

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

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.
- GQWG library on EuroScoutInfo established.

- **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 presented at the joint growth event in Denmark in April 2012.
- "Action for Growth", and "Growth Report" are presented to NSOs in some of TS projects that are currently implemented.

- **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.
- Presented and discussed at the joint growth event in Denmark in April 2012.
- Session on External Factors Affecting Growth was delivered during the 7th EM Forum 2012.
- Session on Research, Evaluation and Analysis as a factor of Growth was delivered during the 7th EM Forum 2012.
- A EuroScoutInfo article written to encourage NSOs to send information on their recruitment campaigns.

- **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. According to the feed-back received, not much is going on world level related to this topic.

- **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, Luxemburg, Malta, Montenegro, Poland, Portugal, Romania, Serbia, Slovenia
- Participation at the Annual TC Network meeting in January 2012.
- Session on quality standards in training delivered at the joint growth event in Denmark in April 2012.
- ITT work has been realized during the 7th EM Forum 2012.

• **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.
- Questionnaire for NSOs working on training provision created.

• **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.
- Preparation of an article for Euroscoutinfo.

• **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 was realized at the joint growth event in Denmark in April 2012.
- ITT work has been realized during the 7th EM Forum 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 was realized at 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 2011 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 was realized at 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:

- A session on youth programme and recruitment was realized at the joint growth event in Denmark in April 2012.

- **AC 2.5.1 – ACCOMPLISHED**

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

Progress:

- Data gathered.
- Realized online survey of retention of young people during the WS Jamboree and the Academy 2011. 50 survey filled forms received.
- A session on recruitment and retention was realized at the joint growth event in Denmark in April 2012.

- **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 2012.

- **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 2011 realized.

- **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 an article for Euroscoutinfo.
- A session on recruitment and retention was realized at the joint growth event in April 2012.

- **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.
- Quality standards/assessment from: Iceland, Netherlands, Croatia, Greece, UK – make those available in the library and share the information.

- **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.
- Advertise the toolkits on existing web-tools (EuroScoutInfo.com....).
- Joint Circular about Membership Growth tools.
- Presentation and/or session for use of the tools at the Academy 2012.

- **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.

- **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.
- Workshop at Academy 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.
- Generating a list of NSOs working on training system renewal and publishing of that list in EuroScoutInfo.
- Collect some good practices at the end of the triennium.
- Session on the training system renewal toolkit at the Academy 2012.

• **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.
- Session on e-learning at the Academy 2012.
- EuroScoutInfo articles on the benefits of using new technologies.

• **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 at the Academy 2012.
- EuroScoutInfo articles.

• **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.

• **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.
- Work with the material from the session on flexible delivery at the Academy and the survey.
- Write a EuroScoutInfo article on the benefits of flexible operating.

• **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:

- TS to NSOs/NSAs.
- Session at the Academy 2012.

- **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:
 - TS to NSAs/NSOs.
- **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.
 - Session at the Academy 2012.
- **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 2.6.2**
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 at the Academy 2012.
- **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:
 - Session at the Academy 2012.
 - EuroScoutInfo articles.
- **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.
 - Session at the Academy 2012.

4. Successes

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

- Successful realization of the Joint event on Growth in Denmark in April 2012.
- Tailored support in progress.
- Commitment within the GQWG.

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.
- Few NSOs have a clear growth strategy which makes evaluation of if KPIs have been reached very difficult.
- 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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