SENIOR UNIT

A Blueprint For Your Unit's Yearly Program

IF YOU are one of the lucky people who has built a home, it's quite likely that you based your plans on those shown in blueprints of a model house. Later, your blueprints and specifications enabled you to check on progress.

Use the Senior Unit Rating Plan for the same purposes — to guide planning and to measure progress. This program blueprint covers the essentials for a year of balanced activities, and the existence of your Unit next year — and the years after that. Like model house plans, the Rating Plan is drawn from wide experience in Unit program building and is broad enough to meet individual Unit needs.

By gaining the required scores in 22 of the 26 items of the plan, your Unit will rate Local or Regional or National Standard. In other words, you get your rating by meeting the minimum scores for a Standard in any 22 items (approximately 85% of them), regardless of what you did in the remaining 4.

For simplicity and by its nature as a measurement of progress, the Rating Plan is limited to items that can be described in specific answers. The features of Unit organization covered are:

I. Membership
II. Program Planning
III. Program
IV. Meetings
V. Advancement
VI. Uniforms and Equipment
VII. Finances
VIII. Leadership

Let's see how these affect your Unit's success.

I. Membership. More Senior Units die because they fail to add new members *regularly* than from any other cause. The maximum life of a Unit without planned recruiting (with emphasis on 15-year-olds) is a little over two years.

Experience indicates that for a Unit to attain and maintain a membership of 30 to 35, it must recruit 10 new men a year. Therefore, the Rating Standards are set at 10 recruits for National, 8 for Regional, and 6 for Local.

A Unit with a program satisfying a majority of its members, has that majority reregistering at the end of the year — except those who move away, go to college, or start full-time jobs. To reach and hold a strength of 30-35 men, about 75% of old members must reregister. Thus the standards in this item are 75% for National, 70% for Regional, 65% for Local.

Since any strong Unit will reregister on time, all three Standards require this promptness.

II. Program Planning. Meetings and projects consistently interesting to a group of red-blooded young men don't just happen; they are *planned*. Senior Units are finding that the best way to insure planning of programs is the system of four committees, each definitely responsible for one of the fields of outdoor, social, service, and technical activities. Division into these small groups permits planning in detail. The committee system is required for National, Regional, and Local Standards.

To give the Program Committees sufficient manpower and make them democratic divisions of the Unit, *all Crews must be represented on all committees.* This is a qualification for all three Standards.

Being a committee member and being a committee *worker* sometimes are different things. The result is bad for the committee and worse for the shirking Senior. The Standards recognize this by requiring *actual participation* on committees of these percentages of Unit membership: National 95%, Regional 85%, Local 75%.

Setting up a schedule of programs well *in advance* allows more detailed preparation, for better execution. Quarterly program planning is urged because this period coincides with the recommended terms of officers and committees who will lead in carrying out the schedule. Therefore, the Standards rate advance planning of Unit programs in this manner: National 3 months, Regional 2 months, Local 1 month.

The "best laid plans" for a meeting or project will "gang a-gley" less "aft" when *definitely assigned* ahead of time to the group that will conduct it. This is particularly true since the committee that made the preliminary plans may share the detailed preparations with another committee or a Crew. Thus under all three Standards, specific programs must be assigned at least thirty days in advance.

III. Program. Due to the great variety of young men's interests and abilities, a Unit program that will attract and hold them must include a *variety* of activities. For that reason all three Standards specify at least one each of outdoor, service, social, and technical programs during every three-month period.

RATING PLAN

By Ralph H. Mozo

Assistant National Director of Senior Scouting

On the year's schedule the Standards include the following minimum number and variety of activities:

	National	Regional	Local
Outdoor	8	7	6
Service	5	4	3
Social	8	7	6
Technical	5	4	3

IV. Meetings. The average *attendance* at Unit meetings is solid evidence of how interesting the programs are. Therefore, the Standards set these percentages of average attendance: National 80%, Regional 75%, Local 66%. An absence may be made up by attendance at another Senior or Boy Scout Unit meeting.

As *good neighbors,* Senior Scouts take part in Regional and Local Council special events (Rendezvous, Regattas, Camporees, etc.) or at least in programs with another Senior Unit. The number of events and the total average attendance (average attendances added, and divided by number of events) is as follows under the Standards:

	National	Regional	Local
Number of events	3	2	1
Total average attendance	60%	50%	50%

V. Advancement. Scouting Advancement activities are good Unit *program material,* and a balanced program qualifies Seniors for Advancement. So the Standards give credit for these percentages of awards in relation to membership: National 100%, Regional 85%, Local 70%.

Opportunity for Advancement involves the Unit Council sitting as a Board of Review, followed by a special occasion at which formal presentations of badges are made. The number of *review* and *presentation* occasions set by the Standards are: National 6, Regional 5, Local 4.

VI. Uniforms and Equipment. Equipment used by Senior Units is so varied in nature that its effectiveness is difficult to compare. Uniforms, however, all have the effect of *building morale.* The percentages of membership in full uniform required by the Standards are: National 100%, Regional 85%, Local 70%.

VII. Finances. As a matter of practical training, a successful Senior Unit must *budget* its finances and then live up to its budget. That is the procedure under all three Standards.

VIII. Leadership. Most vital of the factors in Senior Unit success is the *human elements* of leadership. Under good leaders, the program planning, meeting attendance, membership growth, and all will go well. Men become better leaders through training, so all three Standards require the key man in the Unit (Advisor, Skipper, or Squadron Leader) to take at least one course a year or to help give one.

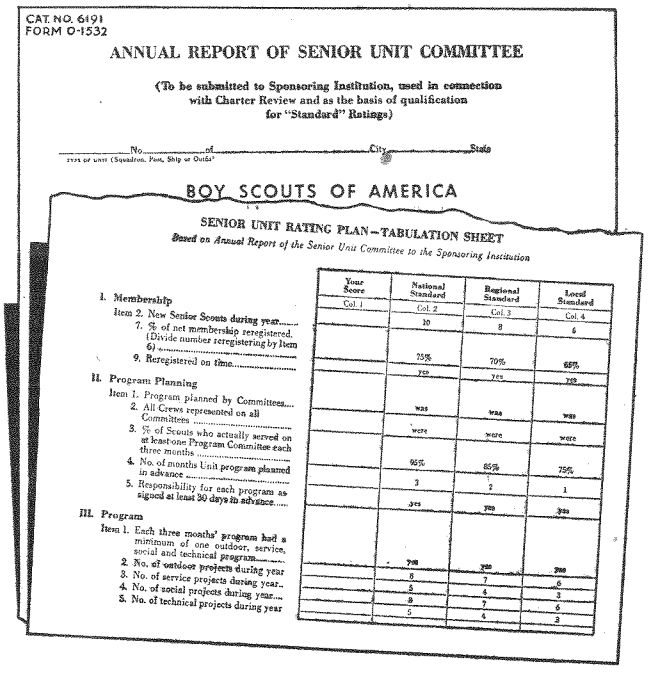
The Unit Council, made up of the elected and commissioned leaders, is the *executive* and *coordinating* group essential to the Unit's success. Therefore, the Standards call for an *active* Unit Council and specify certain numbers of meetings it must hold during the year: National 6, Regional 5, Local 4.

The Institutional Representative is the liaison man between the Senior Unit's Sponsoring Institution and the Local Council and District. According to the Standards he must attend these percentages of District meetings: National 50%, Regional 35%, Local 25%.

There is the blueprint for your Unit, with a few reasons why the 26 items in it are considered essentials of a good Senior Unit. Take this Rating Plan as a guide in setting up your yearly program. Every three months use it as a yardstick on progress. Remember there is a 15% leeway, permitting you to throw out scores on 4 items and still rate a Standard.

At the end of your Charter year you will be proud to receive a rating certificate, attach rating stars to the Unit flag, and present to your Seniors the rating insignia to be worn on their uniforms. And you and they will be proudest of a job well done.

This year the Senior Unit Rating Plan has been greatly simplified and combined with the Annual Report of the Senior Unit Committee to the Sponsoring Institution. Plan and Report are both on Form 0-1532, available from your Local Council. The Report is filled out during the Charter Review in connection with reregistration. Then the facts are simply transferred to the Rating Plan Tabulation Sheet which is sent to the Local Council office.



CAT. NO. 6191
FORM 0-1532

ANNUAL REPORT OF SENIOR UNIT COMMITTEE

(To be submitted to Sponsoring Institution, used in connection with Charter Review and as the basis of qualification for "Standard" Ratings)

No. _____ of _____ City _____ State
TYPE OF UNIT (Squadron, Post, Ship or Outfit)

BOY SCOUTS OF AMERICA

SENIOR UNIT RATING PLAN—TABULATION SHEET

Based on Annual Report of the Senior Unit Committee to the Sponsoring Institution

	Your Score	National Standard	Regional Standard	Local Standard
	Col. 1	Col. 2	Col. 3	Col. 4
I. Membership				
Item 2. New Senior Scouts during year		10	8	6
7. % of net membership reregistered. (Divide number reregistering by Item 6)		75%	70%	65%
9. Reregistered on time		yes	yes	yes
II. Program Planning				
Item 1. Program planned by Committees		was	was	was
2. All Crews represented on all Committees		were	were	were
3. % of Scouts who actually served on at least one Program Committee each three months		90%	85%	75%
4. No. of months Unit program planned in advance		3	2	1
5. Responsibility for each program as signed at least 30 days in advance		yes	yes	yes
III. Program				
Item 1. Each three months' program had a minimum of one outdoor, service, social and technical program		yes	yes	yes
2. No. of outdoor projects during year		8	7	6
3. No. of service projects during year		5	4	3
4. No. of social projects during year		8	7	6
5. No. of technical projects during year		5	4	3

SENIOR PROGRAM

Make It Rain New Members

Is recruiting in your Unit like the weather — everyone talking about it, but nobody doing anything about it? Rain now can be made by sprinkling dry ice pellets in clouds, so why not do more than just talk about getting new members in your Unit?

Try sprinkling pellets of Senior Scouting information in groups of eligible young men and make it rain new members. Their fresh enthusiasm and energy will be as invigorating as rain.

Although the whole Unit is responsible at all times for recruiting, usually results are better if a small group is delegated to stimulate and coordinate everyone's efforts. One method that is working well in many Units is a Recruiting or Membership Committee made up of assistant leaders. In an Explorer Post, for instance, the committee chairman is the Assistant Guide (vice-president). Each Crew is represented by the Assistant Crew Leader, and the commissioned leaders by the Assistant Advisor.

Look a Year Ahead

Recruiting requires foresight. If you wait till you need more members at once, whatever you do will probably be "too little too late." It is wise to look ahead at least a year. The Membership Committee's first task is to set a goal, the number of additional young men needed during *this* year to keep the Unit going full force *next* year.

If you aim to reach and hold a membership of 30-35, experience has proved that the Unit needs 10 new men every year. *At least half of these should be in the 15-year-old group.* Perhaps your leadership and facilities aren't adequate yet for that many. However, on the basis of 10 for 30-35, the committee can set a suitable objective to recommend to the Unit. When everyone understands the reasons back of the recommendation, and it has been accepted or amended by a majority of the Unit, better cooperation will follow on the rest of the committee's work.

It is true that at times in some Senior Units no special attention need be given to recruiting. Individual members bring in their friends, and occasionally strangers inquire — usually through the Scout office — about how they can join. Such a lucky Unit invariably has a *regular* inflow of new manpower. This situation has two pointers for the Unit that must go out after men — approaching *friends,* and making additions *regularly.*

Regularity of recruiting is accomplished by breaking down the annual membership goal into quarterly objectives. A similar plan is followed by many organizations, such as college fraternity chapters. The wisdom of slow but steady growth is recognized on some campuses where fraternity "rushing" is scheduled on one weekend every month.

Concentrate Your Shots

Whether the sources of prospects are the members' friends or other young men, the problem is how to pepper them with pellets of Senior Scouting. The secret is to concentrate your shots, not dribble them away. Nothing gets to be more boring than weekly — which soon become weakly — exhortations by the committee and leaders for everyone to bring recruits to the next meeting.

Avoid this by an open house series of programs once every three months. The committee looks over the quarterly schedule and selects two or three programs, preferably in succession, that appear most interesting and varied. For example, these might include a party, an overnight camp or cruise, and a meeting devoted to exploring a vocation or a technical field. Of course there is no reason to exclude prospective members from helping on a service project; it may be just the activity that will "sell" a young man on Senior Scouting.

List the Prospects

Next the committee leads the entire Unit in preparing a list of young men to be invited to the open house programs. Each prospect is assigned to a member who invites him to the series of meetings and sees that he gets to the first one at least. There the guest may hit it off with another member who will back up the first member's invitation and bring the guest to the next meeting.

The open house strategy develops into a game when the programs begin to click with the prospects, and the sixty-four-dollar question of joining the Unit must be timed right for each of them. Some will come right out and ask about joining. Others will ask leading questions, such as, "How much are the dues?" or other information about membership. All members will enjoy the game at this point if they have been briefed on how to detect a "hot" prospect and what to do about him.

HELPS

One way is for any member to extend an invitation to join whenever he thinks he can close the deal. If he is not sure of himself, he may suggest, "Let's talk to my Crew Leader about this," or "I'd like you to talk to Al Mohr who's on our Membership Committee." In any case the approach should be as informal as possible.

Once a man has agreed to join, all the members should be told of it immediately and make a point of personally congratulating him. Some member, the recruit's best friend, or the one who recommended him, or the one who signed him up, should be assigned to help him with the next steps. These include getting an application blank, a physical examination, temporary assignment to a Crew, and completion of the Apprentice requirements. Finally, a rain of new members doesn't thoroughly soak into a Unit until they are inducted with a formal ceremony.

Winter Carnival

Fun for the Senior Scouts and their girls in your Unit, or District, or Local Council; fun for the young people in your school, or church, or community. They'll have it when you put on a winter sports carnival for them. Call the chairman the Carnival King, and let him choose or let the Unit elect a Carnival Queen to reign over the kingdom of "Snowandice."

Limit the size of the crowd to be invited according to the Unit members' abilities as organizers and the amount of time they can put on the carnival. It is better to run a small program in a big way than a big program in a small way.

The Time

In some places it's well to set an alternative date in case the weatherman fails to cooperate. Of course a thaw will ruin the sports, but an extremely cold spell will ruin the social side of the program. Contests and exhibitions are best run in the afternoon, and the strictly social features in the evening.

The Place

The crowd will be easier to handle if they are by themselves, away from a public skating rink, coasting hill, toboggan slide, or ski run. It may be possible to use a nearby farm or Scout camp that has suitable terrain and warming facilities which can be readied with a little extra work.

The Job

The way to set the scene, gather the equipment, and pay the bills is easy when you ask everybody to share the work and the expense. The Senior Unit is still doing a service by organizing the crowd; the carnival wouldn't happen without that.

To get a line on how many to prepare for, budget the cost, and sell tickets two or three weeks ahead. You can count pretty much on those who have laid their money on the line. Ask them to bring their own sports equipment. (The carnival won't be popular among small brothers and sisters who are induced to give up their sleds and skis for the day.) Depending on how well you know your young men guests, you may prevail on them to come out the day before and help ice the toboggan slide, pile snow on the ski jump, and tend to the countless details that make a program like this a success.

The Program

Skating, coasting, tobogganing, skiing, and snow shoeing can be conducted both competitively and socially. Arrange most of them for mass participation. Have the experts put on brief exhibitions and then coach the novices. Include novel events like coasting races on scoop shovels and dish pans, and snow or ice sculpture. Award humorous prizes to the champs and the champ-nits in the various contests.

Between events, if there's room in the warming house, try stocking-foot dancing to the tune of a record-player or radio. Hook up the music to an outdoor amplifier for skating. If it's an afternoon and evening affair, ask the girls to bring box lunches for supper. Serve simple refreshments, such as hot cocoa and doughnuts. A social feature may be a hay ride on a bob sled to and from the carnival scene. The arrangements will be simpler if you can't get indoor accommodations and must rely on a bonfire for warming.

Warm up your imagination on this cold program. Plan to keep everybody busy so they'll keep warm.

MONTH PAGE

READING

Scouter's Bookshelf....Jan. 28; Feb. 19; Apr. 17; May 21; Jun.-Jul. 31

SENIOR SCOUTING

A Senior's Scout's Personal Log .....Jan. 16
Finding A Name .....Jan. 19
Your Place in the Picture.....Feb. 9
Orientation — A Sport .....Feb. 11
A Double-Barrelled Answer..Apr. 8
Air Crash Rescue .....May 8
They Rate .....Jun.-Jul. 16
Seniors Train for Living in a Democracy .....Sept. 10
What Do Young Men Want?..Oct. 11
Senior Unit Rating Plan .....Dec. 12

Senior Program Helps

Jan. 18; Feb. 10; Mar. 18; Apr. 10; May 10; Jun.-Jul. 18; Sept. 12; Oct. 12; Nov. 8; Dec. 14.

Explorer Scouting

Senior Scouts Afloat .....Mar. 16
Shortest Distance Between Two Points .....Mar. 18

Air Scouting

Air Training Aids .....Sept. 13

Sea Scouting

Manning the Rail .....Jan. 18
Senior Scouts Afloat .....Mar. 16
Smiles Across the Sea .....Apr. 11
Bufhampton International Associated Ships .....May 10
Short Cruises .....May 11
Working Models .....Oct. 13

TROOP PROGRAM & ACTIVITIES

Painful — Or Powerful? .....Jan. 12
I'd Find a Nice Log .....Feb. 12
Air Crash Rescue .....May 8
Friendship Forest .....Sept. 5
Take a Comfortable Chair ....Sept. 15
Making Money from Waste Paper .....Sept. 17

MONTH PAGE

There is a Trail to Follow....Oct. 4
Are We Ducking Religion?....Oct. 7
Let's Show 'Em .....Oct. 8
Make Use of that Scout Field Book .....Dec. 16

Camping and Hiking

2 + 2 + 2 = 6 .....Jan. 15
Hike 'n Hunt .....Jan. 29
An Indoor Campfire .....Jan. 32
Making Dreams Come True ....Feb. 6
Teaching Camp Cookery .....Feb. 14
"Operation Zero" .....Feb. 20; Mar. 4
The Camporee's the Thing ....Mar. 14
Prepare for Fun .....Mar. 22
Table Top Camping .....Mar. 25
The Call of the Open Road, Parts I and II .....Apr. 6; May 4
A Double-Barrelled Answer..Apr. 8
In and Out With Nature .....Apr. 14
Using Nature on a Hike .....Apr. 18
Open Letter .....May 23
Our Own Camp .....May 24
In Camp With Troop 21....Jun.-Jul. 7
3 Steps to 10 .....Sept. 6
Hit the Trail .....Sept. 23
Fun with a Compass .....Oct. 16
Finding the Way without a Compass .....Oct. 18
Statues or No Statues .....Nov. 6
It's a Frame .....Dec. 19
The Tab Tent .....Dec. 20

Emergency Service

Scouts at Texas City .....Sept. 26
In 5 Minutes It May be Your Town .....Oct. 10
Emergency Service .....Nov. 10
Ready for Anything .....Nov. 15
Get 'em Ready — for Anything .....Dec. 9

Games and Contests

Scout-A-Magundi Rally .....Jan. 26
Hike 'n Hunt .....Jan. 29
Your Scoutcraft Game File .....Jan. 31; Feb. 21; Mar. 29; Apr. 21; May 20; Jun.-Jul. 27; Sept. 28; Oct. 21; Nov. 19; Dec. 25

Handicraft, Camp Equipment

2 + 2 + 2 = 6 .....Jan. 15
An Indoor Campfire .....Jan. 32
The Star Pointer-Outer .....Feb. 23

MONTH PAGE

Table Top Camping .....Mar. 25
Make It Yourself .....Mar. 27
Out of the Woods .....May 14
It's a Frame .....Dec. 19
The Tab Tent .....Dec. 20

Program Planning

Planning for February, March, April, May, June, Summer, September, October, November, December, January. Jan. 21; Feb. 13; Mar. 21; Apr. 13; May 13; Jun.-Jul. 21; Sept. 18; Sept. 22; Oct. 15; Nov. 14; Dec. 18
Summer Ideas .....Jun.-Jul. 22
3 Steps to 10 .....Sept. 6
Take a Comfortable Chair ....Sept. 15
Diary of a Friday Nighter ....Sept. 16
Get Started with a Bang in Round-Up Month .....Sept. 19
Work Report to the Nation....Oct. 6
United We Work .....Nov. 4
Scout Citizens at Work .....Dec. 6
Making the Most of Scout Week .....Dec. 8
Make Use of That Scout Field Book .....Dec. 16

Scouting Skills, Miscellaneous

Forgotten Skills .....Jan. 7
Stalking Is Fun .....Jan. 22
Training Their Five Senses....Jan. 25
The Star Pointer-Outer .....Feb. 23

WORLD FRIENDSHIP

World Jamboree Jan. 13; Feb. 20; Jun.-Jul. 28
Jamboree of Peace .....Mar. 10
Action at the World Jamboree .....Apr. 5
Our Government Helps Jamboree .....May 19
America in France .....Jun.-Jul. 2
1070 Ambassadors .....Sept. 8
Jamboree Report .....Oct. 2
Reporting on the World Friendship Fund .....Feb. 4
"Shirts Off Our Back" Friends .....Feb. 20
World Friendship Stories ....Mar. 9
Where There's A Will .....May 2
Packaged Friendship .....May 6; Jun.-Jul. 28
Building for Tomorrow .....Oct. 20
Five Loaves and Two Fishes .....Dec. 2