



Scouting Facts

Our Mission

Northern Star Scouting is a positive influence in the lives of all young people in our communities.

Working Vision

We prepare young people to be leaders and individuals of strong character by helping them discover and live by the principles of Scouting.

Goals, Objectives, and Impact

Northern Star Scouting's strategic planning process has historically been leading-edge, and proactive with regard to market-driven change. The 2019-22 plan is centered on (1) strengthening core programs, (2) broadening our impact beyond core programs, and (3) ensuring strong foundational elements that provide a base for serving as many young people as possible. Several major projects underway are expected to become models for other Scout councils around the country in coming years and contribute to our longstanding record of stronger than average youth market share and retention.

Partnerships

Joining in partnership with Northern Star Scouting, 846 Scouting units are chartered by 438 community organizations representing educational, religious, non-profit, civic, and business organizations (316 Cub Scout packs, 384 Boy Scout troops, 60 Venture crews, 2 ships, and 84 Explorer posts).

Service Area

Northern Star Scouting 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 Scouting 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

Northern Star Scouting 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 78 full-time paid staff and 32 part-time paid staff. Additionally, more than 500 seasonal employees deliver camping programs and outdoor adventure in the summer and winter months.

Budget

Northern Star Scouting operates its programs and properties on a 2021 budget of \$11,846,939.

Populations Served

Northern Star Scouting supports more than 9,525 volunteers who develop and enrich the lives of 24,385 boys and girls, ages 5 through 20, over the course of a year. Northern Star Scouting provides volunteers a wide range of youth and adult training opportunities, including online courses, training videos, and district and council events.

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 2020, we served 12,159 Cub Scouts, 8,328 Scouts BSA, 1,514 Venturers/Sea Scouts, and 2,384 Explorers for a total of 24,385 youth members served.

Juvenile Diversion: The Juvenile Diversion program targets first-time non-violent youth offenders. In 2020, 263 youth were referred by its program partners (8 police departments) The team utilized technology and implemented virtual intakes and piloted virtual programs as opportunities for kids to still complete the program this year.

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 2020, 2,384 young men and women were served through 75 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 2020, 1,889 individuals were served through 35 traditional and Exploring units partnered with educational and community partners, many turning to virtual and recorded program through the summer and fall months.

For More Information

www.northernstar.org or call 612-261-2300.

In our expansion to include girls in all programs, we ended 2020 with 15% of our Cubs in girl dens, and girls made up 18% of our Scouts BSA and Venturing membership.

In the first year of eligibility for girls to earn the rank of Eagle Scout, nine girls (and 607 boys) passed their Boards of Review in late 2020. (The girls' ranks are effective February 2021)





YOUTH MEMBERSHIP

- We served, within two percentage points (max), equal percentages of youth across four major ethnic groups.
- 616 Scouts BSA achieved the rank of Eagle Scout, and 962 Webelos earned the Arrow of Light.
- Four youth earned the Venturing Summit Award.
- 79 Scouts earned a Super Nova award in 2020.
- First ever Virtual Exploring Awards presented five scholarships, Post Tenure Awards and Learning for Life Leadership Awards.
- Base Camp acted as a 'giant' one room schoolhouse where 45 students, representing 16 school districts, completed their distance learning each day of the Fall semester.

VOLUNTEERS

- Held the first ever virtual University of Scouting event with 140 participants.
- 98 Scouting volunteers attended Wood Badge, multiple weekend advanced leadership training course for volunteers.
- 755 volunteers contributed to the annual Fort Snelling National Cemetery Wreath Clean-up, providing over 2,250 hours of service.
- 127 Scouters from around the world (one participant was calling in from the Transatlantic Council in Europe) attended the College of Commissioner Service.
- 2,493 unit visits were logged into the commissioner tools.
- Scout Chats, a new virtual meeting tool for leaders, was hosted on Facebook and Brandlive through the year and saw over 100 participants per meeting.

RESOURCES

- \$522,000 was spent on camp maintenance including facility improvements, utility repairs and equipment replacement.
- Awarded \$104,400 in academic scholarships, and \$55,000 in camperships to youth.
- Secured a \$160,000 grant to fully fund the replacement of a roadway at one of our busiest metro camp properties.
- Support through the Friends of Scouting Campaign exceeded the budgeted goal of \$2,975,000, ensuring Scouting could operate fully throughout the year.
- Northern Star Scouting had the number one popcorn sale in the United States, at just over \$1.74 million dollars. Over \$1.25 million dollars went back to support Scouting units and Northern Star Scouting.
- Completed \$180,000 remodel of shower facilities that will better serve all genders and families at Tomahawk Scout Reservation.

PROGRAMS

- In 2020 packs, troops, crews, and posts logged over 33,552 community service hours.
- 164 youth participated in one of two sessions of Grey Wolf: a week-long council-facilitated National Youth Leadership Training course, and one of the largest programs of its kind.
- Attendance at our summer community day camps (serving all kids) grew 26%.
- The Totanhan Nakaha Lodge of the Order of the Arrow inducted 437 new members in 2020, serving a total of 2,695 Scouts and adults. The Lodge also contributed 10,080 service hours.
 - Over 1,000 youth and their families attended an introductory Fall Camporee to mark the beginning of the Scouting year.
 - Base Camp hosted a socially distant Halloween celebration that welcomed 500 family members in-person.
 - In the absence of overnight facility use by large groups, multiple cabins at Many Point, Stearns and Tomahawk were repurposed to host over 70 families for family campouts.
- We hosted a virtual speaker series for youth that showcased leadership lessons from CEO's, innovators, doctors, and more.
- 1,488 Scouts successfully spent a day or night outside in negative or near zero-degree conditions (and enjoyed it!) our Snow Base and North Wind camps.
- The Activities Committee hosted two Fall Camporee events, providing in-person programming to 676 participants.
- Post 9528 sponsored by the Washington County Sheriff's Office created a Crime Scenes Basics training video for use by Scouts BSA, Cub Scouts and other Posts.
- Top stories included recognition of female Eagle Scouts on KARE 11, KSTP, FOX 9 and the Star Tribune, summer camp plans during the pandemic in the Pioneer Press and a KSTP Twin Cities Live segment featuring Base Camp programs.
- Video Studio and Streaming – Developed our own video studio to produce streaming video content for new monthly Scout Chats for leaders and families, special events, council events.
- Scouting Anniversary - Celebrate Good Turns February 8, included broadcast radio on KDWB 437,000 impressions in three days, 67K Banner Ad impressions.
- Scouting at Home Resources Provided – New programs, gatherings and events to keep members and leaders engaged, 40+ Cub Connections videos made (virtual den and pack meetings and advancement), 35+ live virtual events hosted, 210 people attended our "Virtual Camp-In" event, Several Camp Pinewood (Minecraft) events created with over 300 participants, and 80-plus merit badge classes.

- **Northern Star was in the top three metro councils for total youth recruiting but Covid-19 did great harm.**
- **Enhanced Email – "Northern Starlight" series of three monthly, targeted email communications for Cub Leaders, Scouts BSA Leaders and District/Council Volunteers, with high open rates (36%, 40% & 54% respectively).**
- **A full re-design of the membership fee model, known as "Sustainable Scouting" was implemented.**
- **Over 4,000 youth attended an in-person summer camp without a single case of Covid resulting from the experience.**
- **Positive media coverage – More than 220 stories of outstanding youth members and programs appeared in major media and community publications, generating over 21 million impressions.**