

Welcoming Millennial Families: 'TAKE ACTION' Ideas



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We must seek to understand millennial parents so that we can position Scouting to welcome them.

There is no need to change our core values or mission, but we will not be successful unless we make some changes to our approaches and processes.

WHAT WE KNOW

WHAT WE CAN DO

Millennials:	BSA	Council/District	Unit
VALUES	1) have deep-rooted <u>values and support causes or groups that inspire them and their children.</u>	• Keep the values of the Scout Oath & Law. • <u>Market the inspiration via social media.</u> • Develop and share inspirational resources - PSAs, web templates, training modules, etc.	• Inspire interest by showcasing how Scouting benefits local youth and the community. • Establish an inspirational presence in local social media/blogs and local neighborhoods.
	2) are multi-culturally <u>diverse and expect awareness of differences among cultural groups as well as focus on acceptance of all.</u>	• Establish training and marketing focus on understanding and embracing diversity. • Revise program material details to reflect multi-cultural awareness, especially in faith.	• Reach out to local cultural groups to learn more about them and establish respectful relationships, showing that Scouting is for families like theirs.
	3) seek <u>trust-worthiness, kindness, open-mindedness, and fair treatment of all, particularly in youth programs.</u>	• <u>Advance a culture of inclusiveness now that membership policies have been revised.</u> • Build leader and youth training fostering a group dynamic of kindness and acceptance.	• Foster appreciation of 'Golden Rule' qualities in unit service contacts and leadership mentoring.
ORGANIZATIONAL SAVVY	4) use <u>social media to provide constant connection with people and causes they value.</u>	• Develop a positive presence on mom-oriented social media sites and blogs. • Build connections with millennial parents.	• Enlist parents to share the inspiration of Scouting through social media and personal contacts, supported by a unit *M&M chair.
	5) choose involvement with groups that they see as well <u>organized and technologically aware, i.e., prepared to welcome them.</u>	• <u>Design state-of-the-art apps and electronic joining processes.</u> • Create council website templates that appeal to parents accessing via smartphone.	• Redo websites to appeal to families. • Coordinate & support recruitment efforts and joining events/processes. • Help packs establish strong den leadership before recruiting youth.
	6) place <u>great importance on learning and training, and do not want their children led/taught/supervised by anyone untrained.</u>	• <u>Require training before registering anyone in a contact leadership position.</u> • Develop blended learning programs, pairing online courses with local mentors/resources.	• Require training before registering anyone in a leadership position. • Teach council/district volunteers to welcome millennial parents.
PREPARED TO VOLUNTEER	7) seek youth programs combining <u>safety and trained supervision with active fun and learning.</u>	• Focus leader training on age-appropriate safety concerns and development of skill in engaging youth in interactive program.	• Require training before registering anyone in a leadership position. • Use experienced local Scouters to mentor new volunteers.
	8) <u>expect to be active volunteers (as they have been since childhood) and generous in sharing their time and skills once they feel prepared.</u>	• Promote expectation of family engagement via visuals of non-uniformed adults helping. • Provide accessible online information to help parents learn more about the program.	• <u>Support pack and den leadership in learning about millennial volunteerism and providing local resources.</u>
	9) seek <u>options in volunteerism – short-term chances for gradual learning and commitment.</u>	• Develop den and pack org models with a variety of small, short-term volunteer options.	• Develop an expectation that all families will help but that they will not be expected to take on too much too soon.
	10) expect to learn and work as part of a <u>team and want their children to learn teamwork.</u>	• Revise adult registration to allow co-leaders for dens, i.e., multiple registrants for position.	• Identify a variety of small, short-term tasks and match people carefully to opportunities.
	11) view volunteerism as part of their personal <u>professional leadership development.</u>	• Provide resume-building credentials. • Build task-oriented online elective courses.	• Use a team approach to planning and implementing den and pack programs. • Focus on supporting and appreciating both new and continuing volunteers.

*M&M = Membership and Marketing

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