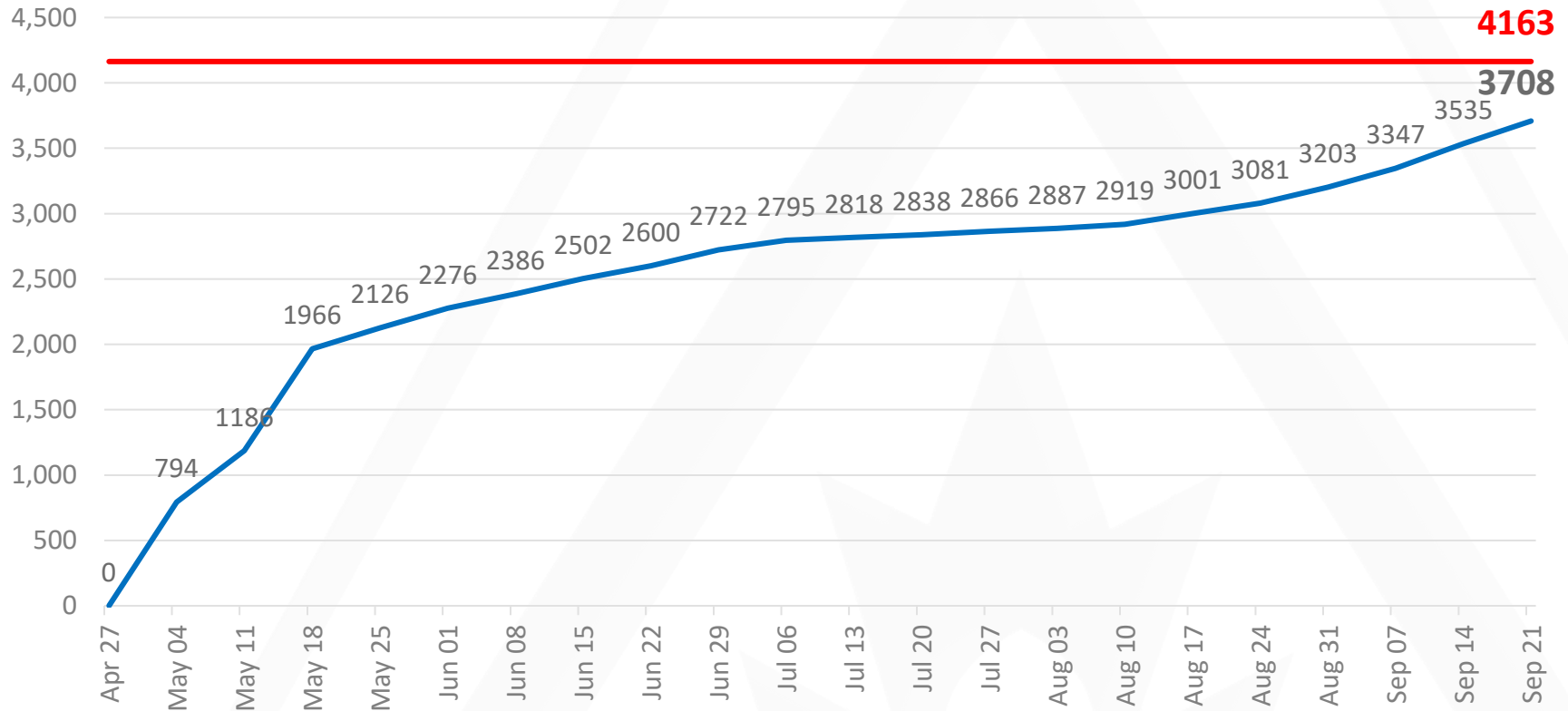
For Shining Waters Council

- Year-End 2018-19: 4,163 (-2.0%)
- 2019-20 (As of 9/20): 3,708 (+6.2% vs PYTD)
- 2018-19 (As of 9/20): 3,490
- Youth Retention: 2<sup>nd</sup> / 20 Councils (64%)
- Growth: 1<sup>st</sup> / 20 Councils (13.7% away from PY Final Level)



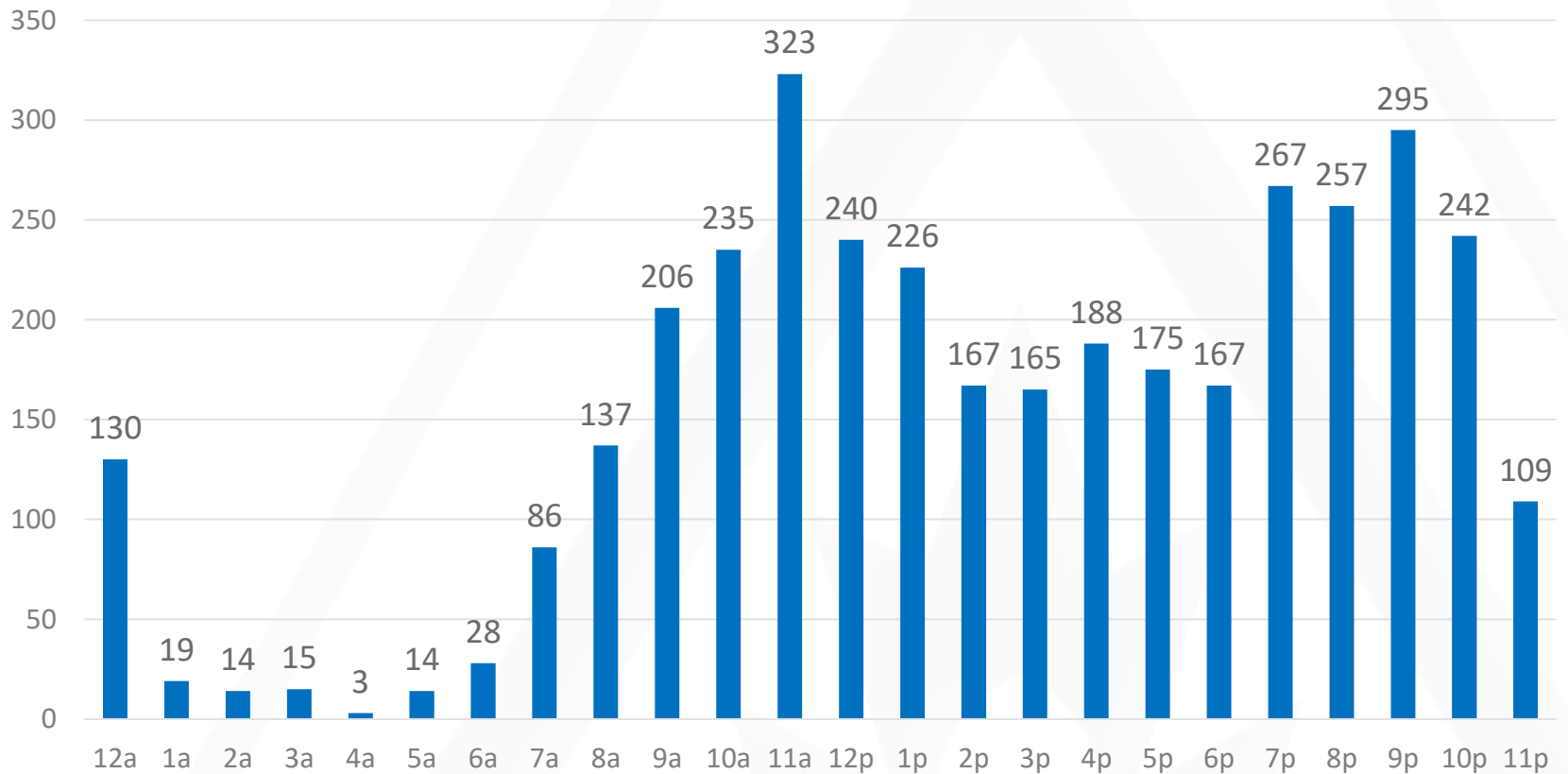
# Membership Growth

2019-20 SWC Registration by Date



# Membership Growth

2019-20 SWC Registration by Hour (As of 9/20 11:59pm)



## Membership Growth

- Started Tues, Sept 17 (Technically Sept 16 11:49pm)
- Email sent to 497 email addresses (Help Desk Inquiries)
- Of which: 491 were valid email addresses
- As of 9/20 11:59pm: 40 registrations in 4 days (8.1% uptake)
- Thanks to all GC/GA/GR. Also special thanks to Daisy & Kristy



# Membership Growth

*“I registered my son and paid membership at your official web site a couple years back but **NEVER heard anything back from you**. I then **emailed you a few times but got no response**. It was quite an effort to get my money back through credit card dispute.*

*I was almost going to file a complaint against your irresponsible behaviour. So you now want me to register? Ok, you need to apologize to me first for the time I wasted.*

*Shame on you!!!”*

(Email Received Tue 2019-09-17 5:57 AM)



## Membership Growth

*“7th Markham has physical space to grow a new section on Mondays. So you can put us down as **conditional on more scouters**. Ideally it should be a cub section as we had turned away a lot of cubs this year, then maybe a scout section.*

*It can start with a small section (up to 18) but I will need a contact scouter and 2 section scouters. For the first, couple of sessions they can share the gym with my scout section until they get comfortable, then I will move them to a different location so they have more space.”*



## Membership Growth

*“Thank you so much. I'm excited to hear from Christopher and Nadine. I recall in Novemebr last year I did exchange a few emails with Christopher.*

***I am interested in taking steps to become more involved as well.** As a parent or even start on my own journey in Scouts. My father continued his Scout journey from [...] and is still a Scout leader in a [...] group in retirement from his career. My own 12-year background with the St. John Ambulancr Toronto Brigade was a good chapter in my life too so I am interested in more with Scout Canada now with this opportunity.*

*Together with Isaac, we are excited about the first meeting next week.”*





# Membership Growth

- Need to avoid extinction outcome
- Need to Focus
- Positive Growth Mindset
- SWC in good positive thanks to our people – let's keep up the momentum!

