

Minutes of Boy Scout Membership Recruiting Team July 17th, 2003

Meeting:	July 17, 2003, 6:30 pm, Cockrell Service Center																										
Purpose:	Begin Detailed Plans for Outdoor Troop Fair, October 4, 2003																										
Participants:	<table><thead><tr><th>Name</th><th>Sub-Team</th></tr></thead><tbody><tr><td>○ Johnny Allen</td><td>Fact Sheets, Funding</td></tr><tr><td>○ William Bains</td><td></td></tr><tr><td>○ Rob Bartlett</td><td>Fact Sheets, Promotion</td></tr><tr><td>○ Anne Hanaoka</td><td>Promotion</td></tr><tr><td>○ Kim Kennedy</td><td>Celebrity</td></tr><tr><td>○ Victor Koosh</td><td>Project Schedule</td></tr><tr><td>○ Jayne Leuterman</td><td>Fact Sheets, Location</td></tr><tr><td>○ James Neville</td><td></td></tr><tr><td>○ Nan Overton</td><td>Funding</td></tr><tr><td>○ Jeannine Perrot</td><td></td></tr><tr><td>○ Jon Walters</td><td>Chair, Project Schedule</td></tr><tr><td>○ James Williams</td><td>Location</td></tr></tbody></table>	Name	Sub-Team	○ Johnny Allen	Fact Sheets, Funding	○ William Bains		○ Rob Bartlett	Fact Sheets, Promotion	○ Anne Hanaoka	Promotion	○ Kim Kennedy	Celebrity	○ Victor Koosh	Project Schedule	○ Jayne Leuterman	Fact Sheets, Location	○ James Neville		○ Nan Overton	Funding	○ Jeannine Perrot		○ Jon Walters	Chair, Project Schedule	○ James Williams	Location
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Next Meeting:	Thursday, July 24, 2003 6:30pm-8:30pm, Cockrell Service Center																										
Decisions:	Created Sub-teams for: <ol style="list-style-type: none">1. Fact Sheets (Troop & Pack)2. Promotion (Audience Personifications & Flyer)3. Funding (Food Booth & Patches)4. Location & Logistics (HF&RC or GSWEQ)																										
Follow-Ups: (Due next meeting)	<ul style="list-style-type: none">○ Jayne Leuterman contact and confirm Farm & Ranch Club for October 4.○ Kim Kennedy to contact Rockets mascot & UH Asst. SID for celebrity○ Jon Walters to contact Astros ditto○ Jayne to contact Astros ditto○ Anne Hanaoka to put together an Audience Personification Chart○ Jayne, Johnny Allen and Rob Bartlett to brainstorm Troop and Pack Data Sheets and bring Prototypes○ Jon & Victor Koosh to create Project Schedule○ Johnny to arrange plans for Food Booth to earn money to pay for event materials○ Rob Bartlett to bring prototype Marketing Flyer○ Everyone to bring back ideas for Patch design contest○ Everyone to collect time preferences from units (suggested 9-12, 9-2, 9-4, 10-2, 10-3, 10-4)																										
Issues:	<ul style="list-style-type: none">○ Build coalitions of units to create displays instead of unit responsibilities○ Focused and manageable for the first time○ Allow troops to do what they do best○ Patch Design○ Funding																										
Attachments:	<ul style="list-style-type: none">○ Meeting Expectations○ Celebrities & Activities Ideas○ Media Plan○ James' Minute: Principles of Audience Analysis○ Format for Unit Data Sheets (Troop & Pack)○ Meeting Process Check																										

Attachments

Meeting Expectations:

- Task list
- Meet everyone
- More detail on the event
- Relay info. to commissioners staff
- Clearer idea of how the troop will present itself
- Elevator Speech to promote event
- Identify long lead time tasks comprehensively
- Clear visualization
- Logistical details
- Info to start promoting within the troop
- Energized about the plan
- Concrete task assignments
- Take on jobs

Celebrities & Activities Ideas:

Music, DJ, Radio Stations, Matt Musil, Neil Frank, Astronaut, Astros, Rockets, Basketball Hoop – John Lucas, Rice Baseball, Clyde Drexler, Calvin Murphy, Mascots, Aeros, Battle of the Mascots, Marvin Zindler

Media Plan:

Audience

- School principals
- Church Pastors
- Cubmasters
- Committee
- Association Presidents
- Roundtable
- Parents
- 5-10th graders
- 1-5th graders
- 14-17 girls
- general public

Channels

- The buzz –PSA's
- Flyers to school employees
- Flyers to student population
- Attendance at
- SNFS
- PTO's-PTA's
- ISD Newsletter & Websites
- Suburban Newspapers
- Subdivision newsletters
- Girls Scouts
- Church newsletters
- Troop newsletters and websites
- Community flyers – Grocery stores, community centers
- 1 Event Website

James' Minute – *Principles of Audience Analysis:*

Audience – People that won't sign up unless we do something!

- Need to *personify* this audience so that we can *relate* to them
- Also to be sure we are all thinking about and working on the same issues:
- **Example Audience Personifications of Boys and Adults from the Group...**
 - *Webelos Johnny*
 - *Sammy Sports*
 - *Busy Barry*
 - *Clueless Clyde*
 - *Know it all Jim*
 - *Working Wally*
 - *Excuses Ernie*
 - *Untrained Ursula*
 - *Rescue Rhonda*
 - *Single Sally*
 - *Single Sam*

Attitude – How people *perceive*, think about, feel about, see, hear taste something

Behavior – What people *do*

- *You can't control behavior but you can influence attitude*
- *Shift attitude in order to shift behavior*
 - e.g., Have people join Scouting because they perceive, see, hear, *feel* the attraction.

Format for Unit Data Sheets (Troop & Pack)

1. Flyer
 - a. Who, Where, When, Financial, Troop Activities
 - b. Loc, street addr, leaders contact info, website, Chart. Org, dues, fundraising, service project, webelos opportunities, campout schedule for 8 months, (summercamp, wintercamp next year & last three years)
 - c. Number of youth
 - d. Map
2. Picture Board
 - a) map, locations

Meeting Process Check

Likes

- Energy
- Accomplishment
- Measurable Results
- Personification Chart
- Practicality
- Color coded Map as they walk in
- Focus
- On-time
- Media plan
- Uniform display information
- Air conditioning
- Jon's WaTSiT
- Irrepressible Nan

Wishes

- Patch for the committee
- Color coded tables
- Celebrity draw
- Well attended event
- More involvement & attendance
- WaTSiT Flyers & Website
- Better visualization
- Strong buy-in from adult leaders
- Clarification on food plans TBD
- Understanding of Brainstorming more clearly
- Time decided next meeting
- Group understands why we call them wishes
- Clueless Clyde & Sammy Sports to be enthusiastic
- Publish minutes from previous meetings
- Bigger trash can at CSC