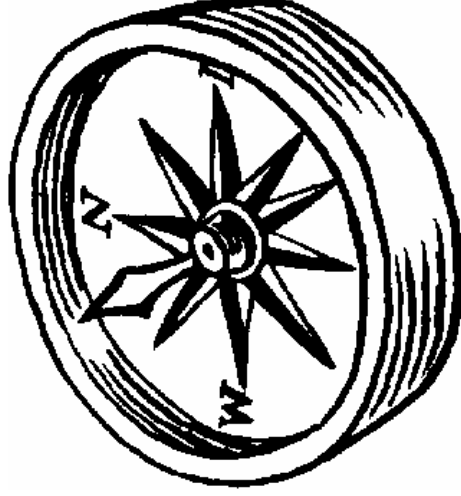


Guide to Navigating School Talks



Your guide to navigating through school talks

School talks have been very successful in recruiting youth, and as a successful tool, must be an integral component of every area's growth plan. In fact, School talks should be an ongoing initiative, for recruiting both youth and adults.

For school talks to be successful, it is strongly recommended that every Area appoint a School Talk Coordinator or STC.

The following pages are a "step-by-step" plan designed to assist a School Talk Coordinator in "navigating" through the implementation of the school talks component of the local area Growth plan. This plan is designed for both new STC and the experienced Scouter. Following these strategies will enable you to successfully put your area's growth plan INTO ACTION!

Good Scouting!

Beginning in 2000, the **Greater Toronto Council Growth and Development Committee** prepared a set of resources to encourage membership growth and development in the council. The initial members were:

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A. Planning Tasks	Responsibility	Suggested Actions and Tips	Target Date
6 to 8 weeks prior to presentation			
1. Identify Presenters <ul style="list-style-type: none"> Youth and/or adults Availability of presenters 	School Talk Coordinator [STC]	In consultation with Area Service Team <ul style="list-style-type: none"> Identify group committees, or individual sections for possible presenters: e.g. Senior Scouts, Venturers, Rovers, Leaders Contact and recruit identified “presenters” Resources: <ul style="list-style-type: none"> List of area groups with contacts 	
2) Identify target schools <ul style="list-style-type: none"> Name, address, Phone # Principal/vice-principals Check grade levels in selected school[s] Verify with principal/vice-principal timing of talk with school’s own schedule 	STC Area Service team [ST]	Prior to contacting school: <ul style="list-style-type: none"> Verify location of local Scouting groups and their cachement area Have ready the group name, meeting place, date & times, contact person and phone, existing sections Don’t be too ambitious – ensure number of schools targeted is appropriate to the number of presenters Resources: <ul style="list-style-type: none"> From Service Team, list of area groups with contacts From The Administration Centre, map of areas School Board Directories 	
3) Identify target groups:	STC/ST	<ul style="list-style-type: none"> Consult with ST to identify group[s] which can accommodate and/or want an increase in youth numbers Contact Group Commissioner 	
4) Identify target sections: <ul style="list-style-type: none"> Beavers, Cubs, Scouts, Venturers, Rovers? 	STC Group Commissioner/Leader[s]	<ul style="list-style-type: none"> Determine if <u>only</u> and individual section should be targeted, e.g. Beavers 	
5) Identify Resources available: <ul style="list-style-type: none"> Familiarize yourself with available resources in your area as well as the Administration Centre Contact your Field Executive for further information/assistance Locate any necessary “props” for talk Verify quantities needed for handouts/“take home” info 	STC	From The Administration Centre: <ul style="list-style-type: none"> Scouts Canada Promotional materials list [see “Resources” in Appendix] Video “Photo Album” Make arrangements for any necessary printed materials/props Other Sources: <ul style="list-style-type: none"> Your Group Commissioner or DAC Membership Growth & Recruitment 	

B. Talk Organizing Tasks	Responsibility	Suggested Actions and Tips	Target Date
4 weeks prior to presentation			
1) Arrange meeting with Presenters <ul style="list-style-type: none"> • Discuss plan, times, targets • Discuss program to be presented • Determine format of presentations – video, talk, stories, songs, etc. • Assign tasks/confirm responsibilities of individual presenters 	STC & presenters	No later than 4 weeks prior to presentation: <ul style="list-style-type: none"> • See sample “Youth Talks” program [Appendix] • Provide copies of location map [“How to get there”] • Keep target age in mind • Ensure proposed program is appropriate to targeted age group • Ensure program with individual responsibilities is fully documented, understood, agreed upon, with hard copies handed out to all • Ensure that full commitment is obtained, or else CHANGE YOUR PLAN! 	
2) Confirm arrangements with principal/vice-principal by phone or mail: <ul style="list-style-type: none"> • Name, address, Phone # of contact • Verify permissions, understanding of purpose, cooperation • Affirm date and time, the format, duration of presentation • Verify numbers and age group[s] • Letters, flyers, distribution package, collection, pickup • Check on school’s choice of presentation location & availability of needed equipment e.g. TV VCR etc. 	STC	3 weeks prior presentation: <ul style="list-style-type: none"> • If by mail, follow up letter/phone call or an e-mail may be appropriate • Be sure that presenters know where they are to be in the school and to arrive early at school’s office to introduce themselves to the staff • Ensure that the negotiation and agreement with the school is in writing • Copy all information the presenters 	
3) Finalize plan with your presenters	STC & Presenters	10 Days prior to presentation <ul style="list-style-type: none"> • Verify that all components are in place and presenters are ready to go • Have back-up plan for emergencies, verify 	

C. Scheduling Tasks	Responsibility	Suggested Actions and Tips	Target Date
	No later than 2 weeks prior to presentation		
1) Discuss schedule & assignments:	STC & presenters	Make Checklist <ul style="list-style-type: none"> • Ensure presenters know and agree with schedule of schools, dates times, format, contents • Ensure tasks assignments are agreed to 	
2) Coordinate availability of resources: <ul style="list-style-type: none"> • E.g., letters, flyers, videos, etc. 	STC & presenters	<ul style="list-style-type: none"> • Keep in mind numbers and age of target youth 	
3) Mail/fax schedule, format, times, resources, etc., to school for confirmation of arrangements	STC	<ul style="list-style-type: none"> • Copy to presenters 	
4) Have procedure and times documented for school liaison for collection of requests, questions, and contact name and phone #	STC	<ul style="list-style-type: none"> • Copy to presenters 	

D. Presentation Tasks	Responsibility	Suggested Actions and Tips	Target Date
	No later than 2 weeks prior to presentation		
1) Contact school Principal/Vice-Principal two days prior to day of presentation to confirm:	STC		
2) Arrive early to ensure readiness	Presenters	Questions for STC: <ul style="list-style-type: none"> • Are presenters and resources ready? • Are school facilities ready? • Is your backup plan in place? 	
3) Make Presentation	Presenters	<ul style="list-style-type: none"> • Write brief notes on how presentation went ASAP 	
4) Give documented procedure and materials, flyers, etc., to school liaison for hand-outs to youth	STC & presenters	<ul style="list-style-type: none"> • Review period of time for return of info with school liaison & pick up arrangements • Be sure to verbally thank all concerned for their cooperation and assistance 	

E. Follow-up tasks	Responsibility	Suggested Actions and Tips	Target Date
6 to 8 weeks prior to presentation			
1) Send thank you letter to Principal and staff	STC	<ul style="list-style-type: none"> Personalize, referring to Principal and staff in letter Send copy to school trustee Remember to also thank school liaison in letter 	
2) Call school liaison; Arrange collection of returns 2 days prior to agreed pick-up date	STC	<ul style="list-style-type: none"> Check with presenters for date Confirm with school office 	
3) Do post-presentation review of process and presentation	STC/Presenters	<p>Document positives, negatives, suggestions for future</p> <ul style="list-style-type: none"> What did we do right? What can we do better? How can we improve? 	
4) After collection of returns: <ul style="list-style-type: none"> Determine if numbers warrant parent meeting or, If individual phone calls are appropriate 	STC	<ul style="list-style-type: none"> Remember that parent meetings are a good source of prospective leaders 	
5) If parent meeting is deemed advisable: <ul style="list-style-type: none"> Make arrangements with school – date & time Determine format, resources needed & availability 	STC/Presenters	<ul style="list-style-type: none"> Resources: Be a Leader; Adult recruitment guide; youth registration forms, etc. Have backup available in case you cannot attend 	
6) Decide on format of meeting	STC/Presenters	<ul style="list-style-type: none"> Include youth in meeting or, Arrange for youth to be kept occupied while parents attend meeting 	
7) Collect hand out material from The Administration Centre	STC	See attached Promotional Materials list	
8) Contact interested parents for a meeting <ul style="list-style-type: none"> Purpose of meeting, time, place, duration, etc. 	STC	<ul style="list-style-type: none"> Encourage them to bring friends Give your name and number to the parents 	
9) Have Parent meeting: <ul style="list-style-type: none"> To share information and answer questions To “sign up” prospective leaders 	STC & backup	<p>Ensure adequate handout material is available</p> <ul style="list-style-type: none"> Mission Statement; section program information 40 hours of community service for high school diploma 	
10) Follow up with interested youth and prospective leaders	STC/ST/Group Commissioner	<ul style="list-style-type: none"> Register youth with group[s] Interview potential leaders 	
11) Write your evaluation and keep statistics on success of talk	STC	<ul style="list-style-type: none"> Number of youth registering; New leaders recruited 	

Appendix – Aids and resources to “Be Prepared”

Articles From *The Leader* magazine:

- “Increase Scouting’s Profile in Schools”, August/September 1995, page 19.
 - “Think Fall Now... Or you’ll Miss it”, June/July 1995, Page 16;
 - “Bring ‘em back this Fall”, May 1994, page 12;
 - “School Talks”, March 1991, page 33;
- (can be printed from *The Leader* CD-ROM, or ask your scout executive for copies)

Promotional Brochures:

- “Be a Leader”; ‘Scouting: Try Something Different’; “Be Prepared – Participate”
(These are available in a number of languages)
Section program information.

Books:

- Scouts Canada Screening Handbook*
Various leader and youth handbooks

Videos:

- Beaver, Cub, Scout Jumpstart program [20 minutes];
Promotional videos [National office];
Adventureland and Camp Kennabik videos [Camping Department]

Remember... Your best resource is YOU, YOUR TEAM and YOUR ENTHUSIASM!