Northern Star Scouting

Scouting Facts

Our Mission
To prepare young people to be leaders and individuals of strong character by helping them discover the principles of Scouting.

Working Vision
Northern Star Council is a positive influence in the lives of 100% of the youth in the communities we serve.

Goals, Objectives, and Impact
As part of the council’s strategic planning process, specific focus areas have been identified to fulfill Scouting’s objectives for young people and to meet the needs of families and community. The Summary of 2015-18 Imperatives is: 1) Meet a wide variety of family needs; 2) provide a more rewarding volunteer experience; 3) be a critical player in youth development (leadership and life-skills).

Partnerships
Joining in partnership with Northern Star Council, 1,011 Scouting units are chartered by 654 community organizations representing educational, religious, non-profit, civic, and business organizations (403 Cub Scout packs, 387 Boy Scout troops, 2 Varsity teams, 118 Venture crews, 1 ship, 99 Explorer and Special Needs posts, and 1 Learning for Life group).

Service Area
Northern Star Council serves 25 counties across central Minnesota (Anoka, Carver, Chippewa, Chisago, Dakota, Hennepin, Isanti, Kandiyohi, Lac Qui Parle, Le Sueur, McLeod, Meeker, Ramsey, Renville, Rice, Scott, Washington, Wright, and Yellow Medicine, and portions of Stearns and Swift) and Wisconsin (Pierce, St. Croix, Polk, and Burnett).

Camps/Properties
Northern Star Council operates council service centers in Golden Valley and Saint Paul, MN. It operates eight camps in Minnesota and Wisconsin. Young people can choose from eight programs at various camps, including day, introductory, high adventure, summer and winter weekend and resident camps for Cub Scouts, Boy Scouts, Venturers, and families.

Leadership and Staff
The Northern Star Council is led by a volunteer board of directors with 73 members who come from education, business, other non-profits, and community organizations. Youth and volunteers are supported by 80 full-time paid staff and 43 part-time paid staff. Additionally, nearly 600 seasonal employees deliver camping programs and outdoor adventure in the summer and winter months.

Budget
Northern Star Council operates its programs and properties on a 2018 budget of $13,317,661.

Populations Served
Northern Star Council supports more than 12,113 volunteers who develop and enrich the lives of 32,396 boys and girls, ages 5 through 20, over the course of a year. The council provides volunteers a wide range of youth and adult training opportunities, including online courses, training videos, and district and council events. This represents a market share of 9.17% across all programs, 14.0% in Cub Scouts/Boy Scouts only, and an additional 5% including Base Camp participants.

Scouting invites all people to get involved, mindful of the importance of race, ethnicity, gender, sexual orientation, age, socio-economic status, religion, physical ability and political belief. We create a positive and welcoming environment for all, valuing backgrounds and experiences that will grow and strengthen our movement and continue to make us a valued contributor to the communities we serve.

Programs
In 2017, we served 16,210 Cub Scouts, 10,373 Boy Scouts, and 2,931 Venturers/Sea Scouts. An additional 2,882 youth participated in elementary school-based Learning for Life programs and Exploring programs, for a total of 32,396 youth members served.

More than 21,000 additional youth participants were served at Base Camp and other properties.

Juvenile Diversion: The Juvenile Diversion program targets first-time non-violent youth offenders. In 2017, 885 youth were referred by its program partners (17 police departments) and participated in groups with 80% completing the program. Of those who complete the program, 80% do not commit another offense up to two years after the program.

Exploring: A work site-based program that provides young men and women ages 14-20 with semi-monthly, hands-on educational opportunities to learn about careers and trades from adult mentors who are professionals in the student’s career area of interest. In 2017, 2,710 young men and women were served through 85 posts sponsored by workplace partners.

Polaris: The Polaris program brings both traditional Scouting and Exploring programs to physically and developmentally challenged boys, girls, and adults (with cognitive challenges). In 2017, 2,062 individuals were served through 52 traditional and Exploring units sponsored by educational and community partners.

For More Information
www.northernstarbsa.org or call 763-231-7201.

Prepared. For Life.
2017 Selected Achievements

YOUTH MEMBERSHIP
- Our Cub Scout membership represented 12.96% of the market, Boy Scout membership 13.77% and our Venturing / Sea Scouting 2.03%.
- We served, within 2.2 percentage points (max), equal percentages of youth across four major ethnic groups.
- 754 Boy Scouts achieved the rank of Eagle Scout, and 1,204 Webelos earned the Arrow of Light.
- More than 21,000 non-Scout youth attended a program at Base Camp and other properties.

VOLUNTEERS
- Universities of Scouting (Spring and Fall) delivered training to 1,208 attendees.
- 87 Scouting volunteers attended Wood Badge, a six day advanced leadership training course for volunteers.
- Our State Fair Adventure Summit climbing/ropes course had a record 6,558 participants, supported by over 200 volunteers.
- Honored our third and fourth troops to turn 100 years old.

RESOURCES
- We generated a 3% operating budget surplus for capital needs.
- “Heroes Start Here” Cub Scout Recruitment Campaign promotions reached record numbers of impressions including cable Nickelodeon and Cartoon Network television ads (1.5 million), digital billboards (10 million) and web/digital ads on Xfinity (2.4 million). Link clicks on Social Media (Facebook and Instagram) increased by 308% to 11,140 and unique users of HeroScouts.org increased by 91% to 8,042 with page views up by 121% with more 14,300.
- For the first time ever, we reached the goal of raising $1,000,000 during the second Million Dollar Day for Scouting breakfast. Over 850 people gathered for inspirational Scouting stories and uplifting recognitions.
- $595,000 was spent on camp maintenance including facility improvements, utility repairs and equipment replacement at our eight properties.
- On line recruitment was 1,020 in 2017, up from 701 in 2016.
- The Popcorn Sale benefited Scouting units by infusing over $1,000,000 into unit treasuries.

PROGRAMS
- Awarded $99,625 in academic scholarships, and $172,824 in camperships to youth.
- In 2017, 913 of our units (packs, troops, teams, crews, and posts) logged over 175,000 community service hours. These service hours were carried out by 38,500 youth and adults, averaging over 5.5 hours of service per member.
- 310 youth participated in one of four sessions of Grey Wolf: a week-long council-facilitated National Youth Leadership Training course, one of the largest programs of its kind in the country.
- 8,888 Boy Scouts and Venturers camped for a week at Many Point Scout Camp or Tomahawk Scout Reservation during the summer.
- 3,144 Cubs and Webelos attended Akela, Kiwanis, Stearns and Navajo camps, spending at least two nights with parents.
- 1,304 Scouts participated in week-long high adventure programs that included whitewater kayaking, rock climbing, ATV’s, jet skis, COPE and SCUBA activities at Many Point Scout Camp and Tomahawk Scout Reservation.
- 18,538 young people participated in a day or overnight experience at a council summer camp.
- 1,133 Scouts successfully spent a night outside in negative or near zero degree conditions (and enjoyed it!) due to the expert training and equipment at our Snow Base and North Winds camps.
- A Northern Star Council youth member was once again selected for the Report to the Nation in Washington, D.C.
- Three mobile archery ranges, provided by our Innovation Fund, gave a taste of Scouting adventure at community festivals, fairs, carnivals and celebrations, and television appearances on Fox 9, WCCO 4 and KSTP 5.
- The new #LikeAScout media campaign celebrated Scouting’s anniversary through good turns community-wide, reinforcing that service is what Scouting is all about and providing great visibility – over 1.7 million impressions on radio, electronic billboards and online.
- Created and launched a new camping website, similar in structure to our council website, that is mobile friendly, has hundreds of photos/descriptions of facilities and sites, new maps, “You may also like” functionality and more to make it even easier to take advantage of our great camps and programs.
- Scoutreach summer camp weekend delivered the outdoor promise of Scouting to 130 youth and adults (a 20% increase) from El Sol, Huron, Silver Maple, and Zulu Districts.
- Huron District, serving youth in Scouting through after-school programming, grew by 55%, and now serves over 1360 youth!
- Youth from St Paul’s Troop 9061 presented the colors for the St Paul’s Mayoral Inauguration of Melvin Carter, an alumnus of Scouting.
- 230 youth and adults, including ten youth from El Sol District, traveled to and toured Washington, D.C., journeyed to the Summit Bechtel Reserve in West Virginia, experienced 10 amazing days at the National Jamboree, and returned home safely.
- 18,592 volunteer hours were spent completing maintenance projects at camp properties.
- 529 siblings attended Cub Scout Camp, paving the way for Family Scouting in 2018!