TAILORED

CUSTOM-MADE, that's the new Exploring program — tailored to the need of high-school age young men. It is styled to make more of the five and a half million fellows in this age group feel comfortable in the program, whether or not they have been Scouts. The program will officially go into effect January 1, 1959, but several years of planning and preparation have preceded that date. It marks a significant change in the evolution of the older-boy program of the Boy Scouts of America.

The designing and tailoring has been based on almost half a century of the movement's experience with youth, plus modern "consumer" research. Included was a national survey of adolescent boys by an independent research organization.

At a conference in March, 1952, Chief Scout Executive Arthur A. Schuck recommended "that we find funds for making a scientific study of the needs of young men and of our experience in dealing with them in Exploring." Later that year the National Executive Board made an initial appropriation for this purpose.

Research Planned

It was agreed that an outside organization should share in the study with our own Research Service. After three outstanding organizations were consulted, a contract was arranged with the Survey Research Center of the Institute for Social Research at the University of Michigan. This center has made studies for many government agencies, large corporations, and other universities.

During the study the following projects were carried out:

STUDY OF ADOLESCENT BOYS. The Michigan center selected a scientific sample of boys, Explorers and non-Explorers, who were fourteen through sixteen years of age. Located in representative areas, geographically, economically, and socially, they were the same sort of samples used by the Bureau of the Census which is conceded to be within three per cent of accuracy. Personal interviews were held with each boy. The needs, problems, concerns, activities, interests, and family backgrounds of the boys were revealed. (Findings have been published in Scouting magazine and *A Study of Adolescent Boys*, Boy Scouts of America, No. 3091, $2.00.)

STUDY OF YOUTH LEADERS. The Michigan center interviewed about 300 successful leaders of boys from a wide range of organizations, including Exploring. Much practical information on leadership methods was gained.

STUDY OF TERMINOLOGY. The Research Service and Audience Research, Inc., interviewed a sample of older boys for their preferences on titles and names for officers and units.

TO A NEED
THE NEW EXPLORING PROGRAM

STUDY OF UNIFORMING. The Research Service interviewed in groups more than 3,000 high school boys and girls on their preferences for uniforms. This was done in fifteen centers in ten regions.

STUDY OF EXPLORING. Our Research Service with the help of several chapters of Alpha Phi Omega, Scouting fraternity, interviewed Explorers and leaders in troops, posts, ships, squadrons, and camps about various facets of the current program. More than 140 Scout executives were also interviewed and the 25 councils with the highest percentage of Explorer membership were studied.

Data Evaluated

Evaluation of this mass of original data required months. It's significance in the lives of youths in general was considered as well as how to apply it to the Exploring program. Basic analysis was made by the Michigan center staff and our National staff.

Then a series of ten study conferences was carried on across the country. Among those participating were leaders in education, religion, social work, youth agencies, rural groups, civic organizations, labor, and business and also high school and college students themselves. A second series of conferences was participated in by Explorers, Explorer Advisors, Scout executives, and National staff members.

With the research data and the recommendations of more than two dozen conferences at hand, the Exploring Service and other National staff members spent months in developing a premise or framework for the new program. This was approved by the Exploring and Program Division committees and in July, 1957, by the Executive Board. Then began an intensive drive to work out the details of the program and retool for it, under the direction of Chief Scout Executive Dr. Schuck.

With the needs of the teen-age customer foremost in mind, teams of staff men from the Exploring, Editorial, Visual Education, and Volunteer Training services began work on the literature, visual aids, and training courses. Their efforts were coordinated as never before in keeping the tools in line with the spirit of the new program — simplified, practical, dynamic, modern. In little more than a year the *Exploring* manual, pamphlets, leaflets, filmstrips, a motion picture, and a compact training kit have come off the production line, ready for launching the new program this fall.

Advanced Showings

Climaxing the years of research and development, advanced showings of the well-tailored program are now under way. Within each council an Exploring chairman will head a committee to coordinate the new program for the first several years. Many of these council chairmen attended an all-day session preceding the May meeting of the National Council in Chicago. There they saw a preview of the new Exploring.

In September, fifteen training teams of National staff men were indoctrinated at Schiff Scout Reservation. Their mission by November 1, is to train more than three thousand Scout executives who will gather at fifty-nine sectional centers for two-day meetings devoted entirely to the Exploring program.

When council staffs return from the sectional meetings, they start training their volunteers in organization and administration of the new program. This training embraces council, district, and unit Scouters since all of them need to be informed of their relationship to Exploring.

Public Introduction

Public attention will be called to the new program through television, radio, magazine and newspaper publicity promoted by the Public Relations Service and local councils. The November issues of SCOUTING and BOYS' LIFE magazines will reveal high lights of the program, and it will fill the entire winter EXPLORER PROGRAM QUARTERLY.

The basic concept of the new Exploring is in an approach that has tremendous implications. Prior to now Explorer unit membership has come as high as ninety per cent from Boy Scout troops. The approach now is aimed at all high-school age boys regardless of previous Scout affiliation.

We invite you to read in next month's SCOUTING how the new program is tailored to fit young men's needs, interests, and abilities. Meanwhile plan to take advantage of the new basic training courses offered by your council to learn full details, particularly as it relates to your assignment in the Boy Scouts of America. *END*

BELOW, Post 9 Explorers in practice rescue. Note only firemen handle resuscitator.

RIGHT, Explorers do field first aid in learning to assist firemen at fire calls.

SERVICE IS THEIR SPECIALTY

By Peter E. Kleinpaste, Advisor
Post 9, Hollandale, Minnesota

LEARNING TO TAKE A RESPONSIBLE PLACE in the community can be high adventure to Explorers. With the help of their chartered institution, the Explorers of Post 9 have found this to be true.

Only three years ago the Hollandale Fire Department decided to sponsor a post. It was a slow start; after all, what could be expected of a "bunch of kids." But this bunch of kids developed into a pretty well-organized group; and, of course, they started looking around for something to do.

"Let's give the firemen a hand," sounded good, but firemen are a hard lot to convince. After plenty of discussion, they agreed that a little training for the boys might be a good thing.

The first training was in traffic control and first aid. The Explorers learned fast, and the firemen were impressed. They started taking more interest in "their boys." With more training and under supervision by firemen, the Explorers were soon handling the first aid and traffic control at fires and doing a good job.

The Explorers were interested in civil defense and started asking questions on rescue work and fire control. Well, decided the firemen, an emergency could arise when these Explorers would have to know more than just a little first aid and traffic control. We've heard about this "learn by doing," so let's give it a try. As the pictures show, that's just what they did. Through a series of drills, the Explorers learned not only how to take care of themselves, but how to rescue others and how to do it as safely as possible.

The fire department is proud of the boys in their post. The Explorers are proud to be a responsible part of the community. As for the future, this is one volunteer fire department that will have no trouble finding qualified men to serve. *END*

Explorers learn the correct methods of using hose to fight brush fire in drill under critical eyes of Hollandale firemen.