

Wood Badge 2017 Ticket Tracking

Participant Name: Michael Sos

Patrol: Antelope

Troop Guide Approval: Waters
(please make any notes on back)

Senior Staff Approval: Heatherheale
(please make any notes on back)

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Wood Badge Ticket Worksheet

A Personal Vision of Success

Name: *Michael Sos*

S7-602-17 Patrol: *Antelope*

My Scouting position: *Cub Master Pack 876*

The team that will benefit from my leadership: *The parents and Adult Leaders of Pack 876 and the Adult Leaders of the Huguenot Trail District.*

Scouting's Values:

Scout Oath

*On my honor, I will do my best
To do my duty to God and my country and to obey the Scout Law;
To help other people at all times;
To keep myself physically strong, mentally awake, and morally straight.*

Scout Law

*A Scout is Trustworthy, Loyal, Helpful,
Friendly, Courteous, Kind,
Obedient, Cheerful, Thrifty,
Brave, Clean, and Reverent.*

Scouting's Mission Statement

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.

My vision of success and the related plan of action is:

My vision is to make scouting more accessible to the next generation of scout leaders and scout parents. As Generation X parents move on to Boy Scouting, the new parents joining Cub Scouts belong to the demographic Generation Y (also known as Millennials). Millennials are very different than the generations before them, as they have never known a world without computers, mobile phones and the Internet. This creates new challenges and opportunities. My goal will be to modernize communications and make Pack 876 and the Huguenot Trail District more accessible and welcoming to young parents. If effective, my pack will become more diverse, attracting and retaining young families. I also will focus on bettering myself as a Cub Master by improving my online communication skills as well as becoming more

efficient in my duties.

Wood Badge Ticket Goal Sheet Goal #1

Name: *Michael Sos*

S7-602-17 Patrol: *Antelope*

My Scouting position: *Cub Master Pack 876*

The team that will benefit from my leadership: *The Adult Leaders of Pack 876*

SMART goal: *Improve the electronic skills of the leaders of Pack 876*

Who: *Michael Sos will present a training session at a Pack leader meeting to the den leaders and committee members of Pack 876*

What: *The training session will be focused on using social media, email and online tools for effective pack communication. We will also cover rules about posting photos and how personal conduct online should follow the scout oath and law.*

Where: *Pack 876 leaders meeting*

When: *December 2017*

Why: *By training Pack 876 leaders in effective online communication, we will make the pack and cub scouting more accessible to the new generation of parents*

How: *The program will be delivered orally with the assistance of a powerpoint presentation.*

How you will determine the task is complete: *The task will be complete after the presentation has been provided to pack leadership and a sign in sheet and a survey is collected from the participants.*

Troop Guide goal approval:

Walters

Date: *10/14/17*

Wood Badge Ticket Goal Sheet Goal #2

Name: *Michael Sos*

S7-602-17 Patrol: *Antelope*

My Scouting position: *Cub Master Pack 876*

The team that will benefit from my leadership: *The Parents and Scouts of Pack 876*

SMART goal: *Provide a new way for cub scouts and parents to learn scout skills and make sure they are prepared to participate in Pack 876 outings.*

Who: Michael Sos

What: Create short instructional videos that will include content on:

- *How to purchase, prepare and maintain camping gear.*
- *Get ready for outings*
- *Provide best practices on safety and comfort while camping*

Where: *The videos will be hosted on a pack 876 youtube channel and be available on the Pack's Facebook group*

When: *The videos will be created and made available prior to our spring camping trips*

Why: *Many new families that join cub scouts have limited camping experience and are apprehensive about joining the pack on outings. It is also very common that families come to their first campout unprepared and quickly become discouraged when they are uncomfortable sleeping or unprepared for changing weather.*

How: *Michael Sos will write the content and record the videos using a GoPro camera.*

How you will determine the task is complete: *The task will be complete when the videos are posted online and available for Pack 876 families to consume. This will be*

verified by checking the accessibility of the content and by recording the "views" of the video. As soon as the videos receive "views", the task will be complete.

Troop Guide goal approval: Walters **Date:** 10/14/17

Wood Badge Ticket Goal Sheet Goal #3

Name: Michael Sos

S7-602-17 Patrol: Antelope

My Scouting position: Cub Master Pack 876

The team that will benefit from my leadership: The Adult Leaders, the Cub Scouts and the Parents of Pack 876

SMART goal: Improve internal communications for Pack 876

Who: Michael Sos will create an Internal Communications plan for Pack 876

What: Create a communications plan that will include pack information, events, and public relations. Utilize email, Facebook, Instagram and a website

Where: The plan will be available for current and future Pack leaders on a shared cloud drive in word and pdf format.

When: Michael will seek to complete this by the end of the first quarter of 2018

Why: As a new Cub Master I have had to invent a communication strategy to reach the parents of the pack. This has been daunting because past Cub Masters and leaders have never formally created a guide. By creating a document, current leaders in the pack will be informed of all the ways information is disseminated and future leaders can quickly learn.

How: The communications strategy will be created in Microsoft Word and saved to the Pack 876 DropBox Cloud storage folder.

How you will determine the task is complete: The task will be complete when the document is complete and can be shared via email and on cloud storage. *and communicated to Pack*

Troop Guide goal approval:

C. Walters

Date: 10/14/17

Wood Badge Ticket Goal Sheet Goal #4

Name: Michael Sos

S7-602-17 Patrol: Antelope

My Scouting position: Cub Master Pack 876

The team that will benefit from my leadership: Pack 876 and Cub Scouts

SMART goal: Improve recruiting techniques for reaching young families

Who: Michael Sos will create a recruiting plan for Pack 876 that documents the successful techniques used in September 2017. I will consultant the members of the Pack for suggestions to include in the recruiting plan.

What: Create a recruiting plan that will document the online and offline strategies utilized in September 2017. The plan will heavily focus on the use of social media, social media groups and Facebook ads.

Where: The plan will be available for current and future Pack leaders on a shared cloud drive in word and pdf format.

When: Michael will seek to complete this by the end of the first quarter of 2018

Why: The best way to reach the next generation of parents is to go where they spend most of their time, online in social media. In September 2017 Pack 876 deployed a comprehensive plan to market on social media and it resulted in one of our best recruiting years ever.

How: The recruiting strategy will be created in Microsoft Word and saved to the Pack 876 DropBox Cloud storage folder.

How you will determine the task is complete: The task will be complete when the document is complete and can be shared via email and on cloud storage. and shared with committee

Wood Badge Ticket Goal Sheet Goal #5

Name: *Michael Sos*

S7-602-17 Patrol: *Antelope*

My Scouting position: *Cub Master Pack 876*

The team that will benefit from my leadership: *The Attendees of District Round Table, The leadership of Huguenot Trails Packs and Troops*

SMART goal: *Improve the electronic skills of the leaders in Huguenot Trail District*

Who: *Michael Sos will present best practices presentation for Round Table*

What: *The training session will be focused on using social media for effective communication. Michael will also create awareness for online advertising opportunities and organizational reviews on Social Media*

Where: *Huguenot Trail Round Table*

When: *November 2017*

Why: *Social Media can be a very effective channel for group communication and most Scout organizations are not taking advantage of the opportunity. This is limiting the reach of troops and packs to reach younger families that are very engaged online.*

How: *The program will be delivered orally with the assistance of a PowerPoint presentation.*

How you will determine the task is complete: *The task will be complete after the presentation has been provided at Round Table and a sign in sheet and a survey are collected from the participants.*

Walter

10/14/17