

# Report to the European Scout Committee

## Growth through Quality Working Group

### 1. Introduction

This report deals with 'Strategic Objective 2 – Growth through Quality' as outlined in the Regional Scout Plan 2010-2013. It should be read in conjunction with the Regional Scout Plan 2010-2013, which can be accessed at [www.scout.org/europe](http://www.scout.org/europe)

### 2. Progress in implementing Objectives, Actions and achieving KPIs

*Since the last meeting of the European Scout Committee*

- **AC 2.1.1 – IN PROGRESS**

*Identify quality standards or frameworks used by NSOs/NSAs in Europe as well as around the world and share the information with NSOs/NSAs*

**Progress:**

- Gathering data on existing quality standards and putting them in usable form

- **AC 2.1.2 - IN PROGRESS**

Promote the use of the 'Action for Growth' toolkit as well as other tools focussed on ensuring quality, direct to NSOs/NSAs as well as through seminars and events

**Progress:**

- Both "Action for Growth", produced by ESR and "Growth Report" produced by WSB-CO were presented on the Academy 2011.
- "Action for Growth", produced by ESR and "Growth Report" produced by WSB-CO are going to be presented on the joint growth event in Denmark in April 2012.
- "Action for Growth", and "Growth Report" are going to be presented to NSOs in some of TS projects that are going to be implemented in the following period.

- **AC 2.1.3 - IN PROGRESS**

Encourage NSOs/NSAs to identify appropriate methods for communicating the need for membership growth and how to present this to the public

**Progress:**

- Presented and discussed in some sense at the Academy 2011.
- Will be presented and discussed at the joint growth event in Denmark in April 2012.

- **AC 2.1.4 – IN PROGRESS**

*Actively participate in projects and research activities initiated at world level related to membership growth*

**Progress:**

- Collecting info on projects and research at world level. Information was distributed to World Scout Committee members and staff working on world level.

- **AC 2.2.1 – IN PROGRESS**

*Work with interested NSOs/NSAs to establish voluntary quality standards in training for adult volunteers*

**Progress:**

- Gathering requests on TS.
- Processed results from Needs and strengths analysis and suggested TS that has a component in this area for the following NSOs/NSAs: Bosnia and Herzegovina, Cyprus, Estonia, Iceland, Ireland, Italy – CNGEI, Latvia, Luxembourg, Malta, Montenegro, Poland, Portugal, Romania, Serbia, Slovenia
- Participation at the Annual TC Network meeting in January 2012.

- Session on quality standards in training will be delivered on joint growth event in Denmark.

- **AC 2.2.2 – IN PROGRESS**

*Encourage and support interested NSOs/NSAs in the review and renewal of adult training systems*

**Progress:**

- Gathered information on NSOs that are reviewing/renewing their training systems
- Processed results from Needs and strengths analysis and suggested TS containing component in this area for the following NSOs/NSAs: Bosnia and Herzegovina, Latvia, Serbia.
- Workshop for the TC Network meeting realized.

- **AC 2.2.3 - IN PROGRESS**

Work with selected NSOs/NSAs to compare training provisions for adult volunteers in Scouting and publish a report outlining the conclusions and recommendations

**Progress:**

- Processed results from Needs and strengths analysis to identify possible NSOs/NSAs.

- **AC 2.2.4 – IN PROGRESS**

*Support NSOs/NSAs in introducing new technologies and techniques to assist with ensuring the quality of training for adult volunteers*

**Progress:**

- Gathering information on existing experience.

- **AC 2.3.1 – IN PROGRESS**

Explore existing quality frameworks and their potential application to ensuring quality in the design and implementation of youth programme

**Progress:**

- Gathering information from NSOs on existing quality frameworks, through Committee contact system and internet resources.
- A session on youth programme, quality and growth is being planned for the joint growth event in Denmark in April 2012.

- **AC 2.3.4 - IN PROGRESS**

Encourage NSOs/NSAs to identify the most challenging aspects of youth programme delivery and provide support to ensure effective delivery

**Progress:**

- A session on youth programme, quality and growth is being planned for the joint growth event in Denmark in April 2012.

- **AC 2.3.5 – ACCOMPLISHED**

*Gather examples of how NSOs/NSAs allow for flexible delivery of youth programme and encourage other NSOs/NSAs to see the benefits of flexible operating*

**Progress:**

- Examples of best practices identified.
- Realized 2 non-formal sessions during the Academy to collect and share information and good examples of flexible delivery of youth programme.

- **AC 2.3.6 - IN PROGRESS**

Discuss with NSOs/NSAs how to ensure that youth programmes tackle current issues affecting young people, or how to respond to events happening around them

**Progress:**

- A session on youth programme, quality and growth is being planned for the joint growth event in Denmark in April 2012.

- **AC 2.3.7 - IN PROGRESS**  
Initiate a discussion with NSOs/NSAs on how to use the youth programme as a vehicle for peer recruitment  
**Progress:**
  - Sessions on youth programme and recruitment are being planned for the joint growth event in Denmark in April 2012.
  
- **AC 2.5.1 – IN PROGRESS**  
*Examine data provided by NSOs/NSAs and identify opportunities for better membership retention of young people moving from one age section to another*  
**Progress:**
  - Gathering data.
  - Realized online survey of retention of young people during the WS Jamboree and the Academy 2011. 50 survey filled forms received.
  
- **AC 2.5.2 – IN PROGRESS**  
Support NSOs/NSAs in implementing training to assist local managers in improving retention of young people moving from one age section to another  
**Progress:**
  - Realized online survey of retention of young people during the WS Jamboree and the Academy 2011. 50 survey filled forms received.
  
- **AC 2.5.3 – IN PROGRESS**  
Encourage NSOs/NSAs to undertake research with young people who have left Scouting to understand why they left and use this data for future developments  
**Progress:**
  - Preparation and realization of sessions during the joint growth event in April.
  
- **AC 2.5.4 – IN PROGRESS**  
*Study the transition processes and rates of retention in competitor and partner organisations as well as in other Regions and make recommendations*  
**Progress:**
  - Research – gathering data from existing resources, contacts and internet.
  
- **AC 2.6.1 – ACCOMPLISHED**  
*Identify more accurately, with NSOs/NSAs, how many young people are waiting to join Scouting and share information on the situation*  
**Progress:**
  - Data on existing waiting lists in NSOs gathered and shared.
  
- **AC 2.6.2 – IN PROGRESS**  
Initiate an exchange of knowledge between NSOs/NSAs on the management of requests to join Scouting from young people as well as potential adult volunteers  
**Progress:**
  - Non-formal session with NSOs during the Academy realized.
  - Session with NSOs to be realized during the joint growth event in April.
  
- **AC 2.6.3 – IN PROGRESS**  
Encourage NSOs/NSAs to identify and use innovative recruitment methods to secure adequate adult volunteers to deliver Scouting at local level  
**Progress:**
  - Preparation of article for Euroscoutinfo.

- A session on recruitment and retention is being planned for the joint growth event in April.
- **AC 2.6.4 – IN PROGRESS**  
Assist NSOs/NSAs in developing communications strategies that proactively and constructively deal with the issue of adult volunteer recruitment

**Progress:**

- Suggestion of TS to some NSOs.

### 3. Next steps in implementing Objectives, Actions and achieving KPIs

*Until next meeting of the European Scout Committee*

- **AC 2.1.1**  
*Identify quality standards or frameworks used by NSOs/NSAs in Europe as well as around the world and share the information with NSOs/NSAs*

**Next Steps:**

- Extract the gathered data on existing quality standards and put it in usable form.
- Sharing the information on EuroScoutInfo.

- **AC 2.1.2**  
*Promote the use of the 'Action for Growth' toolkit as well as other tools focussed on ensuring quality, direct to NSOs/NSAs as well as through seminars and events*

**Next steps:**

- TS to NSOs/NSAs.
- Session during the joint growth event in April 2012.
- Advertise the toolkits on existing web-tools (EuroScoutInfo.com....).
- Joint Circular about Membership Growth tools.

- **AC 2.1.3**  
Encourage NSOs/NSAs to identify appropriate methods for communicating the need for membership growth and how to present this to the public

**Next steps:**

- TS to NSOs/NSAs.
- Session during the joint growth event in Denmark in April 2012.

- **AC 2.1.4**  
*Actively participate in projects and research activities initiated at world level related to membership growth*

**Next Steps:**

- Further collection of info on projects and research at world level.

- **AC 2.2.1**  
*Work with interested NSOs/NSAs to establish voluntary quality standards in training for adult volunteers*

**Next Steps:**

- Gathering requests on TS.
- Session during the joint growth event in April 2012.

- **AC 2.2.2**  
*Encourage and support interested NSOs/NSAs in the review and renewal of adult training systems*

**Next Steps:**

- Gather information on NSOs that are reviewing/renewing their training systems.

- Share information on quality standards in training systems.
- TS to NSOs/NSAs.

• **AC 2.2.3**

*Work with selected NSOs/NSAs to compare training provision for adult volunteers in Scouting and publish a report outlining the conclusions and recommendations*

**Next Steps:**

- Identify and select NSOs (that are already working on training provision).
- Create a questionnaire for them to fill out.

• **AC 2.2.4**

*Support NSOs/NSAs in introducing new technologies and techniques to assist with ensuring the quality of training for adult volunteers*

**Next Steps:**

- Gathering information on existing experience.
- Tailored support implementation.

• **AC 2.3.1**

*Explore existing quality frameworks and their potential application to ensuring quality in the design and implementation of youth programme*

**Next Steps:**

- Gather information from NSOs on existing quality frameworks.
- Session on youth programme and growth at the joint growth event in April 2012.

• **AC 2.3.4**

*Encourage NSOs/NSAs to identify the most challenging aspects of youth programme delivery and provide support to ensure effective delivery*

**Next Steps:**

- Tailored support implementation.
- EuroScoutInfo articles.
- Session on youth programme and growth at the joint growth event in April 2012.

• **AC 2.3.5**

*Gather examples of how NSOs/NSAs allow for flexible delivery of youth programme and encourage other NSOs/NSAs to see the benefits of flexible operating*

**Next Steps:**

- Collecting and editing examples of best practices.
- EuroScoutInfo articles.
- Session on youth programme and growth at the joint growth event in April 2012.

• **AC 2.3.6**

*Discuss with NSOs/NSAs how to ensure that youth programmes tackle current issues affecting young people, or how to respond to events happening around them*

**Progress:**

- A session on youth programme, quality and growth at the joint growth event in Denmark in April 2012.
- TS to NSOs/NSAs.

• **AC 2.3.7**

*Initiate a discussion with NSOs/NSAs on how to use the youth programme as a vehicle for peer recruitment*

**Next steps:**

- Sessions on youth programme and recruitment at the joint growth event in April 2012.

- TS to NSAs/NSOs.

- **AC 2.5.1**

*Examine data provided by NSOs/NSAs and identify opportunities for better membership retention of young people moving from one age section to another*

**Next Steps:**

- Get data from ECWG, examine, identify opportunities/challenges...
- Circular to NSO with results / feedback from survey.

- **AC 2.5.2**

*Support NSOs/NSAs in implementing training to assist local managers in improving retention of young people moving from one age section to another*

**Next Steps:**

- Tailored support implementation.

- **AC 2.5.3**

*Encourage NSOs/NSAs to undertake research with young people who have left Scouting to understand why they left and use this data for future developments*

**Next Steps:**

- Circular to NSO with results / feedback from survey.
- EuroScoutInfo articles.
- Session at the joint growth event in April 2012.

- **AC 2.5.4**

*Study the transition processes and rates of retention in competitor and partner organisations as well as in other Regions and make recommendations*

**Next Steps:**

- Research – gather info from other organisation.
- Report findings and recommendations (to the ESC).
- EuroScoutInfo articles.

- **AC 2.6.1**

*Identify more accurately, with NSOs/NSAs, how many young people are waiting to join Scouting and share information on the situation*

**Next Steps:**

- Achieving the gathered data on existing waiting lists in NSOs.
- Circulate the results.

- **AC 2.6.2**

*Initiate an exchange of knowledge between NSOs/NSAs on the management of requests to join Scouting from young people as well as potential adult volunteers*

**Next steps:**

- Session with NSOs to be realized during the joint growth event in April.

- **AC 2.6.3**

*Encourage NSOs/NSAs to identify and use innovative recruitment methods to secure adequate adult volunteers to deliver Scouting at local level*

**Next Steps:**

- Preparing an online survey on recruitment methods.
- EuroScoutInfo articles.
- Circular to NSO with results / feedback from survey.

- **AC 2.6.4**

*Assist NSOs/NSAs in developing communications strategies that proactively and constructively deal with the issue of adult volunteer recruitment*

**Next Steps:**

- Tailored support implementation.

**4. Successes**

*Please list the key successes since the last meeting of the European Scout Committee*

- Academy 2011 – the main theme was growth through quality, successful sessions and event in general.
- Tailored support in progress.
- Commitment within the GQWG.
- Preparation of a joint growth event in progress.

**5. Challenges**

*Please list the key challenges since the last meeting of the European Scout Committee*

- Gathering data from NSOs is extremely difficult, data quality sometimes bad.
- Some RSP GQ actions need a lot of time in gathering data, contact NSOs, etc. and in the end the actions' impact is low.
- Integration of different ways of working within the joint work.

**6. Issues for the consideration of the European Scout Committee**

*In brief, please list significant issues that you would like the European Scout Committee to consider*

- See above mentioned challenges.

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