

# Council Membership Growth Plan

V1.23



BOY SCOUTS OF AMERICA®  
CONNECTICUT YANKEE COUNCIL

# Connecticut Yankee Council Membership Growth Plan



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OF AMERICA®

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## **Our Vision**

*The Connecticut Yankee Council strengthens communities through life changing experiences for youth and families, that build character, teach leadership skills, and instill a commitment of service to others that last a lifetime.*

## **Our Mission**

*Preparing youth for Life.*

# Connecticut Yankee Council Membership Growth Plan

## Background

The Connecticut Yankee Council has had two years of great membership outcomes. In both 2021 and 2022 we grew our membership by over 3%, one of only a very small number of councils who were able to do this. In 2022, the council showed even more success. We showed balanced growth, with every district in the council showing growth and each one of our program areas. We also had the highest retention rate in the nation. We should all be proud of these accomplishments.

However, we cannot rest on the laurels of our past success or our past success will just lead to our future failure. We need to take these recent successes to drive us to continue to improve in the future to ensure continued success.

This document will analyze our recent successes and the current market conditions to determine where the best opportunities for continued success exist for our council. This will also help us keep focused. Our council has relatively small membership team and if we try to pursue every opportunity our team will be so diluted that we will not be effective. This document will help us focus on only those few areas which we can effectively perform.

Recently the National Council has released a new suite of membership tools to help district and councils analyze its membership data, the Council Membership Tools. These tools are a great leap forward from the previous ScoutNet Report, but they are still not enough to give our team all the data it needs to be successful. These reports give great data at the council, district and unit level, but it misses the town level analysis. There are also some very key metrics that are missing from these tools: retention data, Webelos to Scout Transition, and gender breakdown at the unit level. We will need to use these tools and create our own tools to make our team more data driven and therefore more effective with our resources.

## Annual Goals

Creating goals is an important part of the membership plan as it shows the areas where we have chosen to focus our resources. Throughout the document the reason why many of these goals are in place should be clear. Some of these goals will be harder to accomplish than others, but all these goals can be accomplished. These goals fall into three major areas: Recruitment, retention and unit support.

### **Recruitment**

1. Grow membership in each district by 3%
2. Grow membership in Cub Scouts and Scouts BSA by 3%
3. Grow Lion Membership by 5%
4. Grow Cub Scout Adult Volunteers by 3%
5. Start 2 new Scouts BSA girl Troops
6. Start 3 new Explorer Posts
7. Start 3 new Sea Scout Ships

### **Retention**

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8. Maintain a retention rate of 85%
9. Transition 60% of Arrow of Light Scouts to a Scouts BSA unit

## **Unit Support**

10. Create a recruitment guide for Cub Scout Packs and Scouts BSA Troops as well as a Webelos to Scout Transition Guide for Families
11. Create a set of tools to track membership data more effectively
12. Create a plan to recruit within the Latino Population

## SWOT Analysis

A SWOT analysis is a tool used by many businesses to evaluate their strategic position within a market. This analysis categorizes an organizations strengths, weaknesses, opportunities, and threats. This helps an organization in understanding what has gotten them where they are and what they need to look at to continue its success. Below is the SWOT analysis for our council's membership team. Details on each of these are below.

**Table 1: SWOT Analysis**

SWOT Analysis		
	Helpful to the meeting Objectives	Harmful to meeting Objectives
Internal Origin	<b>Strengths:</b> <ul style="list-style-type: none"><li>• ScoutReach</li><li>• Retention</li></ul>	<b>Weaknesses:</b> <ul style="list-style-type: none"><li>• Lions</li><li>• Venturing</li><li>• Recruitment</li><li>• Webelos to Scout Transition</li></ul>
External Origin	<b>Opportunities:</b> <ul style="list-style-type: none"><li>• Urban Areas</li><li>• Sea Scouts</li><li>• Latino Outreach</li></ul>	<b>Threats:</b> <ul style="list-style-type: none"><li>• Population Growth</li><li>• Competing After School Programs</li><li>• Lack of Unit Level Incentives for Growth</li></ul>

## Strengths

### ScoutReach

The backbone of our council's growth the last two years has been from the scout reach program. In 2021, our ScoutReach program grew almost 30%. In that same year the only traditional scouting district that showed growth was Pomperaug district, and it only showed marginal growth. In 2022, the growth of our scout reach program was similar. This growth has mostly been concentrated in the city of New Haven. We have established a great relationship with both the City and School leadership that has allowed for this explosive growth. Growth of this rate in New Haven cannot be counted on to continue in the long term. With a growth rate this high, we would have every youth in the City of New Haven as part of our program in less than a decade. Instead of counting on this continued growth rate in New Haven, this performance needs to be leveraged to expand this program to other similar areas within our council.

### Retention

Our retention rate for scouts is the highest of all councils in the nation at approximately 85%. Our retention rate has historically been high. It is hard to attribute this to any cause, but this is likely attributed at least in part to our councils great training, camping and activities programs. This helps keep our scouts engaged in scouting. It is also likely to do with the support system we offer our units.

## Weaknesses

### Lions

While 2022 was a great year for membership in almost every way, there was one negative, the Lion program. In 2022, our Lion membership declined by 20%. The previous year the growth rate for the Lion program was approximately 70% and this decline is likely just a reversion to the mean but given these our youngest scouts this program has the longest lasting influence on our program and recruiting scouts in kindergarten is easiest since there is less competition.

### Venturing

Our Venturing program has been on the decline for nearly a decade to the point where the program is nearly extinct within our council. This trend is not just localized to our council but has been seen across the nation. It is unclear what the root cause of this decline has been. Some of the potential causes may include: competition with other activities at age range, lack of differentiation with the Scouts BSA program, and advancement system not being seen as equal an accomplishment to that of Eagle Scout.



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## Recruitment

While the top line numbers for the council were all positive, when digging into the data further issues can be seen that will be detrimental in the long term if not corrected. While the council grew in 2022, this was largely due to our great retention numbers and not because of better recruitment. In 2022, approximately 10% fewer youth were recruited into the Scouting program. The lower recruitment numbers were seen across all our mainstay programs. If this trend continues not even a perfect retention rate would allow the council to continue to grow. This is likely the single biggest hinderance to the long-term prosperity of the council.

## Webelos to Scout Transition

Another area where the data shows a relative weakness of the council is our Webelos to Scout Transition. In 2022, we only transitioned approximately 40% of Arrow of Light Scouts into the Scouts BSA program. This number is a bit alarming, as they should be the easiest recruits to the Scouts BSA program since they already have an attachment to the Scouting program. Increasing the percentage of scout transition is another way to easily grow our top line membership without having to recruit additional youth, which will be more difficult do to the flat and declining youth population in our area.

## Opportunities

### Urban Areas

We have shown that we know how to make our program work within an urban environment with our program in New Haven. However, our market share in our other large population centers (Bridgeport, Stamford, Norwalk, and Danbury) all have market share well below those of the surrounding area, around or below 1%. The biggest opportunity in this area is Bridgeport which is the largest city within our council, but also the city with our lowest market share, approximately 0.4%. We can use our successful strategy in New Haven to grow scouting in these other areas.

### Sea Scouts

Our council has recently purchased a sailing camp program in Bridgeport and it has also received a donation of a large boat to help us grow our Sea Scouting program. Given our location right along the Long Island Sound, our council should have a thriving Sea Scouting program throughout our council. However, it is currently only concentrated in a few large coastal communities. We need to leverage these recent acquisitions into growth within this program.

### Latino Outreach

The council has recently begun a relationship with Latinos for Educational Advocacy and Diversity (LEAD) to increase our reach into the Latino Community in Danbury. LEAD is an organization throughout the state of Connecticut. This relationship can be further leveraged to increase our reach into the Latino community throughout our council. Additionally, our

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council now has on staff a professional who is fluent in Spanish that will assist in our ability to provide support to this community as well.

## Threats

### Population Growth

The population of Connecticut is expected to shrink for scouting age youth in the coming years. This means that to grow we will need to capture a higher market share and not just count on population growth to grow our program. This will mean growth will be harder as gaining incremental market share will be harder to achieve then simply maintain our current market share with a growing population.

### Competing After School Programs

As we move out of the pandemic more youth program will be opening again. This means there will likely be more competition in the youth development marketplace in the coming years as the world comes back to its pre-pandemic state. Our program was made available throughout the pandemic, and we need to use first mover advantage to continue to grow our program.

### Lack of Unit Level Incentives for Growth

On the unit level there is no real incentive for a unit to grow. There program will largely stay the same regardless of the size of the unit. In fact, there is probably a disincentive for a unit to grow, as a larger unit makes managing a unit more complicated. While this is probably not the view of all units, those adult leaders who are truly bought into the scouting program will want to have as many you involved as possible. It is those leaders with marginal attachment to the program this could be their view. Countering this mindset will be key to getting across the board unit growth. An incentive structure for units to grow could be one possible way to turn this threat into a strength.

## Strategic Pillars

Our strategy will depend upon four strategic pillars by which all our goals will revolve. These pillars are Recruit, Retain, Transition, and Data Driven. This comes down to a simple equation:

$$\text{Recruitment} + \text{Retention} + \text{Transition} = \text{Growth}$$

### Recruit

Recruitment is the backbone of sustaining our program. Without recruitment our membership would be gone within just a few years. Effective recruitment is the biggest part of our membership plan. As part of this year's membership plan, we will refine our recruitment strategies to make our recruitment seasons even more effective.



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## Retain

The second pillar of our membership strategy is retain. Retention is another key factor in growing our membership. This is not only because keeping our base members keeps our membership numbers up, but it also helps us to recruit new members. New members are more likely to join if they see a thriving unit.

## Transition

The transition process is another key pillar to achieving our membership goals. The transition process is one that can easily be glossed over when developing a membership plan. This is important to ensure that none of our units end up with gap years in their membership. One area of this pillar that is often not considered is the transition from a Scouts BSA unit into one of our older scout programs. Focus will be maintained this year on these areas of the transition process.

## Data Driven

Data driven is the last pillar of our strategy. This pillar is the support structure used aid the other three pillars. Data will be used to focus our team to the areas where we will have the most impact. This approach will allow us to both be leaner and nimbler.

## Growing the Team

To continue to grow our membership we must also grow our membership team. On the council level several volunteer positions will be filled this year to align with our strategic initiatives.

Autonomy will be given to the district teams to form their teams in the manner which they feel will best suit the needs of their districts. However, they should work with the council membership team to ensure that the entire team is aligned. District membership Chair's should work with the Council Vice-President of Membership to determine the correct composition of the district membership team, but final determination of the team will be left to the district chair.

## Latino Outreach Chair

With our recent partnership LEAD in Danbury, we must develop a more comprehensive strategy to reach the Latino community. This role will work with the professional staff to develop a comprehensive approach to recruit and retain members of the Latino community. This will include developing recruitment materials in Spanish.

## Sea Scout Membership Chair

Our recent purchase of the Sail Away School in Bridgeport and the recent donation of a large boat has poised our council for large growth in our Sea Scouting program. A comprehensive

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strategy must be developed to capitalize on these recent investments. In this role, the volunteer will work with the council's older youth program professional to develop a comprehensive strategy to grow Sea Scouting. This will include determining communities to best develop new Ships, potential charter partners and recruitment strategies for new scouts.

## Girl Recruitment Chair

It has been five years since the BSA first welcomed girls into the Cub Scout program. Some units have been able to grow the girls well while others have not. We have also had a great success creating many new girl Scouts BSA units when the program was first established in 2019. With the Cub Scout Pack's now getting better at recruiting girls, there are likely places where we have girl Cub Scouts who have no local Scouts BSA unit to transition to. In this role the volunteer will be responsible for identify towns with mismatches in the Cub Scout Girls and Scouts BSA girls' units and work to establish new Scouts BSA girl units within these towns. They will also be responsible for surveying Cub Scout units with large girl populations to determine best practices in recruiting Cub Scout girls.

## Webelos to Scout Chair

The Webelos to Scout transition rate has fallen far below our retention rate. Intuitively this should not be the case as Arrow of Light scouts are likely to have been with the program for several years and therefore should have an affinity for our program. This would suggest that is a flaw in our Webelos to Scout Transition program. Therefore, a council Webelos to Scout Transition Chair will be appointed. This volunteer's sole job will be to focus on the Webelos to Scout Transition process ensuring all Arrow of Light families know their options for transitioning into a local troop, answering questions they may have and follow up with all families who do not transition to determine the reason. This will be used in subsequent years to formulate a plan to increase the transition rate. They will also be tasked with putting together a Webelos to Scout Transition guide for families.

## Annual Membership Plan – Accomplishing Our Goals

With the current state of membership now understood and the alignment of the team defined, each of the 2023 goals will be looked at in detail to determine the strategy to meet each of these goals.

### Grow membership in each district by 3%

Growing our membership by 3% for a third year in a row seems like a hard task, but it is one that is entirely achievable. With our year end membership and number of units in the council to get 3 % growth, on average units would just need to recruit one more scout in 2023 then it did in 2022. When framed in this manner this seems much more achievable.

This will not happen in every unit, so our team will need to focus on specific areas in each district that are lagging the surrounding areas. More details about what areas will be the areas

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of focus and the strategies for achieving this growth will be detailed in under the grow Cub Scout and Scouts BSA membership by 3% goal.

## Grow membership in Cub Scouts and Scouts BSA by 3%

The first step to growing our Cub Scout and Scouts BSA membership will be to talk to the top 10% of packs and troops for recruitment to determine what strategies they employed to recruit new scouts. These strategies will then be incorporated into our recruitment guides for packs and troops.

The next step will be to identify all the grade schools within our council's boundary and determine which units are actively recruiting from these schools. Any school that does not have a unit actively recruiting from it will be identified and a current unit will be asked to start recruiting there (with the assistance of the council membership team) or they will be targeted for new unit formation.

Scouts BSA units also need be encouraged to do recruitment of new scouts instead of just relying on Webelos to Scout transition. This will likely be a big change for most units, and change does not come easy. Incentives will be considered to push troops into starting down this new recruitment path. This incentive does not need to be particularly large to be effective, but the incentive does need to be meaningful. Potential incentive may include a free weekend of a camping at a council camp, free rank advancement for a year, discounts for adults to attend summer camp, etc. This incentive will be determined in consultation with the council leadership.

To encourage more recruitment on the Cub Scout Level, additional investments should be made by the council of recruitment activity materials that can be used by units for their recruitment activities. The materials that should be invested in will be based upon the results of the survey of those packs with high recruitment. Communication about the resources available to units for recruitment (free flyers, facebook event boost, yard signs, activity equipment, etc.) will be increased so that their utilization rate increases.

The analysis of the current market conditions will also be used to focus the council membership teams to those areas where the biggest impact is likely to be. The table below outlines those focus areas for both Cub Scouts and Scouts BSA for each district.

**Table 2: District Focus Areas**

District	Cub Scout Focus Area	Scouts BSA Focus Area
<b>Powahay</b>	Norwalk, Stamford	Norwalk, Stamford
<b>Scatacook</b>	Danbury, Bethel	Danbury, Redding
<b>Pomperaug</b>	Westport, Stratford	Bridgeport, Stratford
<b>Quinnipiac</b>	Branford, Meriden	Orange, Meriden
<b>Togo West</b>	Bridgeport	Bridgeport

In the past few years, we have held the extreme scouting event as an incentive for new scouts as well as those scouts who have recruited new scouts. By all accounts this is a popular

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event and is a great incentive for recruitment. However, in past years there has been no widely publicized protocol to identify those scouts who have recruited new scouts to make them eligible for this incentive. This process will be part of the recruitment guide to make clear to all units of this program. In addition, a new protocol will be established for all processed membership applications. Once an application is processed the council membership professional will send an email to the address on the application, this will not only welcome the new family into scouting but will also ask the family if they were recruited by another scout so that they can be added to the list to attend the extreme scouting event.

The final strategy that will be employed to meet our growth numbers will be to offer incentives to units that recruit at least 25% of its 2022 end of year membership total. The incentive that will be offered will be similar in scope to those offered to Scouts BSA units that start a new recruitment program and will be determined by the council leadership.

The council has been at many regional festivals the last few years with high foot traffic, but this has not resulted in a lot of applications. This may be in part because while these festivals attract comers from several towns, material at these events are only focused on the town. By creating a site on the council webpage that would give information on all known recruitment events within the council, a form can be handed out at these events that would be suitable for everyone within the council. Additionally, this could be used to help with marketing campaigns on Facebook to advertise recruitment in general in addition to just specific event boosts.

## Grow Lion Membership by 5%

Lions were the only area in 2022 where the council did not see growth. Since this is the area that will have the longest-term impact on growing our membership special focus will be paid to this area.

While our strategy for growing cub scouts in general will also help us grow our Lion membership, additional strategies will be employed. This additional strategy will be to identify the pre-schools within the council. Then in conjunction with the cub scout packs, in the spring distribute flyers to all the Pre-K 4 classrooms promoting Cub Scouts. This will begin to get families informed of Cub Scouts before other organization do which will give us a first mover advantage.

## Grow Cub Scout Adult Volunteers by 3%

The data shows that a pack with more registered adult leaders tend to have higher growth rate, therefore focus will be added to this area. As part of the pack recruitment guide, a section will be included on adult recruitment. This will include details on presentations to recruit adults, including the timeline presentation seen here

[https://drive.google.com/file/d/0B7WGVl5l\\_3kfMWlsM2RlTmps1U/view?usp=share\\_link&resourcekey=0-dTxHxuNQq7vo00rCUcPNsg](https://drive.google.com/file/d/0B7WGVl5l_3kfMWlsM2RlTmps1U/view?usp=share_link&resourcekey=0-dTxHxuNQq7vo00rCUcPNsg)

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Focus will be made on packs with an adult to youth ratio of less than 0.3. These will be the focus units where the council membership committee will aid to units. The units will require extra attention are listed in the table below.

**Table 3: Packs with Low Adult to Youth Ratios**

Unit	Town	District	Adults	Youth	Adult-Youth Ratio
Pack 899	West Haven	Quinnipiac	1	8	0.13
Pack 56	Darien	Powahay	6	37	0.16
Pack 17	Wilton	Powahay	7	42	0.17
Pack 8	Stamford	Powahay	2	11	0.18
Pack 34	Bridgeport	Pomperaug	4	21	0.19
Pack 401	Fairfield	Pomperaug	7	33	0.21
Pack 155	Darien	Powahay	10	47	0.21
Pack 495	Madison	Quinnipiac	9	42	0.21
Pack 75	Weston	Pomperaug	9	40	0.23
Pack 468	Trumbull	Pomperaug	7	30	0.23
Pack 118	Redding	Scatacook	14	53	0.26
Pack 164	Trumbull	Pomperaug	9	34	0.26
Pack 19	Southington	Quinnipiac	10	36	0.28
Pack 124	Ridgefield	Scatacook	9	32	0.28
Pack 7	New Canaan	Powahay	18	63	0.29
Pack 470	Newtown	Scatacook	17	59	0.29

## Maintain a retention rate of 85%

In 2022, our council maintained the highest retention rate in the nation and in 2023 in it our intention to maintain that position. The main factor in maintaining this high retention rate is a great unit and council/district program to keep our scouts interested in scouting. Our focus on adding adult volunteers will help with the unit program component of this.

Our council and districts offer a phenomenal program for our scouts with a variety of events to keep our scouts interested in our program. However, right now the unit leader is often the gate keeper to information about our council and district events. In order to keep our retention, rate up when a new membership application is processed the email on the application will be added to the council's mailing list so that the family will receive trail notes and other council information.

## Transition 60% of Arrow of Light Scouts to a Scouts BSA unit

Webelos to Scout Transition has generally been a process that was done only between pack and the troop with little to no intervention by the council. This year our team will be more involved in the process. For this first year, in January the council membership professional will send an email to all Arrow of Light families with contact information to all the local troops in their area and offer the council to assist them with any questions they may have on

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the transition process. This is important since right now it is completely on the unit leader to ensure that this process occurs and since most of these families have not gone through this process before they will not know what they need to do.

Starting in May, a list of all Arrow of Light Scouts who have not moved to a troop will be contacted by a council volunteer or professional to determine why they have not moved to a Troop. For those who it is believed are on the fence support will be offered to them to complete the transition. For those who are not interested in transitioning, the reason they are not transitioning will be recorded on a central file, so that this data can be reviewed in the second half of 2023 so that strategies to increase the webelos to scout transition rate in 2024 can be determined.

This strategy will only help so much, if we want to make a meaningful impact on our transition rate we will need to start sooner. Starting in the summer of 2023, all scouts who have earned the bear rank will be contacted giving the families information about the transition process and to give them information on how to contact local units.

Additionally, a guide will be created on the transition process that will be distributed to families who are close to the transition period. This will give them information about the transition process and give them information about the Scouts BSA program and how it differs from the Cub Scout program.

## Start 2 new Scouts BSA girl Troops

The accomplishment of this goals will be led by the volunteer in the newly created council girl recruitment chair. To accomplish this goal, the membership numbers will be reviewed to determine the towns with the largest population of girls in the Cub Scout program that does not have a Scouts BSA girls' unit. These will be the towns that will be targeted for the formation of a new Scouts BSA girl unit. The Council Girl Recruitment Chair will then talk with the families of these scouts to facilitate the formation of these new units. The towns with the largest girl Cub Scout populations that have no girl Scouts BSA unit are shown in the table below.

**Table 4: Highest Opportunity Towns for Girl Scouts BSA Unit Formation**

District	Town	# of Girl Cub Scouts
<b>Pomperaug</b>	Monroe	22
<b>Quinnipiac</b>	Madison	18
<b>Scatacook</b>	Sherman	14
<b>Powahay</b>	New Canaan	12
<b>Quinnipiac</b>	North Branford	11



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## Start 3 new Explorer Posts

The council has relationships with several organizations already that would be great partners for Exploring Posts. Our partnership with Avelo airline would make for a great partnership within the aviation industry. The council's relationship with the building trades union for the trades merit badge day could also be leveraged to create one or possibly several new Posts. Additionally, the council should survey the local magnet schools to see if any of these magnet schools would be ripe for a corresponding after school program in a related area that could be fulfilled with an Exploring Post. The mainstay of fire department, police and ambulance Post should still be considered for growth as well. The Council Older Youth Program Professional will lead this effort.

## Start 3 new Sea Scout Ships

With the council's recent donations and investments in the Sea Scouting area extra focus will need to be given to this area. This goal will lead by the newly created Council Sea Scout Recruitment Chair with the assistance of the Council Older Youth Program Professional. Identifying potential charter partners will be a key element to meeting this goal. Boating and sailing clubs along the coast should be prime targets as chartered partners as this would be directly applicable to their purpose and will help to foster future membership growth for their organization as well.

Once new chartered partners are identified the Council Sea Scout Recruitment Chair with the assistance of the Council Older Youth Program Professional will develop a Sea Scout Specific recruitment plan. This plan should leverage our current Scouting base, our new Sail Away School as well as methods to bring in new Scouts.

## Create a recruitment guide for Cub Scout Packs and Scouts BSA Troops and a Webelos to Scout Transition Guide

Many of our units know how to put on a great recruitment program, but there are some that do not know how to be successful at recruitment. In addition, leader turn over happens on a frequent basis, making for frequent re-learning by units. Our council will further support our units by developing recruitment guides. These guides will give best practices for recruitment based on the survey results from the highest recruitment units in 2022, discuss all the programs the council has to support unit recruitment activities (printing flyer, providing yard signs, boosting Facebook events and offering some activity materials), strategies for recruiting adults, targeting recruitment of girls, recruitment incentives and retention strategies.

Two versions of this document will be created, one for Cub Scout Packs and one for Scouts BSA Troops. These guides will be launched as part of the membership kickoff event. Following the event, these guides will be promoted on the council's trail notes, the top banner of the council website and social media pages. Additionally, these guides will be emailed to all pack and troop volunteers to ensure that these guides gain as much reach as possible.

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As part of this, based upon the survey results the council should consider an additional investment in activity materials to aid units in recruitment of new scouts.

Additionally, a guide will be created on the transition process that will be distributed to families who are close to the transition period. This will give them information about the transition process and give them information about the Scouts BSA program and how it differs from the Cub Scout program.

## Create a set of tools to track membership data more effectively

A set of reports will be created to supplement the new Council Membership Tools offered by the National Council. These tools will be used to track growth, market share, recruitment, retention, webelos to scout transition, Adult Volunteer recruitment, and gender composition at the unit, town, district, and council level. These tools will be made to provide glanceable data that will be used to focus the membership team. These reports will be made available on a monthly basis and will be reviewed with both the volunteer and professional membership teams.

## Create a plan to recruit within the Latino Population

The Latino population has historically been a hard population for our council to recruit from. With our new partnership with LEAD it is now time to develop a full strategy to recruit from the Latino community. The newly created position of the Council Latino Outreach Chair will lead the development of a Latino recruitment plan and develop Spanish versions of our recruitment materials.


























## Monthly Focus Areas

Month	Council Membership Professional	Council Field Staff	Council & District Volunteers
January	Contact Arrow of Light Families with Troop information	Collect outstanding charters	Survey top Recruiting units to determine best practices, recruit new council membership positions
February		Develop leadership for new girls Scouts BSA units. Work with units in focus areas and identify possible charter partners in these areas	Develop Pack and Troop Recruitment Guides, Develop leadership for new girls Scouts BSA units, Work with units in focus areas
March	Identify all Pre-Schools within the Council	Develop Latino and Sea Scout Recruitment Plan including identifying potential charter partners	Develop Latino and Sea Scout Recruitment Plan including identifying potential charter partners
April	Determine schools where no unit is actively recruiting	Work with Urban School districts to grow these areas like New Haven, establish new girl Scouts BSA Units	Work with units that have low adult volunteers
May	Survey membership to determine who is eligible to attend extreme scouting	Contact AOL Scouts that have not transitioned to a Troop	Contact AOL Scouts that have not transitioned to a Troop, work with units to add unrecruited schools to their plans, Support Spring Recruitment
June		Identify charter partners for new exploring units	Support Spring Recruitment
July		Complete establishment of new units	Prepare for Membership Kickoff
August	Coordinate Recruitment equipment with unit, print flyers for units, boost Facebook events	Support Fall Recruitment	Conduct Membership Kickoff
September	Coordinate Recruitment equipment with unit, print flyers for units, boost Facebook events	Support Fall Recruitment	Support Fall Recruitment
October	Coordinate Recruitment equipment with unit, print flyers for units, boost Facebook events	Support Fall Recruitment	Support Fall Recruitment
November	Process Recharters and applications	Contact units that have not turned in fall recruitment applications	Contact units that have not turned in fall recruitment applications
December	Process Recharters and applications	Contact units that have not turned in fall recruitment applications	Contact units that have not turned in fall recruitment applications

## A Data Driven Approach

Data will be an important aspect of our membership plan. On a monthly basis several reports will be made for our team to review that will track all the important aspects of membership including membership growth, retention, recruitment, webelos to scout transition and adult recruitment. These reports will give break downs at the unit, town, district and council level to allow the team the appropriate insight. A review of this data will be made on a monthly basis and assignments will be given to team members, both volunteers and professionals, based on the insights from the data review and the time of year.

An example of this report is shown below for membership growth and market share. The first image shows the data at the unit level. Membership is tracked for every month and the data is color coded to make it easy for the user to determine which units are showing growth and which ones are not.

				Program		Last Year		January		February		March		April		May		June		July		August		September		October		November		December					
District	Unit	Town	Program	Yo	Gain/L	Yo	Gain/L	Yo	Gain/L	Yo	Gain/L	Yo	Gain/L	Yo	Gain/L	Yo	Gain/L	Yo	Gain/L	Yo	Gain/L	Yo	Gain/L	Yo	Gain/L	Yo	Gain/L	Yo	Gain/L	Yo	Gain/L	Trend			
Pomperaug	Pack 21	Bridgeport	Cub Scouts	0		0		0		0		0		0		0		0		0		0		0		0		0		0					
Pomperaug	Pack 34	Bridgeport	Cub Scouts	37	3	37		0		37		0		-37	22	-15	22	-15	18	-19	18	-19	18	-19	18	-19	18	-19	21	-16	21	-16			
Pomperaug	Pack 38	Bridgeport	Cub Scouts	14	-2	14		0		14		0		-14	6	-8	6	-8	6	-8	6	-8	6	-8	6	-8	6	-8	6	-8	6	-8			
Pomperaug	Pack 39	Westport	Cub Scouts	72	43	72		0		50		-22	50	-22	46	-26	44	-28	44	-28	44	-28	45	-27	53	-19	57	-15	60	-12	60	-12			
Pomperaug	Pack 64	Trumbull	Cub Scouts	29	-20	29		0		29		0		-29	30	1	30	1	30	1	30	1	30	1	30	1	30	1	47	18	47	18			
Pomperaug	Pack 74	Stratford	Cub Scouts	19	10	17		-2	17		17		-2	20	1	20	1	20	1	20	1	20	1	20	1	20	1	27	8	29	10				
Pomperaug	Pack 75	Weston	Cub Scouts	47	23	47		0		47		0		-47	33	-14	33	-14	33	-14	33	-14	33	-14	33	-14	33	-14	33	-14	33	-14			
Pomperaug	Pack 82	Fairfield	Cub Scouts	25	16	25		0		25		0		-25	15	-10	15	-10	15	-10	15	-10	15	-10	15	-10	15	-10	27	2	34	9	34	9	
Pomperaug	Pack 88	Fairfield	Cub Scouts	20	14	20		0		19		-1	19	-1	19	-1	19	-1	19	-1	19	-1	19	-1	19	-1	19	-1	24	4	24	4			
Pomperaug	Pack 89	Fairfield	Cub Scouts	0	0	0		0		0		0		0		0		0		0		0		0		0		0		32	32				
Pomperaug	Pack 95	Fairfield	Cub Scouts	60	58	60		0		60		0		-60	46	-14	46	-14	46	-14	46	-14	46	-14	59	-1	58	-2	60	0	60	0			
Pomperaug	Pack 98	Fairfield	Cub Scouts	0	0	0		0		0		0		0		0		0		0		0		0		0		0		0		0			
Pomperaug	Pack 99	Fairfield	Cub Scouts	56	56	56		0		46		-10	46	-10	46	-10	47	-9	47	-9	47	-9	47	-9	47	-9	57	1	62	6	62	6			
Pomperaug	Pack 100	Bridgeport	Cub Scouts	0	0	0		0		0		0		0		0		0		0		0		0		0		0		0		0			
Pomperaug	Pack 103	Bridgeport	Cub Scouts	33	21	33		0		33		0		-33	13	-20	13	-20	13	-20	13	-20	13	-20	13	-20	13	-20	14	-19	17	-16	17	-16	
Pomperaug	Pack 162	Monroe	Cub Scouts	62	54	62		0		62		0		-10	49	-13	46	-16	46	-16	46	-16	46	-16	45	-17	56	-6	57	-5	57	-5			
Pomperaug	Pack 164	Trumbull	Cub Scouts	35	-28	35		0		34		-1	34	-1	34	-1	34	-1	34	-1	33	-2	33	-2	33	-2	34	-1	34	-1	34	-1			
Pomperaug	Pack 166	Easton	Cub Scouts	63	6	63		0		63		0		55	-8	55	-8	51	-12	50	-13	50	-13	50	-13	50	-13	50	-13	64	1	64	1		
Pomperaug	Pack 167	Trumbull	Cub Scouts	56	31	44		-12	44		-12	44	-12	42	-14	43	-13	43	-13	43	-13	43	-13	45	-13	60	4	61	5	61	5				
Pomperaug	Pack 172	Stratford	Cub Scouts	16	-25	16		0		16		0		-16	0	-16	12	-4	12	-4	12	-4	12	-4	12	-4	12	-4	9	-7	9	-7			
Pomperaug	Pack 177	Stratford	Cub Scouts	11	-9	8		-3	8		-3	8	-3	10	-1	10	-1	10	-1	10	-1	10	-1	10	-1	8	-3	9	-2	13	2	14	3		
Pomperaug	Pack 197	Fairfield	Cub Scouts	36	9	32		-4	33		-3	33	-3	33	-3	27	-9	27	-9	27	-9	27	-9	27	-9	26	-10	44	8	44	8	44	8		
Pomperaug	Pack 199	Fairfield	Cub Scouts	52	28	52		0		52		0		-52	38	-14	38	-14	38	-14	38	-14	38	-14	56	4	60	8	61	9	61	9			
Pomperaug	Pack 261	Trumbull	Cub Scouts	48	48	48		0		36		-12	38	-10	38	-10	34	-14	34	-14	34	-14	34	-14	41	-7	50	2	52	4	52	4			
Pomperaug	Pack 262	Monroe	Cub Scouts	38	-16	38		0		33		-5	31	-7	31	-7	31	-7	33	-5	33	-5	33	-5	33	-5	33	-5	49	11	49	11			

The next section of the report is a break down at the town, district and council level. Again, the growth numbers are color coded in green and red so the user can easily identify which areas need more focus. The growth % area uses a color code scheme that follows the old JTE scale with negative growth being red, growth of less than 1% being bronze, 1%-3% being silver and >3% being gold. Finally, the market share numbers are a color bar system with the lowest market share being red and the highest being green with a transition between these colors between. This will give the team easy insight into which towns the council is lagging and will require additional focus.

	Current Year		Previous Year		% Growth		Total Available Youth		Market Share		
District/Town	Total Youth	YTD Gain/Loss	Total Youth	Gain/Loss	Current Year	Previous Year	Current Year	Previous Year	Current Year	Previous Year	YOY Change
☉ Pomperaug	1680	13	1667	309	0.8%	18.5%	58938	37290	2.85%	4.47%	-1.62%
Bridgeport	82	-36	118	-44	-43.9%	-37.3%	21321	13422	0.38%	0.88%	-0.49%
Easton	98	3	95	-29	3.1%	-30.5%	1495	1013	6.56%	9.38%	-2.82%
Fairfield	577	52	525	254	9.0%	48.4%	10554	6546	5.47%	8.02%	-2.55%
Monroe	194	19	175	82	9.8%	46.9%	3536	2365	5.49%	7.40%	-1.91%
Stratford	124	2	122	-62	1.6%	-50.8%	7488	4582	1.66%	2.66%	-1.01%
Trumbull	389	10	379	24	2.6%	6.3%	6519	4137	5.97%	9.16%	-3.19%
Weston	62	-19	81	31	-30.6%	38.3%	2336	1553	2.65%	5.22%	-2.56%
Westport	154	-18	172	53	-11.7%	30.8%	5689	3672	2.71%	4.68%	-1.98%
☉ Powahay	975	-19	994	40	-1.9%	4.0%	42309	26207	2.30%	3.79%	-1.49%
New Canaan	180	-5	185	-21	-2.8%	-11.4%	4407	2886	4.08%	6.41%	-2.33%
Norwalk	126	-1	127	-90	-0.8%	-70.9%	11574	7125	1.09%	1.78%	-0.69%
Stamford	190	-10	200	55	-5.3%	27.5%	16864	10192	1.13%	1.96%	-0.84%
Wilton	180	-6	186	21	-3.3%	11.3%	4112	2601	4.38%	7.15%	-2.77%
Darien	299	3	296	75	1.0%	25.3%	5352	3403	5.59%	8.70%	-3.11%
☉ Scatacook	1139	-76	1215	76	-6.7%	6.3%	32150	20227	3.54%	6.01%	-2.46%
Bethel	119	3	116	0	2.5%	0.0%	2914	1830	4.08%	6.34%	-2.26%
Brookfield	127	-7	134	55	-5.5%	41.0%	2862	1860	4.44%	7.20%	-2.77%
Danbury	140	-17	157	-82	-12.1%	-52.2%	10801	6257	1.30%	2.51%	-1.21%
New Fairfield	103	-9	112	19	-8.7%	17.0%	2614	1746	3.94%	6.41%	-2.47%
Newtown	362	-8	370	-80	-2.2%	-21.6%	5402	3550	6.70%	10.42%	-3.72%
Redding	81	-18	99	45	-22.2%	45.5%	1725	1139	4.70%	8.69%	-4.00%
Ridgefield	166	-25	191	102	-15.1%	53.4%	5232	3450	3.17%	5.54%	-2.36%
Sherman	41	5	36	17	12.2%	47.2%	600	395	6.83%	9.11%	-2.28%
☉ Quinnipiac	1505	9	1496	113	0.6%	7.6%	84632	51629	1.78%	2.90%	-1.12%
Bethany	59	4	55	42	6.8%	76.4%	883	573	6.68%	9.60%	-2.92%
Branford	85	0	85	-106	0.0%	-124.7%	3122	1937	2.72%	4.39%	-1.67%
East Haven	54	0	54	-34	0.0%	-63.0%	3810	2270	1.42%	2.38%	-0.96%
Guilford	153	0	153	-3	0.0%	-2.0%	3479	2180	4.40%	7.02%	-2.62%
Hamden	93	-5	98	-59	-5.4%	-60.2%	7399	4425	1.26%	2.21%	-0.96%
Madison	105	-2	107	11	-1.9%	10.3%	3030	2063	3.47%	5.19%	-1.72%
Meriden	36	-7	43	1	-19.4%	2.3%	9136	5511	0.39%	0.78%	-0.39%
Milford	180	-8	188	28	-4.4%	14.9%	6970	4266	2.58%	4.41%	-1.82%
North Branford	73	9	64	48	12.3%	75.0%	2069	1314	3.53%	4.87%	-1.34%
North Haven	114	27	87	47	23.7%	54.0%	3251	2083	3.51%	4.18%	-0.67%
Orange	68	12	56	10	17.6%	17.9%	2237	1407	3.04%	3.98%	-0.94%
Southington	167	-7	174	100	-4.2%	57.5%	6360	3921	2.63%	4.44%	-1.81%
Wallingford	136	-11	147	-64	-8.1%	-43.5%	6047	3691	2.25%	3.98%	-1.73%
West Haven	62	-2	64	20	-3.2%	31.3%	7369	4348	0.84%	1.47%	-0.63%
Woodbridge	120	-1	121	72	-0.8%	59.5%	1397	912	8.59%	13.27%	-4.68%
☉ Togo West	2174	1424	750	365	65.5%	48.7%					
New Haven	2174	1424	750	365	65.5%	48.7%	18073	10728	12.03%	6.99%	5.04%
Grand Total	7473	1351	6122	903	18.1%	14.8%	218029	135353	3.43%	4.52%	-1.10%



# Connecticut Yankee Council Membership Growth Plan

The next section is like the last section, but instead of being broken down by town it is broken down by program area. The color coding for this section is the same.

	Current Year		Previous Year		% Growth		Total Available Youth		Market Share		
District/Town	Total Youth	YTD Gain/Loss	Total Youth	Gain/Loss	Current Year	Previous Year	Current Year	Previous Year	Current Year	Previous Year	YOY Change
<b>Pomperaug</b>	<b>1729</b>	<b>47</b>	<b>1682</b>	<b>156</b>	<b>2.7%</b>	<b>9.3%</b>	58938	37290	2.93%	4.51%	-1.58%
Cub Scouts	932	39	893	335	4.2%	37.5%	27627	12569	3.37%	7.10%	-3.73%
Explorers	35	30	5	-87	85.7%	-1740.0%	16051	16615	0.22%	0.03%	0.19%
Scouts BSA	744	-16	760	-34	-2.2%	-4.5%	15260	8106	4.88%	9.38%	-4.50%
Sea Scouts	18	-4	22	-23	-22.2%	-104.5%	16051	16615	0.11%	0.13%	-0.02%
Venturing	0	-2	2	-35	0.0%	-1750.0%	16051	16615	0.00%	0.01%	-0.01%
<b>Powahay</b>	<b>1050</b>	<b>2</b>	<b>1048</b>	<b>48</b>	<b>0.2%</b>	<b>4.6%</b>	42309	26207	2.48%	4.00%	-1.52%
Cub Scouts	550	-4	554	100	-0.7%	18.1%	20740	9210	2.65%	6.02%	-3.36%
Scouts BSA	490	13	477	-34	2.7%	-7.1%	10529	5633	4.65%	8.47%	-3.81%
Sea Scouts	8	-1	9	4	-12.5%	44.4%	11040	11364	0.07%	0.08%	-0.01%
Venturing	2	-6	8	-22	-300.0%	-275.0%	11040	11364	0.02%	0.07%	-0.05%
<b>Scatacook</b>	<b>1230</b>	<b>-25</b>	<b>1255</b>	<b>66</b>	<b>-2.0%</b>	<b>5.3%</b>	32150	20227	3.83%	6.20%	-2.38%
Cub Scouts	525	15	510	250	2.9%	49.0%	14675	6594	3.58%	7.73%	-4.16%
Scouts BSA	697	-38	735	-176	-5.5%	-23.9%	8324	4348	8.37%	16.90%	-8.53%
Sea Scouts	4	0	4	-4	0.0%	-100.0%	9151	9285	0.04%	0.04%	0.00%
Venturing	4	-2	6	-4	-50.0%	-66.7%	9151	9285	0.04%	0.06%	-0.02%
<b>Quinnipiac</b>	<b>1582</b>	<b>22</b>	<b>1560</b>	<b>-20</b>	<b>1.4%</b>	<b>-1.3%</b>	84632	51629	1.87%	3.02%	-1.15%
Cub Scouts	778	88	690	164	11.3%	23.8%	40087	17340	1.94%	3.98%	-2.04%
Explorers	44	-1	45	-59	-2.3%	-131.1%	22880	23138	0.19%	0.19%	0.00%
Scouts BSA	748	-64	812	-74	-8.6%	-9.1%	21665	11151	3.45%	7.28%	-3.83%
Sea Scouts	6	-3	9	-28	-50.0%	-311.1%	22880	23138	0.03%	0.04%	-0.01%
Venturing	6	2	4	-23	33.3%	-575.0%	22880	23138	0.03%	0.02%	0.01%
<b>Togo West</b>	<b>2174</b>	<b>1424</b>	<b>750</b>	<b>365</b>	<b>65.5%</b>	<b>48.7%</b>	84632	51629	2.57%	1.45%	1.12%
Cub Scouts	1062	312	750	365	29.4%	48.7%	40087	17340	2.65%	4.33%	-1.68%
Scouts BSA	979	979	0	0	100.0%	0.0%	21665	11151	4.52%	0.00%	4.52%
Venturing	133	133	0	0	100.0%	0.0%	22880	23138	0.58%	0.00%	0.58%
<b>Grand Total</b>	<b>7765</b>	<b>1470</b>	<b>6295</b>	<b>615</b>	<b>18.9%</b>	<b>9.8%</b>	84632	51629	9.18%	12.19%	-3.02%

The next report is a detailed cub scout report at the unit level. The layout of the report is like that of the unit level report however this report is only for cub scout packs and the membership is broken down for each pack into lions, tigers, cub scouts (Wolves and Bears) and webelos (webelos and arrow of lights).

Unit	Program	District	Town	Last Year	January		February		March		April		May		June		July		August		September		October		November		December		Trend		
				Youth	Youth	Gain/Loss	Youth	Gain/Loss	Youth	Gain/Loss	Youth	Gain/Loss	Youth	Gain/Loss	Youth	Gain/Loss	Youth	Gain/Loss	Youth	Gain/Loss	Youth	Gain/Loss	Youth	Gain/Loss	Youth	Gain/Loss	Youth	Gain/Loss			
Pack 21	Total	Pomperaug	Bridgeport	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0			
Pack 21	Lions	Pomperaug	Bridgeport	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0			
Pack 21	Tigers	Pomperaug	Bridgeport	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0			
Pack 21	Cub Scouts	Pomperaug	Bridgeport	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0			
Pack 21	Webelos	Pomperaug	Bridgeport	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0			
Pack 34	Total	Pomperaug	Bridgeport	37	37	0	37	0	0	-37	22	-15	22	-15	18	-19	18	-19	18	-19	18	-19	18	-19	18	-19	21	-16	21	-16	
Pack 34	Lions	Pomperaug	Bridgeport	6	6	0	6	0	0	-6	4	-2	4	-2	0	-6	0	-6	0	-6	0	-6	0	-6	0	-6	0	-6	0		
Pack 34	Tigers	Pomperaug	Bridgeport	4	4	0	4	0	0	-4	2	-2	2	-2	4	0	4	0	2	-2	2	-2	2	-2	2	-2	2	-2	2		
Pack 34	Cub Scouts	Pomperaug	Bridgeport	13	13	0	13	0	0	-13	5	-8	5	-8	4	-8	4	-8	6	-7	6	-7	6	-7	6	-7	8	-5	8	-5	
Pack 34	Webelos	Pomperaug	Bridgeport	14	14	0	14	0	0	-14	11	-3	11	-3	10	-4	10	-4	10	-4	10	-4	10	-4	10	-4	11	-3	11	-3	
Pack 38	Total	Pomperaug	Bridgeport	14	14	0	14	0	0	-14	6	-8	6	-8	6	-8	6	-8	6	-8	6	-8	6	-8	6	-8	6	-8	6	-8	
Pack 38	Lions	Pomperaug	Bridgeport	1	1	0	1	0	0	-1	1	0	1	0	0	-1	0	-1	0	-1	0	-1	0	-1	0	-1	0	-1	0	-1	
Pack 38	Tigers	Pomperaug	Bridgeport	0	0	0	0	0	0	0	0	0	0	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1		
Pack 38	Cub Scouts	Pomperaug	Bridgeport	7	7	0	7	0	0	-7	4	-3	4	-3	3	-4	3	-4	3	-4	3	-4	3	-4	3	-4	3	-4	3	-4	
Pack 38	Webelos	Pomperaug	Bridgeport	6	6	0	6	0	0	-6	1	-5	1	-5	2	-4	2	-4	2	-4	2	-4	2	-4	2	-4	2	-4	2	-4	
Pack 39	Total	Pomperaug	Westport	72	72	0	50	-22	50	-22	46	-26	44	-28	44	-28	44	-28	45	-27	53	-19	57	-15	60	-12	60	-12			
Pack 39	Lions	Pomperaug	Westport	12	12	0	12	0	13	1	13	1	13	1	0	-12	0	-12	0	-12	1	-11	2	-10	4	-8	4	-8	4	-8	
Pack 39	Tigers	Pomperaug	Westport	7	7	0	5	-2	5	-2	5	-2	5	-2	13	6	13	6	13	6	14	7	14	7	15	8	15	8	15	8	
Pack 39	Cub Scouts	Pomperaug	Westport	26	26	0	19	-7	19	-7	19	-7	19	-7	12	-14	12	-14	13	-13	18	-8	20	-6	20	-6	20	-6	20	-6	
Pack 39	Webelos	Pomperaug	Westport	27	27	0	14	-13	13	-14	9	-18	7	-20	19	-8	19	-8	19	-8	20	-7	21	-6	21	-6	21	-6	21	-6	
Pack 64	Total	Pomperaug	Trumbull	29	29	0	29	0	0	-29	30	1	30	1	30	1	30	1	30	1	30	1	30	1	47	18	47	18			
Pack 64	Lions	Pomperaug	Trumbull	2	2	0	2	0	0	-2	2	0	2	0	0	-2	0	-2	0	-2	0	-2	0	-2	3	1	3	1	3	1	
Pack 64	Tigers	Pomperaug	Trumbull	4	4	0	4	0	0	-4	5	1	5	1	2	-2	2	-2	2	-2	2	-2	2	-2	8	4	8	4	8	4	
Pack 64	Cub Scouts	Pomperaug	Trumbull	12	12	0	12	0	0	-12	12	0	12	0	11	-3	11	-3	11	-3	11	-3	11	-3	18	6	18	6	18	6	
Pack 64	Webelos	Pomperaug	Trumbull	11	11	0	11	0	0	-11	11	0	11	0	17	6	17	6	17	6	17	6	17	6	18	7	18	7	18	7	
Pack 74	Total	Pomperaug	Stratford	19	17	-2	17	-2	17	-2	20	1	20	1	20	1	20	1	20	1	20	1	20	1	27	8	29	10			
Pack 74	Lions	Pomperaug	Stratford	1	1	0	1	0	1	0	2	1	2	1	0	-1	0	-1	0	-1	0	-1	0	-1	2	1	2	1	2	1	
Pack 74	Tigers	Pomperaug	Stratford	3	3	0	3	0	3	0	3	0	3	0	2	-1	2	-1	2	-1	2	-1	2	-1	3	0	4	1	3	0	
Pack 74	Cub Scouts	Pomperaug	Stratford	8	8	0	8	0	8	0	9	1	9	1	4	-4	4	-4	4	-4	4	-4	4	-4	4	-4	5	-3	4	-3	
Pack 74	Webelos	Pomperaug	Stratford	7	5	-2	5	-2	5	-2	6	-1	6	-1	14	7	14	7	14	7	14	7	14	7	18	11	18	11	18	11	
Pack 75	Total	Pomperaug	Weston	47	47	0	47	0	0	-47	33	-14	33	-14	33	-14	33	-14	33	-14	33	-14	33	-14	33	-14	33	-14	33	-14	
Pack 75	Lions	Pomperaug	Weston	4	4	0	4	0	0	-4	5	1	5	1	0	-4	0	-4	0	-4	0	-4	0	-4	0	-4	0	-4	0	-4	
Pack 75	Tigers	Pomperaug	Weston	7	7	0	7	0	0	-7	7	0	7	0	5	-2	5	-2	5	-2	5	-2	5	-2	5	-2	5	-2	5	-2	
Pack 75	Cub Scouts	Pomperaug	Weston	25	25	0	25	0	0	-25	15	-10	15	-10	15	-10	15	-10	15	-10	15	-10	15	-10	15	-10	15	-10	15	-10	
Pack 75	Webelos	Pomperaug	Weston	11	11	0	11	0	0	-11	6	-5	6	-5	13	2	13	2	13	2	13	2	13	2	13	2	13	2	13	2	
Pack 82	Total	Pomperaug	Fairfield	25	25	0	25	0	0	-25	15	-10	15	-10	15	-10	15	-10	15	-10	15	-10	15	-10	27	2	34	9	34	9	
Pack 82	Lions	Pomperaug	Fairfield	1	1	0	1	0	0	-1	1	0	1	0	0	-1	0	-1	0	-1	0	-1	0	-1	0	2	1	2	1	2	1
Pack 82	Tigers	Pomperaug	Fairfield	3	3	0	3	0	0	-3	3	0	3	0	1	-2	1	-2	1	-2	1	-2	1	-2	6	3	11	8	11	8	
Pack 82	Cub Scouts	Pomperaug	Fairfield	8	8	0	8	0	0	-8	5	-3	5	-3	3	-6	3	-6	3	-6	3	-6	7	-4	8	0	8	0	8	0	
Pack 82	Webelos	Pomperaug	Fairfield	13	13	0	13	0	0	-13	6	-7	6	-7	11	-3	11	-2	11	-2	11	-2	13	0	13	0	13	0	13	0	
Pack 88	Total	Pomperaug	Fairfield	20	20	0	19	-1	19	-1	19	-1	19	-1	19	-1	19	-1	19	-1	19	-1	19	-1	19	-1	24	4	24	4	
Pack 88	Lions	Pomperaug	Fairfield	3	3	0	4	1	4	1	4	1	4	1	0	-3	0	-3	0	-3	0	-3	0	-3	0	-3	0	-3	0	-3	
Pack 88	Tigers	Pomperaug	Fairfield	0	0	0	0	0	0	0	0	0	0	0	4	4	4	4	4	4	4	4	4	4	7	7	7	7	7		
Pack 88	Cub Scouts	Pomperaug	Fairfield	9	9	0	8	-1	8	-1	8	-1	8	-1	4	-5	4	-5	2	-7	2	-7	2	-7	2	-7	2	-7	2	-7	
Pack 88	Webelos	Pomperaug	Fairfield	8	8	0	7	-1	7	-1	7	-1	7	-1	11	3	11	3	13	5	13	5	13	5	15	7	15	7	15	7	
Pack 89	Total	Pomperaug	Fairfield	17	1	-16	1	-16	1	-16	2	-15	2	-15	0	-17	0	-17	0	-17	0	-17	0	-17	0	-17	4	-13	32	15	
Pack 89	Lions	Pomperaug	Fairfield	1	1	0	1	0	1	0	2	1	2	1	0	-1	0	-1	0	-1	0	-1	0	-1	4	3	4	3	4	3	
Pack 89	Tigers	Pomperaug	Fairfield	4	0	-4	0	-4	0	-4	0	-4	0	-4	0	-4	0	-4	0	-4	0	-4	0	-4	0	-4	0	-4	2	-2	
Pack 89	Cub Scouts	Pomperaug	Fairfield	9	0	-9	0	-9	0	-9	0	-9	0	-9	0	-9	0	-9	0	-9	0	-9	0	-9	0	-9	0	-9	19	10	
Pack 89	Webelos	Pomperaug	Fairfield	3	0	-3	0	-3	0	-3	0	-3	0	-3	0	-3	0	-3	0	-3	0	-3	0	-3	0	-3	7	4	7	4	
Pack 95	Total	Pomperaug	Fairfield	60	60	0	60	0	0	-60	46	-14	46	-14	46	-14	46	-14	46	-14	46	-14	59	-1	58	-2	60	0	60	0	
Pack 95	Lions	Pomperaug	Fairfield	9	9	0	9	0	0	-9	9	0	9	0</																	



The next report is the cub scout detailed report for the town, district, and council level. This breaks down the data by lions, tiger, cub scouts and webelos like the previous report.

Town	PY total	CY Youth	YTD Gain/Loss
<b>▣ Pomperaug</b>	<b>1820</b>	<b>1864</b>	<b>44</b>
▣ <b>Bridgeport</b>	<b>168</b>	<b>88</b>	<b>-80</b>
Cub Scouts	31	14	-17
Lions	11	0	-11
Tigers	5	7	2
Total	84	44	-40
Webelos	37	23	-14
▣ <b>Easton</b>	<b>126</b>	<b>128</b>	<b>2</b>
Cub Scouts	19	28	9
Lions	0	0	0
Tigers	12	8	-4
Total	63	64	1
Webelos	32	28	-4
▣ <b>Fairfield</b>	<b>600</b>	<b>698</b>	<b>98</b>
Cub Scouts	133	115	-18
Lions	32	33	1
Tigers	39	68	29
Total	300	349	49
Webelos	96	133	37
▣ <b>Monroe</b>	<b>200</b>	<b>212</b>	<b>12</b>
Cub Scouts	39	34	-5
Lions	7	11	4
Tigers	9	18	9
Total	100	106	6
Webelos	45	43	-2
▣ <b>Stratford</b>	<b>92</b>	<b>104</b>	<b>12</b>
Cub Scouts	16	13	-3
Lions	2	5	3
Tigers	6	7	1
Total	46	52	6
Webelos	22	27	5
▣ <b>Trumbull</b>	<b>396</b>	<b>448</b>	<b>52</b>
Cub Scouts	70	84	14
Lions	24	16	-8
Tigers	32	38	6
Total	198	224	26
Webelos	72	86	14

For users that are more visually oriented this same data is presented in graphical format in the next 6 report. These reports show data on the unit level, town level and district level. There are also detailed cub scout level reports as well. Each of these reports feature slicers to allow

## Connecticut Yankee Council Membership Growth Plan

the user to filter down to only data they are concerned with. Depending on the report these filters can include: district, program, and town. Visuals of these 6 reports are shown below.

**District**  

Pomperaug

Powahay

Quinnipiac

Scatacook

Togo West

**town**  



Darien

New Canaan

Norwalk

Stamford

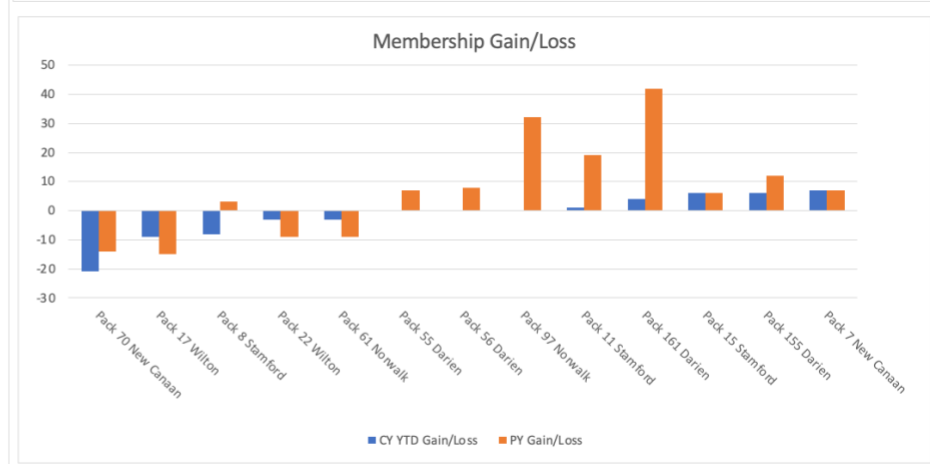
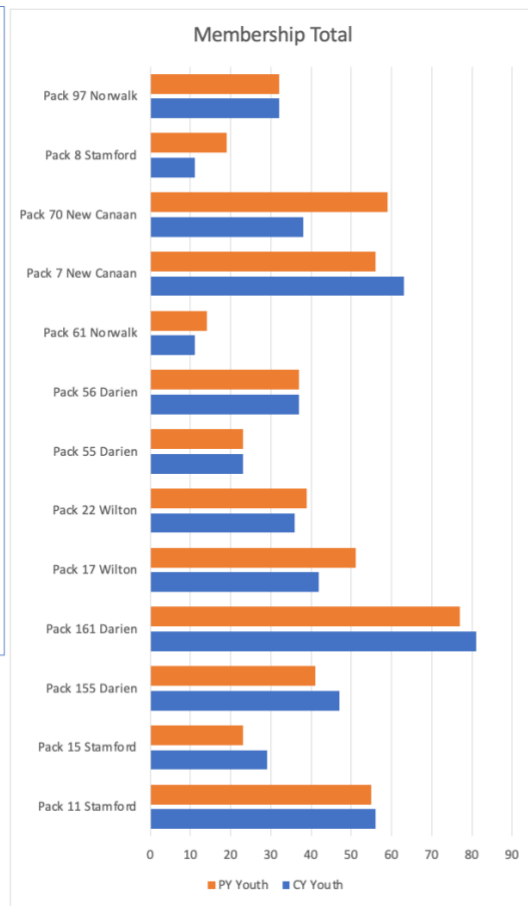
Wilton

**program**  

Cub Scouts

Scouts BSA

Venturing



# Connecticut Yankee Council Membership Growth Plan

District

Pomperaug

Powahay

Quinnipiac

Scatacook

program

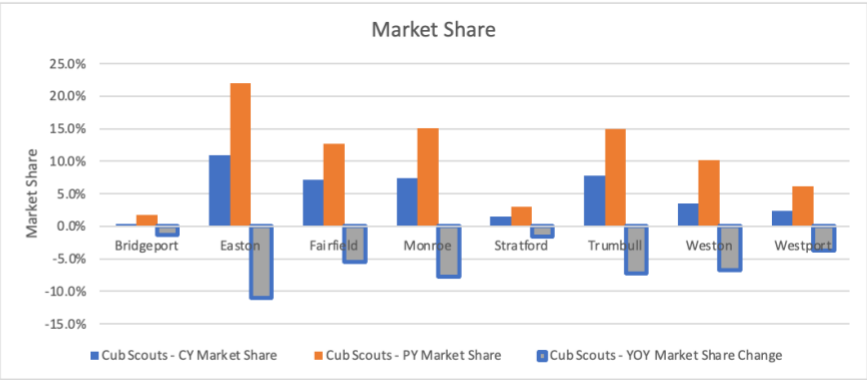
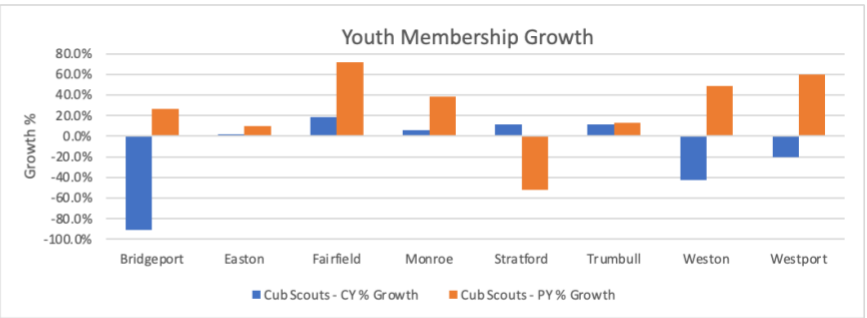
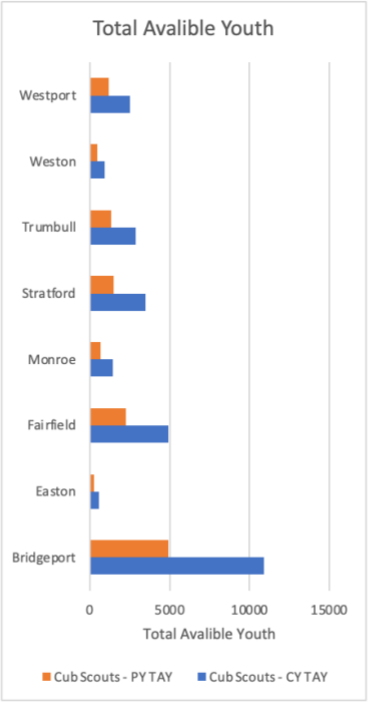
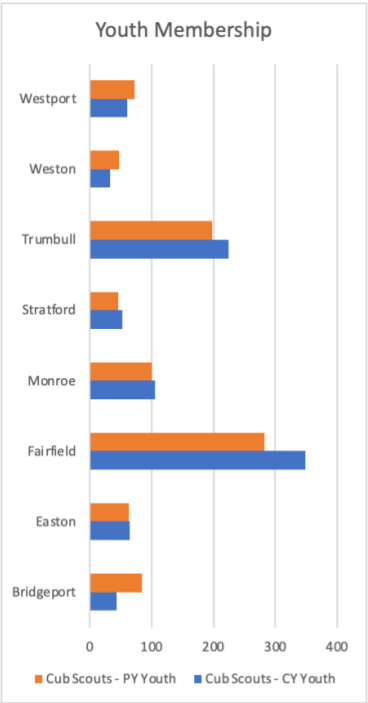
Cub Scouts

Scouts BSA

Sea Scouts

Total

Venturing





# Connecticut Yankee Council Membership Growth Plan

program

Cub Scouts

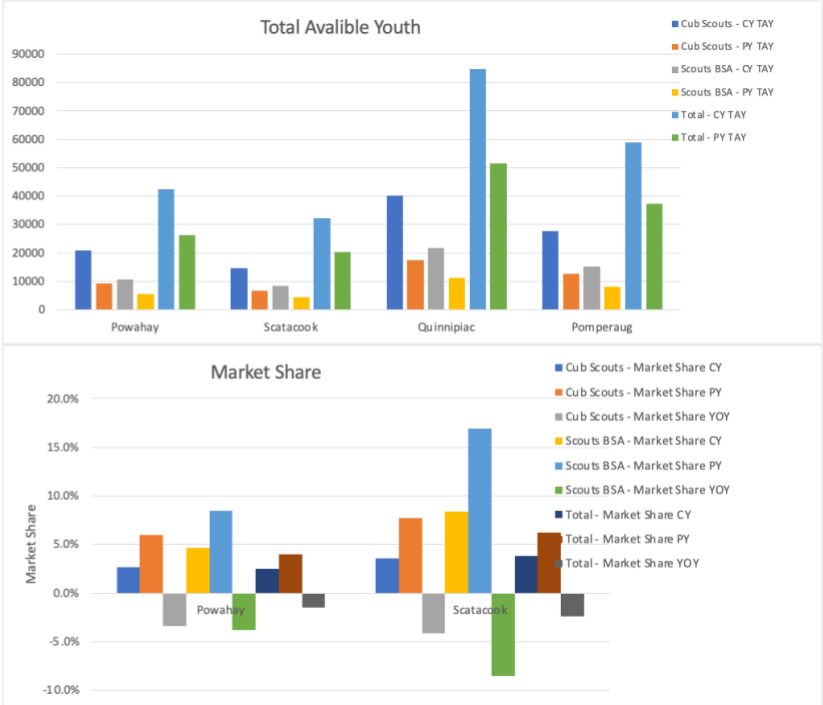
Explorers

Scouts BSA

Sea Scouts

Total

Venturing



# Connecticut Yankee Council Membership Growth Plan

Program

Cub Scouts

Lions

Tigers

Total

Webelos

District

Scatacook

Town

Bethel

Brookfield

Danbury

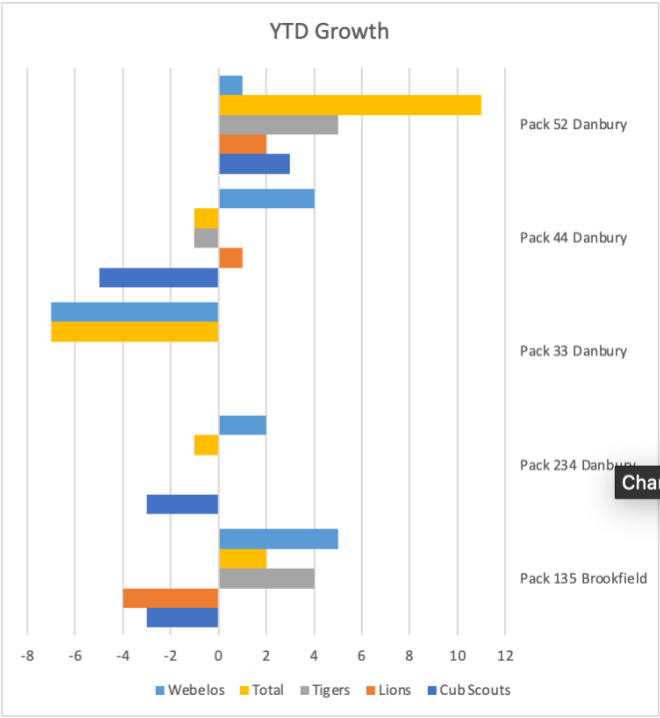
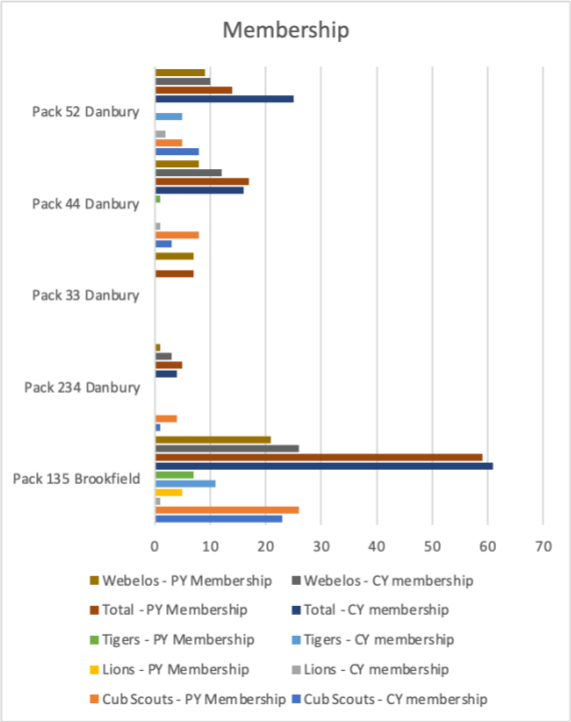
New Fairfield

Newtown

Redding

Ridgefield

Sherman



Chart

# Connecticut Yankee Council Membership Growth Plan

Program

Cub Scouts

Lions

Tigers

Total

Webelos

District

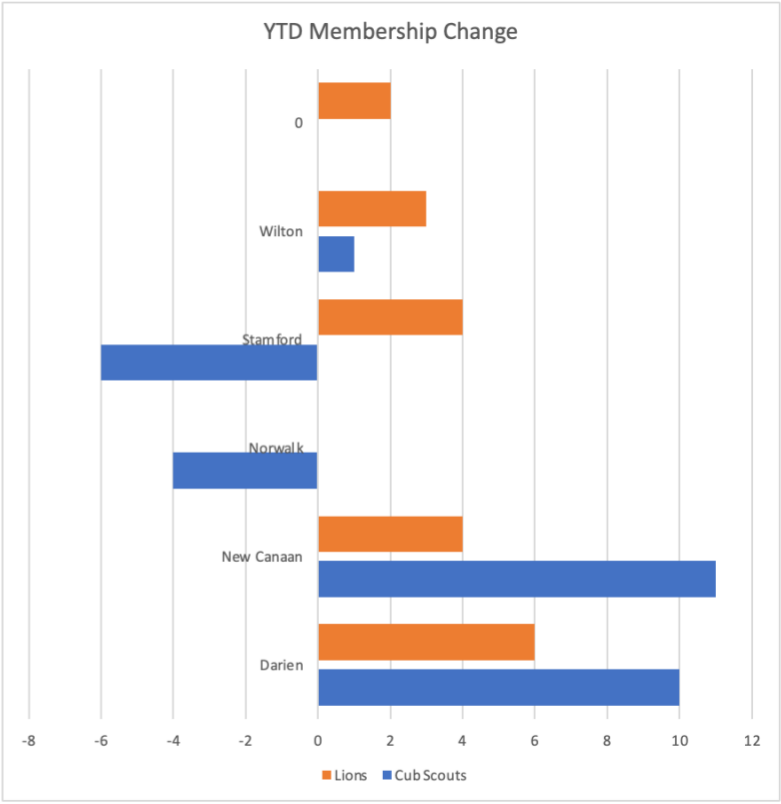
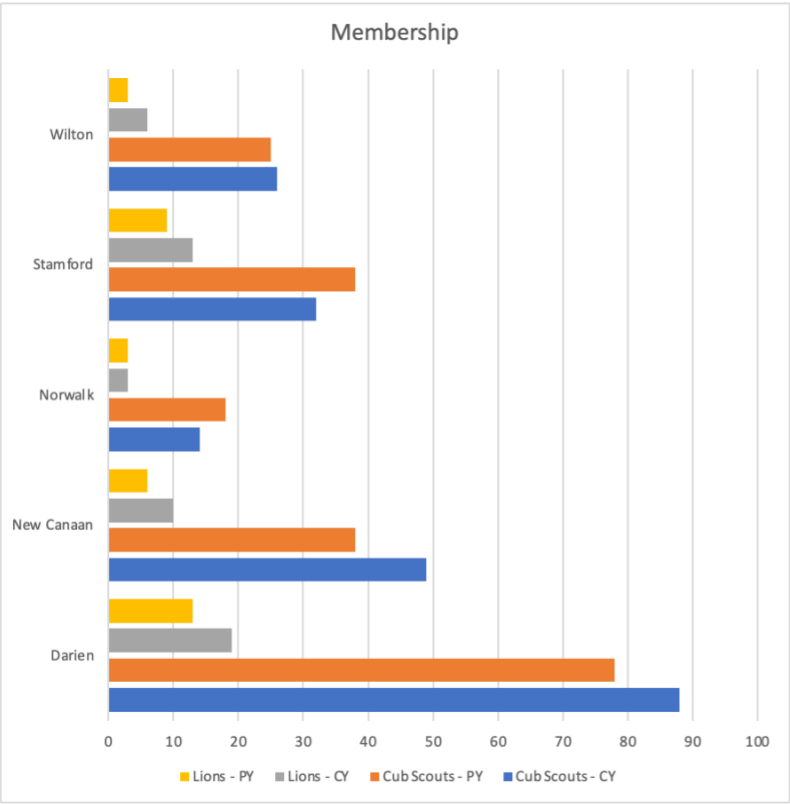
Pomperaug

Powahay

Quinnipiac

Scatacook

Togo West



# Connecticut Yankee Council Membership Growth Plan

Program

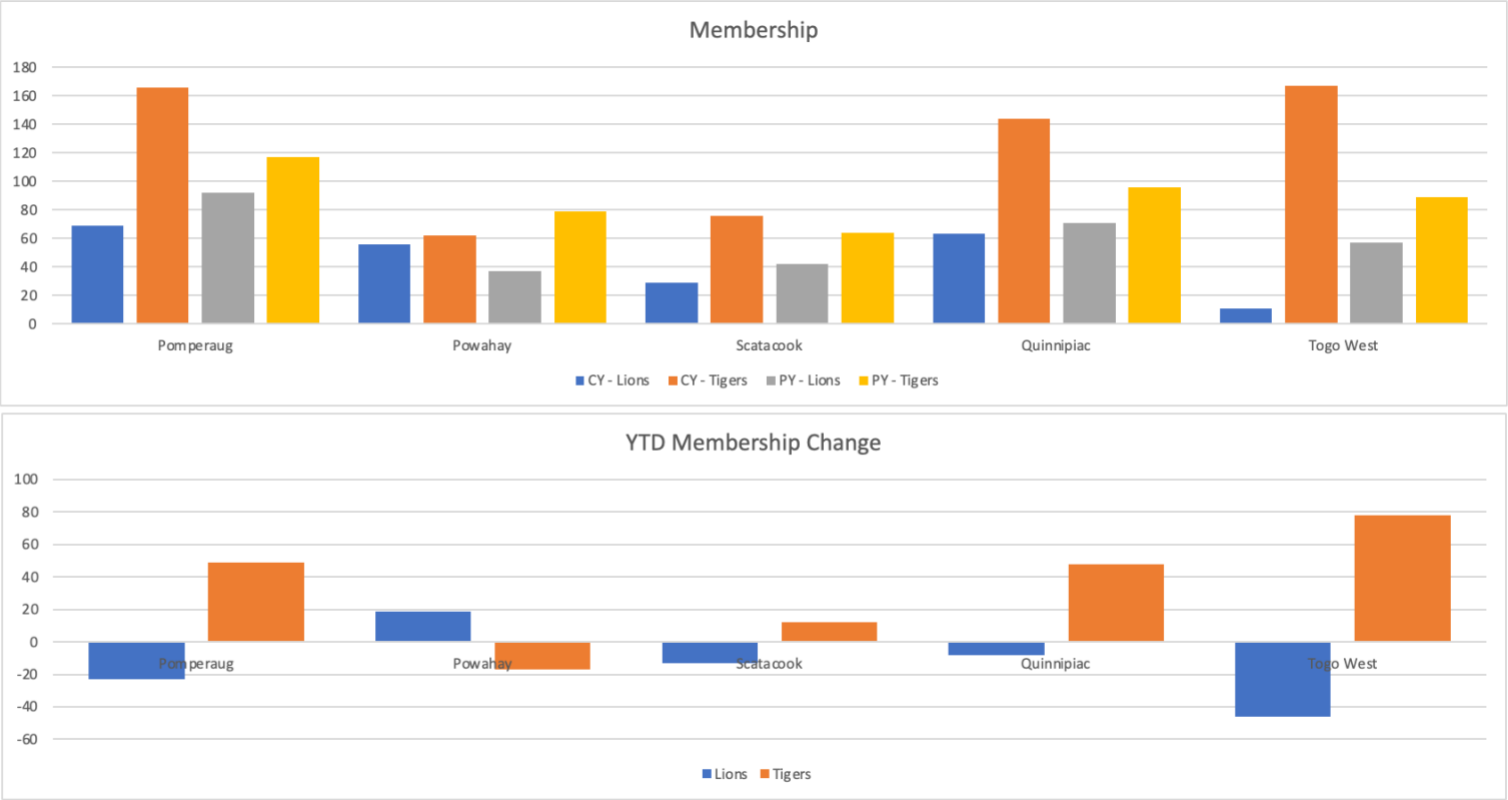
Cub Scouts

Lions

Tigers

Total

Webelos



## Current Market Analysis

To understand how to grow our membership in 2023 the state of our council at the end of 2022 must first be understood. This section will look at the membership in several different ways. Data will be examined on the Council, District, Town and Unit level and across all of our program areas. This assessment will allow the membership team to put its focus on the areas that are falling behind of others. It will also allow us to identify the areas that are ahead and will allow us to learn best practices from.

### Council Level Results

#### Membership Growth

On Council again showed great results for membership in 2022. Growth was shown in all our program areas with the exception of Sea Scouting. Growth varied by program area and is summarized in the table below.

**Table 5: Council Membership Growth**

Program	2022 Year End Membership	2022 Annual Growth Rate	2021 Growth Rate
<b>Cub Scouts</b>	3,908	13.84%	0.23%
<b>Scouts BSA</b>	3,665	1.61%	4.52%
<b>Venturing</b>	145	8.28%	31.58%
<b>Sea Scouts</b>	38	-15.79%	25.00%
<b>Exploring</b>	82	39.02%	-15.25%
<b>Total</b>	7,838	7.84%	3.02%

Looking at the Cub Scout numbers in more detail, it can be seen that growth was balanced at all levels except for Lions. The Lion program saw double digit declines, but this was following a large growth rate in the previous year. All other programs showed growth at a higher rate than the previous year.

**Table 6: Council Detailed Cub Scout Membership Growth**

Program	2022 Year End Membership	2022 Annual Growth Rate	2021 Growth Rate
<b>Lions</b>	239	-20.07%	68.90%
<b>Tigers</b>	634	42.47%	2.77%
<b>Cub Scouts</b>	1,416	12.83%	-0.89%
<b>Webelos</b>	1,619	12.90%	-7.42%
<b>Total</b>	3,908	13.84%	0.23%

#### Recruitment

Recruitment numbers go hand and hand with growth, but the two are not the same. Recruitment represents the number of new scouts we have brought into our program and

# Connecticut Yankee Council Membership Growth Plan

excludes any transitioning from program to program. When looking at the recruitment numbers compared to the growth numbers these show two very different situations. While we were able to grow our membership, it was not because of better recruitment. In every category except Exploring, the Council recruited less scouts in 2022 than in 2021 with an overall decline of approximately 10%.

**Table 7: Council Membership Recruitment**

Program	2022 Year End Recruited	2021 Year End Recruited	Growth Rate
<b>Cub Scouts</b>	1,321	1,448	-8.77%
<b>Scouts BSA</b>	409	489	-16.36%
<b>Venturing</b>	50	63	-20.63
<b>Sea Scouts</b>	12	23	-47.82%
<b>Exploring</b>	38	21	80.95%
<b>Total</b>	1,830	2,047	-10.60%

## Retention

The council showed best in class retention results, leading the nation in retention rate and this excellent retention rate allow the council to grow in 2022. Both Cub Scouts showed similar results. However, the older youth programs all showed a drop off with exploring showing a complete turn over.

**Table 8: Council Retention rate**

Program	Youth Retained	2022 % Retained
<b>Cub Scouts</b>	2,887	84.8%
<b>Scouts BSA</b>	2,889	87.5%
<b>Venturing</b>	104	70.7%
<b>Sea Scouts</b>	29	45.3%
<b>Exploring</b>	0	0.00%
<b>Total</b>	5,909	85.4%

## Webelos to Scout Transition

The council's Webelos to Scout transition numbers are lower than the top line numbers would suggest. Less than half of the Scouts completing the transition.



# Connecticut Yankee Council Membership Growth Plan

**Table 9: Council Retention rate**

Program	Scouts Transitioned	% Transitioned
<b>Webelos to Scout Transition</b>	319	39.09%

## Unit Growth

Unit growth followed a similar pattern to membership growth. Unit growth was shown in our two main programs: Cub Scouts and Scouts BSA. The older scout programs showed mixed results with a high growth rate in the explorer program, no growth in Sea Scouts and high decline in Venturing.

**Table 10: Council Unit Growth**

Program	Units Added	Units Lost	Net Gain	Growth %
<b>Cub Scouts</b>	11	11	0	0%
<b>Scouts BSA</b>	15	6	9	6.85%
<b>Venturing</b>	0	1	-1	-33.33%
<b>Sea Scouts</b>	1	1	0	0.00%
<b>Exploring</b>	2	2	0	0%
<b>Total</b>	29	21	8	2.80%

## Gender Balance

While girls have only been incorporated into our program for 5 years, the council has made great strides in bringing them into the program. Our two flagship programs both have made considerable progress on this from with approximately 1 in 5 youth in these programs being a girl. While this number is not parity, it does represent a lot of progress in just a small amount of time and girls are a great opportunity for continued membership growth.

**Table 11: Council Gender Balance**

Program	Total Male	Total Female	% Female
<b>Cub Scouts</b>	3,145	763	19.5%
<b>Scouts BSA</b>	3,078	589	16.1%
<b>Venturing</b>	137	8	5.5%
<b>Sea Scouts</b>	28	10	26.3%
<b>Exploring</b>	56	26	31.7%
<b>Total</b>	6,444	1,396	17.8%

## Market Share

With the growth in membership and the flat to declining available youth market, the market share grew by a substantial amount. Market Share growth was led by the Cub Scout program, but the growth for Scouts BSA was also high. Market Share for the older youth programs are still very low.

# Connecticut Yankee Council Membership Growth Plan

**Table 12: Council Market Share**

Program	2022 Market Share	2021 Market Share	Growth Rate
<b>Cub Scouts</b>	3.90%	3.42%	0.48%
<b>Scouts BSA</b>	6.69%	6.58%	0.11%
<b>Venturing</b>	0.25%	0.23%	0.02%
<b>Sea Scouts</b>	0.07%	0.08%	-0.01%
<b>Exploring</b>	0.14%	0.09%	0.05%
<b>Total</b>	3.68%	3.41%	0.27%

## Adult Volunteers

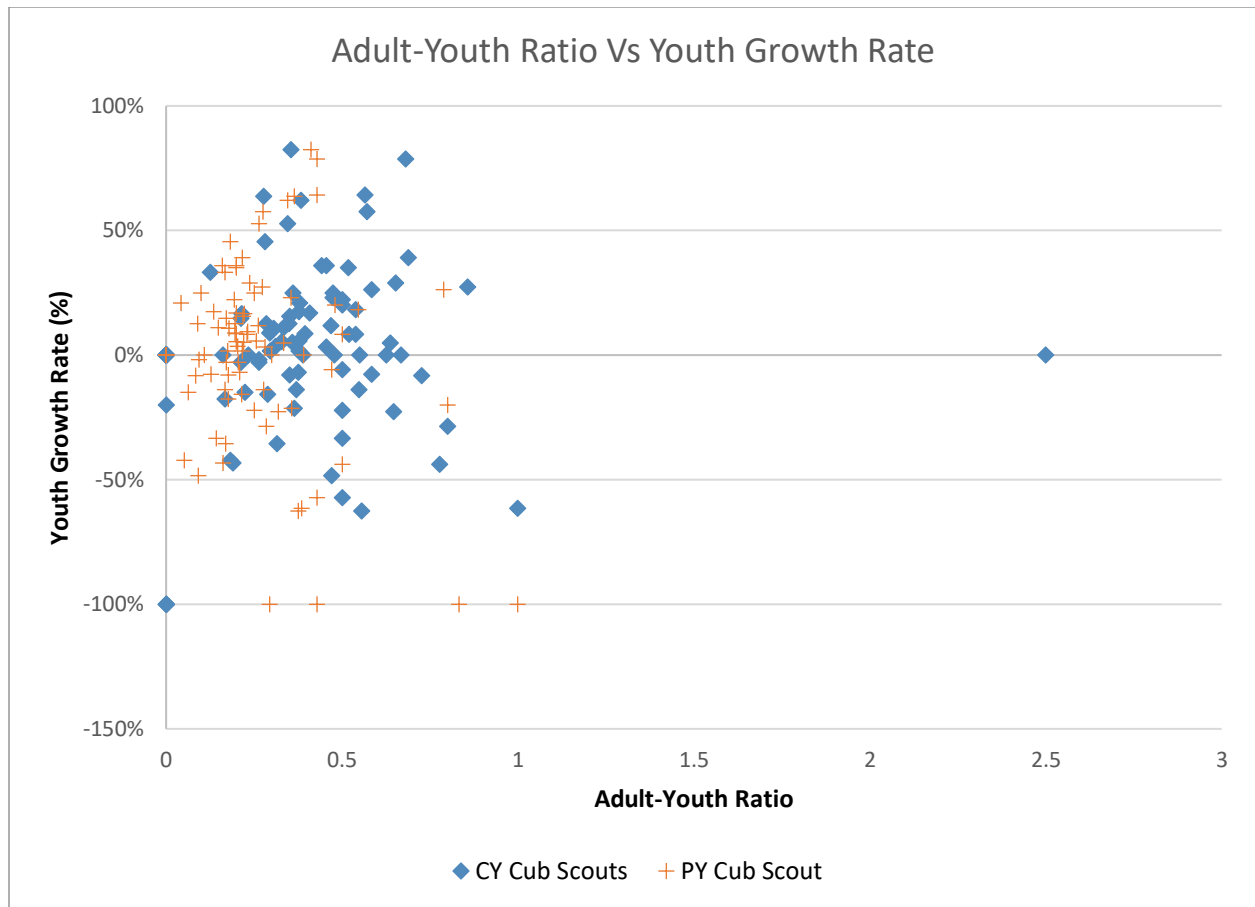
Growth of our adult volunteers in 2022 was a highlight for our council. Growth was shown across all programs except for venturing. The Cub Scout program showed the highest growth at nearly 50%. This is excellent for two reasons. First, this is the program that requires the most volunteer leadership since the program is not youth led. The other reason is that they serve our youngest Scouts, so they will likely be involved in the program longer than volunteers from any of the other programs. Details of adult requirement are shown in the table below.

**Table 13: Council Adult Volunteer Growth**

Program	2022 Year End Adults	2022 Adult Growth Rate	2022 Adult to Youth Ratio	2021 Adult Growth Rate	2021 Adult to Youth Ratio
<b>Cub Scouts</b>	1,279	49.3%	0.33	-17.6%	0.19
<b>Scouts BSA</b>	1,392	1.9%	0.45	0.5%	0.45
<b>Venturing</b>	12	-100.0%	1.00	57.8%	4.15
<b>Sea Scouts</b>	20	10.0%	0.53	11.1%	0.41
<b>Exploring</b>	41	39.0%	0.50	4.0%	0.50
<b>Total</b>	2,744	24.2%	0.39	-2.6%	0.33

With adult volunteer numbers known, the affect they have on growing a unit can be explored. The plots below show the relationship between the ratio of adult volunteers to scouts and growth of youth within a unit. This shows that there is a correlation between the adult to youth ratio and a unit's growth rate at the Cub Scout Level, the higher the ratio generally results in a higher youth growth rate. On the Scouts BSA level there does not appear to be a correlation like there is at the Cub Scout level. This correlation on the Cub Scout level leads to the goal of Cub Scout Adult Volunteer growth. The goal is to eventually get every pack to have a ratio of 0.33 or greater.

## Connecticut Yankee Council Membership Growth Plan



### Figure 1: Cub Scout Adult-Youth Ratio vs Membership Growth Trend

# Connecticut Yankee Council Membership Growth Plan

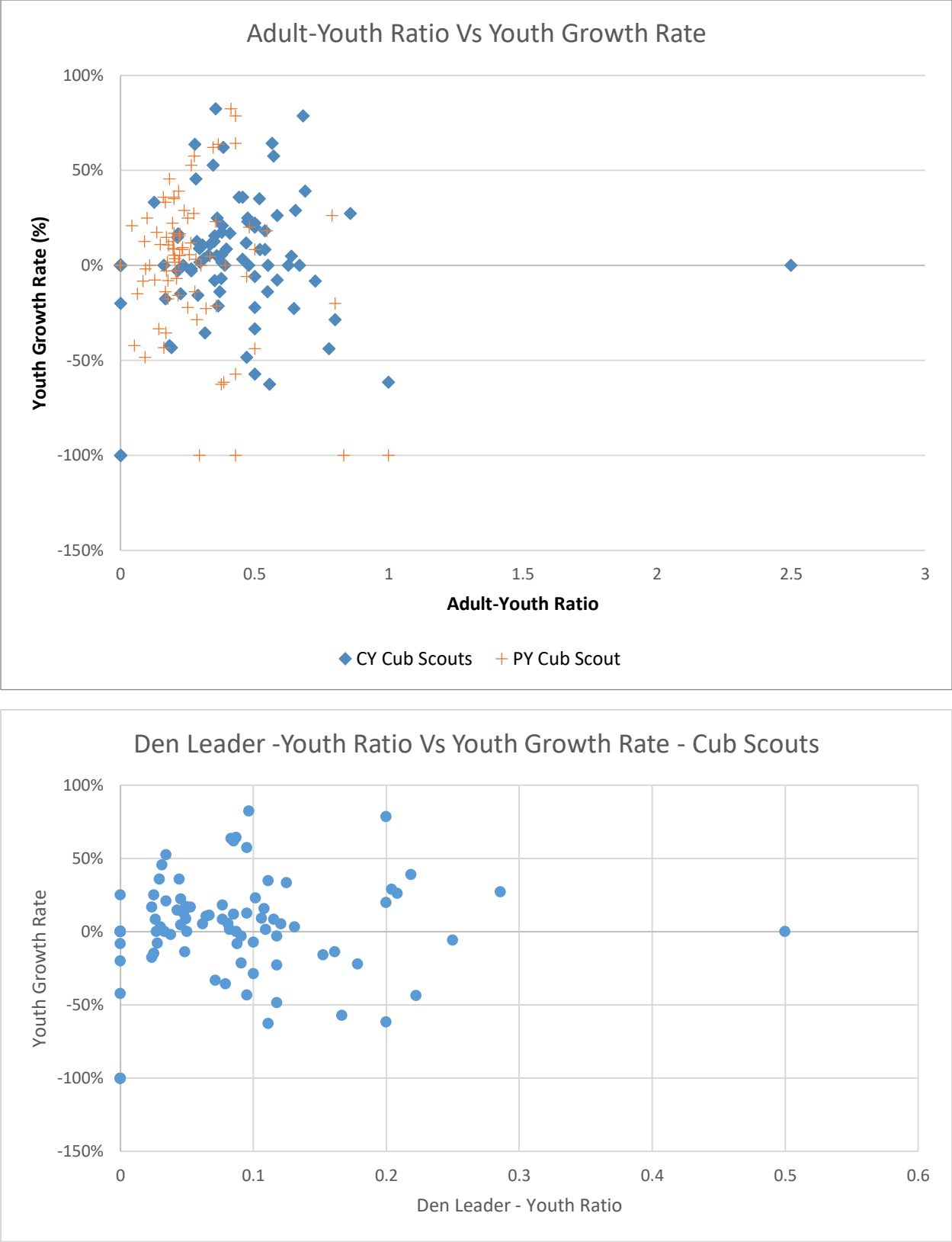


Figure 2: Scouts BSA Adult-Youth Ratio vs Membership Growth Trend

# Connecticut Yankee Council Membership Growth Plan

## District Level Results

### Membership Growth

Membership grew in all our districts, but like 2021 growth was led by the Togo West District. Togo West was also the only district have greater than the 3% growth target the council had in place with Pomperaug being the closest to hitting this milestone. All the traditional district's though showed significant membership growth compared to 2021.

When looking at the program level growth, most of the growth for all district was concentrated in the Cub Scout program, and all districts except for Powahay and Togo West actually showed a decline in Scouts BSA membership. Our Venturing program continued its decline with only Togo West now have any significant Venturing population and if this trend continues the Venturing program will no longer exist within our council within the next few years.

While the council made strides to grow the Sea Scouting program with investments in this program, these investments have not yet paid off. There was a decline or no growth in Sea Scout membership in all districts with this program.

The exploring program though has made great strides with significant growth in the Pomperaug district. However, in all other district membership was relatively stagnant or non-existent.

Looking at the Cub Scout program in more detail, the Tiger rank showed the highest growth with high growth across all districts except Powahay. The Cub Scout Sub-program also showing good growth in all districts except for Pomperaug. Webelos showed similar results to the Tigers, but at a much smaller scale. The weak spot was in the Lion program where all districts except for Powahay showing double digit declines.

**Table 14: District Membership Growth**

District	2022 Year End Membership	2022 Annual Growth Rate	2021 Growth Rate
<b>Pomperaug</b>	1,742	2.53%	0.30%
<b>Powahay</b>	1,060	1.15%	-4.55%
<b>Quinnipiac</b>	1,604	1.58%	-13.95%
<b>Scatacook</b>	1,258	0.24%	-10.04%
<b>Togo West</b>	2,174	28.87%	63.31%
<b>Total</b>	7,838	7.84%	3.02%

**Table 15: District Cub Scout Membership Growth**

District	2022 Year End Membership	2022 Annual Growth Rate	2021 Growth Rate
<b>Pomperaug</b>	945	3.7%	1.4%
<b>Powahay</b>	556	0.4%	-0.2%

# Connecticut Yankee Council Membership Growth Plan

<b>Quinnipiac</b>	794	10.7%	-13.1%
<b>Scatacook</b>	551	7.4%	-26.9%
<b>Togo West</b>	1,062	29.4%	38.4%
<b>Total</b>	3,908	12.15%	2.04%

**Table 16: District Scouts BSA Membership Growth**

<b>Distirct</b>	<b>2022 Year End Membership</b>	<b>2022 Annual Growth Rate</b>	<b>2021 Growth Rate</b>
<b>Pomperaug</b>	743	-2.3%	0.7%
<b>Powahay</b>	494	3.4%	-7.3%
<b>Quinnipiac</b>	750	-8.3%	-12.9%
<b>Scatacook</b>	699	-5.2%	-0.7%
<b>Togo West</b>	979	16.0%	36.9%
<b>Total</b>	3,665	1.61%	4.52%

# Connecticut Yankee Council Membership Growth Plan

**Table 17: District Venturing Membership Growth**

District	2022 Year End Membership	2022 Annual Growth Rate	2021 Growth Rate
Pomperaug	0	0.0%	-50.0%
Powahay	2	-300.0%	-112.5%
Quinnipiac	6	33.3%	-175.0%
Scatacook	4	-50.0%	-33.3%
Togo West	133	15.0%	54.0%
Total	145	8.28%	31.58%

**Table 18: District Sea Scouts Membership Growth**

District	2022 Year End Membership	2022 Annual Growth Rate	2021 Growth Rate
Pomperaug	19	-15.8%	31.8%
Powahay	8	-12.5%	-11.1%
Quinnipiac	7	-28.6%	-12.9%
Scatacook	4	0.0%	100.0%
Togo West	0	0.0%	0.0%
Total	38	-15.79%	25.00%

**Table 19: District Exploring Membership Growth**

District	2022 Year End Membership	2022 Annual Growth Rate	2021 Growth Rate
Pomperaug	35	85.7%	100.0%
Powahay	0	0.0%	0.0%
Quinnipiac	47	4.3%	0.0%
Scatacook	0	0.0%	0.0%
Togo West	0	0.0%	0.0%
Total	82	39.02%	10.00%

**Table 20: District Detailed Cub Scout Membership Growth - Lions**

District	2022 Year End Membership	2022 Annual Growth Rate	2021 Growth Rate
Pomperaug	72	-21.74%	148.65%
Powahay	57	54.05%	-15.91%
Quinnipiac	67	-5.63%	86.84%
Scatacook	32	-23.81%	50.00%
Togo West	11	-80.70%	90.00%
Total	239	-20.07%	68.93%

# Connecticut Yankee Council Membership Growth Plan

**Table 21: District Detailed Cub Scout Membership Growth – Tigers**

District	2022 Year End Membership	2022 Annual Growth Rate	2021 Growth Rate
<b>Pomperaug</b>	168	43.59%	12.86%
<b>Powahay</b>	64	-18.99%	-11.11%
<b>Quinnipiac</b>	151	57.29%	-17.24%
<b>Scatacook</b>	84	31.25%	-11.11%
<b>Togo West</b>	167	87.64%	102.27%
<b>Total</b>	634	42.47%	2.77%

**Table 22: District Detailed Cub Scout Membership Growth – Cub Scouts**

District	2022 Year End Membership	2022 Annual Growth Rate	2021 Growth Rate
<b>Pomperaug</b>	327	-8.91%	4.66%
<b>Powahay</b>	229	6.02%	-2.70%
<b>Quinnipiac</b>	277	12.15%	-24.70%
<b>Scatacook</b>	212	8.72%	-22.62%
<b>Togo West</b>	371	55.88%	96.69%
<b>Total</b>	1,416	12.83%	-0.87%

**Table 23: District Detailed Cub Scout Membership Growth – Webelos**

District	2022 Year End Membership	2022 Annual Growth Rate	2021 Growth Rate
<b>Pomperaug</b>	378	10.53%	-16.59%
<b>Powahay</b>	206	-7.21%	1.37%
<b>Quinnipiac</b>	299	1.36%	-17.60%
<b>Scatacook</b>	223	6.70%	-29.15%
<b>Togo West</b>	513	40.16%	37.08%
<b>Total</b>	1,619	12.90%	-7.42%

## Recruitment

While overall membership was up, recruitment numbers were lower than in 2021. Our two largest program both showed large declines in recruitment compared to 2021 with Cub Scouts overall being slightly worse than the Scouts BSA program.

Pomperaug showed the worst results in this area with over a 20% decline in both programs. The other district all showed declines as well, but far less so. The one area of growth in the area was Scatacook with a recruitment growth rate for Cub Scouts of approximately 10% and also in Powahay and Quinnipiac in the Scouts BSA program with very high growth rates. Recruitment in the other Scouting program continues to be very low numbers.



# Connecticut Yankee Council Membership Growth Plan

**Table 24: District Recruitment**

District	2022 Year End Recruited	2021 Year End Recruited	Growth Rate
<b>Pomperaug</b>	385	488	-21.11%
<b>Powahay</b>	242	245	-1.22%
<b>Quinnipiac</b>	367	367	0.00%
<b>Scatacook</b>	275	288	-4.51%
<b>Togo West</b>	561	658	-14.74%
<b>Total</b>	1830	2047	-10.60%

**Table 25: District Cub Scout Recruitment**

District	2022 Year End Recruited	2021 Year End Recruited	Growth Rate
<b>Pomperaug</b>	291	386	-24.6%
<b>Powahay</b>	175	200	-12.5%
<b>Quinnipiac</b>	273	278	-1.80%
<b>Scatacook</b>	200	181	10.50%
<b>Togo West</b>	382	403	-5.20%
<b>Total</b>	1,321	1,448	-8.77%

**Table 26: District Scouts BSA Recruitment**

District	2022 Year End Recruited	2021 Year End Recruited	Growth Rate
<b>Pomperaug</b>	65	91	-28.57%
<b>Powahay</b>	63	44	43.18%
<b>Quinnipiac</b>	76	61	24.59%
<b>Scatacook</b>	75	99	-24.24%
<b>Togo West</b>	130	194	-32.99%
<b>Total</b>	409	489	-16.36%

**Table 27: District Venturing Recruitment**

District	2022 Year End Recruited	2021 Year End Recruited	Growth Rate
<b>Pomperaug</b>	0	0	0.0%
<b>Powahay</b>	0	0	0.0%
<b>Quinnipiac</b>	1	0	Infinite
<b>Scatacook</b>	0	4	0.0%
<b>Togo West</b>	49	59	-16.9%
<b>Total</b>	50	64	-21.87%

# Connecticut Yankee Council Membership Growth Plan

**Table 28: District Sea Scout Recruitment**

District	2022 Year End Recruited	2021 Year End Recruited	Growth Rate
<b>Pomperaug</b>	5	8	-37.5%
<b>Powahay</b>	4	1	300.0%
<b>Quinnipiac</b>	3	10	-70.0%
<b>Scatacook</b>	0	4	0.0%
<b>Togo West</b>	0	0	0.0%
<b>Total</b>	12	23	-47.82%

**Table 29: District Explorers Recruitment**

District	2022 Year End Recruited	2021 Year End Recruited	Growth Rate
<b>Pomperaug</b>	24	3	700.0%
<b>Powahay</b>	0	0	0.0%
<b>Quinnipiac</b>	14	18	-22.22%
<b>Scatacook</b>	0	0	0.0%
<b>Togo West</b>	0	0	0.0%
<b>Total</b>	38	21	80.95%

## Retention

All districts showed similar results except for Togo West whose retention numbers were significantly above the others. However, the retention numbers for all districts in both Cub Scout and Scouts BSA program are still best in class. The older scout programs all show significantly lower retention rates showing the increased competitions for teenager's times.

**Table 30: District Retention rate**

District	Youth Retained	2022 % Retained
<b>Pomperaug</b>	1327	81.4%
<b>Powahay</b>	795	80.6%
<b>Quinnipiac</b>	1188	83.0%
<b>Scatacook</b>	976	81.7%
<b>Togo West</b>	1608	96.9%
<b>Total</b>	5,909	85.4%

# Connecticut Yankee Council Membership Growth Plan

**Table 31: District Retention rate – Cub Scouts**

District	Youth Retained	2022 % Retained
<b>Pomperaug</b>	733	81.4%
<b>Powahay</b>	436	79.0%
<b>Quinnipiac</b>	585	83.5%
<b>Scatacook</b>	403	80.0%
<b>Togo West</b>	730	97.7%
<b>Total</b>	2887	84.8%

**Table 32: District Retention rate – Scouts BSA**

District	Youth Retained	2022 % Retained
<b>Pomperaug</b>	579	83.4%
<b>Powahay</b>	345	82.9%
<b>Quinnipiac</b>	593	83.8%
<b>Scatacook</b>	563	84.2%
<b>Togo West</b>	794	99.4%
<b>Total</b>	2874	87.5%

**Table 33: District Retention rate – Venturing**

District	Youth Retained	2022 % Retained
<b>Pomperaug</b>	0	0.0%
<b>Powahay</b>	8	100.0%
<b>Quinnipiac</b>	2	25.0%
<b>Scatacook</b>	10	71.4%
<b>Togo West</b>	84	73.7%
<b>Total</b>	104	70.7%

**Table 34: District Retention rate – Sea Scouts**

District	Youth Retained	2022 % Retained
<b>Pomperaug</b>	15	46.9%
<b>Powahay</b>	6	60.0%
<b>Quinnipiac</b>	8	57.1%
<b>Scatacook</b>	0	0.0%
<b>Togo West</b>	N/A	N/A
<b>Total</b>	29	45.3%

# Connecticut Yankee Council Membership Growth Plan

**Table 35: District Retention rate – Exploring**

District	Youth Retained	2022 % Retained
<b>Pomperaug</b>	0	0.0%
<b>Powahay</b>	0	0.0%
<b>Quinnipiac</b>	0	0.0%
<b>Scatacook</b>	0	0.0%
<b>Togo West</b>	0	0.0%
<b>Total</b>	0	0.0%

## Webelos to Scout Transition

Webelos to Scout transition numbers all fell within a small window about the council average. However, Togo West district did show numbers much lower than the other districts.

**Table 36: District Webelos to Scout Transition**

District	Scouts Transitioned	% Transitioned
<b>Pomperaug</b>	86	38.74%
<b>Powahay</b>	61	40.13%
<b>Quinnipiac</b>	83	44.86%
<b>Scatacook</b>	59	44.03%
<b>Togo West</b>	30	24.39%
<b>Total</b>	319	39.09%

## Unit Growth

Unit growth was seen across all districts. The most significant Growth was seen in Togo West. The Cub Scout program showed mixed results with Pomperaug and Togo West Showing declines and Quinnipiac and Scatacook Showing Growth. Somewhat similar results were seen in the Scouts BSA program.

**Table 37: District Unit Growth**

District	Units Added	Units Lost	Net Gain	Growth %
<b>Pomperaug</b>	3	2	2	3.51%
<b>Powahay</b>	1	0	1	2.56%
<b>Quinnipiac</b>	5	3	2	2.20%
<b>Scatacook</b>	3	2	1	2.13%
<b>Togo West</b>	17	14	3	4.22%
<b>Total</b>	29	21	8	2.50%

# Connecticut Yankee Council Membership Growth Plan

**Table 38: District Unit Growth – Cub Scouts**

District	Units Added	Units Lost	Net Gain	Growth %
<b>Pomperaug</b>	0	1	-1	-4.00%
<b>Powahay</b>	0	0	0	0.00%
<b>Quinnipiac</b>	3	1	2	7.70%
<b>Scatacook</b>	2	0	2	11.66%
<b>Togo West</b>	6	9	-3	-9.68%
<b>Total</b>	11	11	0	0.00%

**Table 39: District Unit Growth – Scouts BSA**

District	Units Added	Units Lost	Net Gain	Growth %
<b>Pomperaug</b>	0	0	0	0.00%
<b>Powahay</b>	1	1	0	0.00%
<b>Quinnipiac</b>	2	1	1	0.00%
<b>Scatacook</b>	1	2	-1	-5.88%
<b>Togo West</b>	11	5	6	28.57%
<b>Total</b>	15	9	6	4.41%

**Table 40: District Unit Growth – Venturing**

District	Units Added	Units Lost	Net Gain	Growth %
<b>Pomperaug</b>	0	0	0	0.00%
<b>Powahay</b>	0	0	0	0.00%
<b>Quinnipiac</b>	0	0	0	0.00%
<b>Scatacook</b>	0	1	-1	-50.00%
<b>Togo West</b>	0	0	0	0.00%
<b>Total</b>	0	1	-1	-12.5%

**Table 41: District Unit Growth – Sea Scouts**

District	Units Added	Units Lost	Net Gain	Growth %
<b>Pomperaug</b>	1	0	1	50.00%
<b>Powahay</b>	0	0	0	0.00%
<b>Quinnipiac</b>	0	0	0	0.00%
<b>Scatacook</b>	0	1	-1	-100.00%
<b>Togo West</b>	0	0	0	0.00%
<b>Total</b>	1	1	0	0.00%

# Connecticut Yankee Council Membership Growth Plan

**Table 42: District Unit Growth – Exploring**

District	Units Added	Units Lost	Net Gain	Growth %
<b>Pomperaug</b>	2	1	1	200.00%
<b>Powahay</b>	0	0	0	0.00%
<b>Quinnipiac</b>	0	1	-1	-20.00%
<b>Scatacook</b>	0	0	0	0.00%
<b>Togo West</b>	0	0	0	0.00%
<b>Total</b>	2	2	0	0.00%

## Gender Balance

Togo West district is the closest district to gender parity within the council and all other districts in the 10% range. In general, Scouts BSA shows a higher percentage of females than males. This is a statistic that needs to be reversed for girl troops to continue to see growth since most Scouts BSA members come from the Cub Scout program.

**Table 43: District Gender Balance**

District	Total Males	Total Females	% Female
<b>Pomperaug</b>	1,523	219	12.6%
<b>Powahay</b>	958	102	9.6%
<b>Quinnipiac</b>	1,466	140	8.7%
<b>Scatacook</b>	1,053	205	16.3%
<b>Togo West</b>	1,444	730	33.6%
<b>Total</b>	6,444	1,396	17.8%

**Table 44: District Gender Balance – Cub Scouts**

District	Total Males	Total Females	% Female
<b>Pomperaug</b>	839	106	11.2%
<b>Powahay</b>	504	52	9.4%
<b>Quinnipiac</b>	710	84	10.6%
<b>Scatacook</b>	481	70	12.7%
<b>Togo West</b>	611	451	42.5%
<b>Total</b>	3,145	763	19.5%

**Table 45: District Gender Balance – Scouts BSA**

District	Total Males	Total Females	% Female
<b>Pomperaug</b>	651	92	12.4%
<b>Powahay</b>	447	47	9.5%
<b>Quinnipiac</b>	710	42	5.6%
<b>Scatacook</b>	564	135	19.3%
<b>Togo West</b>	706	273	27.9%
<b>Total</b>	3,078	589	16.1%

# Connecticut Yankee Council Membership Growth Plan

**Table 46: District Gender Balance – Venturing**

District	Total Males	Total Females	% Female
<b>Pomperaug</b>	0	0	N/A
<b>Powahay</b>	2	0	0.0%
<b>Quinnipiac</b>	4	2	33.3%
<b>Scatacook</b>	4	0	0.0%
<b>Togo West</b>	127	6	4.5%
<b>Total</b>	137	8	5.5%

**Table 47: District Gender Balance – Sea Scouts**

District	Total Males	Total Females	% Female
<b>Pomperaug</b>	14	5	26.3%
<b>Powahay</b>	5	3	37.5%
<b>Quinnipiac</b>	5	2	28.6%
<b>Scatacook</b>	4	0	0.0%
<b>Togo West</b>	0	0	N/A
<b>Total</b>	28	10	26.3%

**Table 48: District Gender Balance – Exploring**

District	Total Males	Total Females	% Female
<b>Pomperaug</b>	19	16	45.7%
<b>Powahay</b>	0	0	N/A
<b>Quinnipiac</b>	37	10	21.3%
<b>Scatacook</b>	0	0	N/A
<b>Togo West</b>	0	0	N/A
<b>Total</b>	56	26	31.7%

## Market Share

Market Share grew in all districts overall except for Quinnipiac. Market Share in our two staple programs grew as well across the board apart from Quinnipiac in Cub Scouts and Scouts BSA and Scatacook in Scouts BSA. However, in these categories market share in the Scatacook district was significantly above those of the other districts.

**Table 49: District Market Share**

District	2022 Market Share	2021 Market Share	Growth Rate
<b>Pomperaug</b>	3.00%	2.63%	0.37%
<b>Powahay</b>	2.51%	2.48%	0.03%
<b>Quinnipiac</b>	2.50%	2.74%	-0.23%
<b>Scatacook</b>	4.03%	3.73%	0.30%
<b>Togo West</b>	3.39%	2.92%	0.47%
<b>Total</b>	3.68%	3.41%	0.27%

# Connecticut Yankee Council Membership Growth Plan

**Table 50: District Market Share – Cub Scouts**

District	2022 Market Share	2021 Market Share	Growth Rate
<b>Pomperaug</b>	3.51%	3.04%	0.47%
<b>Powahay</b>	2.51%	2.48%	0.03%
<b>Quinnipiac</b>	2.50%	2.74%	-0.23%
<b>Scatacook</b>	4.12%	4.12%	0.01%
<b>Togo West</b>	3.39%	2.92%	0.47%
<b>Total</b>	3.90%	3.42%	0.48%

**Table 51: District Market Share – Scouts BSA**

District	2022 Market Share	2021 Market Share	Growth Rate
<b>Pomperaug</b>	4.88%	4.50%	0.38%
<b>Powahay</b>	4.64%	4.48%	0.16%
<b>Quinnipiac</b>	4.55%	5.48%	-0.93%
<b>Scatacook</b>	8.69%	9.14%	-0.45%
<b>Togo West</b>	5.94%	5.55%	0.39%
<b>Total</b>	6.69%	6.58%	0.11%

**Table 52: District Market Share – Venturing**

District	2022 Market Share	2021 Market Share	Growth Rate
<b>Pomperaug</b>	0.00%	0.01%	-0.01%
<b>Powahay</b>	0.02%	0.07%	-0.05%
<b>Quinnipiac</b>	0.03%	0.03%	0.00%
<b>Scatacook</b>	0.05%	0.07%	-0.02%
<b>Togo West</b>	0.75%	0.71%	-0.04%
<b>Total</b>	0.25%	0.27%	-0.02%

**Table 53: District Market Share – Sea Scouts**

District	2022 Market Share	2021 Market Share	Growth Rate
<b>Pomperaug</b>	0.12%	0.12%	0.00%
<b>Powahay</b>	0.02%	0.07%	-0.05%
<b>Quinnipiac</b>	0.04%	0.06%	-0.02%
<b>Scatacook</b>	0.05%	0.05%	0.00%
<b>Togo West</b>	0.00%	0.00%	0.00%
<b>Total</b>	0.07%	0.08%	-0.01%



# Connecticut Yankee Council Membership Growth Plan

**Table 54: District Market Share – Exploring**

District	2022 Market Share	2021 Market Share	Growth Rate
<b>Pomperaug</b>	0.22%	0.03%	0.19%
<b>Powahay</b>	0.00%	0.00%	0.00%
<b>Quinnipiac</b>	0.27%	0.28%	-0.01%
<b>Scatacook</b>	0.00%	0.00%	0.00%
<b>Togo West</b>	0.00%	0.00%	0.00%
<b>Total</b>	0.14%	0.09%	0.05%

## Adult Volunteers

High growth was shown in all districts for the Cub Scout program which is great news as these will be the volunteers likely to serve the longest in scouting. Mixed results were seen across the district for Scouts BSA volunteers, but the adult to youth ratio was still high in all districts, so this is not particularly alarming. Venturing was generally down, but trends with the loss of units and scouts with this program. Sea Scouts showed mixed results like Scouts BSA, but exploring adults were up in all districts with the program.

**Table 55: District Adult Volunteer Growth**

District	2022 Year End Adults	2022 Adult Growth Rate	2022 Adult to Youth Ratio	2021 Adult Growth Rate	2021 Adult to Youth Ratio
<b>Pomperaug</b>	696	22.1%	0.41	2.80%	0.32
<b>Powahay</b>	415	25.5%	0.39	2.6%	0.29
<b>Quinnipiac</b>	915	21.3%	0.58	-11.5%	0.46
<b>Scatacook</b>	518	14.9%	0.41	-13.8%	0.35
<b>Togo West</b>	200	66.0%	0.14	48.9%	0.13
<b>Total</b>	2,744	24.2%	0.39	-2.6%	0.33

**Table 56: District Adult Volunteer Growth – Cub Scouts**

District	2022 Year End Adults	2022 Adult Growth Rate	2022 Adult to Youth Ratio	2021 Adult Growth Rate	2021 Adult to Youth Ratio
<b>Pomperaug</b>	344	48.0%	0.38	2.8%	0.32
<b>Powahay</b>	194	43.3%	0.35	-10.9%	0.20
<b>Quinnipiac</b>	352	49.4%	0.45	-21.3%	0.26
<b>Scatacook</b>	217	38.2%	0.39	-31.3%	0.26
<b>Togo West</b>	172	72.7%	0.16	-10.6%	0.06
<b>Total</b>	1279	49.3%	0.33	-17.6%	0.19

# Connecticut Yankee Council Membership Growth Plan

**Table 57: District Adult Volunteer Growth – Scouts BSA**

District	2022 Year End Adults	2022 Adult Growth Rate	2022 Adult to Youth Ratio	2021 Adult Growth Rate	2021 Adult to Youth Ratio
<b>Pomperaug</b>	325	-7.1%	0.44	9.2%	0.46
<b>Powahay</b>	216	12.5%	0.44	11.1%	0.40
<b>Quinnipiac</b>	522	4.0%	0.70	-8.4%	0.62
<b>Scatacook</b>	301	-1.7%	0.43	-5.6%	0.42
<b>Togo West</b>	28	25.0%	0.07	48.1%	0.09
<b>Total</b>	1392	1.9%	0.45	0.5%	0.45

**Table 58: District Adult Volunteer Growth – Venturing**

District	2022 Year End Adults	2022 Adult Growth Rate	2022 Adult to Youth Ratio	2021 Adult Growth Rate	2021 Adult to Youth Ratio
<b>Pomperaug</b>	0	-100%	0.00	0.0%	3.5
<b>Powahay</b>	2	-250.0%	1.00	-14.3%	0.88
<b>Quinnipiac</b>	10	10.0%	1.67	-66.7%	2.25
<b>Scatacook</b>	0	-100.0%	0.00	-200.0%	0.17
<b>Togo West</b>	7	71.4%	0.05	96.6%	0.52
<b>Total</b>	19	-36.8%	0.13	57.8%	0.62

**Table 59: District Adult Volunteer Growth – Sea Scouts**

District	2022 Year End Adults	2022 Adult Growth Rate	2022 Adult to Youth Ratio	2021 Adult Growth Rate	2021 Adult to Youth Ratio
<b>Pomperaug</b>	12	50.0%	0.63	-33.3%	0.27
<b>Powahay</b>	3	0.0%	0.38	0.0%	0.33
<b>Quinnipiac</b>	5	-80.0%	0.71	44.4%	1.00
<b>Scatacook</b>	0	0.0%	0.00	0.0%	0.0
<b>Togo West</b>	0	0.0%	0.00	0.0%	0.00
<b>Total</b>	20	10.0%	0.53	11.1%	0.41

**Table 60: District Adult Volunteer Growth – Exploring**

District	2022 Year End Adults	2022 Adult Growth Rate	2022 Adult to Youth Ratio	2021 Adult Growth Rate	2021 Adult to Youth Ratio
<b>Pomperaug</b>	15	86.7%	0.43	100.0%	0.40
<b>Powahay</b>	0	0.0%	0.00	0.0%	0.00
<b>Quinnipiac</b>	26	11.5%	0.55	-4.3%	0.51
<b>Scatacook</b>	0	0.0%	0.00	0.0%	0.00
<b>Togo West</b>	0	0.0%	0.00	0.0%	0.00
<b>Total</b>	41	39.0%	0.50	4.0%	0.50

# Connecticut Yankee Council Membership Growth Plan

## Town Level Results

### Membership Growth

Membership growth for the towns we serve are shown below sorted by 2022 growth rate. More than half our towns showed growth and was mixed across the entire council. The bottom 10% of towns showed double digit declines and were centered in Quinnipiac and Pomperaug districts. For Cub Scouts almost half of the towns showed double digit growth, however approximately 20% showed double digit declines. Scouts BSA showed results that were less good with only about a third of towns showing growth and more than half declining, but most concerning is the town of Orange now no longer has a Scouts BSA program.

# Connecticut Yankee Council Membership Growth Plan

**Table 61: Town Membership Growth**

Town	District	2022 Year End Membership	2022 Annual Growth Rate	2021 Growth Rate
New Haven	Togo West	893	24.97%	30.75%
Bridgeport	Pomperaug	225	24.44%	48.82%
North Haven	Quinnipiac	128	24.22%	-41.24%
Orange	Quinnipiac	68	17.65%	-28.57%
Sherman	Scatacook	47	14.89%	5.00%
North Branford	Quinnipiac	82	13.41%	-5.63%
Monroe	Pomperaug	194	9.79%	0.57%
West Haven	Quinnipiac	76	7.89%	-18.57%
Bethany	Quinnipiac	59	6.78%	3.64%
Fairfield	Pomperaug	581	6.71%	4.43%
Danbury	Scatacook	166	5.42%	-26.75%
East Haven	Quinnipiac	57	5.26%	-20.37%
New Canaan	Powahay	231	5.19%	-4.57%
Guilford	Quinnipiac	161	4.97%	-9.80%
Newtown	Scatacook	388	3.61%	-2.41%
Bethel	Scatacook	120	3.33%	-14.66%
Easton	Pomperaug	98	3.06%	-2.11%
Trumbull	Pomperaug	389	2.57%	-6.60%
Woodbridge	Quinnipiac	133	2.26%	-7.69%
Stratford	Pomperaug	124	1.61%	-22.13%
Darien	Powahay	300	1.33%	-0.34%
Madison	Quinnipiac	112	0.00%	8.04%
Norwalk	Powahay	136	0.00%	-16.91%
Wilton	Powahay	185	-0.54%	-12.37%
Milford	Quinnipiac	186	-1.08%	-4.26%
Stamford	Powahay	208	-1.44%	5.21%
Redding	Scatacook	96	-3.13%	-21.21%
Southington	Quinnipiac	172	-3.49%	-30.90%
Hamden	Quinnipiac	94	-4.26%	-19.39%
Brookfield	Scatacook	127	-5.51%	5.22%
Ridgefield	Scatacook	211	-5.69%	-18.83%
Wallingford	Quinnipiac	139	-5.76%	-16.33%
New Fairfield	Scatacook	103	-8.74%	-16.07%
Westport	Pomperaug	167	-8.98%	9.34%
Meriden	Quinnipiac	38	-13.16%	-11.63%
Weston	Pomperaug	76	-13.16%	11.63%
Branford	Quinnipiac	99	-24.24%	7.32%

# Connecticut Yankee Council Membership Growth Plan

**Table 62: Town Membership Growth – Cub Scouts**

Town	District	2022 Year End Membership	2022 Annual Growth Rate	2021 Growth Rate
North Haven	Quinnipiac	63	36.51%	-50.00%
North Branford	Quinnipiac	50	32.00%	-29.41%
Danbury	Scatacook	63	31.75%	-97.67%
Orange	Quinnipiac	68	26.47%	-24.00%
New Haven	Togo West	893	25.42%	31.53%
Sherman	Scatacook	24	20.83%	5.26%
Guilford	Quinnipiac	88	18.18%	-9.72%
Madison	Quinnipiac	72	15.28%	27.87%
Fairfield	Pomperaug	353	15.01%	7.33%
West Haven	Quinnipiac	48	14.58%	-7.32%
Wallingford	Quinnipiac	77	12.99%	-16.42%
Bridgeport	Pomperaug	156	12.82%	59.56%
Trumbull	Pomperaug	224	11.61%	-14.65%
Stratford	Pomperaug	52	11.54%	-47.83%
Bethel	Scatacook	63	11.11%	-7.14%
Newtown	Scatacook	155	10.32%	-26.62%
Bethany	Quinnipiac	30	10.00%	22.22%
Monroe	Pomperaug	106	5.66%	-3.00%
Darien	Quinnipiac	188	5.32%	15.73%
Stamford	Powahay	114	5.26%	12.96%
Hamden	Quinnipiac	22	4.55%	-66.67%
Southington	Quinnipiac	92	4.35%	-50.00%
Brookfield	Scatacook	61	3.28%	-8.47%
Easton	Pomperaug	64	1.56%	1.59%
New Canaan	Powahay	132	0.00%	-5.30%
Ridgefield	Scatacook	91	-1.10%	-33.70%
Redding	Scatacook	53	-1.89%	-12.96%
Milford	Quinnipiac	89	-3.37%	9.78%
Norwalk	Powahay	44	-4.55%	-26.09%
Woodbridge	Quinnipiac	40	-7.50%	-27.91%
East Haven	Quinnipiac	11	-9.09%	-41.67%
Wilton	Powahay	78	-15.38%	-26.67%
Westport	Pomperaug	62	-16.13%	12.50%
New Fairfield	Scatacook	41	-17.07%	-25.00%
Weston	Pomperaug	40	-17.50%	12.77%
Meriden	Quinnipiac	17	-29.41%	-4.55%
Branford	Quinnipiac	27	-44.44%	35.90%

# Connecticut Yankee Council Membership Growth Plan

**Table 63: Town Membership Growth – Scouts BSA**

Town	District	2022 Year End Membership	2022 Annual Growth Rate	2021 Growth Rate
Bridgeport	Pomperaug	30	20.00%	-12.50%
Monroe	Pomperaug	88	14.77%	5.33%
New Haven	Togo West	948	13.92%	36.40%
New Canaan	Powahay	99	12.12%	-3.45%
Norwalk	Powahay	82	10.98%	-13.70%
Sherman	Scatacook	19	10.53%	-17.65%
Wilton	Powahay	107	10.28%	1.04%
North Haven	Quinnipiac	51	7.84%	-27.66%
Woodbridge	Quinnipiac	93	6.45%	2.30%
Easton	Pomperaug	34	5.88%	-9.38%
East Haven	Quinnipiac	39	5.13%	-13.51%
Bethany	Quinnipiac	29	3.45%	-14.29%
Milford	Quinnipiac	97	1.03%	-17.71%
Meriden	Quinnipiac	21	0.00%	-19.05%
Redding	Scatacook	43	0.00%	-32.56%
Newtown	Scatacook	229	-0.87%	10.39%
New Fairfield	Scatacook	62	-3.23%	-9.38%
West Haven	Quinnipiac	28	-3.57%	-34.48%
Fairfield	Pomperaug	220	-3.64%	0.44%
Westport	Pomperaug	105	-4.76%	7.27%
Bethel	Scatacook	57	-5.26%	-11.67%
Darien	Quinnipiac	112	-5.36%	-16.95%
Stratford	Pomperaug	72	-5.56%	-6.58%
Ridgefield	Scatacook	120	-9.17%	-8.40%
Stamford	Powahay	94	-9.57%	-2.91%
Trumbull	Pomperaug	165	-9.70%	2.21%
Hamden	Quinnipiac	68	-10.29%	-6.67%
Danbury	Scatacook	103	-10.68%	0.00%
Guilford	Quinnipiac	73	-10.96%	-9.88%
Southington	Quinnipiac	80	-12.50%	-12.22%
Brookfield	Scatacook	66	-13.64%	16.00%
Branford	Quinnipiac	51	-15.69%	1.69%
Weston	Pomperaug	29	-17.24%	-2.94%
North Branford	Quinnipiac	25	-20.00%	-3.33%
Wallingford	Quinnipiac	62	-29.03%	-16.25%
Madison	Quinnipiac	33	-39.39%	-28.26%
Orange	Quinnipiac	0	-INF	-66.67%

# Connecticut Yankee Council Membership Growth Plan

**Table 64: Town Membership Growth – Venturing**

Town	District	2022 Year End Membership	2022 Annual Growth Rate	2021 Growth Rate
Hamden	Quinnipiac	4	50.00%	0.00%
New Haven	Togo West	133	15.04%	53.98%
Branford	Quinnipiac	2	0.00%	-250.00%
Sherman	Scatacook	4	0.00%	100.00%
Norwalk	Powahay	2	-300.00%	0.00%
Bethel	Scatacook	0	-INF	-INF
Fairfield	Pomperaug	0	-INF	-50.00%
North Haven	Quinnipiac	0	-INF	-INF
Redding	Scatacook	0	-INF	0.00%
Darien	Powahay	0	-INF	-INF

**Table 65: Town Membership Growth – Sea Scouts**

Town	District	2022 Year End Membership	2022 Annual Growth Rate	2021 Growth Rate
Madison	Quinnipiac	7	28.57%	100.00%
Bridgeport	Pomperaug	11	9.09%	50.00%
Newtown	Scatacook	4	0.00%	100.00%
Norwalk	Powahay	8	-12.50%	-11.11%
Fairfield	Pomperaug	8	-50.00%	16.67%
New Haven	Quinnipiac	0	-INF	-100.00%

**Table 66: Town Membership Growth – Exploring**

Town	District	2022 Year End Membership	2022 Annual Growth Rate	2021 Growth Rate
Bridgeport	Pomperaug	28	100.00%	-INF
East Haven	Quinnipiac	7	28.57%	-20.00%
North Haven	Quinnipiac	14	28.57%	-50.00%
Weston	Pomperaug	7	28.57%	100.00%
North Branford	Quinnipiac	7	0.00%	100.00%
Branford	Quinnipiac	19	-21.05%	-4.35%

## Recruitment

Recruitment while down this year still showed good results. Half of towns were able to capture 1% of the TAY. When focusing on the programs, more towns were able to hit this benchmark for Cub Scouts, but far less were able to for Scouts BSA, and two towns recruited no new Scouts BSA members. Recruitment for all other programs were at a low level.

# Connecticut Yankee Council Membership Growth Plan

Table 67: Town Recruitment

Town	District	2022 Year End Recruited	2022 %TAY Recruited	2021 %TAY Recruited	Growth Rate
New Haven	Togo West	476	2.66%	3.4%	-0.70%
North Branford	Quinnipiac	28	2.62%	2.3%	0.28%
Sherman	Scatacook	13	2.29%	2.1%	0.18%
North Haven	Quinnipiac	53	1.70%	0.9%	0.84%
Newtown	Scatacook	81	1.60%	2.0%	-0.38%
Woodbridge	Quinnipiac	21	1.60%	2.1%	-0.53%
Orange	Quinnipiac	32	1.50%	0.5%	0.99%
Easton	Pomperaug	19	1.42%	1.9%	-0.45%
Fairfield	Pomperaug	143	1.41%	1.6%	-0.16%
Darien	Powahay	69	1.37%	1.4%	0.00%
Monroe	Pomperaug	42	1.29%	1.1%	0.15%
Guilford	Quinnipiac	41	1.25%	0.9%	0.33%
Trumbull	Pomperaug	76	1.23%	1.5%	-0.31%
New Canaan	Powahay	49	1.21%	1.2%	-0.02%
Redding	Scatacook	18	1.13%	1.9%	-0.81%
Wilton	Powahay	43	1.13%	0.5%	0.60%
Ridgefield	Scatacook	51	1.06%	1.1%	0.00%
Madison	Quinnipiac	29	1.04%	1.4%	-0.39%
Bethel	Scatacook	28	1.00%	0.8%	0.18%
Bethany	Quinnipiac	8	0.95%	1.2%	-0.24%
Brookfield	Scatacook	17	0.64%	1.3%	-0.68%
Westport	Pomperaug	32	0.60%	0.9%	-0.30%
Bridgeport	Pomperaug	127	0.56%	0.6%	-0.03%
Danbury	Scatacook	56	0.53%	0.2%	0.33%
Milford	Quinnipiac	35	0.52%	0.8%	-0.32%
Weston	Pomperaug	11	0.52%	1.5%	-0.99%
Wallingford	Quinnipiac	29	0.50%	0.6%	-0.07%
New Fairfield	Scatacook	11	0.45%	0.6%	-0.16%
Branford	Quinnipiac	13	0.33%	0.9%	-0.56%
Southington	Quinnipiac	20	0.33%	0.5%	-0.13%
Hamden	Quinnipiac	22	0.30%	0.8%	-0.49%
Stamford	Powahay	52	0.30%	0.4%	-0.13%
East Haven	Quinnipiac	11	0.30%	0.2%	0.11%
Stratford	Pomperaug	20	0.28%	0.2%	0.04%
West Haven	Quinnipiac	20	0.28%	0.4%	-0.11%
Norwalk	Powahay	29	0.24%	0.3%	-0.02%
Meriden	Quinnipiac	5	0.06%	0.1%	-0.03%



# Connecticut Yankee Council Membership Growth Plan

Table 68: Town Recruitment – Cub Scouts

Town	District	2022 Year End Recruited	2022 %TAY Recruited	2021 %TAY Recruited	Growth Rate
Newtown	Scatacook	27	5.68%	2.9%	2.74%
Ridgefield	Scatacook	10	4.24%	2.5%	1.69%
New Fairfield	Scatacook	322	3.55%	3.9%	-0.32%
Norwalk	Powahay	32	3.43%	1.2%	2.25%
Milford	Quinnipiac	37	2.92%	2.7%	0.24%
New Haven	Togo West	58	2.89%	2.6%	0.30%
East Haven	Quinnipiac	14	2.85%	4.7%	-1.83%
Easton	Pomperaug	125	2.69%	2.6%	0.09%
Stratford	Pomperaug	65	2.47%	3.0%	-0.57%
North Branford	Quinnipiac	33	2.45%	1.5%	0.97%
Monroe	Pomperaug	40	2.44%	2.6%	-0.12%
Danbury	Scatacook	52	2.33%	2.7%	-0.40%
Orange	Quinnipiac	15	2.33%	4.7%	-2.33%
Hamden	Quinnipiac	24	2.23%	3.2%	-0.93%
Westport	Pomperaug	33	2.10%	1.0%	1.15%
Bethany	Quinnipiac	7	1.95%	2.2%	-0.28%
Redding	Scatacook	36	1.87%	1.6%	0.26%
Fairfield	Pomperaug	27	1.86%	1.7%	0.14%
Wilton	Powahay	8	1.47%	3.1%	-1.66%
Woodbridge	Quinnipiac	7	1.90%	1.4%	-0.30%
Bridgeport	Pomperaug	12	1.10%	2.3%	-1.19%
West Haven	Quinnipiac	8	1.01%	2.8%	-1.76%
Trumbull	Pomperaug	26	0.95%	1.1%	-0.15%
Meriden	Quinnipiac	27	0.87%	1.4%	-0.53%
Weston	Pomperaug	19	0.83%	1.3%	-0.48%
New Canaan	Powahay	7	0.71%	1.3%	-0.61%
Brookfield	Scatacook	39	0.70%	0.1%	0.58%
Branford	Quinnipiac	66	0.58%	1.0%	-0.42%
Sherman	Scatacook	16	0.56%	0.8%	-0.28%
Stamford	Powahay	17	0.50%	0.4%	0.09%
Wallingford	Quinnipiac	15	0.42%	0.7%	-0.25%
Southington	Quinnipiac	36	0.41%	0.7%	-0.28%
Bethel	Scatacook	7	0.40%	1.3%	-0.90%
Darien	Powahay	7	0.38%	0.1%	0.33%
Guilford	Quinnipiac	12	0.34%	1.0%	-0.70%
North Haven	Quinnipiac	14	0.22%	0.3%	-0.11%
Madison	Quinnipiac	5	0.12%	0.2%	-0.07%

# Connecticut Yankee Council Membership Growth Plan

Table 69: Town Recruitment – Scouts BSA

Town	District	2022 Year End Recruited	2022 %TAY Recruited	2021 %TAY Recruited	Growth Rate
Woodbridge	Quinnipiac	13	2.39%	2.0%	0.37%
Sherman	Scatacook	3	1.27%	0.8%	0.42%
New Haven	Togo West	105	1.16%	2.1%	-0.91%
Newtown	Scatacook	23	1.14%	2.2%	-1.05%
Easton	Pomperaug	5	1.02%	0.4%	0.61%
Guilford	Quinnipiac	14	0.96%	0.3%	0.62%
Ridgefield	Scatacook	15	0.78%	1.0%	-0.26%
Darien	Powahay	17	0.76%	0.4%	0.40%
North Haven	Quinnipiac	10	0.74%	0.5%	0.22%
Wilton	Powahay	10	0.64%	0.3%	0.32%
Westport	Pomperaug	13	0.57%	0.8%	-0.22%
New Canaan	Powahay	9	0.55%	0.5%	0.06%
Redding	Scatacook	3	0.47%	0.2%	0.31%
Brookfield	Scatacook	5	0.46%	0.9%	-0.46%
Trumbull	Pomperaug	11	0.42%	0.6%	-0.15%
New Fairfield	Scatacook	4	0.41%	0.2%	0.20%
Monroe	Pomperaug	5	0.40%	0.2%	0.16%
Bethel	Scatacook	5	0.39%	0.5%	-0.08%
Fairfield	Pomperaug	17	0.37%	0.7%	-0.34%
Danbury	Scatacook	17	0.31%	0.3%	0.05%
Bridgeport	Pomperaug	35	0.31%	0.1%	0.17%
Branford	Quinnipiac	5	0.28%	0.2%	0.06%
Bethany	Quinnipiac	1	0.28%	0.6%	-0.28%
Milford	Quinnipiac	8	0.26%	0.4%	-0.16%
Hamden	Quinnipiac	9	0.25%	0.6%	-0.32%
North Branford	Quinnipiac	1	0.21%	0.8%	-0.63%
Madison	Quinnipiac	2	0.19%	0.0%	0.19%
Stamford	Powahay	16	0.18%	0.1%	0.03%
Norwalk	Powahay	11	0.17%	0.2%	0.02%
West Haven	Quinnipiac	5	0.14%	0.1%	0.03%
Southington	Quinnipiac	4	0.14%	0.1%	0.00%
Weston	Pomperaug	1	0.13%	0.9%	-0.75%
Wallingford	Quinnipiac	3	0.11%	0.1%	0.00%
Stratford	Pomperaug	3	0.09%	0.1%	0.00%
East Haven	Quinnipiac	1	0.05%	0.2%	-0.11%
Meriden	Quinnipiac	0	0.00%	0.0%	0.00%
Orange	Quinnipiac	0	0.00%	0.0%	0.00%

# Connecticut Yankee Council Membership Growth Plan

**Table 70: Town Recruitment – Venturing**

Town	District	2022 Year End Recruited	2022 %TAY Recruited	2021 %TAY Recruited	Growth Rate
<b>Bethel</b>	Quinnipiac	0	0.00%	0.0%	0.00%
<b>Branford</b>	Quinnipiac	0	0.00%	0.0%	0.00%
<b>Darien</b>	Powahay	0	0.00%	0.0%	0.00%
<b>Fairfield</b>	Pomperaug	0	0.00%	0.0%	0.00%
<b>Hamden</b>	Quinnipiac	1	0.03%	0.0%	0.03%
<b>New Haven</b>	Togo West	49	0.54%	0.6%	-0.11%
<b>North Haven</b>	Quinnipiac	0	0.00%	0.0%	0.00%
<b>Norwalk</b>	Powahay	0	0.00%	0.0%	0.00%
<b>Redding</b>	Scatacook	0	0.00%	0.0%	0.00%
<b>Sherman</b>	Scatacook	0	0.00%	1.7%	-1.69%

**Table 71: Town Recruitment – Sea Scouts**

Town	District	2022 Year End Recruited	2022 %TAY Recruited	2021 %TAY Recruited	Growth Rate
<b>Bridgeport</b>	Pomperaug	4	0.03%	0.0%	0.01%
<b>Fairfield</b>	Pomperaug	1	0.02%	0.1%	-0.09%
<b>Madison</b>	Quinnipiac	3	0.28%	0.6%	-0.28%
<b>New Haven</b>	Togo West	0	0.00%	0.0%	-0.04%
<b>Newtown</b>	Scatacook	0	0.00%	0.2%	-0.20%
<b>Norwalk</b>	Powahay	4	0.06%	0.0%	0.05%

**Table 72: Town Recruitment – Explorers**

Town	District	2022 Year End Recruited	2022 %TAY Recruited	2021 %TAY Recruited	Growth Rate
<b>Branford</b>	Quinnipiac	1	0.06%	0.5%	-0.40%
<b>Bridgeport</b>	Pomperaug	22	0.19%	0.0%	0.19%
<b>East Haven</b>	Quinnipiac	3	0.16%	0.2%	0.00%
<b>North Branford</b>	Quinnipiac	0	0.00%	1.5%	-1.47%
<b>North Haven</b>	Quinnipiac	10	0.74%	0.0%	0.74%
<b>Weston</b>	Pomperaug	2	0.25%	0.4%	-0.13%

# Connecticut Yankee Council Membership Growth Plan

## Retention

The retention rate for all towns were all at a high enough level to not be concerning at the overall, Cub Scout, and Scouts BSA level. Older Scout programs however for the most part was at a low enough level to be concerned about the units' long-term viability.

# Connecticut Yankee Council Membership Growth Plan

**Table 73: Town Retention Rate**

District	Youth Retained	2022 % Retained
New Haven	1552	96.4%
Bethany	50	92.6%
Stratford	104	90.4%
North Haven	70	87.5%
Brookfield	110	87.3%
East Haven	41	87.2%
Monroe	149	87.1%
Sherman	38	86.4%
West Haven	57	86.4%
Madison	85	85.9%
Easton	78	85.7%
Wallingford	110	85.3%
Orange	46	85.2%
Guilford	120	84.5%
Milford	145	84.3%
New Fairfield	89	84.0%
Bethel	94	83.9%
Fairfield	438	83.9%
Trumbull	302	83.4%
New Canaan	165	82.9%
Woodbridge	101	82.8%
Newtown	296	82.2%
Darien	223	81.7%
Norwalk	109	80.7%
Southington	138	80.2%
Redding	79	79.8%
Wilton	138	79.8%
North Branford	47	79.7%
Meriden	33	78.6%
Danbury	111	78.2%
Hamden	70	77.8%
Stamford	160	77.7%
Westport	132	77.6%
Ridgefield	159	77.2%
Branford	74	77.1%
Weston	58	75.3%

# Connecticut Yankee Council Membership Growth Plan

**Table 74: Town Retention Rate – Cub Scouts**

<b>District</b>	<b>Youth Retained</b>	<b>2022 % Retained</b>
<b>New Haven</b>	1552	96.4%
<b>Bethany</b>	50	92.6%
<b>Stratford</b>	104	90.4%
<b>North Haven</b>	70	87.5%
<b>Brookfield</b>	110	87.3%
<b>East Haven</b>	41	87.2%
<b>Monroe</b>	149	87.1%
<b>Sherman</b>	38	86.4%
<b>West Haven</b>	57	86.4%
<b>Madison</b>	85	85.9%
<b>Easton</b>	78	85.7%
<b>Wallingford</b>	110	85.3%
<b>Orange</b>	46	85.2%
<b>Guilford</b>	120	84.5%
<b>Milford</b>	145	84.3%
<b>New Fairfield</b>	89	84.0%
<b>Bethel</b>	94	83.9%
<b>Fairfield</b>	438	83.9%
<b>Trumbull</b>	302	83.4%
<b>New Canaan</b>	165	82.9%
<b>Woodbridge</b>	101	82.8%
<b>Newtown</b>	296	82.2%
<b>Darien</b>	223	81.7%
<b>Norwalk</b>	109	80.7%
<b>Southington</b>	138	80.2%
<b>Redding</b>	79	79.8%
<b>Wilton</b>	138	79.8%
<b>North Branford</b>	47	79.7%
<b>Meriden</b>	33	78.6%
<b>Danbury</b>	111	78.2%
<b>Hamden</b>	70	77.8%
<b>Stamford</b>	160	77.7%
<b>Westport</b>	132	77.6%
<b>Ridgefield</b>	159	77.2%
<b>Branford</b>	74	77.1%
<b>Weston</b>	58	75.3%

# Connecticut Yankee Council Membership Growth Plan

**Table 75: Town Retention Rate – Scouts BSA**

<b>District</b>	<b>Youth Retained</b>	<b>2022 % Retained</b>
<b>New Haven</b>	788	99.4%
<b>Madison</b>	31	96.9%
<b>Meriden</b>	19	95.0%
<b>East Haven</b>	33	94.3%
<b>Stratford</b>	64	92.8%
<b>Wilton</b>	77	91.7%
<b>Milford</b>	73	91.3%
<b>Monroe</b>	64	90.1%
<b>New Canaan</b>	58	87.9%
<b>Danbury</b>	86	86.9%
<b>Branford</b>	45	86.5%
<b>New Fairfield</b>	50	86.2%
<b>Bethany</b>	23	85.2%
<b>Fairfield</b>	174	84.9%
<b>Redding</b>	33	84.6%
<b>West Haven</b>	21	84.0%
<b>Ridgefield</b>	97	83.6%
<b>Brookfield</b>	56	83.6%
<b>Newtown</b>	180	83.3%
<b>Norwalk</b>	59	83.1%
<b>Easton</b>	24	82.8%
<b>Wallingford</b>	52	82.5%
<b>North Haven</b>	33	82.5%
<b>Bethel</b>	47	82.5%
<b>Sherman</b>	14	82.4%
<b>Hamden</b>	56	82.4%
<b>Southington</b>	68	81.0%
<b>Trumbull</b>	135	80.4%
<b>Westport</b>	79	79.8%
<b>Bridgeport</b>	23	79.3%
<b>Woodbridge</b>	62	78.5%
<b>Stamford</b>	76	77.6%
<b>Darien</b>	75	77.3%
<b>Guilford</b>	55	76.4%
<b>North Branford</b>	19	76.0%
<b>Weston</b>	22	73.3%
<b>Orange</b>	3	50.0%

# Connecticut Yankee Council Membership Growth Plan

**Table 76: Town Retention Rate – Venturing**

District	Youth Retained	2022 % Retained
Norwalk	8	100.0%
Sherman	8	100.0%
New Haven	84	73.7%
Branford	2	40.0%
Redding	2	33.3%
Fairfield	0	0.0%
Bethel	0	0.0%
Hamden	0	0.0%
North Haven	0	0.0%

**Table 77: Town Retention Rate – Sea Scouting**

District	Youth Retained	2022 % Retained
Madison	7	100.0%
Norwalk	6	60.0%
Bridgeport	8	50.0%
Fairfield	7	43.8%
New Haven	1	14.3%
Newtown	0	0.0%

**Table 78: Town Retention Rate – Exploring**

District	Youth Retained	2022 % Retained
Bridgeport	0	0.0%
Weston	0	0.0%
Branford	0	0.0%
North Haven	0	0.0%
East Haven	0	0.0%
North Branford	0	0.0%

## Webelos to Scout Transition

Webelos to Scout transition numbers spanned from 80% all the way down to 0%. It is worth noting though, that no town was able to have a transition rate equal to the council's retention rate of 85%. This means that in every town the retention rate of Arrow of Light Scouts is below average.



# Connecticut Yankee Council Membership Growth Plan

**Table 79: Town Webelos to Scout Transition**

Town	District	Scouts Transitioned	% Transitioned
Branford	Quinnipiac	8	80.0%
East Haven	Quinnipiac	4	80.0%
Weston	Pomperaug	4	80.0%
Newtown	Scatacook	22	68.8%
Monroe	Pomperaug	16	66.7%
North Branford	Quinnipiac	4	66.7%
North Haven	Quinnipiac	6	66.7%
Hamden	Quinnipiac	7	63.6%
Brookfield	Scatacook	5	55.6%
Woodbridge	Quinnipiac	7	53.8%
Orange	Quinnipiac	8	53.3%
Westport	Pomperaug	9	52.9%
Ridgefield	Scatacook	8	50.0%
New Canaan	Powahay	16	47.1%
New Fairfield	Scatacook	8	47.1%
Norwalk	Powahay	7	46.7%
Wilton	Powahay	17	44.7%
Milford	Quinnipiac	11	44.0%
Guilford	Quinnipiac	5	41.7%
Bethel	Scatacook	7	41.2%
Meriden	Quinnipiac	2	40.0%
Redding	Scatacook	6	40.0%
Stratford	Pomperaug	6	40.0%
Trumbull	Pomperaug	14	38.9%
Wallingford	Quinnipiac	7	38.9%
Fairfield	Pomperaug	27	37.5%
Bethany	Quinnipiac	4	36.4%
Darien	Powahay	16	34.0%
West Haven	Quinnipiac	3	33.3%
Stamford	Powahay	5	27.8%
Southington	Quinnipiac	7	25.9%
New Haven	Quinnipiac	30	24.4%
Easton	Pomperaug	5	20.8%
Bridgeport	Pomperaug	5	17.2%
Sherman	Scatacook	2	16.7%
Danbury	Scatacook	1	6.3%
Madison	Quinnipiac	0	0.0%

# Connecticut Yankee Council Membership Growth Plan

## Unit Growth

Seven towns were able to grow the number of units in 2022 while only six towns had a loss of units. When focusing on the two primary programs only two town had a loss in Cub Scouts units and only one town a loss in Scouts BSA units. Town losses were instead weighted towards the older unit programs.

**Table 80: Town Unit Growth**

Town	Units Added	Units Lost	Net Gain	Growth %
<b>Bridgeport</b>	12	4	8	33.33%
<b>Danbury</b>	2	0	2	18.18%
<b>Fairfield</b>	0	1	-1	-5.88%
<b>Guilford</b>	1	0	1	16.67%
<b>Hamden</b>	1	0	1	14.28%
<b>Milford</b>	1	0	1	12.50%
<b>New Haven</b>	8	10	-2	-4.65%
<b>Newtown</b>	1	1	0	0.00%
<b>North Branford</b>	0	1	-1	-20.00%
<b>Sherman</b>	0	1	-1	-33.33%
<b>Southington</b>	0	1	-1	-11.11%
<b>West Haven</b>	2	1	1	12.50%
<b>Weston</b>	0	1	-1	-33.33%
<b>Wilton</b>	1	0	1	20.00%
<b>Total</b>	29	13	16	5.55%

**Table 81: Town Unit Growth – Cub Scouts**

Town	Units Added	Units Lost	Net Gain	Growth %
<b>Bridgeport</b>	4	3	1	8.33%
<b>Danbury</b>	1	0	1	16.68%
<b>Fairfield</b>	0	1	-1	-11.11%
<b>Hamden</b>	1	0	1	50.00%
<b>Milford</b>	1	0	1	25.00%
<b>New Haven</b>	2	6	-4	-13.33%
<b>Newtown</b>	1	0	1	16.67%
<b>West Haven</b>	1	1	0	0.00%
<b>Total</b>	11	11	0	0.00%

# Connecticut Yankee Council Membership Growth Plan

**Table 82: Town Unit Growth – Scouts BSA**

Town	Units Added	Units Lost	Net Gain	Growth %
<b>Bridgeport</b>	5	1	4	50.00%
<b>Danbury</b>	1	0	1	20.00%
<b>Guilford</b>	1	0	1	25.00%
<b>New Haven</b>	6	4	2	7.69%
<b>Southington</b>	0	1	-1	-20.00%
<b>West Haven</b>	1	0	1	25.00%
<b>Wilton</b>	1	0	1	33.33%
<b>Total</b>	15	6	9	5.80%

**Table 83: Town Unit Growth – Venturing**

Town	Units Added	Units Lost	Net Gain	Growth %
<b>Sherman</b>	0	1	-1	-100.00%
<b>Total</b>	0	1	-1	-9.09%

**Table 84: Town Unit Growth – Sea Scouts**

Town	Units Added	Units Lost	Net Gain	Growth %
<b>Bridgeport</b>	1	0	1	50.00%
<b>Newtown</b>	0	1	-1	-100.00%
<b>Total</b>	1	1	0	0.00%

**Table 85: Town Unit Growth – Exploring**

Town	Units Added	Units Lost	Net Gain	Growth %
<b>Bridgeport</b>	2	0	2	50.00%
<b>North Branford</b>	0	1	-1	-100.00%
<b>Weston</b>	0	1	-1	-100.00%
<b>Total</b>	2	2	0	0.00%

## Unit Balance

Unit Balance is another key indicator at the town level on the health of scouting. A healthy town will have as many or more Cub Scout Packs then Scouts BSA. This will make it so that Scouts BSA units are not over competing for Arrow of Light Scouts. Towns with a ratio below one has a danger of losing Scouts BSA units over the next few years, this is the case in almost half of towns.

# Connecticut Yankee Council Membership Growth Plan

**Table 86: Unit Balance**

Town	District	Cub Scout Units	Scouts BSA Units	Cub-Scouts BSA Ratio
Orange	Quinnipiac	1	0	Infinite
Bridgeport	Pomperaug	10	7	1.43
Darien	Powahay	4	3	1.33
Fairfield	Pomperaug	8	6	1.33
Stamford	Powahay	4	3	1.33
New Haven	Togo West	30	26	1.15
Sherman	Scatacook	1	1	1.00
North Branford	Quinnipiac	2	2	1.00
Easton	Pomperaug	1	1	1.00
Trumbull	Pomperaug	5	5	1.00
Redding	Scatacook	1	1	1.00
Monroe	Pomperaug	2	2	1.00
New Canaan	Powahay	3	3	1.00
Ridgefield	Scatacook	3	3	1.00
New Fairfield	Scatacook	2	2	1.00
Madison	Quinnipiac	2	2	1.00
Weston	Pomperaug	1	1	1.00
Milford	Quinnipiac	4	4	1.00
West Haven	Quinnipiac	3	3	1.00
Meriden	Quinnipiac	1	1	1.00
Danbury	Scatacook	4	5	0.80
Southington	Quinnipiac	3	4	0.75
Wilton	Powahay	2	3	0.67
Stratford	Pomperaug	3	5	0.60
Guilford	Quinnipiac	2	4	0.50
Brookfield	Scatacook	1	2	0.50
Bethel	Scatacook	1	2	0.50
North Haven	Quinnipiac	1	2	0.50
Branford	Quinnipiac	2	4	0.50
Wallingford	Quinnipiac	2	4	0.50
East Haven	Quinnipiac	1	2	0.50
Hamden	Quinnipiac	2	4	0.50
Norwalk	Powahay	2	5	0.40
Bethany	Quinnipiac	1	3	0.33
Newtown	Scatacook	3	10	0.30
Woodbridge	Quinnipiac	1	4	0.25
Westport	Pomperaug	1	4	0.25

# Connecticut Yankee Council Membership Growth Plan

## Gender Balance

Almost all towns within our council are now accepting girls at the Cub Scout level, but it is clear some towns have been more effective than others. However, only about half of towns have a girls Scouts BSA program, meaning there will be many Cub Scout girls without a local Troop to cross over to.

# Connecticut Yankee Council Membership Growth Plan

**Table 87: Town Gender Balance**

Town	District	Total Males	Total Females	Female %
Bridgeport	Pomperaug	144	112	43.8%
New Haven	Togo Test	1,382	649	32.0%
Danbury	Scatacook	115	51	30.7%
Sherman	Scatacook	33	14	29.8%
Newtown	Scatacook	274	114	29.4%
Norwalk	Powahay	98	38	27.9%
Westport	Pomperaug	122	45	26.9%
Branford	Quinnipiac	78	21	21.2%
West Haven	Quinnipiac	61	15	19.7%
Madison	Quinnipiac	92	20	17.9%
North Branford	Quinnipiac	71	11	13.4%
Trumbull	Pomperaug	343	46	11.8%
Monroe	Pomperaug	172	22	11.3%
Darien	Powahay	268	32	10.7%
Guilford	Quinnipiac	145	17	10.5%
Bethany	Quinnipiac	53	6	10.2%
Fairfield	Pomperaug	522	59	10.2%
Redding	Scatacook	87	9	9.4%
Woodbridge	Quinnipiac	121	12	9.0%
Stratford	Pomperaug	113	11	8.9%
Southington	Quinnipiac	157	15	8.7%
Weston	Pomperaug	71	5	6.6%
Wilton	Powahay	173	12	6.5%
North Haven	Quinnipiac	120	8	6.3%
Hamden	Quinnipiac	89	5	5.3%
New Canaan	Powahay	219	12	5.2%
Bethel	Scatacook	114	6	5.0%
Orange	Quinnipiac	65	3	4.4%
Brookfield	Scatacook	122	5	3.9%
Stamford	Powahay	200	8	3.8%
East Haven	Quinnipiac	55	2	3.5%
New Fairfield	Scatacook	100	3	2.9%
Meriden	Quinnipiac	37	1	2.6%
Wallingford	Quinnipiac	138	2	1.4%
Ridgefield	Scatacook	208	3	1.4%
Milford	Quinnipiac	184	2	1.1%
Easton	Pomperaug	98	0	0.0%

# Connecticut Yankee Council Membership Growth Plan

**Table 88: Town Gender Balance – Cub Scouts**

Town	District	Total Males	Total Females	Female %	Has Girl Troop
Sherman	Scatacook	10	14	58.3%	No
Bridgeport	Pomperaug	85	71	45.5%	No
New Haven	Togo Test	557	393	41.4%	No
Madison	Quinnipiac	54	18	25.0%	No
West Haven	Quinnipiac	37	11	22.9%	No
Hamden	Quinnipiac	17	5	22.7%	No
Branford	Quinnipiac	21	6	22.2%	Yes
Danbury	Scatacook	49	14	22.2%	Yes
North Branford	Quinnipiac	39	11	22.0%	No
Monroe	Pomperaug	84	22	20.8%	No
Redding	Scatacook	44	9	17.0%	No
Norwalk	Powahay	38	6	13.6%	Yes
Stratford	Pomperaug	46	6	11.5%	Yes
Westport	Pomperaug	55	7	11.3%	Yes
North Haven	Quinnipiac	56	7	11.1%	No
Southington	Quinnipiac	82	10	10.9%	Yes
Newtown	Scatacook	139	16	10.3%	Yes
Wilton	Powahay	70	8	10.3%	Yes
Fairfield	Pomperaug	317	36	10.2%	Yes
Darien	Powahay	170	18	9.6%	Yes
Bethel	Scatacook	57	6	9.5%	No
Guilford	Quinnipiac	80	8	9.1%	Yes
New Canaan	Powahay	120	12	9.1%	No
Trumbull	Pomperaug	205	19	8.5%	Yes
Brookfield	Scatacook	56	5	8.2%	No
Weston	Pomperaug	37	3	7.5%	No
New Fairfield	Scatacook	38	3	7.3%	No
Stamford	Powahay	106	8	7.0%	No
Meriden	Quinnipiac	16	1	5.9%	No
Orange	Quinnipiac	65	3	4.4%	No
Ridgefield	Scatacook	88	3	3.3%	No
Wallingford	Quinnipiac	75	2	2.6%	No
Milford	Quinnipiac	87	2	2.2%	No
Bethany	Quinnipiac	30	0	0.0%	Yes
East Haven	Quinnipiac	11	0	0.0%	No
Easton	Pomperaug	64	0	0.0%	No
Woodbridge	Quinnipiac	40	0	0.0%	No

# Connecticut Yankee Council Membership Growth Plan

**Table 89: Town Gender Balance – Scouts BSA**

Town	District	Total Males	Total Females	Female %
Newtown	Scatacook	131	98	42.8%
Bridgeport	Pomperaug	38	23	37.7%
Westport	Pomperaug	67	38	36.2%
Danbury	Scatacook	66	37	35.9%
Norwalk	Powahay	53	29	35.4%
New Haven	Togo Test	698	250	26.4%
Bethany	Quinnipiac	23	6	20.7%
Trumbull	Pomperaug	138	27	16.4%
West Haven	Quinnipiac	24	4	14.3%
Woodbridge	Quinnipiac	81	12	12.9%
Darien	Powahay	98	14	12.5%
Guilford	Quinnipiac	65	9	12.2%
Branford	Quinnipiac	45	6	11.8%
Fairfield	Pomperaug	198	22	10.0%
Stratford	Pomperaug	67	5	6.9%
Southington	Quinnipiac	75	5	6.3%
Wilton	Powahay	103	4	3.7%
Bethel	Scatacook	57	0	0.0%
Brookfield	Scatacook	66	0	0.0%
East Haven	Quinnipiac	39	0	0.0%
Easton	Pomperaug	34	0	0.0%
Hamden	Quinnipiac	68	0	0.0%
Madison	Quinnipiac	33	0	0.0%
Meriden	Quinnipiac	21	0	0.0%
Milford	Quinnipiac	97	0	0.0%
Monroe	Pomperaug	88	0	0.0%
New Canaan	Powahay	99	0	0.0%
New Fairfield	Scatacook	62	0	0.0%
North Branford	Quinnipiac	25	0	0.0%
North Haven	Quinnipiac	51	0	0.0%
Redding	Scatacook	43	0	0.0%
Ridgefield	Scatacook	120	0	0.0%
Sherman	Scatacook	19	0	0.0%
Stamford	Powahay	94	0	0.0%
Wallingford	Quinnipiac	63	0	0.0%
Weston	Pomperaug	29	0	0.0%
Orange	Quinnipiac	0	0	N/A



# Connecticut Yankee Council Membership Growth Plan

**Table 90: Town Gender Balance – Venturing**

Town	District	Total Males	Total Females	Female %
<b>Branford</b>	Quinnipiac	0	2	100.0%
<b>New Haven</b>	Quinnipiac	127	6	4.5%
<b>Hamden</b>	Quinnipiac	4	0	0.0%
<b>Norwalk</b>	Powahay	2	0	0.0%
<b>Sherman</b>	Scatacook	4	0	0.0%

**Table 91: Town Gender Balance – Sea Scouts**

Town	District	Total Males	Total Females	Female %
<b>Norwalk</b>	Powahay	5	3	37.5%
<b>Bridgeport</b>	Pomperaug	7	4	36.4%
<b>Madison</b>	Quinnipiac	5	2	28.6%
<b>Fairfield</b>	Pomperaug	7	1	12.5%
<b>Newtown</b>	Scatacook	4	0	0.0%

**Table 92: Town Gender Balance – Exploring**

Town	District	Total Males	Total Females	Female %
<b>Bridgeport</b>	Pomperaug	14	14	50.0%
<b>Branford</b>	Quinnipiac	12	7	36.8%
<b>East Haven</b>	Quinnipiac	5	2	28.6%
<b>Weston</b>	Pomperaug	5	2	28.6%
<b>North Haven</b>	Pomperaug	13	1	7.1%
<b>North Branford</b>	Quinnipiac	7	0	0.0%

## Market Share

The tables below show market share numbers for the town sorted from highest to lowest market share. Approximately a third of towns had a market share greater than 5%, and two thirds hitting the benchmark value of 3%. The Cub Scout program showed similar results to the overall numbers, but the Scouts BSA program had a much larger fraction of towns hitting both the 5% and 3% marks.

# Connecticut Yankee Council Membership Growth Plan

**Table 93: Town Market Share**

Town	District	Total Available Youth	2022 Market Share	2021 Market Share	Growth Rate
Woodbridge	Quinnipiac	1,316	10.11%	9.88%	0.23%
Sherman	Scatacook	567	8.29%	7.05%	1.23%
Newtown	Scatacook	5,060	7.67%	7.39%	0.28%
North Branford	Quinnipiac	1,070	7.66%	6.64%	1.03%
Easton	Pomperaug	1,334	7.35%	7.12%	0.22%
Bethany	Quinnipiac	842	7.01%	6.53%	0.48%
Trumbull	Pomperaug	6,161	6.31%	6.15%	0.16%
Redding	Scatacook	1,596	6.02%	6.20%	-0.19%
Monroe	Pomperaug	3,246	5.98%	5.39%	0.59%
Darien	Powahay	5,035	5.96%	5.88%	0.08%
New Canaan	Powahay	4033	5.73%	5.43%	0.30%
Fairfield	Pomperaug	10,154	5.72%	5.34%	0.38%
New Haven	Togo West	17,926	4.98%	3.74%	1.24%
Guilford	Quinnipiac	3,293	4.89%	4.65%	0.24%
Wilton	Powahay	3,822	4.84%	4.87%	-0.03%
Brookfield	Scatacook	2,636	4.82%	5.08%	-0.27%
Ridgefield	Scatacook	4,812	4.38%	4.63%	-0.25%
Bethel	Scatacook	2,813	4.27%	4.12%	0.14%
New Fairfield	Scatacook	2,443	4.22%	4.58%	-0.37%
North Haven	Quinnipiac	3,110	4.12%	3.12%	1.00%
Madison	Quinnipiac	2,785	4.02%	4.02%	0.00%
Weston	Pomperaug	2,129	3.57%	4.04%	-0.47%
Orange	Quinnipiac	2,129	3.19%	2.63%	0.56%
Westport	Pomperaug	5,368	3.11%	3.39%	-0.28%
Southington	Quinnipiac	6,104	2.82%	2.92%	-0.10%
Milford	Quinnipiac	6,739	2.76%	2.79%	-0.03%
Branford	Quinnipiac	3,894	2.54%	3.16%	-0.62%
Wallingford	Quinnipiac	5,797	2.40%	2.54%	-0.14%
Stratford	Pomperaug	7,172	1.73%	1.70%	0.03%
Danbury	Scatacook	10,571	1.57%	1.49%	0.09%
East Haven	Quinnipiac	3,712	1.54%	1.45%	0.08%
Hamden	Quinnipiac	7,282	1.29%	1.35%	-0.05%
Stamford	Powahay	17,311	1.20%	1.22%	-0.02%
Norwalk	Powahay	12,106	1.12%	1.12%	0.00%
West Haven	Quinnipiac	7,209	1.05%	0.97%	0.08%
Bridgeport	Pomperaug	22,596	1.00%	0.75%	0.24%
Meriden	Quinnipiac	8,782	0.43%	0.49%	-0.06%

# Connecticut Yankee Council Membership Growth Plan

**Table 94: Town Membership Growth – Cub Scouts**

Town	District	Total Available Youth	2022 Market Share	2021 Market Share	Growth Rate
Easton	Pomperaug	492	13.01%	12.80%	0.20%
North Branford	Quinnipiac	475	10.53%	7.16%	3.37%
Sherman	Quinnipiac	236	10.17%	8.05%	2.12%
New Haven	Scatacook	9079	9.84%	7.34%	2.50%
Trumbull	Quinnipiac	2632	8.51%	7.52%	0.99%
Darien	Pomperaug	2228	8.44%	7.99%	0.45%
Monroe	Scatacook	1265	8.38%	7.91%	0.47%
Bethany	Quinnipiac	359	8.36%	7.52%	0.84%
Redding	Quinnipiac	644	8.23%	8.39%	-0.16%
New Canaan	Scatacook	1639	8.05%	8.05%	0.00%
Newtown	Quinnipiac	2009	7.72%	6.92%	0.80%
Fairfield	Powahay	4649	7.59%	6.45%	1.14%
Woodbridge	Quinnipiac	543	7.37%	7.92%	-0.55%
Orange	Pomperaug	934	7.28%	5.35%	1.93%
Madison	Togo West	1074	6.70%	5.68%	1.02%
Guilford	Powahay	1451	6.06%	4.96%	1.10%
Brookfield	Pomperaug	1088	5.61%	5.42%	0.18%
Weston	Powahay	796	5.03%	5.90%	-0.88%
Bethel	Scatacook	1266	4.98%	4.42%	0.55%
Wilton	Pomperaug	1568	4.97%	5.74%	-0.77%
Ridgefield	Quinnipiac	1923	4.73%	4.78%	-0.05%
North Haven	Pomperaug	1346	4.68%	2.97%	1.71%
New Fairfield	Scatacook	985	4.16%	4.87%	-0.71%
Southington	Quinnipiac	2844	3.23%	3.09%	0.14%
Milford	Powahay	3101	2.87%	2.97%	-0.10%
Wallingford	Quinnipiac	2732	2.82%	2.45%	0.37%
Westport	Quinnipiac	2276	2.72%	3.16%	-0.44%
Stratford	Scatacook	3370	1.54%	1.36%	0.18%
Branford	Scatacook	1768	1.53%	2.21%	-0.68%
Bridgeport	Quinnipiac	11454	1.36%	1.19%	0.17%
West Haven	Powahay	3553	1.35%	1.15%	0.20%
Stamford	Pomperaug	8870	1.29%	1.22%	0.07%
Danbury	Quinnipiac	5536	1.14%	0.78%	0.36%
Norwalk	Quinnipiac	6334	0.69%	0.73%	-0.03%
Hamden	Pomperaug	3575	0.62%	0.59%	0.03%
East Haven	Scatacook	1841	0.60%	0.65%	-0.05%
Meriden	Quinnipiac	4343	0.39%	0.51%	-0.12%

# Connecticut Yankee Council Membership Growth Plan

**Table 95: Town Market Share – Scouts BSA**

Town	District	Total Available Youth	2022 Market Share	2021 Market Share	Growth Rate
Woodbridge	Quinnipiac	354	26.27%	24.58%	1.69%
Newtown	Scatacook	1427	16.05%	16.19%	-0.14%
Sherman	Scatacook	151	12.58%	11.26%	1.32%
Bethany	Quinnipiac	233	12.45%	12.02%	0.43%
Wilton	Powahay	1093	9.79%	8.78%	1.01%
Trumbull	Pomperaug	1690	9.76%	10.71%	-0.95%
Monroe	Pomperaug	908	9.69%	8.26%	1.43%
Redding	Scatacook	447	9.62%	9.62%	0.00%
Brookfield	Scatacook	701	9.42%	10.70%	-1.28%
New Fairfield	Scatacook	680	9.12%	9.41%	-0.29%
Ridgefield	Scatacook	1343	8.94%	9.75%	-0.82%
New Canaan	Powahay	1111	8.91%	7.83%	1.08%
North Branford	Quinnipiac	286	8.74%	10.49%	-1.75%
Easton	Pomperaug	389	8.74%	8.23%	0.51%
Guilford	Quinnipiac	877	8.32%	9.24%	-0.91%
Darien	Powahay	1378	8.13%	8.56%	-0.44%
Fairfield	Pomperaug	2744	8.02%	8.31%	-0.29%
Bethel	Scatacook	759	7.51%	7.91%	-0.40%
Westport	Pomperaug	1468	7.15%	7.49%	-0.34%
North Haven	Quinnipiac	840	6.07%	5.60%	0.48%
Milford	Quinnipiac	1793	5.41%	5.35%	0.06%
Branford	Quinnipiac	1010	5.05%	5.84%	-0.79%
Southington	Quinnipiac	1600	5.00%	5.63%	-0.63%
Weston	Pomperaug	633	4.58%	5.37%	-0.79%
East Haven	Quinnipiac	906	4.30%	4.08%	0.22%
Madison	Quinnipiac	771	4.28%	5.97%	-1.69%
Wallingford	Quinnipiac	1485	4.18%	5.39%	-1.21%
Danbury	Scatacook	2536	4.06%	4.50%	-0.43%
Stratford	Pomperaug	1830	3.93%	4.15%	-0.22%
Hamden	Quinnipiac	1803	3.77%	4.16%	-0.39%
Norwalk	Powahay	2880	2.85%	2.53%	0.31%
Stamford	Powahay	4180	2.25%	2.46%	-0.22%
West Haven	Quinnipiac	1829	1.53%	1.59%	-0.05%
Meriden	Quinnipiac	2146	0.98%	0.98%	0.00%
Bridgeport	Pomperaug	5558	0.54%	0.43%	0.11%
Orange	Quinnipiac	555	0.00%	1.08%	-1.08%

# Connecticut Yankee Council Membership Growth Plan

**Table 96: Town Market Share – Venturing**

Town	District	Total Available Youth	2022 Market Share	2021 Market Share	Growth Rate
Sherman	Scatacook	180	2.22%	2.22%	0.00%
Hamden	Quinnipiac	1904	0.21%	0.11%	0.11%
Branford	Quinnipiac	1116	0.18%	0.18%	0.00%
Norwalk	Powahay	2892	0.07%	0.28%	-0.21%
Bethel	Scatacook	788	0.00%	0.00%	0.00%
Darien	Powahay	1429	0.00%	0.00%	0.00%
Fairfield	Pomperaug	2761	0.00%	0.07%	-0.07%
North Haven	Quinnipiac	924	0.00%	0.00%	0.00%
Redding	Scatacook	505	0.00%	0.40%	-0.40%

**Table 97: Town Market Share – Sea Scouts**

Town	District	Total Available Youth	2022 Market Share	2021 Market Share	Growth Rate
Madison	Quinnipiac	940	0.74%	0.53%	0.21%
Fairfield	pomperaug	2761	0.29%	0.43%	-0.14%
Norwalk	Powahay	2892	0.28%	0.31%	-0.03%
Newtown	Scatacook	1624	0.25%	0.25%	0.00%
Bridgeport	pomperaug	5584	0.20%	0.18%	0.02%
New Haven	Togo West	4417	0.00%	0.09%	-0.09%

**Table 98: Town Market Share – Exploring**

Town	District	Total Available Youth	2022 Market Share	2021 Market Share	Growth Rate
North Branford	Quinnipiac	309	2.27%	2.27%	0.00%
Branford	Quinnipiac	1116	1.70%	2.06%	-0.36%
North Haven	Quinnipiac	924	1.52%	1.08%	0.43%
Weston	Pomperaug	700	1.00%	0.71%	0.29%
East Haven	Quinnipiac	965	0.73%	0.52%	0.21%
Bridgeport	Pomperaug	5584	0.50%	0.00%	0.50%

## Adult Volunteers

Growth in adults was shown in all town except for Weston. When focusing only on Cub Scouts a similar trend is seen with only two towns showing declines: Sherman and Branford. Adult volunteer growth was not nearly as robust for the Scouts BSA program with 40% of towns showing declines in adult volunteers.

# Connecticut Yankee Council Membership Growth Plan

**Table 99: District Adult Volunteer Growth**

Town	District	2022 Year End Adults	2022 Adult Growth Rate	2022 Adult to Youth Ratio	2021 Adult Growth Rate	2021 Adult to Youth Ratio
Orange	Quinnipiac	31	61.3%	0.46	0.0%	0.21
Bridgeport	Pomperaug	103	57.3%	0.40	20.5%	0.25
New Haven	Togo West	163	55.8%	0.08	43.4%	0.08
West Haven	Quinnipiac	50	50.0%	0.66	-48.0%	0.36
North Branford	Quinnipiac	50	48.0%	0.61	-19.2%	0.37
Wilton	Powahay	67	40.3%	0.36	15.0%	0.22
Monroe	Pomperaug	74	39.2%	0.38	0.0%	0.26
North Haven	Quinnipiac	78	37.2%	0.61	-24.5%	0.51
Darien	Powahay	109	28.4%	0.36	2.6%	0.26
Bethany	Quinnipiac	25	28.0%	0.42	5.6%	0.33
Fairfield	Pomperaug	219	27.4%	0.40	-5.0%	0.30
Hamden	Quinnipiac	49	26.5%	0.52	-16.7%	0.37
Guilford	Quinnipiac	99	26.3%	0.61	-15.1%	0.48
Madison	Quinnipiac	51	21.6%	0.46	37.5%	0.36
Brookfield	Scatacook	52	21.2%	0.41	0.0%	0.31
Norwalk	Powahay	57	21.1%	0.42	0.0%	0.33
Easton	Pomperaug	39	20.5%	0.40	9.7%	0.33
New Canaan	Powahay	69	20.3%	0.33	3.6%	0.27
Stamford	Powahay	106	19.8%	0.51	1.2%	0.40
Bethel	Scatacook	50	18.0%	0.42	4.9%	0.35
Trumbull	Pomperaug	157	16.6%	0.40	9.9%	0.35
Stratford	Pomperaug	74	16.2%	0.60	-3.2%	0.51
Newtown	Scatacook	147	15.6%	0.38	-11.3%	0.33
New Fairfield	Scatacook	52	15.4%	0.50	-6.8%	0.39
Danbury	Scatacook	86	14.0%	0.52	-14.9%	0.47
Woodbridge	Quinnipiac	67	13.4%	0.50	-8.6%	0.45
Ridgefield	Scatacook	82	13.4%	0.39	-19.7%	0.32
East Haven	Quinnipiac	56	12.5%	0.98	-4.1%	0.91
Redding	Scatacook	24	12.5%	0.25	-57.1%	0.21
Milford	Quinnipiac	107	12.1%	0.58	-14.9%	0.50
Wallingford	Quinnipiac	92	10.9%	0.66	-4.9%	0.56
Westport	Pomperaug	59	6.8%	0.35	-1.8%	0.30
Southington	Quinnipiac	85	5.9%	0.49	-18.8%	0.45
Branford	Quinnipiac	52	0.0%	0.63	-7.7%	0.50
Meriden	Quinnipiac	23	0.0%	0.61	-30.4%	0.53
Sherman	Scatacook	25	0.0%	0.53	-36.0%	0.63
Weston	Pomperaug	20	-10.0%	0.26	36.4%	0.26

# Connecticut Yankee Council Membership Growth Plan

**Table 100: District Adult Volunteer Growth – Cub Scouts**

Town	District	2022 Year End Adults	2022 Adult Growth Rate	2022 Adult to Youth Ratio	2021 Adult Growth Rate	2021 Adult to Youth Ratio
East Haven	Quinnipiac	8	87.5%	0.73	-100.0%	0.08
Hamden	Quinnipiac	12	75.0%	0.55	-33.3%	0.14
Orange	Quinnipiac	31	74.2%	0.46	-12.5%	0.16
North Haven	Quinnipiac	36	69.4%	0.57	-9.1%	0.28
New Haven	Togo West	137	68.6%	0.14	-20.9%	0.06
Weston	Pomperaug	9	66.7%	0.23	-33.3%	0.06
Redding	Scatacook	14	64.3%	0.26	-60.0%	0.09
North Branford	Quinnipiac	27	63.0%	0.54	-40.0%	0.29
Bridgeport	Pomperaug	50	62.0%	0.32	31.6%	0.14
West Haven	Quinnipiac	21	61.9%	0.44	-62.5%	0.20
Monroe	Pomperaug	52	61.5%	0.49	-10.0%	0.20
Bethany	Quinnipiac	10	60.0%	0.33	0.0%	0.15
Fairfield	Pomperaug	118	56.8%	0.37	-29.4%	0.18
Stamford	Powahay	50	54.0%	0.44	0.0%	0.21
Guilford	Quinnipiac	39	53.8%	0.44	-33.3%	0.25
Bethel	Scatacook	22	50.0%	0.35	0.0%	0.20
Wilton	Powahay	28	50.0%	0.36	-7.1%	0.16
Wallingford	Quinnipiac	33	48.5%	0.43	11.8%	0.25
Westport	Pomperaug	23	47.8%	0.37	-8.3%	0.17
New Canaan	Powahay	41	46.3%	0.31	-40.9%	0.17
Newtown	Scatacook	59	45.8%	0.38	-65.6%	0.23
Easton	Pomperaug	19	42.1%	0.30	-27.3%	0.17
Trumbull	Pomperaug	79	40.5%	0.35	2.1%	0.24
Woodbridge	Quinnipiac	15	40.0%	0.38	-66.7%	0.21
Milford	Quinnipiac	40	37.5%	0.45	-24.0%	0.27
Brookfield	Scatacook	19	36.8%	0.31	33.3%	0.20
Meriden	Quinnipiac	11	36.4%	0.65	28.6%	0.32
Ridgefield	Scatacook	36	36.1%	0.40	-43.5%	0.25
Danbury	Scatacook	32	34.4%	0.51	-47.6%	0.49
Darien	Powahay	56	33.9%	0.30	8.1%	0.21
Stratford	Pomperaug	29	31.0%	0.56	10.0%	0.43
New Fairfield	Scatacook	21	28.6%	0.51	-20.0%	0.31
Norwalk	Powahay	19	26.3%	0.43	-14.3%	0.30
Southington	Quinnipiac	37	24.3%	0.40	-50.0%	0.32
Madison	Quinnipiac	24	16.7%	0.33	25.0%	0.33
Sherman	Scatacook	14	-7.1%	0.58	6.7%	0.79
Branford	Quinnipiac	8	-12.5%	0.80	-22.2%	0.45



# Connecticut Yankee Council Membership Growth Plan

**Table 101: District Adult Volunteer Growth – Scouts BSA**

Town	District	2022 Year End Adults	2022 Adult Growth Rate	2022 Adult to Youth Ratio	2021 Adult Growth Rate	2021 Adult to Youth Ratio
West Haven	Quinnipiac	29	41.4%	1.04	-41.2%	0.59
Madison	Quinnipiac	22	36.4%	0.67	28.6%	0.30
Norwalk	Powahay	33	36.4%	0.40	-9.5%	0.29
North Branford	Quinnipiac	18	33.3%	0.72	-41.7%	0.40
Wilton	Powahay	39	33.3%	0.36	26.9%	0.27
Bridgeport	Pomperaug	31	29.0%	0.51	18.2%	0.73
Darien	Powahay	53	22.6%	0.47	-2.4%	0.35
Hamden	Quinnipiac	28	14.3%	0.41	-20.8%	0.32
Brookfield	Scatacook	33	12.1%	0.50	-13.8%	0.39
Sherman	Scatacook	11	9.1%	0.58	-100.0%	0.59
Guilford	Quinnipiac	60	8.3%	0.82	-9.1%	0.68
Bethany	Quinnipiac	15	6.7%	0.52	7.1%	0.50
Stratford	Pomperaug	45	6.7%	0.63	-9.5%	0.55
New Fairfield	Scatacook	31	6.5%	0.50	0.0%	0.45
Woodbridge	Quinnipiac	52	5.8%	0.56	2.0%	0.56
Branford	Quinnipiac	33	3.0%	0.65	6.3%	0.54
North Haven	Quinnipiac	35	2.9%	0.69	-20.6%	0.72
Danbury	Scatacook	54	1.9%	0.52	-1.9%	0.46
East Haven	Quinnipiac	44	0.0%	1.13	4.5%	1.19
Easton	Pomperaug	20	0.0%	0.59	30.0%	0.63
Fairfield	Pomperaug	98	0.0%	0.45	8.2%	0.43
Orange	Quinnipiac	0	0.0%	0.00	25.0%	0.67
Milford	Quinnipiac	67	-3.0%	0.69	-11.6%	0.72
Ridgefield	Scatacook	46	-4.3%	0.38	-8.3%	0.37
Newtown	Scatacook	88	-4.5%	0.38	7.6%	0.40
Bethel	Scatacook	28	-7.1%	0.49	13.3%	0.50
Trumbull	Pomperaug	78	-7.7%	0.47	14.3%	0.46
Southington	Quinnipiac	48	-8.3%	0.60	-1.9%	0.58
Wallingford	Quinnipiac	59	-10.2%	0.95	-9.2%	0.81
Stamford	Powahay	56	-10.7%	0.60	1.6%	0.60
Monroe	Pomperaug	22	-13.6%	0.25	8.0%	0.33
New Canaan	Powahay	28	-17.9%	0.35	33.3%	0.47
Westport	Pomperaug	36	-19.4%	0.34	0.0%	0.39
New Haven	Togo West	19	-26.3%	0.02	41.7%	0.03
Meriden	Quinnipiac	12	-33.3%	0.57	-56.3%	0.76
Redding	Scatacook	10	-50.0%	0.23	-60.0%	0.35
Weston	Pomperaug	9	-88.9%	0.31	41.2%	0.50



# Connecticut Yankee Council Membership Growth Plan

**Table 102: District Adult Volunteer Growth – Venturing**

Town	District	2022 Year End Adults	2022 Adult Growth Rate	2022 Adult to Youth Ratio	2021 Adult Growth Rate	2021 Adult to Youth Ratio
Branford	Quinnipiac	1	100.0%	0.50	0.0%	0.00
New Haven	Togo West	7	71.4%	0.05	96.6%	0.52
Hamden	Quinnipiac	9	0.0%	2.25	0.0%	4.50
Norwalk	Powahay	2	-250.0%	1.00	57.1%	0.88

**Table 103: District Adult Volunteer Growth – Sea Scouts**

Town	District	2022 Year End Adults	2022 Adult Growth Rate	2022 Adult to Youth Ratio	2021 Adult Growth Rate	2021 Adult to Youth Ratio
Bridgeport	Pomperaug	9	66.7%	0.82	-33.3%	0.30
Fairfield	Pomperaug	3	0.0%	0.38	-33.3%	0.25
Norwalk	Powahay	3	0.0%	0.38	0.0%	0.33
Madison	Quinnipiac	5	-20.0%	0.71	100.0%	1.20

**Table 104: District Adult Volunteer Growth – Exploring**

Town	District	2022 Year End Adults	2022 Adult Growth Rate	2022 Adult to Youth Ratio	2021 Adult Growth Rate	2021 Adult to Youth Ratio
Bridgeport	Pomperaug	13	100.0%	0.46	0.0%	0.00
North Haven	Quinnipiac	7	42.9%	0.50	-25.0%	0.40
North Branford	Quinnipiac	5	20.0%	0.71	100.0%	0.57
East Haven	Quinnipiac	4	0.0%	0.57	-75.0%	0.80
Weston	Pomperaug	2	0.0%	0.29	100.0%	0.40
Branford	Quinnipiac	10	-10.0%	0.53	-9.1%	0.48

## Unit Level Results

Results shown in the unit level results will be limited to the top 10% of units and bottom 10% of units in the benchmark parameter. Full results are not shown for brevity but are available upon request. The top 10% are shown as these are the units that likely have the winning strategy for membership and can be polled and their methods can be distributed to all the other units. The bottom 10% are also shown since these are the units that are struggling most and would benefit most from coaching from the council team.

Results for this section will be limited to just Cub Scouts and Scouts BSA since all the other programs are so small that the town and unit level results will be almost identical.

## Membership Growth

Both the highest and lowest growth rates were spread across all the districts. The highest growth units were much more than those of the most declined units.

# Connecticut Yankee Council Membership Growth Plan

**Table 105: Highest Member Growth Cub Scout Units**

Unit	Town	District	2022 Member Growth	2022 Growth Rate	2021 Member Growth	2021 Growth Rate
Pack 1300	New Haven	Togo West	74	411.1%	18	1500.0%
Pack 4200	New Haven	Togo West	68	377.8%	-2	1700.0%
Pack 4288	New Haven	Togo West	45	63.4%	0	6700.0%
Pack 4230	New Haven	Togo West	30	Infinite	N/A	0.0%
Pack 4289	New Haven	Togo West	27	103.8%	26	2600.0%
Pack 3002	Bridgeport	Togo West	26	520.0%	5	500.0%
Pack 810	North Haven	Quinnipiac	23	57.5%	15	3100.0%
Pack 217	Newtown	Scatacook	20	Infinite	N/A	0.0%
Pack 64	Trumbull	Pomperaug	18	62.1%	-28	3000.0%
Pack 28	Danbury	Scatacook	18	Infinite	N/A	0.0%
Pack 922	Orange	Quinnipiac	18	36.0%	-12	3900.0%
Pack 89	Fairfield	Pomperaug	16	94.1%	17	0.0%
Pack 45	New Canaan	Powahay	14	82.4%	0	1600.0%
Pack 19	Southington	Quinnipiac	14	63.6%	-16	1400.0%

**Table 106: Highest Growth Rate Cub Scout Units**

Unit	Town	District	2022 Member Growth	2022 Growth Rate	2021 Member Growth	2021 Growth Rate
Pack 3002	Bridgeport	Togo West	26	520.0%	5	500.0%
Pack 1300	New Haven	Togo West	74	411.1%	18	1500.0%
Pack 4200	New Haven	Togo West	68	377.8%	-2	1700.0%
Pack 4289	New Haven	Togo West	27	103.8%	26	2600.0%
Pack 4100	New Haven	Togo West	6	100.0%	-15	600.0%
Pack 1600	New Haven	Togo West	12	100.0%	12	1200.0%
Pack 89	Fairfield	Pomperaug	16	94.1%	17	0.0%
Pack 45	New Canaan	Powahay	14	82.4%	0	1600.0%
Pack 52	Danbury	Scatacook	11	78.6%	-4	800.0%
Pack 455	North Branford	Quinnipiac	9	64.3%	-7	1300.0%
Pack 19	Southington	Quinnipiac	14	63.6%	-16	1400.0%
Pack 4288	New Haven	Togo West	45	63.4%	0	6700.0%
Pack 64	Trumbull	Pomperaug	18	62.1%	-28	3000.0%
Pack 810	North Haven	Quinnipiac	23	57.5%	15	3100.0%

# Connecticut Yankee Council Membership Growth Plan

**Table 107: Lowest Member Growth Cub Scout Units**

Unit	Town	District	2022 Member Growth	2022 Growth Rate	2021 Member Growth	2021 Growth Rate
Pack 70	New Canaan	Powahay	-21	-35.6%	-14	3500.0%
Pack 126	Ridgefield	Scatacook	-17	-100.0%	-8	0.0%
Pack 34	Bridgeport	Pomperaug	-16	-43.2%	25	2200.0%
Pack 103	Bridgeport	Pomperaug	-16	-48.5%	3	1300.0%
Pack 72	Southington	Quinnipiac	-15	-62.5%	-10	1600.0%
Pack 4265	New Haven	Togo West	-14	-53.8%	-10	1200.0%
Pack 470	Newtown	Scatacook	-11	-15.7%	8	4700.0%
Pack 39	Westport	Pomperaug	-10	-13.9%	9	4600.0%
Pack 17	Wilton	Powahay	-9	-17.6%	-15	3800.0%
Pack 1100	New Haven	Togo West	-9	-60.0%	15	700.0%
Pack 38	Bridgeport	Pomperaug	-8	-57.1%	6	600.0%
Pack 8	Stamford	Powahay	-8	-42.1%	3	1100.0%
Pack 137	New Fairfield	Scatacook	-8	-22.2%	-5	3000.0%
Pack 17	Milford	Quinnipiac	-8	-61.5%	-8	500.0%

**Table 108: Lowest Growth Rate Cub Scout Units**

Unit	Town	District	2022 Member Growth	2022 Growth Rate	2021 Member Growth	2021 Growth Rate
Pack 4247	New Haven	Togo West	-8	-72.7%	-11	300.0%
Pack 72	Southington	Quinnipiac	-15	-62.5%	-10	1600.0%
Pack 17	Milford	Quinnipiac	-8	-61.5%	-8	500.0%
Pack 1100	New Haven	Togo West	-9	-60.0%	15	700.0%
Pack 38	Bridgeport	Pomperaug	-8	-57.1%	6	600.0%
Pack 4265	New Haven	Togo West	-14	-53.8%	-10	1200.0%
Pack 103	Bridgeport	Pomperaug	-16	-48.5%	3	1300.0%
Pack 172	Stratford	Pomperaug	-7	-43.8%	-10	0.0%
Pack 34	Bridgeport	Pomperaug	-16	-43.2%	25	2200.0%
Pack 8	Stamford	Powahay	-8	-42.1%	3	1100.0%
Pack 4283	New Haven	Togo West	-6	-37.5%	-1	1000.0%
Pack 70	New Canaan	Powahay	-21	-35.6%	-14	3500.0%
Pack 614	Hamden	Quinnipiac	-7	-33.3%	-14	0.0%
Pack 4291	New Haven	Togo West	-2	-33.3%	0	400.0%

# Connecticut Yankee Council Membership Growth Plan

**Table 109: Highest Member Growth Scouts BSA Units**

Unit	Town	District	2022 Member Growth	2022 Growth Rate	2021 Member Growth	2021 Growth Rate
<b>Troop 1800</b>	New Haven	Togo West	25	Infinite	N/A	Infinite
<b>Troop 1100</b>	New Haven	Togo West	22	220.0%	10	100.0%
<b>Troop 2200</b>	New Haven	Togo West	21	Infinite	N/A	Infinite
<b>Troop 1101</b>	New Haven	Togo West	13	144.4%	9	100.0%
<b>Troop 1801</b>	New Haven	Togo West	12	Infinite	N/A	Infinite
<b>Troop 2201</b>	New Haven	Togo West	12	Infinite	N/A	Infinite
<b>Troop 125</b>	Wilton	Powahay	11	0.0%	4	11.8%
<b>Troop 4230</b>	New Haven	Togo West	10	Infinite	N/A	Infinite
<b>Troop 270</b>	Newtown	Scatacook	10	33.3%	-4	-13.3%
<b>Troop 4231</b>	New Haven	Togo West	9	Infinite	N/A	Infinite
<b>Troop 70</b>	New Canaan	Powahay	9	18.4%	-16	-32.7%
<b>Troop 217</b>	Danbury	Scatacook	8	Infinite	N/A	Infinite
<b>Troop 475</b>	Guilford	Quinnipiac	8	Infinite	N/A	Infinite
<b>Troop 9</b>	Stamford	Powahay	8	0.0%	-9	-50.0%

**Table 110: Highest Growth Rate Scouts BSA Units**

Unit	Town	District	2022 Member Growth	2022 Growth Rate	2021 Member Growth	2021 Growth Rate
<b>Troop 1100</b>	New Haven	Togo West	22	220.0%	10	100.0%
<b>Troop 1101</b>	New Haven	Togo West	13	144.4%	9	100.0%
<b>Troop 48</b>	Darien	Powahay	8	133.3%	0	0.0%
<b>Troop 235</b>	Newtown	Scatacook	3	100.0%	-2	-66.7%
<b>Troop 907</b>	Woodbridge	Quinnipiac	8	53.3%	6	40.0%
<b>Troop 222</b>	Norwalk	Powahay	7	50.0%	-8	-57.1%
<b>Troop 410</b>	Woodbridge	Quinnipiac	4	44.4%	3	33.3%
<b>Troop 34</b>	Bridgeport	Pomperaug	6	42.9%	2	14.3%
<b>Troop 139</b>	Westport	Pomperaug	7	35.0%	4	20.0%
<b>Troop 270</b>	Newtown	Scatacook	10	33.3%	-4	-13.3%
<b>Troop 870</b>	Newtown	Scatacook	4	30.8%	4	30.8%
<b>Troop 252</b>	Newtown	Scatacook	2	25.0%	0	0.0%
<b>Troop 145</b>	Southington	Quinnipiac	1	25.0%	4	100.0%
<b>Troop 931</b>	Bethany	Quinnipiac	3	23.1%	0	0.0%

# Connecticut Yankee Council Membership Growth Plan

**Table 111: Lowest Member Growth Scouts BSA Units**

Unit	Town	District	2022 Member Growth	2022 Growth Rate	2021 Member Growth	2021 Growth Rate
<b>Troop 116</b>	Ridgefield	Scatacook	-10	-20.0%	-2	-4.0%
<b>Troop 52</b>	Danbury	Scatacook	-10	0.0%	-5	-11.1%
<b>Troop 35</b>	Darien	Powahay	-9	0.0%	-11	-20.0%
<b>Troop 82</b>	Fairfield	Pomperaug	-8	-13.3%	-3	-5.0%
<b>Troop 11</b>	Stamford	Powahay	-8	-19.5%	-1	-2.4%
<b>Troop 70</b>	Newtown	Scatacook	-8	-19.5%	0	0.0%
<b>Troop 490</b>	Madison	Quinnipiac	-8	-25.0%	-12	-37.5%
<b>Troop 474</b>	Guilford	Quinnipiac	-8	-30.8%	-1	-3.8%
<b>Troop 15</b>	Stamford	Powahay	-8	0.0%	12	27.9%
<b>Troop 65</b>	Trumbull	Pomperaug	-7	-11.7%	-7	-11.7%
<b>Troop 471</b>	Guilford	Quinnipiac	-7	-18.9%	-7	-18.9%
<b>Troop 42</b>	New Fairfield	Scatacook	-7	-23.3%	-2	-6.7%
<b>Troop 5</b>	Wallingford	Quinnipiac	-7	-25.9%	-2	-7.4%
<b>Troop 614</b>	Hamden	Quinnipiac	-7	-35.0%	6	30.0%

**Table 112: Lowest Growth Rate Cub Scout Units**

Unit	Town	District	2022 Member Growth	2022 Growth Rate	2021 Member Growth	2021 Growth Rate
<b>Troop 20</b>	Stratford	Pomperaug	-3	-50.0%	-1	-16.7%
<b>Troop 453</b>	North Branford	Quinnipiac	-4	-40.0%	-2	-20.0%
<b>Troop 1</b>	Wallingford	Quinnipiac	-7	-36.8%	-3	-15.8%
<b>Troop 494</b>	Madison	Quinnipiac	-5	-35.7%	-1	-7.1%
<b>Troop 614</b>	Hamden	Quinnipiac	-7	-35.0%	6	30.0%
<b>Troop 75</b>	Stratford	Pomperaug	-2	-33.3%	-3	-50.0%
<b>Troop 428</b>	Branford	Quinnipiac	-1	-33.3%	-3	-100.0%
<b>Troop 474</b>	Guilford	Quinnipiac	-8	-30.8%	-1	-3.8%
<b>Troop 59</b>	Bethany	Quinnipiac	-3	-30.0%	-5	-50.0%
<b>Troop 76</b>	Stratford	Pomperaug	-5	-27.8%	-2	-11.1%
<b>Troop 33</b>	Danbury	Scatacook	-5	-27.8%	-6	-33.3%
<b>Troop 5</b>	Wallingford	Quinnipiac	-7	-25.9%	-2	-7.4%
<b>Troop 490</b>	Madison	Quinnipiac	-8	-25.0%	-12	-37.5%
<b>Troop 899</b>	West Haven	Quinnipiac	-4	-25.0%	-4	-25.0%

# Connecticut Yankee Council Membership Growth Plan

## Recruitment

Like growth, high recruitment was seen across all districts. For the Cub Scouts the lowest recruitment all took place in Togo West District. However, most concerning is that around 15% of Scouts BSA units did not recruit a single scout in 2022.

**Table 113: Highest Cub Scouts Recruited by a Unit**

Unit	Town	District	2022 Member Recruited	2022 Growth Rate	2021 Member Recruited	2021 Growth Rate
Pack 1300	New Haven	Togo West	76	82.6%	19	105.6%
Pack 4200	New Haven	Togo West	70	81.4%	1	5.6%
Pack 4288	New Haven	Togo West	49	42.2%	0	0.0%
Pack 810	North Haven	Quinnipiac	33	52.4%	20	50.0%
Pack 922	Orange	Quinnipiac	32	47.1%	11	22.0%
Pack 4230	New Haven	Togo West	30	100.0%	0	N/A
Pack 4289	New Haven	Togo West	27	50.9%	26	100.0%
Pack 270	Newtown	Scatacook	26	34.2%	29	44.6%
Pack 3002	Bridgeport	Togo West	26	83.9%	5	100.0%
Pack 161	Darien	Powahay	25	30.9%	22	28.6%
Pack 262	Monroe	Pomperaug	24	49.0%	12	31.6%
Pack 199	Fairfield	Pomperaug	23	37.7%	14	26.9%
Pack 22	Wilton	Powahay	23	63.9%	8	20.5%
Pack 156	Bethel	Scatacook	23	36.5%	17	30.4%
Pack 261	Trumbull	Pomperaug	22	42.3%	10	20.8%

# Connecticut Yankee Council Membership Growth Plan

**Table 114: Lowest Cub Scouts Recruited by a Unit**

Unit	Town	District	2022 Member Recruited	2022 Growth Rate	2021 Member Recruited	2021 Growth Rate
Pack 1100	New Haven	Togo West	0	0.0%	15	100.0%
Pack 1400	New Haven	Togo West	0	0.0%	15	100.0%
Pack 1500	New Haven	Togo West	0	0.0%	10	100.0%
Pack 2000	New Haven	Togo West	0	0.0%	69	100.0%
Pack 2100	New Haven	Togo West	0	0.0%	41	100.0%
Pack 3001	Bridgeport	Togo West	0	0.0%	7	100.0%
Pack 4208	New Haven	Togo West	0	0.0%	5	38.5%
Pack 4212	New Haven	Togo West	0	0.0%	0	0.0%
Pack 4213	New Haven	Togo West	0	0.0%	2	8.3%
Pack 4229	New Haven	Togo West	0	0.0%	12	44.4%
Pack 4247	New Haven	Togo West	0	0.0%	0	0.0%
Pack 4265	New Haven	Togo West	0	0.0%	0	0.0%
Pack 4283	New Haven	Togo West	0	0.0%	0	0.0%
Pack 4286	New Haven	Togo West	0	0.0%	6	54.5%

**Table 115: Highest Scouts BSA Recruited by a Unit**

Unit	Town	District	2022 Member Recruited	2022 Growth Rate	2021 Member Recruited	2021 Growth Rate
Troop 1800	New Haven	Togo West	25	100.0%	0	N/A
Troop 2200	New Haven	Togo West	21	100.0%	0	N/A
Troop 1801	New Haven	Togo West	12	100.0%	0	N/A
Troop 2201	New Haven	Togo West	12	100.0%	0	N/A
Troop 9	Stamford	Powahay	10	38.5%	1	5.6%
Troop 610	North Haven	Quinnipiac	10	34.5%	6	25.0%
Troop 4230	New Haven	Togo West	10	100.0%	0	N/A
Troop 48	Darien	Powahay	9	64.3%	1	16.7%
Troop 4231	New Haven	Togo West	9	100.0%	0	N/A
Troop 34	Bridgeport	Pomperaug	8	40.0%	7	50.0%
Troop 217	Danbury	Scatacook	8	100.0%	0	N/A
Troop 475	Guilford	Quinnipiac	8	100.0%	0	N/A
Troop 139	Westport	Pomperaug	7	25.9%	5	25.0%
Troop 76	Ridgefield	Scatacook	7	18.4%	6	17.1%
Troop 608	Hamden	Quinnipiac	7	17.5%	4	10.8%
Troop 907	Woodbridge	Quinnipiac	7	30.4%	3	20.0%
Troop 3601	Bridgeport	Togo West	7	100.0%	0	N/A

# Connecticut Yankee Council Membership Growth Plan

Table 116: Lowest Scouts BSA Recruited by a Unit

Unit	Town	District	2022 Member Recruited	2022 Growth Rate	2021 Member Recruited	2021 Growth Rate
Troop 10	Fairfield	Pomperaug	0	0.0%	1	20.0%
Troop 20	Stratford	Pomperaug	0	0.0%	0	0.0%
Troop 39	Westport	Pomperaug	0	0.0%	3	7.3%
Troop 71	Stratford	Pomperaug	0	0.0%	0	0.0%
Troop 74	Stratford	Pomperaug	0	0.0%	0	0.0%
Troop 75	Stratford	Pomperaug	0	0.0%	1	16.7%
Troop 76	Stratford	Pomperaug	0	0.0%	1	5.6%
Troop 14	Norwalk	Powahay	0	0.0%	0	0.0%
Troop 31	New Canaan	Powahay	0	0.0%	4	19.0%
Troop 42	New Fairfield	Scatacook	0	0.0%	1	3.3%
Troop 52	Danbury	Scatacook	0	0.0%	3	6.7%
Troop 54	Bethel	Scatacook	0	0.0%	1	5.9%
Troop 4	Wallingford	Quinnipiac	0	0.0%	1	5.0%
Troop 5	Wallingford	Quinnipiac	0	0.0%	1	3.7%
Troop 17	Southington	Quinnipiac	0	0.0%	0	0.0%
Troop 43	Meriden	Quinnipiac	0	0.0%	0	0.0%
Troop 59	Bethany	Quinnipiac	0	0.0%	0	0.0%
Troop 401	East Haven	Quinnipiac	0	0.0%	0	0.0%
Troop 453	North Branford	Quinnipiac	0	0.0%	0	0.0%
Troop 463	Branford	Quinnipiac	0	0.0%	1	3.4%
Troop 494	Madison	Quinnipiac	0	0.0%	0	0.0%
Troop 600	Hamden	Quinnipiac	0	0.0%	1	11.1%
Troop 614	Hamden	Quinnipiac	0	0.0%	0	0.0%
Troop 721	Milford	Quinnipiac	0	0.0%	3	25.0%
Troop 802	West Haven	Quinnipiac	0	0.0%	1	7.7%
Troop 811	North Haven	Quinnipiac	0	0.0%	1	4.3%
Troop 931	Bethany	Quinnipiac	0	0.0%	1	7.7%
Troop 67	New Haven	Togo West	0	0.0%	0	0.0%
Troop 1101	New Haven	Togo West	0	0.0%	9	100.0%
Troop 2000	New Haven	Togo West	0	0.0%	7	100.0%
Troop 2001	New Haven	Togo West	0	0.0%	14	100.0%
Troop 2100	New Haven	Togo West	0	0.0%	87	100.0%
Troop 2101	New Haven	Togo West	0	0.0%	52	98.1%
Troop 3000	Bridgeport	Togo West	0	0.0%	6	100.0%
Troop 4208	New Haven	Togo West	0	0.0%	0	0.0%
Troop 4275	New Haven	Togo West	0	0.0%	1	2.8%
Troop 4283	New Haven	Togo West	0	0.0%	0	0.0%
Troop 4284	New Haven	Togo West	0	0.0%	0	0.0%
Troop 4288	New Haven	Togo West	0	0.0%	1	1.9%
Troop 4299	New Haven	Togo West	0	0.0%	0	0.0%



# Connecticut Yankee Council Membership Growth Plan

## Retention

More than 10% of all Cub Scout and Scouts BSA units had a 100% retention rate with units represented from all districts. Additionally, while concerning there were only a few which had a retention rate of zero.

**Table 117: Highest Cub Scout Unit for Retention**

Unit	Town	District	2022 Members Retained	2022 % Retained
<b>Pack 4200</b>	New Haven	Togo West	19	100.0%
<b>Pack 64</b>	Trumbull	Pomperaug	29	100.0%
<b>Pack 1600</b>	New Haven	Togo West	11	100.0%
<b>Pack 1700</b>	New Haven	Togo West	12	100.0%
<b>Pack 4208</b>	New Haven	Togo West	13	100.0%
<b>Pack 4212</b>	New Haven	Togo West	16	100.0%
<b>Pack 4213</b>	New Haven	Togo West	24	100.0%
<b>Pack 4215</b>	New Haven	Togo West	57	100.0%
<b>Pack 4229</b>	New Haven	Togo West	27	100.0%
<b>Pack 4261</b>	New Haven	Togo West	26	100.0%
<b>Pack 4282</b>	New Haven	Togo West	6	100.0%
<b>Pack 4283</b>	New Haven	Togo West	16	100.0%
<b>Pack 4286</b>	New Haven	Togo West	11	100.0%
<b>Pack 4288</b>	New Haven	Togo West	71	100.0%
<b>Pack 4289</b>	New Haven	Togo West	26	100.0%
<b>Pack 4291</b>	New Haven	Togo West	6	100.0%
<b>Pack 7</b>	New Canaan	Powahay	55	98.2%
<b>Pack 4275</b>	New Haven	Togo West	54	98.2%
<b>Pack 164</b>	Trumbull	Pomperaug	34	97.1%
<b>Pack 4265</b>	New Haven	Togo West	25	96.2%
<b>Pack 401</b>	Fairfield	Pomperaug	32	94.1%
<b>Pack 172</b>	Stratford	Pomperaug	15	93.8%
<b>Pack 475</b>	Guilford	Quinnipiac	43	93.5%
<b>Pack 455</b>	North Branford	Quinnipiac	13	92.9%
<b>Pack 810</b>	North Haven	Quinnipiac	37	92.5%
<b>Pack 472</b>	Guilford	Quinnipiac	22	91.7%
<b>Pack 135</b>	Brookfield	Scatacook	54	91.5%
<b>Pack 28</b>	Wallingford	Quinnipiac	32	91.4%

# Connecticut Yankee Council Membership Growth Plan

**Table 118: Lowest Cub Scout Unit for Retention**

Unit	Town	District	2022 Members Retained	2022 % Retained
<b>Pack 33</b>	Danbury	<b>Scatacook</b>	0	0.0%
<b>Pack 170</b>	Newtown	<b>Scatacook</b>	0	0.0%
<b>Pack 126</b>	Ridgefield	<b>Scatacook</b>	2	11.8%
<b>Pack 103</b>	Bridgeport	<b>Pomperaug</b>	13	39.4%
<b>Pack 4247</b>	New Haven	<b>Togo West</b>	5	45.5%
<b>Pack 38</b>	Bridgeport	<b>Pomperaug</b>	6	46.2%
<b>Pack 22</b>	Wilton	<b>Powahay</b>	22	56.4%
<b>Pack 52</b>	Danbury	<b>Scatacook</b>	8	57.1%
<b>Pack 8</b>	Stamford	<b>Powahay</b>	11	57.9%
<b>Pack 34</b>	Bridgeport	<b>Pomperaug</b>	22	59.5%
<b>Pack 82</b>	Fairfield	<b>Pomperaug</b>	15	60.0%
<b>Pack 17</b>	Milford	<b>Quinnipiac</b>	8	61.5%
<b>Pack 70</b>	New Canaan	<b>Powahay</b>	37	61.7%
<b>Pack 10</b>	Meriden	<b>Quinnipiac</b>	14	63.6%

# Connecticut Yankee Council Membership Growth Plan

**Table 119: Highest Scouts BSA Unit for Retention**

Unit	Town	District	2022 Members Retained	2022 % Retained
<b>Troop 20</b>	Stratford	Pomperaug	5	100.0%
<b>Troop 5</b>	Stamford	Powahay	1	100.0%
<b>Troop 14</b>	Norwalk	Powahay	9	100.0%
<b>Troop 19</b>	Norwalk	Powahay	19	100.0%
<b>Troop 235</b>	Newtown	Scatacook	3	100.0%
<b>Troop 252</b>	Newtown	Scatacook	8	100.0%
<b>Troop 145</b>	Southington	Quinnipiac	4	100.0%
<b>Troop 428</b>	Branford	Quinnipiac	2	100.0%
<b>Troop 472</b>	Guilford	Quinnipiac	16	100.0%
<b>Troop 490</b>	Madison	Quinnipiac	22	100.0%
<b>Troop 600</b>	Hamden	Quinnipiac	9	100.0%
<b>Troop 802</b>	West Haven	Quinnipiac	11	100.0%
<b>Troop 67</b>	New Haven	Togo West	19	100.0%
<b>Troop 1100</b>	New Haven	Togo West	10	100.0%
<b>Troop 1101</b>	New Haven	Togo West	9	100.0%
<b>Troop 2000</b>	New Haven	Togo West	7	100.0%
<b>Troop 2001</b>	New Haven	Togo West	14	100.0%
<b>Troop 2101</b>	New Haven	Togo West	53	100.0%
<b>Troop 3000</b>	Bridgeport	Togo West	6	100.0%
<b>Troop 4200</b>	New Haven	Togo West	47	100.0%
<b>Troop 4215</b>	New Haven	Togo West	84	100.0%
<b>Troop 4275</b>	New Haven	Togo West	36	100.0%
<b>Troop 4282</b>	New Haven	Togo West	35	100.0%
<b>Troop 4283</b>	New Haven	Togo West	15	100.0%
<b>Troop 4284</b>	New Haven	Togo West	46	100.0%
<b>Troop 4288</b>	New Haven	Togo West	45	100.0%
<b>Troop 4291</b>	New Haven	Togo West	38	100.0%
<b>Troop 4293</b>	New Haven	Togo West	26	100.0%
<b>Troop 1215</b>	New Haven	Togo West	93	98.9%
<b>Troop 2100</b>	New Haven	Togo West	87	98.9%
<b>Troop 4208</b>	New Haven	Togo West	78	98.7%
<b>Troop 72</b>	Stratford	Pomperaug	27	96.4%
<b>Troop 4261</b>	New Haven	Togo West	26	96.3%
<b>Troop 62</b>	Monroe	Pomperaug	24	96.0%
<b>Troop 90</b>	Fairfield	Pomperaug	23	95.8%
<b>Troop 42</b>	New Fairfield	Scatacook	23	95.8%
<b>Troop 401</b>	East Haven	Quinnipiac	22	95.7%
<b>Troop 4299</b>	New Haven	Togo West	20	95.2%
<b>Troop 43</b>	Meriden	Quinnipiac	19	95.0%

# Connecticut Yankee Council Membership Growth Plan

**Table 120: Lowest Scouts BSA Unit for Retention**

Unit	Town	District	2022 Members Retained	2022 % Retained
<b>Troop 148</b>	Newtown	Scatacook	0	0.0%
<b>Troop 970</b>	Newtown	Scatacook	0	0.0%
<b>Troop 37</b>	Southington	Quinnipiac	0	0.0%
<b>Troop 925</b>	Orange	Quinnipiac	3	50.0%
<b>Troop 168</b>	Trumbull	Pomperaug	17	54.8%
<b>Troop 36</b>	Westport	Pomperaug	15	60.0%
<b>Troop 474</b>	Guilford	Quinnipiac	13	61.9%
<b>Troop 222</b>	Norwalk	Powahay	12	63.2%
<b>Troop 34</b>	Bridgeport	Pomperaug	9	64.3%
<b>Troop 75</b>	Stratford	Pomperaug	4	66.7%
<b>Troop 453</b>	North Branford	Quinnipiac	6	66.7%
<b>Troop 614</b>	Hamden	Quinnipiac	12	66.7%
<b>Troop 15</b>	Stamford	Powahay	27	67.5%
<b>Troop 188</b>	Fairfield	Pomperaug	13	68.4%

## Webelos to Scout Transition

There were many units with great transition rates and many Scouts BSA units that were able to bring in many Arrow of Light Scouts. However, most alarming is that approximately 20% of Pack's that had Scouts eligible to transition did not transition any Scouts and approximately half of all Troops transitioned no scouts into their unit.

# Connecticut Yankee Council Membership Growth Plan

**Table 121: Cub Scout Pack with Highest Webelos to Scout Transition Rate**

Unit	Town	District	2022 Members Retained	2022 % Retained
<b>Pack 428</b>	Branford	Quinnipiac	4	100.0%
<b>Pack 4283</b>	New Haven	Togo West	2	100.0%
<b>Pack 4291</b>	New Haven	Togo West	5	100.0%
<b>Pack 270</b>	Newtown	Scatacook	9	81.8%
<b>Pack 75</b>	Weston	Pomperaug	4	80.0%
<b>Pack 401</b>	East Haven	Quinnipiac	4	80.0%
<b>Pack 633</b>	North Branford	Quinnipiac	4	80.0%
<b>Pack 197</b>	Fairfield	Pomperaug	7	77.8%
<b>Pack 4265</b>	New Haven	Togo West	7	77.8%
<b>Pack 470</b>	Newtown	Scatacook	13	76.5%
<b>Pack 408</b>	Branford	Quinnipiac	3	75.0%
<b>Pack 262</b>	Monroe	Pomperaug	8	72.7%
<b>Pack 177</b>	Stratford	Pomperaug	2	66.7%
<b>Pack 401</b>	Fairfield	Pomperaug	4	66.7%
<b>Pack 74</b>	Ridgefield	Scatacook	6	66.7%
<b>Pack 126</b>	Ridgefield	Scatacook	2	66.7%
<b>Pack 810</b>	North Haven	Quinnipiac	6	66.7%

# Connecticut Yankee Council Membership Growth Plan

**Table 122: Cub Scout Pack with Lowest Webelos to Scout Transition Rate**

Unit	Town	District	2022 Members Retained	2022 % Retained
Pack 84	Sherman	Scatacook	2	16.7%
Pack 1200	New Haven	Togo West	1	12.5%
Pack 4215	New Haven	Togo West	1	12.5%
Pack 4261	New Haven	Togo West	1	11.1%
Pack 64	Trumbull	Pomperaug	0	0.0%
Pack 74	Stratford	Pomperaug	0	0.0%
Pack 82	Fairfield	Pomperaug	0	0.0%
Pack 88	Fairfield	Pomperaug	0	0.0%
Pack 99	Fairfield	Pomperaug	0	0.0%
Pack 103	Bridgeport	Pomperaug	0	0.0%
Pack 8	Stamford	Powahay	0	0.0%
Pack 45	New Canaan	Powahay	0	0.0%
Pack 55	Darien	Powahay	0	0.0%
Pack 66	Stamford	Powahay	0	0.0%
Pack 33	Danbury	Scatacook	0	0.0%
Pack 52	Danbury	Scatacook	0	0.0%
Pack 124	Ridgefield	Scatacook	0	0.0%
Pack 142	New Fairfield	Scatacook	0	0.0%
Pack 170	Newtown	Scatacook	0	0.0%
Pack 19	Southington	Quinnipiac	0	0.0%
Pack 455	North Branford	Quinnipiac	0	0.0%
Pack 472	Guilford	Quinnipiac	0	0.0%
Pack 491	Madison	Quinnipiac	0	0.0%
Pack 495	Madison	Quinnipiac	0	0.0%
Pack 2000	New Haven	Togo West	0	0.0%
Pack 4100	New Haven	Togo West	0	0.0%
Pack 4208	New Haven	Togo West	0	0.0%
Pack 4212	New Haven	Togo West	0	0.0%
Pack 4213	New Haven	Togo West	0	0.0%
Pack 4247	New Haven	Togo West	0	0.0%
Pack 4275	New Haven	Togo West	0	0.0%
Pack 4284	New Haven	Togo West	0	0.0%
Pack 4286	New Haven	Togo West	0	0.0%
Pack 4289	New Haven	Togo West	0	0.0%

# Connecticut Yankee Council Membership Growth Plan

**Table 123: Scouts BSA units to the most AOL Scouts Transitioned**

Unit	Town	District	2022 Scouts Transitioned
<b>Troop 63</b>	Monroe	Pomperaug	12
<b>Troop 270</b>	Newtown	Scatacook	12
<b>Troop 70</b>	New Canaan	Powahay	11
<b>Troop 701</b>	Milford	Quinnipiac	11
<b>Troop 35</b>	Darien	Powahay	8
<b>Troop 125</b>	Wilton	Powahay	8
<b>Troop 137</b>	New Fairfield	Scatacook	8
<b>Troop 770</b>	Newtown	Scatacook	8
<b>Troop 82</b>	Fairfield	Pomperaug	7
<b>Troop 20</b>	Wilton	Powahay	7
<b>Troop 15</b>	Redding	Scatacook	7
<b>Troop 88</b>	Fairfield	Pomperaug	6
<b>Troop 199</b>	Fairfield	Pomperaug	6
<b>Troop 53</b>	Darien	Powahay	6
<b>Troop 811</b>	North Haven	Quinnipiac	6

# Connecticut Yankee Council Membership Growth Plan

**Table 124: Scouts BSA units to the No AOL Scouts Transitioned**

Unit	Town	District	2022 Scouts Transitioned
Troop 10	Fairfield	Pomperaug	0
Troop 20	Stratford	Pomperaug	0
Troop 71	Stratford	Pomperaug	0
Troop 74	Stratford	Pomperaug	0
Troop 75	Stratford	Pomperaug	0
Troop 100	Westport	Pomperaug	0
Troop 103	Bridgeport	Pomperaug	0
Troop 163	Trumbull	Pomperaug	0
Troop 168	Trumbull	Pomperaug	0
Troop 5	Stamford	Powahay	0
Troop 11	Stamford	Powahay	0
Troop 14	Norwalk	Powahay	0
Troop 45	New	Powahay	0
Troop 48	Darien	Powahay	0
Troop 19	Danbury	Scatacook	0
Troop 33	Danbury	Scatacook	0
Troop 41	Redding	Scatacook	0
Troop 42	New Fairfield	Scatacook	0
Troop 52	Danbury	Scatacook	0
Troop 135	Brookfield	Scatacook	0
Troop 148	Newtown	Scatacook	0
Troop 179	Newtown	Scatacook	0
Troop 217	Danbury	Scatacook	0
Troop 252	Newtown	Scatacook	0
Troop 306	Newtown	Scatacook	0
Troop 370	Newtown	Scatacook	0
Troop 710	Newtown	Scatacook	0
Troop 970	Newtown	Scatacook	0
Troop 12	Milford	Quinnipiac	0
Troop 32	Southington	Quinnipiac	0
Troop 37	Southington	Quinnipiac	0
Troop 52	Meriden	Quinnipiac	0
Troop 59	Bethany	Quinnipiac	0
Troop 145	Southington	Quinnipiac	0
Troop 196	Milford	Quinnipiac	0
Troop 208	West Haven	Quinnipiac	0
Troop 453	North Branford	Quinnipiac	0
Troop 472	Guilford	Quinnipiac	0
Troop 490	Madison	Quinnipiac	0
Troop 494	Madison	Quinnipiac	0



# Connecticut Yankee Council Membership Growth Plan

<b>Troop 600</b>	Hamden	Quinnipiac	0
<b>Troop 604</b>	Hamden	Quinnipiac	0
<b>Troop 810</b>	North Haven	Quinnipiac	0
<b>Troop 821</b>	West Haven	Quinnipiac	0
<b>Troop 925</b>	Orange	Quinnipiac	0
<b>Troop 6424</b>	Branford	Quinnipiac	0
<b>Troop 67</b>	New Haven	Togo West	0
<b>Troop 1100</b>	New Haven	Togo West	0
<b>Troop 1101</b>	New Haven	Togo West	0
<b>Troop 1215</b>	New Haven	Togo West	0
<b>Troop 1800</b>	New Haven	Togo West	0
<b>Troop 1801</b>	New Haven	Togo West	0
<b>Troop 2000</b>	New Haven	Togo West	0
<b>Troop 2001</b>	New Haven	Togo West	0
<b>Troop 2100</b>	New Haven	Togo West	0
<b>Troop 2101</b>	New Haven	Togo West	0
<b>Troop 2200</b>	New Haven	Togo West	0
<b>Troop 2201</b>	New Haven	Togo West	0
<b>Troop 3000</b>	Bridgeport	Togo West	0
<b>Troop 3007</b>	Bridgeport	Togo West	0
<b>Troop 3100</b>	Bridgeport	Togo West	0
<b>Troop 3101</b>	Bridgeport	Togo West	0
<b>Troop 3600</b>	Bridgeport	Togo West	0
<b>Troop 3601</b>	Bridgeport	Togo West	0
<b>Troop 4200</b>	New Haven	Togo West	0
<b>Troop 4208</b>	New Haven	Togo West	0
<b>Troop 4215</b>	New Haven	Togo West	0
<b>Troop 4230</b>	New Haven	Togo West	0
<b>Troop 4231</b>	New Haven	Togo West	0
<b>Troop 4261</b>	New Haven	Togo West	0
<b>Troop 4275</b>	New Haven	Togo West	0
<b>Troop 4282</b>	New Haven	Togo West	0
<b>Troop 4283</b>	New Haven	Togo West	0
<b>Troop 4284</b>	New Haven	Togo West	0
<b>Troop 4288</b>	New Haven	Togo West	0
<b>Troop 4291</b>	New Haven	Togo West	0
<b>Troop 4293</b>	New Haven	Togo West	0
<b>Troop 4299</b>	New Haven	Togo West	0

## Gender Balance

The majority of units all have at least 1 girl in their pack, but overall girl population is uneven from unit to unit.

# Connecticut Yankee Council Membership Growth Plan

**Table 125: Pack Gender Balance**

Unit	Town	District	Total Males	Total Females	Female %	Town has Girl Troop
Pack 821	West Haven	Quinnipiac	0	2	100.0%	No
Pack 4231	New Haven	Togo West	0	10	100.0%	No
Pack 4282	New Haven	Togo West	3	6	66.7%	No
Pack 3003	Bridgeport	Togo West	15	26	63.4%	No
Pack 4229	New Haven	Togo West	9	14	60.9%	No
Pack 1200	New Haven	Togo West	19	28	59.6%	No
Pack 84	Sherman	Scatacook	10	14	58.3%	No
Pack 3002	Bridgeport	Togo West	13	18	58.1%	No
Pack 1700	New Haven	Togo West	8	10	55.6%	No
Pack 4284	New Haven	Togo West	17	21	55.3%	No
Pack 1600	New Haven	Togo West	11	13	54.2%	No
Pack 3100	Bridgeport	Togo West	6	7	53.8%	No
Pack 1300	New Haven	Togo West	44	48	52.2%	No
Pack 3006	Bridgeport	Togo West	6	6	50.0%	No
Pack 4291	New Haven	Togo West	2	2	50.0%	No
Pack 4215	New Haven	Togo West	31	30	49.2%	No
Pack 2100	New Haven	Togo West	21	20	48.8%	No
Pack 103	Bridgeport	Pomperaug	9	8	47.1%	No
Pack 1400	New Haven	Togo West	8	7	46.7%	No
Pack 4286	New Haven	Togo West	6	5	45.5%	No
Pack 28	Danbury	Scatacook	10	8	44.4%	Yes
Pack 4200	New Haven	Togo West	48	38	44.2%	No
Pack 4100	New Haven	Togo West	7	5	41.7%	No
Pack 4265	New Haven	Togo West	7	5	41.7%	No
Pack 4288	New Haven	Togo West	68	48	41.4%	No
Pack 4261	New Haven	Togo West	20	14	41.2%	No
Pack 17	Milford	Quinnipiac	3	2	40.0%	No
Pack 408	Branford	Quinnipiac	6	4	40.0%	Yes
Pack 1500	New Haven	Togo West	6	4	40.0%	No
Pack 604	Hamden	Quinnipiac	5	3	37.5%	No
Pack 899	West Haven	Quinnipiac	5	3	37.5%	No
Pack 633	North Branford	Quinnipiac	17	10	37.0%	No
Pack 495	Madison	Quinnipiac	27	15	35.7%	No
Pack 45	New Canaan	Powahay	20	11	35.5%	No
Pack 217	Newtown	Scatacook	13	7	35.0%	Yes
Pack 2000	New Haven	Togo West	47	22	31.9%	No
Pack 162	Monroe	Pomperaug	39	18	31.6%	No
Pack 4208	New Haven	Togo West	9	4	30.8%	No
Pack 4213	New Haven	Togo West	17	7	29.2%	No
Pack 4110	New Haven	Togo West	5	2	28.6%	No

# Connecticut Yankee Council Membership Growth Plan

<b>Pack 4289</b>	New Haven	Togo West	38	15	28.3%	No
<b>Pack 8</b>	Stamford	Powahay	8	3	27.3%	No
<b>Pack 61</b>	Norwalk	Powahay	8	3	27.3%	Yes
<b>Pack 197</b>	Fairfield	Pomperaug	32	12	27.3%	Yes
<b>Pack 44</b>	Danbury	Scatacook	12	4	25.0%	Yes
<b>Pack 234</b>	Danbury	Scatacook	3	1	25.0%	Yes
<b>Pack 401</b>	Fairfield	Pomperaug	25	8	24.2%	Yes
<b>Pack 142</b>	New Fairfield	Scatacook	10	3	23.1%	No
<b>Pack 4275</b>	New Haven	Togo West	44	12	21.4%	No
<b>Pack 3005</b>	Bridgeport	Togo West	4	1	20.0%	No
<b>Pack 167</b>	Trumbull	Pomperaug	49	12	19.7%	Yes
<b>Pack 34</b>	Bridgeport	Pomperaug	17	4	19.0%	No
<b>Pack 95</b>	Fairfield	Pomperaug	50	11	18.0%	Yes
<b>Pack 118</b>	Redding	Scatacook	44	9	17.0%	No
<b>Pack 38</b>	Bridgeport	Pomperaug	5	1	16.7%	No
<b>Pack 1100</b>	New Haven	Togo West	5	1	16.7%	No
<b>Pack 56</b>	Darien	Powahay	31	6	16.2%	Yes
<b>Pack 288</b>	West Haven	Quinnipiac	32	6	15.8%	No
<b>Pack 614</b>	Hamden	Quinnipiac	12	2	14.3%	No
<b>Pack 74</b>	Stratford	Pomperaug	25	4	13.8%	Yes
<b>Pack 472</b>	Guilford	Quinnipiac	25	4	13.8%	Yes
<b>Pack 155</b>	Darien	Powahay	41	6	12.8%	Yes
<b>Pack 4212</b>	New Haven	Togo West	14	2	12.5%	No
<b>Pack 424</b>	Branford	Quinnipiac	15	2	11.8%	Yes
<b>Pack 39</b>	Westport	Pomperaug	55	7	11.3%	Yes
<b>Pack 22</b>	Wilton	Powahay	32	4	11.1%	Yes
<b>Pack 172</b>	Stratford	Pomperaug	8	1	11.1%	Yes
<b>Pack 19</b>	Southington	Quinnipiac	32	4	11.1%	Yes
<b>Pack 72</b>	Southington	Quinnipiac	8	1	11.1%	Yes
<b>Pack 810</b>	North Haven	Quinnipiac	56	7	11.1%	No
<b>Pack 8</b>	Southington	Quinnipiac	42	5	10.6%	Yes
<b>Pack 491</b>	Madison	Quinnipiac	27	3	10.0%	No
<b>Pack 17</b>	Wilton	Powahay	38	4	9.5%	Yes
<b>Pack 156</b>	Bethel	Scatacook	57	6	9.5%	No
<b>Pack 97</b>	Norwalk	Powahay	30	3	9.1%	Yes
<b>Pack 74</b>	Ridgefield	Scatacook	20	2	9.1%	No
<b>Pack 470</b>	Newtown	Scatacook	54	5	8.5%	Yes
<b>Pack 135</b>	Brookfield	Scatacook	56	5	8.2%	No
<b>Pack 262</b>	Monroe	Pomperaug	45	4	8.2%	No
<b>Pack 66</b>	Stamford	Powahay	12	1	7.7%	No
<b>Pack 75</b>	Weston	Pomperaug	37	3	7.5%	No
<b>Pack 177</b>	Stratford	Pomperaug	13	1	7.1%	Yes
<b>Pack 475</b>	Guilford	Quinnipiac	55	4	6.8%	Yes

# Connecticut Yankee Council Membership Growth Plan

<b>Pack 468</b>	Trumbull	Pomperaug	28	2	6.7%	Yes
<b>Pack 15</b>	Stamford	Powahay	30	2	6.3%	No
<b>Pack 161</b>	Darien	Powahay	76	5	6.2%	Yes
<b>Pack 10</b>	Meriden	Quinnipiac	16	1	5.9%	No
<b>Pack 270</b>	Newtown	Scatacook	72	4	5.3%	Yes
<b>Pack 99</b>	Fairfield	Pomperaug	59	3	4.8%	Yes
<b>Pack 922</b>	Orange	Quinnipiac	65	3	4.4%	No
<b>Pack 55</b>	Darien	Powahay	22	1	4.3%	Yes
<b>Pack 455</b>	North Branford	Quinnipiac	22	1	4.3%	No
<b>Pack 64</b>	Trumbull	Pomperaug	45	2	4.3%	Yes
<b>Pack 52</b>	Danbury	Scatacook	24	1	4.0%	Yes
<b>Pack 261</b>	Trumbull	Pomperaug	50	2	3.8%	Yes
<b>Pack 11</b>	Stamford	Powahay	56	2	3.4%	No
<b>Pack 124</b>	Ridgefield	Scatacook	31	1	3.1%	No
<b>Pack 89</b>	Fairfield	Pomperaug	32	1	3.0%	Yes
<b>Pack 164</b>	Trumbull	Pomperaug	33	1	2.9%	Yes
<b>Pack 28</b>	Wallingford	Quinnipiac	36	1	2.7%	No
<b>Pack 70</b>	New Canaan	Powahay	37	1	2.6%	No
<b>Pack 26</b>	Wallingford	Quinnipiac	39	1	2.5%	No
<b>Pack 199</b>	Fairfield	Pomperaug	60	1	1.6%	Yes
<b>Pack 7</b>	New Canaan	Powahay	63	0	0.0%	No
<b>Pack 116</b>	Ridgefield	Scatacook	37	0	0.0%	No
<b>Pack 137</b>	New Fairfield	Scatacook	28	0	0.0%	No
<b>Pack 82</b>	Fairfield	Pomperaug	34	0	0.0%	Yes
<b>Pack 88</b>	Fairfield	Pomperaug	25	0	0.0%	Yes
<b>Pack 166</b>	Easton	Pomperaug	64	0	0.0%	No
<b>Pack 7</b>	Milford	Quinnipiac	47	0	0.0%	No
<b>Pack 196</b>	Milford	Quinnipiac	31	0	0.0%	No
<b>Pack 401</b>	East Haven	Quinnipiac	11	0	0.0%	No
<b>Pack 721</b>	Milford	Quinnipiac	6	0	0.0%	No
<b>Pack 902</b>	Woodbridge	Quinnipiac	40	0	0.0%	No
<b>Pack 931</b>	Bethany	Quinnipiac	30	0	0.0%	Yes
<b>Pack 3001</b>	Bridgeport	Togo West	7	0	0.0%	No
<b>Pack 3600</b>	Bridgeport	Togo West	3	0	0.0%	No
<b>Pack 4230</b>	New Haven	Togo West	30	0	0.0%	No
<b>Pack 4247</b>	New Haven	Togo West	3	0	0.0%	No
<b>Pack 4283</b>	New Haven	Togo West	10	0	0.0%	No

## Adult Volunteers

Adult growth was substantial in many units which will aid in retention of scouts.

# Connecticut Yankee Council Membership Growth Plan

**Table 126: Highest Cub Scouts Adults Recruited by a Unit**

Unit	Town	District	2022 Adult Growth	2022 Growth Rate	2021 Adult Growth	2021 Growth Rate
Pack 4288	New Haven	Togo West	45	1500.0%	-1	-33.3%
Pack 4200	New Haven	Togo West	39	0.0%	-1	N/A
Pack 810	North Haven	Quinnipiac	25	227.3%	3	27.3%
Pack 262	Monroe	Pomperaug	23	255.6%	0	0.0%
Pack 922	Orange	Quinnipiac	23	287.5%	-1	-12.5%
Pack 270	Newtown	Scatacook	18	138.5%	-2	-15.4%
Pack 15	Stamford	Powahay	17	340.0%	-1	-20.0%
Pack 199	Fairfield	Pomperaug	16	228.6%	0	0.0%
Pack 261	Trumbull	Pomperaug	16	145.5%	4	36.4%
Pack 22	Wilton	Powahay	16	320.0%	0	0.0%
Pack 197	Fairfield	Pomperaug	15	214.3%	-4	-57.1%
Pack 7	New Canaan	Powahay	13	260.0%	0	0.0%

**Table 127: Highest Scouts BSA Adults Recruited by a Unit**

Unit	Town	District	2022 Member Growth	2022 Growth Rate	2021 Member Growth	2021 Growth Rate
Troop 125	Wilton	Powahay	12	85.7%	3	21.4%
Troop 35	Darien	Powahay	11	137.5%	0	0.0%
Troop 475	Guilford	Quinnipiac	9	0.0%	0	N/A
Troop 490	Madison	Quinnipiac	9	150.0%	0	0.0%
Troop 899	West Haven	Quinnipiac	8	66.7%	1	8.3%
Troop 219	Norwalk	Powahay	6	120.0%	0	0.0%
Troop 270	Newtown	Scatacook	6	33.3%	0	0.0%
Troop 633	North Branford	Quinnipiac	6	100.0%	-2	-33.3%
Troop 222	Norwalk	Powahay	5	250.0%	-4	-200.0%
Troop 821	West Haven	Quinnipiac	5	0.0%	0	N/A
Troop 63	Woodbridge	Quinnipiac	4	22.2%	4	22.2%
Troop 701	Milford	Quinnipiac	4	18.2%	-2	-9.1%
Troop 3100	Bridgeport	Togo West	4	0.0%	0	N/A
Troop 82	Fairfield	Pomperaug	3	17.6%	4	23.5%

# Connecticut Yankee Council Membership Growth Plan

**Table 128: Pack's with lowest Adult- Youth Ratios**

Unit	Town	District	Adults	Youth	Adult-Youth Ratio
Pack 899	West Haven	Quinnipiac	1	8	0.13
Pack 56	Darien	Powahay	6	37	0.16
Pack 17	Wilton	Powahay	7	42	0.17
Pack 8	Stamford	Powahay	2	11	0.18
Pack 34	Bridgeport	Pomperaug	4	21	0.19
Pack 401	Fairfield	Pomperaug	7	33	0.21
Pack 155	Darien	Powahay	10	47	0.21
Pack 495	Madison	Quinnipiac	9	42	0.21
Pack 75	Weston	Pomperaug	9	40	0.23
Pack 468	Trumbull	Pomperaug	7	30	0.23
Pack 118	Redding	Scatacook	14	53	0.26
Pack 164	Trumbull	Pomperaug	9	34	0.26
Pack 19	Southington	Quinnipiac	10	36	0.28
Pack 124	Ridgefield	Scatacook	9	32	0.28
Pack 7	New Canaan	Powahay	18	63	0.29
Pack 470	Newtown	Scatacook	17	59	0.29

# Connecticut Yankee Council Membership Growth Plan

## Links and Resource Pages

Connecticut Yankee Council Membership Info Page - [Link](#)

beAscout.org Pin update instructions – [Link](#)

BSA Brand Center - [Link](#)

Buddy Cards for Packs – [Link](#)

Membership Registration Fees (prorated chart) - [Link](#)

Recruitment Resources - [Link](#)

Sign-Up Night Unit Plan Book – [Link](#)

Social Media Playbook – [Link](#)

## Reference Materials

[Council Market Analysis](#)

[District Operations Handbook](#)

[Membership & Relationship Committee Guide](#)

[Webelos-to-Scout Transition Plan CYC](#)

## Supplies, Flyers, Posters, and Stuff

[Click Here](#) to request recruitment materials (printed/digital flyers, Facebook events, yard signs, etc.)

Available materials for units:

- Cub Scout recruiting flyer and poster
- Scouts BSA recruiting flyer and poster
- Venturing recruiting flyer
- Sea Scout recruiting flyer
- Exploring recruiting flyer
- School announcement video
- Yard Signs
- 10'X10' Base Camp (pop-up canopy). [Click Here](#) to reserve
- 8' *Escape the Indoors with Scouting* banner – [Click Here to reserve](#)



**Cub Scouting** is for youth in kindergarten through 5<sup>th</sup> grade.

**Scouts BSA** is for youth who are at least 10 years old, currently in the fifth grade and register on or after March 1st; OR have earned the Arrow of Light Award and are at least 10 years old; OR are age 11 but have not reached age 18.

**Venturing and Sea Scouting** are for young men and women at least 13 years old who have completed the eighth grade; OR are age 14 and not yet 21.