



Module 13

Growing the Section

A Review of the Module



adult training

Module 13 covers ways in which an adult volunteering with a section can assist their line manager and others to plan for and contribute to the growth of their section and/or group.

Key Objectives

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| <ol style="list-style-type: none">1. Value the importance of growth within Scouting.2. Identify tools and support available to help sections and/or groups develop and grow.3. Understand the reasons why young people and adults join Scouting. | <ol style="list-style-type: none">4. Describe effective ways to recruit and retain young people.5. Describe effective ways to recruit and retain adults. |
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How to use this review sheet:

- This sheet is NOT an alternative to Module 13 training.
- It can be used by Training Advisers to help decide if training is required.
- It can be used as a review for those who have attended or completed Module 13 training.

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Resources

[Recruitment of Adult Volunteers \(BS320030\)](http://www.scouts.org.uk) at www.scouts.org.uk
[Adult recruitment promotional leaflet](http://www.scouts.scot) at www.scouts.scot
[Building for the Future](http://www.scouts.scot) at www.scouts.scot
[Scout Group Development Planning Toolkit](http://www.scouts.scot) at www.scouts.scot
[Using camps to recruit parents](http://www.scouts.org.uk) at www.scouts.org.uk
Growing and developing resources at www.scouts.org.uk
Appointment process resources at www.scouts.org.uk

Validation

To validate this module the learner will need to

Explain the role that you play in the recruitment and retention of young people and adults and explain why growing Scouting is important; giving examples of new members (adults or young people) who have joined Scouting as a direct result of action you have undertaken, and the steps that you took to enable this to happen.

And complete two of the following:

- 1) Work with others to produce and implement a developmental plan for your Section or Group
- 2) Run or take part in a recruitment event to help grow your Section or Group
- 3) Give examples of how you are being flexible and meeting the needs, wants and time commitments of adults, when recruiting them
- 4) Demonstrate how you have effectively used the transfer methods between Sections - your role in Moving On, Membership Awards and age range flexibility, giving examples of young people who you have recently helped to move between Sections and reviewing anything you think could be done better in the future
- 5) Any other ideas, subject to agreement with a Training Adviser.

Module 13 Growing the Section

Why do young people and adults join Scouting?

- fun and friendship
- adventure
- personal growth and development
- to be part of something/support the local community
- give something back to Scouting
- family involvement/ supporting children in Scouting
- international opportunities

Where do adult recruits come from?

The majority of new volunteers in Scouting are either parents of youth members or have come through the movement themselves.

Very few come from advertising campaigns or the national website.

Promoting growth.

Growth is often a good indication of the improvement of the quality of Scouting on offer to young people and adults.

Growth can be fostered by:

- creating opportunities for more young people to be involved in Scouting
- improving or maintaining a good quality programme that gives young people opportunities for adventure and residential experiences
- improving the retention of young people moving between sections
- recruiting more young people and adults
- appreciating adults and working with them in a flexible way
- understanding parents better and forging active partnerships with them
- making Scouting flexible and open to all
- having a positive impact on the local community
- being more representative of the local community.

Being Flexible with Adult Roles

The largest barrier to volunteer recruitment is the time pressure on adults.

Being flexible is about meeting the needs and wants of volunteers in terms of time, what they want to get out of scouting and what they feel comfortable in taking on.

Examples of flexibility:

1. Explain the different roles available to a parent who can only help irregularly.
2. Offer a role helping at weekend camps to a Young Leader heading for university.
3. For a group of parents with childcare problems, offer a job-share role and share arrangements for childcare.
4. Some people want to contribute but don't want to work directly with young people. Discuss joining the Group or District Executive Committee. Other roles might be quartermaster or badge secretary.

Retaining Adults

- Retention involves making adults feel welcomed, valued and motivated throughout their time in Scouting.
- Provide practical support, which could mean uniforms, expenses, buddies for training, or meetings.
- One of the key reasons adults stay in Scouting is the close bonds of friendship and interdependence that builds among teams working together.
- It is healthy to have some turnover. Sometimes, it is the right time for someone to move on or to take more of a back seat.

Recruitment and Retention of Young People

Practical Steps to Attract Young People to Scouting

- "Bring a Friend" meeting
- Former members (e.g. rejoin on different night)
- Interactive presentation at local school
- "Taster" day (have a go at Scouting)
- Local media (e.g. church newsletter)
- Leaflets, posters
- Involvement with local community

Retention of Young People

- The youth programme – periodically review
- Youth involvement – creates a sense of ownership
- Movement between Sections – good communication and linking

Planning for Growth

Step 1 – Where are we now? Conduct a **Health Check**

Step 2 – Where do we want to be? Identify areas where further support or training is needed.

Step 3 - How are we going to get there? The **Development Plan** should be devised by all, focussed, realistic, simple

Scouts Scotland has several development planning toolkits. Go to www.scouts.scot: Members/Resources/Development