

# 2025

## National Capital Area Council University of Scouting - College of Cub Scouting

Cub 104: Recruiting and Retaining Cub  
Scout Leaders

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**CUB104 Recruiting & Retaining  
Cub Scout Leaders**

**University of Scouting**  
**February 22, 2025**

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**Course Objectives**

- Importance of Recruiting and Retaining Cub Scout Leaders
- Challenge and the Consequences
- Recruiting Cub Scout Leaders
- Retaining Cub Scout Leaders



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**Importance of  
Recruiting and Retaining  
Cub Scout Leaders**





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Importance of Recruiting and Retaining Cub Scout Leaders

## BSA Mission

The mission of the Boy Scouts of America is to prepare young people to make ethical and moral choices over their lifetimes by instilling in them the values of the Scout Oath and Law.

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Importance of Recruiting and Retaining Cub Scout Leaders

Aims of Scouting



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Importance of Recruiting and Retaining Cub Scout Leaders

## BSA Vision

The Boy Scouts of America will prepare every eligible youth in America to become a responsible, participating citizen and leader who is guided by the Scout Oath and Law.

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## Importance of Recruiting and Retaining Cub Scout Leaders

### Fulfilling the BSA Mission, Vision, and Aims requires Quality Leaders

- Create a Pack culture centered on Scouting's Mission and Vision
- Focusing on the Aims of Scouting
- Model the Scout Oath and Law

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## Importance of Recruiting and Retaining Cub Scout Leaders



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## Importance of Recruiting and Retaining Cub Scout Leaders

### Diversity of Leadership

- BSA Diversity & Inclusion
- Cub Scouting is for everyone
- Cub Scouting provides a moral direction to all, without privilege or favor



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## Challenges and Consequences



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### Challenge and Consequences

#### Have You Seen this Situation?

- Too few volunteers for leadership
- Leaders self-limit time, effort devoted to scouting
- Leaders refuse to take training
- Leaders focused only on advancement requirements (v. meeting scouting aims)

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### Challenge and Consequences

#### Have You Seen this Situation?

- Limited parent participation
- Leader burnout
- Rotating door- Constant loss of experience
- Failure to recruit new leaders
- Failure to identify, mentor successors

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## Challenge and Consequences

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### Consequences

- Weakened program content, delivery
- Burnout / loss of leadership
- Less care for the development of each Scout
- Loss of Scouts
- Pack closes its doors

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## Recruiting Cub Scout Leaders





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## Recruiting Cub Scout Leaders

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### The Vision

- Recruiting quality leaders who will run a quality Cub Scout program which youth want to join



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## Recruiting Cub Scout Leaders

### Setting Expectations for Pack Culture

Pack Committee Understands Pack Leadership Needs

- Fully Staffing the Pack Committee
  - Charter Org Representative (COR)
  - Committee Chair
  - Treasurer
  - Advancement Chair
  - Fundraising
  - Event Chairs
- Family Scouting includes parents



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## Recruiting Cub Scout Leaders

### Setting Expectations for Pack Culture

Pack Committee Understands Pack Leadership Needs

- Two-Deep Leadership in each Den
- Commitment to training
- A focus on the Aims of Scouting, the Scout Oath and Law



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## Recruiting Cub Scout Leaders



### Identification

- Responsibilities in leader recruitment
- How leaders are empowered



### Approach

### Sealing the Deal

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### Recruiting Cub Scout Leaders

#### Who is responsible - Selection & Approval

- The Charter Organization (CO) and Charter Organization Representative (COR)
  - Ensures the Pack has sufficient staffing
  - Responsible for selecting and approving leaders
  - Must insist that all leaders complete YPT and follow youth protection standards



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### Recruiting Cub Scout Leaders

#### Who is responsible - Nominating Candidates

- Pack Committee Chair
  - Identifies Pack staffing needs
  - Nominates volunteers for approval by the Charter Organization Representative (COR)
- Cubmaster
  - Communicates Pack and Den Leadership concerns to the Pack Committee



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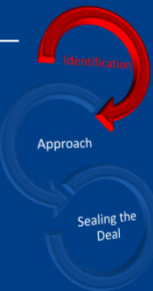
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### Recruiting Cub Scout Leaders

#### Succession Planning- Identify Needs

- The Pack Committee forecasts now and into the following 1-2 years
- Understand term intentions for the Key 3 and Den Leaders including those whose Scouts will bridge



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## Recruiting Cub Scout Leaders

### Identification – Empowering Leaders

- Almost anyone can be a leader:
  - The primary qualification: caring about the moral development of our youth
  - BSA Training will equip those who are dedicated and show enthusiasm, dedication and interest



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## Recruiting Cub Scout Leaders

### Identification – Empowering Leaders

- Responses that might be a warning sign
  - 'I will take it if no one else does'
  - 'I will only give you 1, 2, 3 hours per week'
  - 'Don't push me to take training'
  - 'Don't push me to get more involved'
  - 'Don't expect me to wear a uniform'
  - 'I'm no good with kids'
  - 'Don't expect me to sing or be silly'



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## Recruiting Cub Scout Leaders

### Identification – Empowering Leaders

- Not having a leader is easier to solve and has less program fallout than removing a poor one!



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## Recruiting Cub Scout Leaders

**The Approach**

- When to recruit Cub Scout leaders
- Choosing a Recruiting Approach
  - Group vs Individual
  - Pros and Cons



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## Recruiting Cub Scout Leaders

### Approach - When to recruit Cub Scout leaders

- Events:
  - Join Scouting Night (JSN) in coordination with District
  - Parent orientation meeting
  - Regular pack, den, committee meetings
  - Summertime pack events
  - Anytime! An event is not needed to have a recruiting conversation



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## Recruiting Cub Scout Leaders

### Approach - When to recruit Cub Scout leaders

- Succession planning
  - Every leader should have a plan.
  - Every leader should identify candidate successors.
  - Every leader should have a tenure and timeline in mind.
  - Plan for succession early before it's a crisis.



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### Recruiting Cub Scout Leaders

#### Approach - When to recruit Cub Scout leaders

- Transitions:
  - At Lions.
  - From Tigers to Wolves.
  - From Bears to Webelos.
  - From Arrow of Light to the troop.
- Scout needs, and program needs and emphasis, vary significantly by ages-and-stages.
- Leader succession is high at these transition points.



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### Recruiting Cub Scout Leaders

#### What Recruiting Method should be used

- Group
  - Requests for volunteers made to all parents in a 'Group' setting, e.g., at a JSN or Parent Orientation meeting
  - Method: Presentation or email
- Individual
  - Targeted requests made to specific persons during a meeting or casually
  - Method: Survey forms, recommendations



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### Recruiting Cub Scout Leaders

#### Benefits to the Group Recruiting Method

- Time Efficiency- Easier to plan and execute
- Wide net can reach the maximum number of perspective volunteers

#### Drawbacks to the Group Recruiting Method

- Everyone assumes 'someone else' will step up
- Lack of response leads to leadership uncertainty – for the position or even for Pack viability



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## Recruiting Cub Scout Leaders

### Benefits to the Individual Recruiting Method

- Opportunity to discuss candidate's talent, desire, capacity, and fit for the position.
- Improved response – nowhere to hide!

### Drawbacks to the Individual Method

- Time inefficiency and may not be able to reach all persons
- Requires effective interpersonal skills



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## Recruiting Cub Scout Leaders



### Sealing the Deal

- Planning decisions
  - Know your audience and their desired incentives
  - Prepare for resistance
- Preparing resources
- Making it easy



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## Recruiting Cub Scout Leaders

### Planning Decisions – Know Your Audience

- Match the person to the position
- Remind parents about the rewards
  - More time spent with their own child
  - Connection with the Scouting Mission, the chance to "do good"
  - Direct input in the Pack's program, direction
  - Social opportunity – making friends
- Emphasize that leaders receive help, guidance, coaching from others, and that training is available



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### Recruiting Cub Scout Leaders

#### Planning Decisions – Know Your Audience

- Expect resistance (sorry, this is true!)
- Stand up for yourself and Cub Scouting - prepare answers to common responses:
  - "I'm not qualified."
  - "I couldn't possibly..."
  - "I don't have time."
  - "Let me think about it."
  - "Maybe my husband, wife, neighbor..."
  - "Not interested."



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### Recruiting Cub Scout Leaders

#### Planning Decisions – Preparing Resources

- Choose a suitable location and time
- Have applications
- Have information sheets
- Have talent survey / 100pt participation form
- Have a list of Pack roles handy
- Provide contact information for Pack leadership (CC, CM, COR at minimum)



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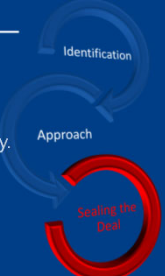
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### Recruiting Cub Scout Leaders

#### Sealing the Deal – Making it Easy

- Do not delay. Ensure that new volunteers can immediately register for their new position and that it is approved immediately.
- Connect with position specific training and provide needed materials.
- Easy wins- Give tasks immediately and establish a mentorship to provide support and further build confidence.



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## Retaining Cub Scout Leaders





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### Retaining Cub Scout Leaders

#### What Leads Cub Scout Leaders to Drop Out

- Lack of Communication or Support
- Mismatch Between Scouter Talents & Role
- Change or Increase in Commitments Outside of Scouting
- Perceived – or Real – Setbacks, Lack of Progress

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### Retaining Cub Scout Leaders

#### What Leads Cub Scout Leaders to Drop Out

Lack of Communication or Support

- The Scouter may feel cut off and alone
- The Scouter may feel ineffective in the role
- The Scouter may feel unappreciated

#### What are Ways to Address These Challenges

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### Retaining Cub Scout Leaders

#### Communication / Support – At the Pack

- Monthly Den Leader meetings with CM and during monthly committee meetings
- Encourage Scouters to earn square knots
- - Most effective - A tradition of ongoing Pack appreciation and recognition









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### Retaining Cub Scout Leaders

#### Communication / Support – Pack, District and Council

- Raise awareness of available resources, training, roundtables

<b>Formal Training</b> <ul style="list-style-type: none"> <li>• Position-Specific</li> <li>• Baloo</li> <li>• Akela's Trail (Pow-Wow)</li> <li>• University of Scouting</li> <li>• Wood Badge</li> </ul>	<b>Informal Training</b> <ul style="list-style-type: none"> <li>• Succession plan / period</li> <li>• New leader orientation</li> <li>• Peer mentorship</li> <li>• Idea sharing during monthly Scouter mtgs</li> </ul>
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### Retaining Cub Scout Leaders

#### Communication / Support – District

- Encourage attendance at Cub Scout Roundtables
- Engage Unit Commissioner When External Support is Needed




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## Retaining Cub Scout Leaders

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### What Leads Cub Scout Leaders to Drop Out

Mismatch Between Scouter Talents and Role

- Experience Level
- Pack / Den Service vs Committee Service

Change or Increase in Commitments Outside of Scouting

What are Ways to Address These Challenges

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## Course Objectives

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- Importance of Recruiting and Retaining Cub Scout Leaders
- The Challenge and the Consequences
- Recruiting Cub Scout Leaders
- Retaining Cub Scout Leaders



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