

**THE ACADEMY
2013**



EVENT REPORT

EUROPEAN REGIONAL OFFICE - FEBRUARY 2014

**THE ACADEMY
2013**





INTRODUCTION

The Academy 2013 provided an integrated solution to training and sharing experiences in many aspects of Scouting and Guiding, concentrating on key aspects of the regional plans of both the WOSM and WAGGGS European Regions. It also addressed the needs and expectations of organisations and participants, actively engaging them on its preparation and delivery, and focusing on their personal development, not ignoring the need of properly preparing them for the event follow-up at the national level. In the aftermath of the event, the number of requests to run workshops, to provide extra materials and information, as well as other types of support, provides clear evidence on how fruitful it was for NSOs/MOs all over Europe.

The Academy is now a well-known event from the perspective of European NSOs/MOs due to three core pillars: the consistency in the quality of content; the increased flexibility and opportunities available to participants and NSOs/MOs through the event programme; and the diversity in terms of working methods. Expectations are, therefore, at a professional level. The different types of resources invested by both WOSM and WAGGGS structures and volunteers on the preparation of the event also highlight its importance in providing support to NSOs/MOs.

Looking forward, and taking in consideration the evaluation made by the Support Team, the belief is that there is space for improvement, further development, and increased efficiency. At the beginning of 2014 the Academy has a well-defined methodology that interconnects, in a very balanced way, the plans of both Regions and their operational frameworks, with the needs and expectations of participants and sending NSOs/ MOs. The event programme has become more innovative and, at the same time, more supportive of participant learning and experiences. A number of innovative ways were found to better support facilitators, since the very beginning of the recruitment process, throughout the design of session outlines, until the delivery on-site. Communication was reinforced and new tools were used in order to ensure an effective communication, engage the participants, and reach the national level. Different project management approaches were used to ensure an efficient and effective planning and delivery of the event. Collaboration and commitment of the Hosting Team and Support Team was a critical success factor in the running of the event as well as in showcasing processes for volunteer engagement in short term projects.

The following pages provide more in-depth data on The Academy 2013, by giving specific highlight to the evaluation made, aiming to trigger reflection and further thinking on its future.



PROGRAMME AND CONTENT

- 28 different subjects/topics were offered to participants in a total of 70 sessions
- 15 subjects/topics were co-facilitated, 13 were not
- The event programme was designed based on the input (survey) and profile of participants
- “Learning Paths” (16 Education; 19 Governance; 7 Representation) were adopted to support participants defining a personal learning plan
- “Peer Groups” enabled direct and continuous support to participants during the whole event
- “Plenary sessions” on each morning
- 2 Support Skype calls with facilitators and other customised ways of peer-to-peer support
- Development of “Session development guidelines” and several support templates

The selection of workshops and the range of subjects was derived from a number of sources:

- Subjects which always popular (core sessions). These are sessions which are of on-going interest to NSO and participants and cover subjects such as
 - Recruitment and Retention of adults
 - Growth strategies
 - Project management
 - Organisational strategy
 - Being a spokesperson
- Subjects suggested by working groups and core groups from the Regions of WAGGGS and WOSM such as:
 - Recognition of non-formal learning
 - Safe from Harm
 - Spirituality
 - Youth participation
- Subjects which were identified as being “of value” given the current circumstances of Scouting and Guiding in Europe, such as:
 - Diversifying income
 - Active citizenship
 - Marketing and Communication strategies
 - International partnerships

In addition to these formal sessions, informal sharing sessions were offered at lunch-time where NSO/MOs and individuals could share good practice and ideas.

The initial ideas that were proposed to the planning team were considered and efforts were made to ensure the subject did not cross each other and the widest possible range of subjects were offered. Some proposals were merged into one session from, say, two proposals and a few were rejected where there was insufficient detail or substance to the proposal. Most proposals were accepted by the team, albeit with some amendments and clarifications.



In total, a range of 28 different sessions were offered together with 13 “Ideas worth spreading” subjects offered at lunch-times. 49% of participants attended a lunch time session which exceeded our expectations but shows the value of this additional opportunity.

Overall the programme was rated 4.09 (out of 5) by the participants. In the evaluation participants commented that they appreciated the range of sessions on offer. Participants expressed some concern about the quality and depth of some sessions and the need to move the timing of some sessions during the event which caused some frustration. A number of participants suggested that offering sessions at differing levels might also be valuable.

28 different sessions were offered during The Academy 2013. Because of the number of participants, all sessions were offered 2 or 3 times. In total 72 sessions were offered during 8 different time slots. The table below displays all the sessions and the total number of participants they attracted.

Session	number of participants (registration)
Spirituality in Guiding and Scouting education	52
Fundamentals of Scouting DNA; how to communicate it in society	49
Growth strategies	48
Managing change	48
Monitoring and Evaluation: how to judge quality in programme and training	48
Being a spokesperson for Scouting and Guiding	47
Mentoring and Coaching	47
Developing a strategy for your organisation	39
Intercultural learning through the International dimension of Scouting and Guiding	38
Succession Planning	38
How to make Guiding and Scouting accessible to all	37
Project management	37
Innovative approaches to adult learning and development	36
Peer to Peer learning methodologies outside and inside Scouting and Guiding	35
Recognition of non-formal education, what’s in it for Scouting and Guiding	35
Youth Programme 2020: the effect of global megatrends on our core business	34
Management of volunteers	31
Youth involvement with 10 to 17 year olds	31
Advocacy for youth at local and national level	30
Marketing and communication strategies	29
Recruiting and retaining of volunteers	26
International partnerships a source of dynamism for Scouting and Guiding	23
Scouting and active citizenship	22
Generations in dialogue	20



Meeting Youth Employment and Entrepreneurship through Scouting and Guiding	17
Safe from Harm How to create a safe environment in Scouting and Guiding	17
Diversifying income	13
Youth participation: Hitchhiking guide to National Youth Councils	11

Learning Paths

- The concept of “Learning Paths” worked well and was useful in structuring the programme of The Academy. Participants seemed to understand the concept and used it to choose the different session that were of interest to them.
- The concept basically is a tool to indicate which of the sessions are interesting for different groups of participants. During this Academy, 3 groups of participants were identified: Management and Board members (Governance), Programme and Training Commissioners/ team members (Education) and people working in communication and representation (Representation).
- Only a dozen participants had a position in their NSO/MO that would fit in the learning path of Representation. The total number of sessions in this learning path was also limited and therefore participants in this learning path felt that they had limited choices.
- The biggest group of participants (80) could be accommodated in the learning path of Education, of which 80 had programme (55) or training (25) related roles. This information could be used to possibly make different learning paths next time.

Drafting the programme

- Accommodating the different sessions in the programme of The Academy was a challenge, because of the many variables that had to be taking into account:
 - The Learning Paths: offering interesting sessions for all three groups of participants at all times;
 - The availability of facilitators during the event; only a couple of the 30 facilitators were available during the whole event.
 - 11 facilitators ran 2 different sessions; 1 facilitator ran 3 different sessions, often in different combinations of facilitators.
- Due to the large number of participants we had to ask all facilitators to run their session a number of times. A large number of facilitators therefore had to facilitate more than 4 sessions during The Academy. Some facilitators had to run too many sessions. They did not have enough time to rest, especially because they were also expected to facilitate a peer group and participate in the daily evaluation meetings.
- Drafting the programme of the event would be much easier if:
 - Facilitators are expected to be present for at least 3 days, but preferably 4 out of the 6 days.
 - Different combinations of facilitators per session are limited.

Programme logistics

- Participants had to subscribe to the different sessions on paper registration forms that were put up on a wall. This rather old fashioned way of registering turned out to be successful: more than 90% of the participants registered daily and the forms gave instant information to participants, facilitator and support team.
- Almost all sessions needed a projector, sound, flipcharts and post-its. It was very helpful to have these facilities in all the session rooms.



- Facilitators appreciated a short visit of a member of the support team in the 30 minutes before the start of every session to check if the facilities and the facilitators are all right.

Advanced sessions

A large number of participants indicated during the daily evaluation meetings that they would very much like to have advanced sessions during The Academy, meaning a second session about the same subject. Although this was so far not the design of this Academy, though it had been in the past, it might be worth experimenting with this the next time. Advanced sessions would be possible if:

- Participants are required to go to the beginner session first, to have at least the same, basic understanding of the subject.
- Some of the challenges in drafting the programme will be overcome: so more availability of facilitators and less combinations of different facilitators



COMMUNICATION

- The communication strategy reached 340,138 people and was based on:
 - 911 posts on different media
 - The event website had 21,595 views
 - Facebook engaged 10,441 users
 - Photo albums reached over 4500 users
 - 717 plays on Vimeo
 - 3 recorded sessions
 - 9 newsletters (facilitators + participants)

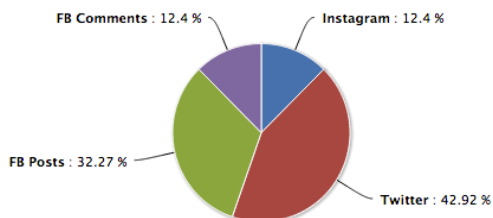
Social reach

The Academy 2013

[Export Content](#)

Social Reach **340,138** | Items **911** | Total ZPoints **5,672**

Social Platforms



TOP INFLUENCERS Ranked by ZPoints

1 **THE ACADEMY**

3,649
Total ZPoints: **12**
Average ZPoints Across **288** Items

Most Engaged Post [\(View All\)](#)

A scout is always prepared with a back-up plan, right? :)

THE ACADEMY 2013



Website report

Months and Years

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2013								3,418	8,028	8,441	1,398		21,305

Average per Day

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Overall
2013								190	268	272	303		259

Recent Weeks

Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total	Average	Change
Sep.30	Oct.1	Oct.2	Oct.3	Oct.4	Oct.5	Oct.6	1,187	170	
297	218	197	151	104	80	140	1,187	170	
Oct.7	Oct.8	Oct.9	Oct.10	Oct.11	Oct.12	Oct.13	1,153	165	-2.86%
238	136	196	307	149	95	72	1,153	165	-2.86%
Oct.14	Oct.15	Oct.16	Oct.17	Oct.18	Oct.19	Oct.20	1,292	185	+10.73%
150	305	264	143	249	122	129	1,292	185	+10.73%
Oct.21	Oct.22	Oct.23	Oct.24	Oct.25	Oct.26	Oct.27	2,094	299	+60.43%
363	241	280	301	388	189	302	2,094	299	+60.43%
Oct.28	Oct.29	Oct.30	Oct.31	Nov.1	Nov.2	Nov.3	3,960	566	+89.11%
1,118	676	433	665	374	345	329	3,960	566	+89.11%
Nov.4	Nov.5						650	523	-7.55%
523	127						650	523	-7.55%

- Views: 21,595
- Best day: 28 Oct 2013 – 1,118 views
- Best referrers: Facebook – 1,983, Search Engines – 1,053, Scout.org – 301, Europack-online.net – 147 and Twitter – 94.

Facebook report

Post Details

The Academy added 31 new photos to the album **Academy Day 3** – with José Figueira and 33 others at Provinciale Vorningsentrum. #thesacademy day 3: group photo, sessions and international evening.

4,526 People Reached

220 Likes, Comments & Shares

FROM YOUR PAGE AND POSTS
34 Likes 0 Comments 0 Shares

FROM LIKES, COMMENTS & SHARES
139 Likes 23 Comments 25 Shares

TOTAL
172 Likes 23 Comments 25 Shares

10,154 Post Clicks
10,114 Photo Views 1 Link Clicks 38 Clicks

NEGATIVE FEEDBACK
0 Hide Post 0 Hide All P
0 Report as Spam 0 Unlike Pa

on Friday · Coatsma, Antwerpen, Belgium · @

Like Comment Share 34 Likes

- Engaged users: 10,441
- Reach: 149,419
- Impressions: 427,375
- The most successful posts were the photo albums, reaching over 4,500 people.
- After the event, participants and facilitators used Facebook to give feedback.

Twitter report

MOST ACTIVE

HIGHEST IMPACT

MOST POPULAR

ORIGINAL TWEETS

1. @thesacademy 28	1. @biggp 10,254	1. @scoutscater 2,128	1. @thesacademy 2,118
2. @ChvSd2 26	2. @thesacademy 10,034	2. @biggp 2,118	2. @ChvSd2 2,118
3. @biggp 26	3. @scoutscater 10,010	3. @scoutscater 2,094	3. @thesacademy 2,094
4. @skolemmanma 22	4. @fmg_cat 10,004	4. @scoutscater 2,094	4. @biggp 2,094
5. @hemhuber 21	5. @europeregion 10,000	5. @fmg_cat 2,094	5. @hemhuber 2,094
6. @vanamun 20	6. @scoutscater 9,216	6. @scoutscater 2,094	6. @skolemmanma 2,094
7. @weendvossom 14	7. @vanamun 7,380	7. @vstEstria 2,094	7. @weendvossom 2,094
8. @europeregion 11	8. @scathur 5,270	8. @scoutscater 2,094	8. @europeregion 2,094
9. @scathur 10	9. @scoutscater 5,270	9. @europeregion 2,094	9. @scathur 2,094
10. @vanamun 9	10. @ONCR 2,890	10. @FOSperScouting 2,094	10. @bigaklanu 2,094
11. @CHPSCOUTS 9	11. @ChvSd2 2,887	11. @scathur 2,094	11. @europeregion 2,094
12. @scathur 9	12. @scoutscater 2,887	12. @scoutscater 2,094	12. @fmg_cat 2,094
13. @fmg_cat 8	13. @weendvossom 1,762	13. @bigaklanu 2,094	13. @fmg_cat 2,094
14. @bigaklanu 7	14. @skolemmanma 1,760	14. @ONCR 2,094	14. @vstEstria 2,094
15. @mg_glo 8	15. @vanamun 1,611	15. @joe 2,094	15. @ChrisMcweeney 2,094

- Tweets: 434
- Reach: 25,471
- Impressions: 171,946
- Contributors: 81



EVALUATION

Participants

- 176 participants received an e-mail with a link to the online survey during the last day of The Academy. A reminder was sent a week later.
- 119 participants responded (67%) of which 103 answered all the questions (58%).
- In most questions the participants were asked to rate from 1 to 5; 1 being low / bad / less useful and 5 being high / very good/ very useful.
- When a score is given in this report it reflects the average.

Overall

To what extent do you feel you achieved what you wanted to achieve during the Academy? Score: **3.8**

How would you rate the Academy overall, including the sessions you were attending? Score: **3.85**

Rate whether you think the Academy was a good use of your time? Score: **4.24**

To what extent has the Academy helped broaden your appreciation and understanding of your work in your NSO/MO?
Score: **3.75**

Information and communication

How would you rate the information about the event before its start? Score: **3.48**

Please rate how much the website and its content was relevant and useful during the course of the Academy? Score: **3.16**

Did you use social media during the Academy? Yes: 74.3% No: 25.7%

Please rate how much social media were relevant and useful during the course of the Academy. Score: **3.1**

Facilities and logistics

How would you rate the accommodation at the Academy? Score: **3.8**

How would you rate the food at the Academy? Score: **2.7**

How would you rate the travel arrangements offered to and from the Academy? Score: **3.53**

Programme overall

How would you rate the general setup of the programme of the Academy? Score: **4.09**

How would you rate the plenary sessions in the beginning of the day? Score: **3.33**

How would you rate the activities offered by the host country? Score: **3.78**

Have you attended any Ideas worth Spreading slot? Yes: 49% No: 51%

How would you rate the Ideas Worth Spreading after lunch? Score: **3.81**

Have you attended all the Peer-group meetings? Yes: 76% No: 24%

How would you rate the daily Peer-group meetings? Score: **4.08**

Sessions

Please rate whether the sessions you attended were useful for the work you are doing in your MO/NSO:



Sessions	Score in evaluation (1-5)
Diversifying income	4.71
Fundamentals of Scouting DNA; how to communicate it in society	4.35
Growth strategies	4.25
How to make Guiding and Scouting accessible to all	4.23
Managing change	4.08
Developing a strategy for your organization	4.07
Safe from Harm How to create a safe environment in Scouting and Guiding	4.07
Being a spokesperson for Scouting and Guiding	4.06
Monitoring and Evaluation: how to judge quality in programme and training	4.04
Project management	4.04
Recruiting and retaining of volunteers	4.00
Mentoring and Coaching	3.96
Advocacy for youth at local and national level	3.81
Innovative approaches to adult learning and development	3.81
Generations in dialogue	3.80
Succession Planning	3.79
Marketing and communication strategies	3.77
Peer to Peer learning methodologies outside and inside Scouting and Guiding	3.77
Recognition of non-formal education, what's in it for Scouting and Guiding	3.72
Spirituality in Guiding and Scouting education	3.72
Meeting Youth Employment and Entrepreneurship through Scouting and Guiding	3.63
International partnerships a source of dynamism for Scouting and Guiding	3.59
Youth involvement with 10 to 17 year olds	3.53
Youth Programme 2020: the effect of global megatrends on our core business	3.35
Intercultural learning through the International dimension of Scouting and Guiding	3.31
Scouting and active citizenship	2.95
Management of volunteers	2.92
Youth participation: Hitchhiking guide to National Youth Councils	2.67

Facilitators

Facilitators were recruited from a range of sources – some were “specialists” in particular areas, some were members of Regional working groups, others were recruited to deliver specific sessions. The range of experience of facilitators was very varied with many being very experienced at working at this level in an international environment whereas a few were not sufficiently experienced as trainers in an international environment although they may have been subject experts. In total, a team of 37 facilitators was recruited for the event.

A number of processes were put in place to support the facilitator team including the provision of clear session outlines and objectives, a link person from the planning team to support the development of sessions, open skype calls to answer any



questions that may arise, daily feedback and comment sessions during the event and individual support for those needing additional help. Whilst this approach broadly worked well, it was clear that some facilitators would have preferred more additional personal support. Those who were experienced working at Regional level just “got on with it” whereas those who were new to this type of work would have appreciated additional support before the event. The support during the event was very much appreciated and the daily meetings, dedicated meeting and preparation space, good facilities and equipment were all very much appreciated.

A number of facilitators requested that more detailed information be provided earlier in the process. This is particularly true where sessions were co-facilitated and the partners did not know each other. Co-facilitation is a particular challenge that many facilitators found. In the evaluation there was huge variation in views on how valuable this approach is to the process of preparation and delivery of effective learning for participants. The planning team took a more flexible approach than previous events and sought to allocate facilitators to sessions based on “value added” rather than insisting every session was co-facilitated. This approach clearly had benefits where the pair of trainers knew other and was more challenging where they met for the first time at the Academy.

Overall, the facilitators were a high quality and very hard working group. The additional responsibilities of working with peer groups were accepted with enthusiasm even though this added to a long day. The enthusiasm and commitment shown was very high and the whole team worked well together.

- **37 facilitators received an e-mail with a link to the online survey during the last day of The Academy.**
- **29 facilitators responded (78%) of which 26 answered all the questions (70%).**
- **In most questions the facilitators were asked to rate from 1 to 5; 1 being low / bad / less useful and 5 being high / very good/ very useful.**
- **When a score is given in this report it reflects the so called arithmetic mean: the sum of all scores divided by the number of participants that answered the question.**

Preparation of the Academy

How would you rate the information provided by the support team? Score: **3.42**

How would you rate the support provided by the Support Team? Score: **4.08**

How would you rate the session preparation process? Score: **3.38**

If your session was co-facilitated, to what extent did it benefit from it? Score: **3.58**

During the Academy

How would you rate the support by the Support and Host Team? Score: **4.35**

How would you rate the quality of the facilities (rooms, equipment)? Score: **4.46**

How would you rate the quality of the daily evaluation meetings? Score: **4.08**

Your sessions

Were you satisfied with the results of your session(s)? Yes: **26**, No: **1**

Do you think that your session(s) attracted the right participants in terms of background and expectations? Yes: **26**, No: **1**

After the Academy

When asked, would you like to be a facilitator at the next Academy? Yes: **24**, Uncertain: **2**

THE ACADEMY 2013



FINANCES

The Academy					
Income					Total
ESR budget - WOSM					€ 7,225.44
ER budget - WAGGGS					€ 2,000.00
Registration fees					€ 32,695.00
EYF support		* to be confirmed			€ 14,669.84
Total Income					€ 56,590.28
Expenditure					Total
Venue					€ 28,787.30
	First Instalment				€ 841.67
	Final Instalment				€ 27,945.63
		Meeting rooms	€	900.70	
		Catering	€	22,675.80	
		Accommodation	€	5,201.50	
Support Team					€ 5,154.30
	Preparatory Meeting				
		Travels	€	1,094.89	
		Accommodation	€	777.80	
		Meals	€	441.70	
		Communication	€	369.61	
	Event				
		Travels		1946.95	
		Logistics		523.35	
Hosting Team					€ 5,124.40
	Preparation and Event				
		Venue and Com.	€	1,500.00	
		Transportation	€	500.00	
		Social programme	€	300.00	
		Team	€	720.00	
		Logistics	€	2,104.40	
Facilitators					€ 4,408.06
		Travels	€	3,722.63	
		Materials	€	685.43	
Travel and participation support					€ 13,003.00
Total Expenditure					€ 56,477.06
				Balance	€ 113.22



EYF GRANT			
A. PREPARATORY MEETING (Belgium, 25-27 July 2013)			
Name	Item / position	Total EUR	
1 PATER Bogdan	Flight ticket	87,41	
2 OBLAK Alenka	Flight ticket	576,60	
3 FIGUEIRA José	Flight ticket	275,65	
4 PECK Stephen	Eurotunnel ticket	155,23	
		SUBTOTAL	€ 1.094,89
5 OTHER			
	Support Team meals	€	618,20
	Support Team accomodation	€	507,55
	Promotional materials	€	332,50
	Event communication - website	€	37,11
		SUBTOTAL	€ 1.495,36
		SUBTOTAL A	€ 2.590,25
B. EVENT (Belgium, 29 October - 03 November 2013)			
1 PARTICIPANTS SUPPORT			
	Travel costs	€	11.392,91
	Accommodation cos	€	6.552,00
	Subtotal	€	17.944,91
1 PLANNING TEAM			
	Travel costs	€	675,35
	Accommodation cos	€	840,00
	Subtotal	€	1.515,35
		SUBTOTAL B	€ 19.460,26
		TOTAL	€ 22.050,51
EYF contribution		14669,84	
WOSM contribution		7225,44	



STATISTICS

The Academy in numbers...

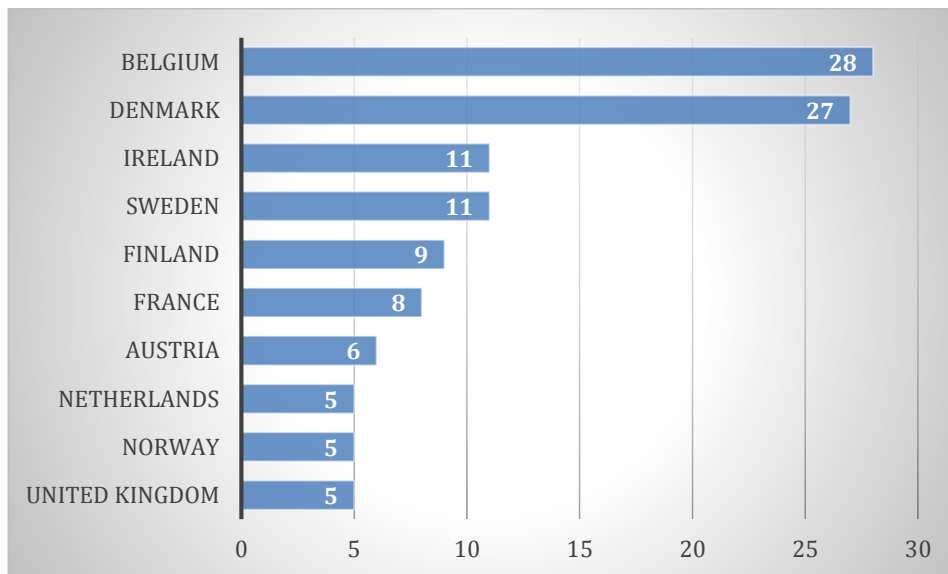
- 39 countries
- 54 associations
- 2 venues
- 3 airports
- 2 railway stations
- 5 coaches
- 171 participants
- 31 facilitators
- 22 volunteers
- 7 babies
- 7 Hosting Team members
- 2 staff
- 6 Support Team members
- 10 months of preparation
- 18 skype calls
- 2160 emails exchanged within the teams
- Social reach of 340 138 people



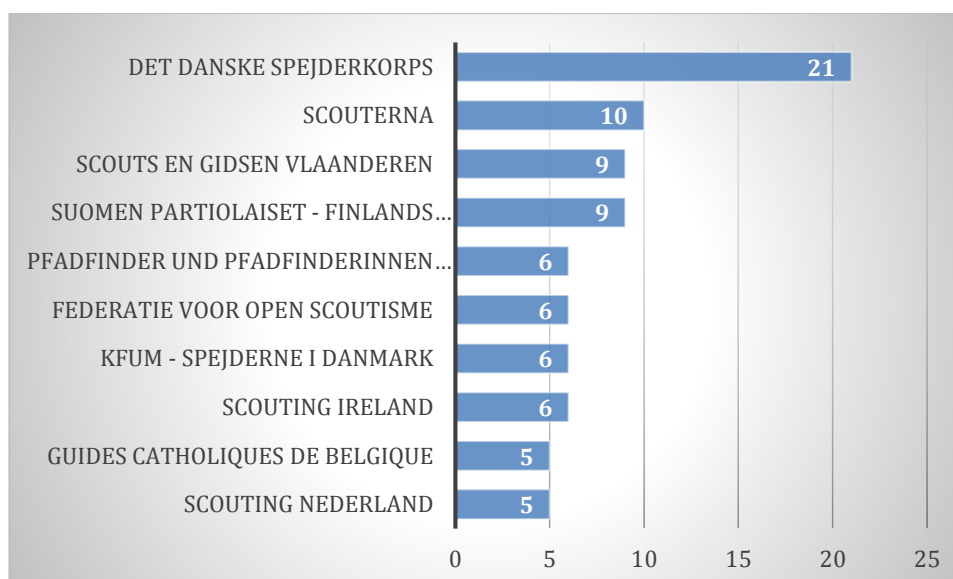
Participants

- 15 countries registered only 1 participant and all of them were financially supported
- Nordic countries (DK, NO, IS, SE and FI) registered 64 participants, 37.42% of total participants
- The hosting country registered 28 participants (4 SGP; 9 SGV; 4 LS; 5 GCB; 6 FOS)
- "Part-time" participants represented 31.57% of total participants
- 52.04% of participants are Board members or collaborate on Training/ Adults and Programme
- 31 facilitators with an average age of 36.45 years old (age range 1959-1987)
- 13 (41.93%) were born between 1970 and 1979
- 13 (41.93%) were born between 1980 and 1989
- 171 participants with an average age of 28.67 years old (range 1958-1996)
- 90 (52.63%) were born between 1984-1994

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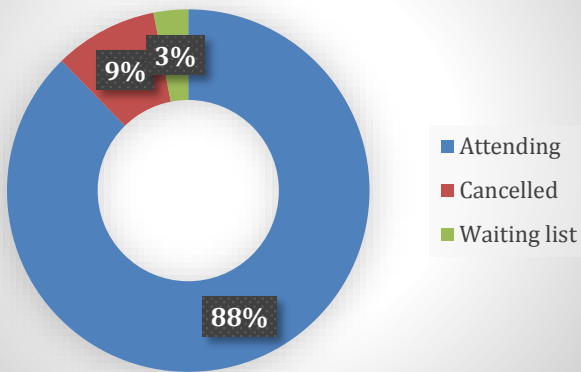
Graph 1 - Participants per country (10 higher represented)



Graph 2 - Participants per association (10 higher represented)

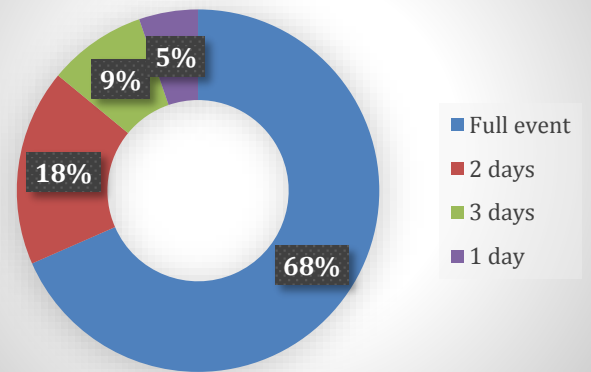


Registrations



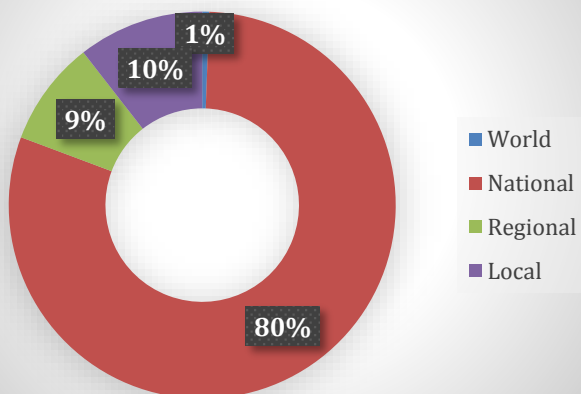
Graph 3 – Registrations status

Type of registration



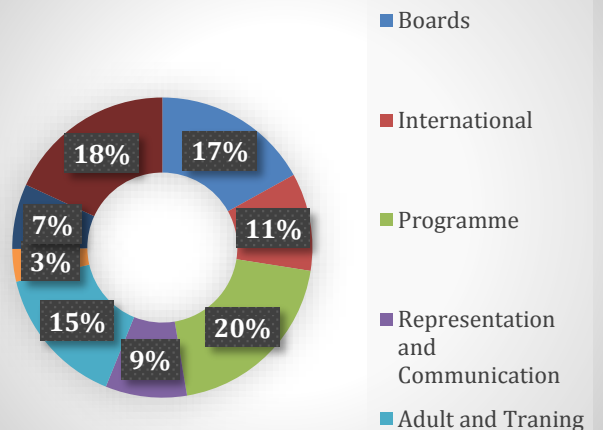
Graph 4 – Type of registrations

Level of involvement

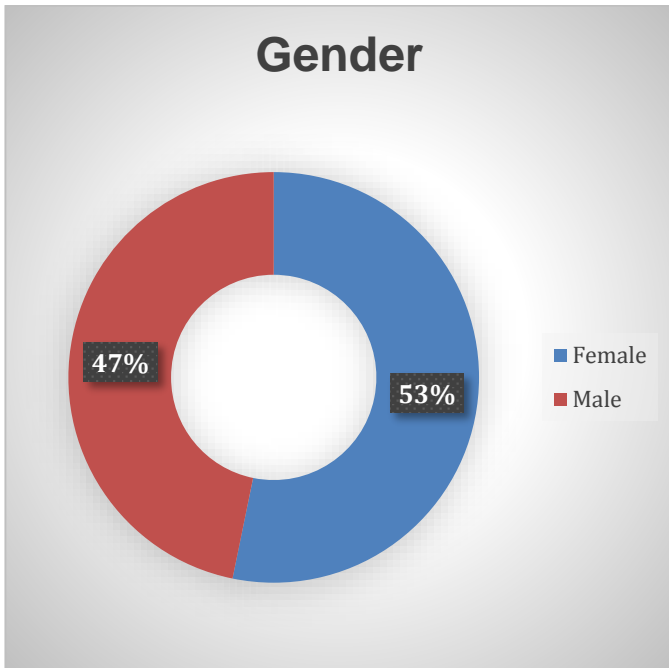


Graph 5 – Participants involvement ("highest" level considered)

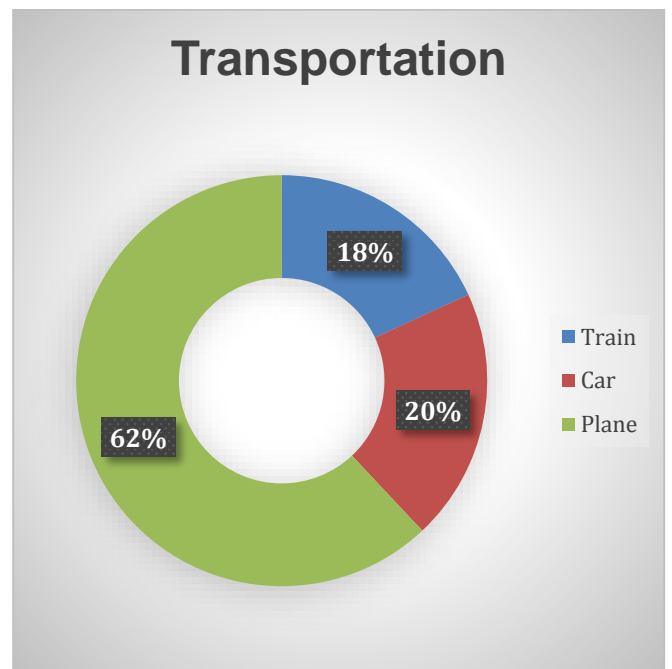
Roles and positions



Graph 6 – Participants roles and positions (only "main" position/role were considered)



Graph 7 – Participants gender



Graph 8 – Participants transportation (only “main” mean of transport was considered)



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THANK YOU!



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