

2-4-12 IDEA PLAN

District Chairpersons, District Commissioners, District Executives:

I know all of you are very busy with fall activities, pop-corn sales, recruitment and the myriad of other things on a Scout leader's plate. So I will not take a lot of your time.

2-4-12. Let me repeat that: 2-4-12.

There are lots of versions of this. You may already be participating in one. It stands for sharing 2 ideas for each of the next 12 months. That's 2x6 (districts) =12 ideas per month x 12 months = 144 ideas shared.

Since we are spread out between Ohio and West Virginia and seldom meet en masse, John Tripplett, Vice President of Operations, suggested the idea that we use the internet [Council Website] to share ideas on a variety of subjects. **It's your chance to crow about what works and help others.** So here is how it is going to work over the next 12 months starting with October 2011:

1. By the 20th of each month the District Chairperson will submit to John Burns at the Scout Service Center two [2] ideas for Council Review and if approved, then for sharing with other Scouters throughout the Council.
2. Each idea will come with a description of how it works, has worked or could work in the submitting district or elsewhere as well as other detailed information on how to carry it out. Keep it short and to the point.
3. John Burns will post it to the Council Web Site BY THE 25TH of each month under a new section entitled: **DISTRICT IDEAS – WHY NOT TRY THIS?**
4. The Districts will put the ideas on the agenda for discussion and if there is any interest in any idea submitted, develop a plan of implementation including assignment of a volunteer to execute the plan.
5. Based on the priority of needs discussed informally during the training conclave, the following are the subject areas for the trial run:
 - a. October 2011 Recruitment of Young Adult Volunteers
 - b. November 2011 Unit Retention and Rechartering
 - c. December 2011 Training of Adult Volunteers
 - d. January 2012 Advancement and Recognition of Advancement
 - e. February 2012 Membership-Recruitment of New Scouts
 - f. March 2012 Camping, Activities and Program
 - g. April 2012 Public and Community Service Projects
 - h. May 2012 Publicity and Media Relations
 - i. June 2012 Safety and First Aid Training & Practice including year round water safety
 - j. July 2012 Membership Retention
 - k. August 2012 Market Penetration and new unit development or existing unit expansion; Recognition of existing sponsoring institutions; Recruitment and Development of new sponsoring institutions.
 - l. September 2012 Membership-Recruitment

Let's give this a try. Let's Share. Let's see what works. There are no bad ideas. Some just are better.