

NOAC 2024

CU Boulder



SEEK NEW HEIGHTS

Scouting Alumni

The Why and How, How to Improve Engagement,
and Awards & Recognitions

Learning Objectives

1. Understand Alumni Philosophy
2. Alumni Engagement – Affinity and Affiliate Groups
3. NESA and Alumni Awards and Recognitions



1. Why are you here?
2. What's the one question you need to have answered?
3. What do you expect from this session?





1. Alumni Philosophy/ Engagement



Alumni – the Why and the How

1. Why for BSA?
2. Why for Alumni?
3. The Alumni Philosophy
4. The Alumni Progression
5. Affiliates and Affinity Groups
6. ATAS



1 - Why Alumni for the BSA

- Alumni are the BSA's most loyal supporters
- Alumni generate invaluable word-of-mouth marketing
- The BSA can benefit from their skills and experience
- Properly cultivated Alumni are fundraising prospects



1 - Why Alumni for the BSA (cont.)

- Alumni are great role models and can offer practical support in careers
- Alumni can engage the expertise of the institution in their professional lives
- BSA alumni are our national and international ambassadors both physically and virtually



2 – Why Alumni for Alumni

1. Connection – be a part
2. Engagement – a place to make a difference
3. Communication – internal/external and both directions
4. Education – stay informed
5. Advocates/Champions



Top Ten Reasons People Join BSA Alumni

1. I believe in Scouting.
2. Scouting was good for me.
3. I want to support the next generation of Scouts.
4. America is, and will be, better because of Scouting.
5. I believe in helping others through Scouting.



6. I want to give something back to Scouting.
7. I have skills and expertise that would benefit Scouting.
8. I have great Scouting memories.
9. Scouting is about giving, not getting.
10. There is no better leadership program for youth

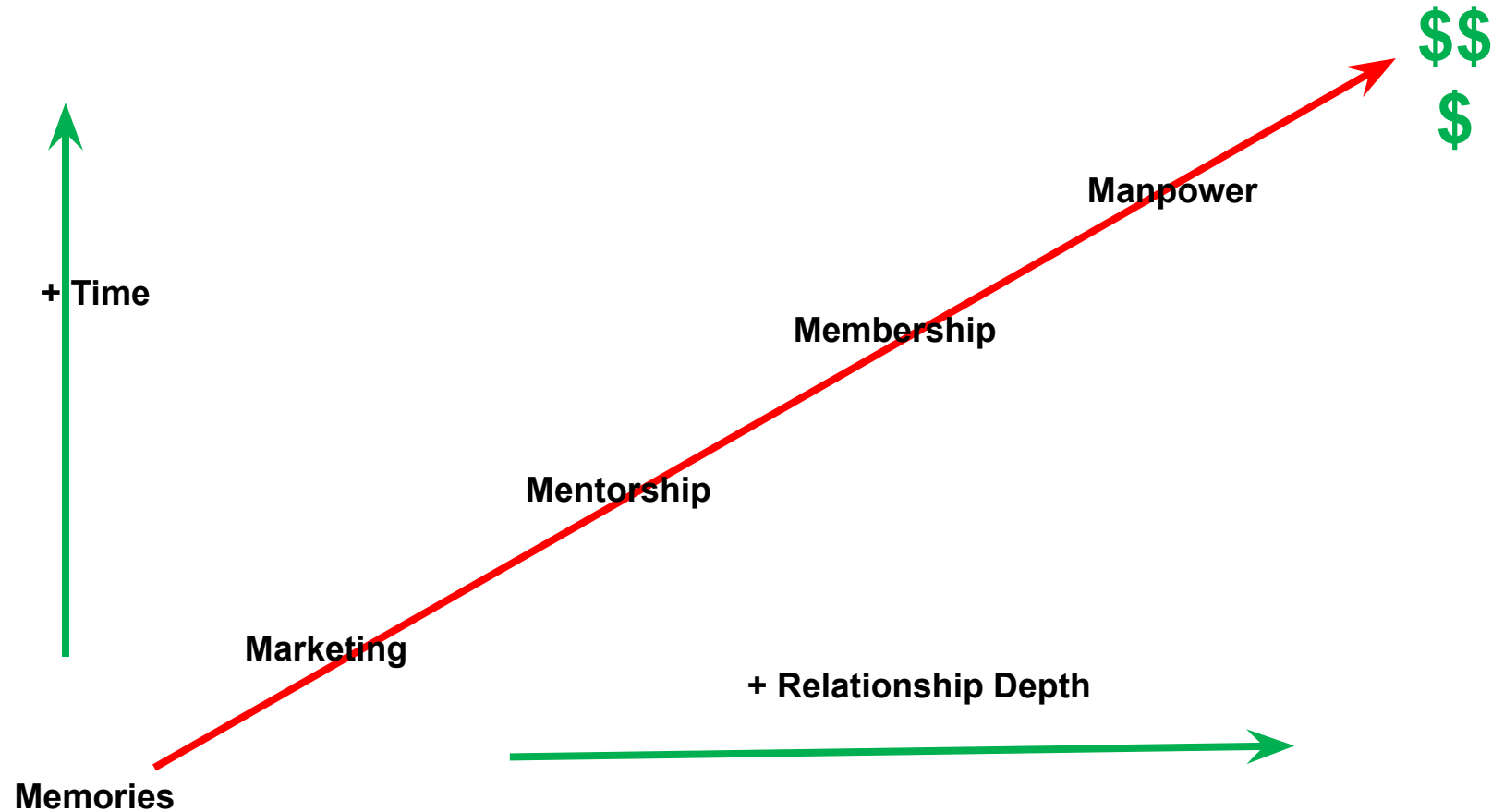


The Alumni Philosophy

- The Six “M”s and their order
- **M**emories
- **M**arketing
- **M**entors
- **M**embership
- **M**anpower
- **M**oney



Alumni Sequential Progression





2. Affiliates and Affinity Groups



Who “THEY” Are

Affiliate & Affinity Groups



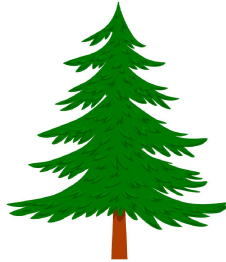
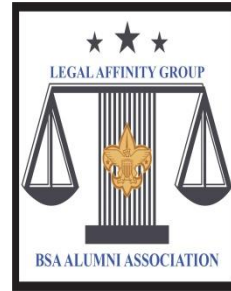
Who “THEY” Are

Affiliate & Affinity Groups

What affiliate or affinity groups can you think of in your council?



NATIONAL AFFILIATES & CAREER-BASED AFFINITIES





Association of Top Achiever Scouts – United States of America Chapter (ATAS-USA)



- ❑ **The Association of Top Achiever Scouts (ATAS)** was formed in 2004 in the Asia Pacific Scouting Region as a “loose fraternity” to unite those who have earned the **top Scouting award** in their particular National Scout Organizations (NSO).
- ❑ ATAS is recognized by **the World Organization of the Scout Movement (WOSM)** as an international fellowship of Scouting.
- ❑ Now ATAS is a world-wide body of **over 10,000 members** from **all the 6 regions** of WOSM and in about **half of all the NSOs**.



BSA Qualifying Top Achiever Awards



Scouts BSA
Eagle Scout
Award



Sea Scouts
Quatermaster
Award



Venturing Summit
Award



Venturing Silver Award





ATAS do's – they do have:

- ☐ world events, often held with a World or Regional Event such as a Jamboree but depends on the Local Chapter or NSO for assistance and coordination.
- ☐ an official ATAS Sleeve Patch – but just one (unofficial in BSA).
- ☐ a very decentralized organization.



Official Patch



<https://www.atas-usa.org/>



JOIN ATAS-USA





3. Alumni & NESAs Awards



I. ALUMNI-NESA AWARDS

1. Why Recognition and Awards?

2. Alumni

- Alumni Award
- Service Commemoration
- Alumnus of the Year (Council, Territories, National)
- COUNCIL Distinguished Alumnus Award (NEW!)
- Distinguished and Outstanding Council Alumni Committees (NEW!)



4. NESA

- DESA
- NOESA
- DSA
- Silver Wreath (NEW!)

5. Adams Eagle Project Award

6. Endowment Recognition



I. WHY RECOGNITION - AWARDS

- **Volunteer Incentive and Direction**
- **Volunteer Stewardship**
- **Organizational Awareness and Image**



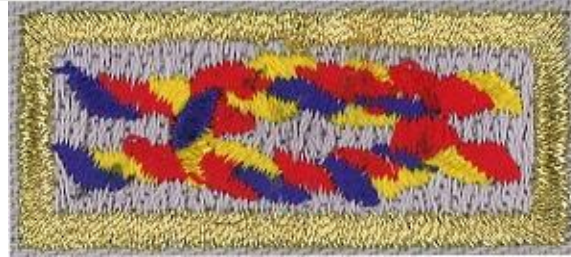
II. ALUMNI ADULT AWARDS



- A. **Alumni Award** – Knot and devices
- B. **Alumnus of the Year** - National, Territory, Council
- C. **Service Recognition** – 25, 50, 75 years



II A. BSA Alumni Award



Open to Scouting Alumni who promote continued engagement in the BSA

- Application process
- Complete 13 of 24 specified tasks in 6 categories
- A recognition program to encourage participation and work in council alumni relations programs, including NESAs and other affiliate groups



II B. BSA Alumnus of the Year Awards



Council: 1 per council annually

- knot device



NST: 4 total annually

- knot device



National: 1 annually

- knot device



- Nomination process
- Comparable to Silver Beaver, Silver Antelope, Silver Buffalo
- Recognize BSA alumni who, over a sustained period of time, have made significant and long-lasting contributions to BSA Alumni Association and been good citizens

* Lapel pin, knot and certificate



II B. BSA Service Commemoration



25-Year Service (Bronze)

50-Year Service (Gold)

75-Year Service (Silver)



- No formal nomination or application process
- Presented by units, districts, councils, or service territories
- Recognize BSA alumni who have consistently over their lifetimes provided service to their community, profession, religion, BSA at any level, or other youth-serving organizations



Council Distinguished Alumnus Award



Each recipient's record of service and accomplishments should elevate the public stature and reputation of Scouting overall by the nominee's association with Scouting. Service to Scouting is not required. Many worthy recipients may not have been involved since their time as a young person.

If an Alumnus is an Eagle Scout, the council should first consider the nominee for a NOESA or DESA. NEW in 2024!



III. NESA ADULT AWARDS



- A. **Distinguished Eagle Scout Award - DESA**
- B. **NESA Outstanding Eagle Scout Award – NOESA**
- C. **NESA Distinguished Service Award, NESA-DSA**
- D. NESA Silver Wreath Award (New!)



Distinguished and Outstanding Council Alumni Committees



Requirements for DCAA or OCAA

To earn the **Distinguished Council Alumni Committee Award**, the council must have an official alumni committee who must certify completion of requirements 1 to 4, and at least three additional requirements within a calendar year.

To earn the **Outstanding Council Alumni Committee Award**, the council must certify completion of requirements 1 to 3, and at least two additional requirements within a calendar year.



Requirements for DCAA or OCAA

1. Sponsor one alumni event specifically engaging non-active, unregistered alumni.
2. Collaborate closely with a specific group in your council (e.g., NESA committee, Silver Beaver, Order of the Arrow lodge, Wood Badge staff, etc.), aiding them in alumni outreach efforts by engaging as many unregistered alumni as possible within the group for a specific group activity (e.g., Gathering of Eagles, council recognition dinner, OA annual banquet, Wood Badge reunion, etc.)
3. Publish and distribute an alumni-centric communication (e.g., newsletter, social media page, webpage) a minimum of six times a year to as many alumni (registered and unregistered) in your council as possible.
4. Hold a minimum of four committee meetings.



5. At least one registered Scouter earned the BSA Alumni Award.
6. Recruit at least one new active member for the council alumni committee.
7. Assist two active National Affiliate or Career-Based Affinity groups within your council with their alumni outreach efforts.
8. Make a presentation about council alumni activities to your council Executive Board.
9. Support a minimum of two units in organizing and implementing a unit alumni event.
10. Discuss potential, well-qualified nominees for the Council Alumnus of the Year Award. If a qualified nominee is identified, submit a nomination for Council Alumnus of the Year Award on behalf of the deserving alumnus.



III A. Distinguished Eagle Scout Award (DESA)



III A. DESA - Requirements

Requirement 1. The nominee must have earned the Eagle Scout rank through the Boy Scouts of America at least 25 years prior to submission of this nomination.



III A. DESA – Requirements (cont.)

Requirement 1. The nominee must have earned the Eagle Scout rank through the Boy Scouts of America at least 25 years prior to submission of this nomination.

Requirement 2. The nomination must state the specific reasons or how the nominee has received international or national-level recognition, fame, or eminence within the identified field or avocation.



III A. DESA (cont.)

Career/Avocation Consideration Factors:

Position title(s)

Position responsibilities

Speaking/presentations/writi

Leadership

**Company/Industry/Area
of Interest size**



III A. DESA (cont.)

Career/Avocation Consideration Factors (cont.):

Visibility/Prominence

Image

Recognition

**Other contributions: patents, copyrights,
products, developments**



III A. DESA – Requirements

(cont.)

Requirement 1. The nominee must have earned the Eagle Scout rank through the Boy Scouts of America at least 25 years prior to submission of this nomination.

Requirement 2. The nomination must state the specific reasons or how the nominee has received extraordinary international national-level recognition, fame, or eminence within the identified field.

Requirement 3. Through the years, ...a nominee should also have a strong record of voluntary service to his community. This is in addition to his... a distinguished career, not in place of one. Service to Scouting is not required.



III A. DESA Nomination Timeline

April 1 – July 31

- Nominations accepted by NESAs

August 1 – September 30

- Internal review to confirm eligibility
- During this time. Councils may be consulted about their nominations

October 1 – November 30

- Committee reviews, votes on nominations

December 1 – 9

- Council notified of voting results
- Communications and media plans created

December 10 – 14

- “Class of (current year)” DESAs for year announced
- Awards and DESA presentations are then scheduled for the next calendar year



III B. NESAs Outstanding Eagle Scout Award (NOESA)

History

- Since the Distinguished Eagle Scout Award recognizes national and international career achievement many highly successful Eagle Scouts were not qualified and their accomplishments were not being sufficiently recognized.
- The NESAs Outstanding Eagle Scout Award was created to recognize these achievements by Eagle Scouts at the local and area levels.



III B. NESAs Outstanding Eagle Scout Award (NOESA)



III B. NESA Outstanding Eagle Scout Award (NOESA)

- All NOESA recipients must be Eagle Scouts in good standing with the Boy Scouts of America and must either be registered with or have their primary residence within the boundaries of the nominating council.
- No length of time is required to have passed since earning the rank.



III B. NESAs Outstanding Eagle Scout Award (NOESA)

Examples of possible recipients include:

- Local or even national heroes and celebrities (with less than 25 years as an Eagle) at the peak of their notoriety whose achievements outside of Scouting have touched and inspired others;
- Philanthropists, public servants, educators, or business owners who have made a positive, long-term impact as cornerstones of the community;
- Individuals who have attained prominence at the state level in their profession or avocation—an avocation being any activity including, but not limited to, athletics, hobbies, collecting, outdoor adventure, and record-setting activities.



III B. NESAs Outstanding Eagle Scout Award (NOESA)

- Each recipient's actions and accomplishments should elevate the stature of Eagle Scouts in the public eye, and each recipient shall be held to the standards set forth in the Scout Oath, Scout Law, and national BSA standards for membership.
- Guidelines for Approving a Nomination
Each council NESAs committee may present two NOESA's per year, with the option of awarding an additional NOESA for every 100 Eagle Scout awards or fraction thereof certified the previous year.



III B. NESAs Outstanding Eagle Scout Award (NOESA)

- In addition, DESA recipients may not receive a NOESA, although a NOESA recipient may be nominated for the DESA once he has achieved prominence at the national level and meets the 25-year time requirement since earning Eagle.
- Nominees may earn the NESAs Outstanding Eagle Scout Award one time only.
- The NOESA may not be granted posthumously



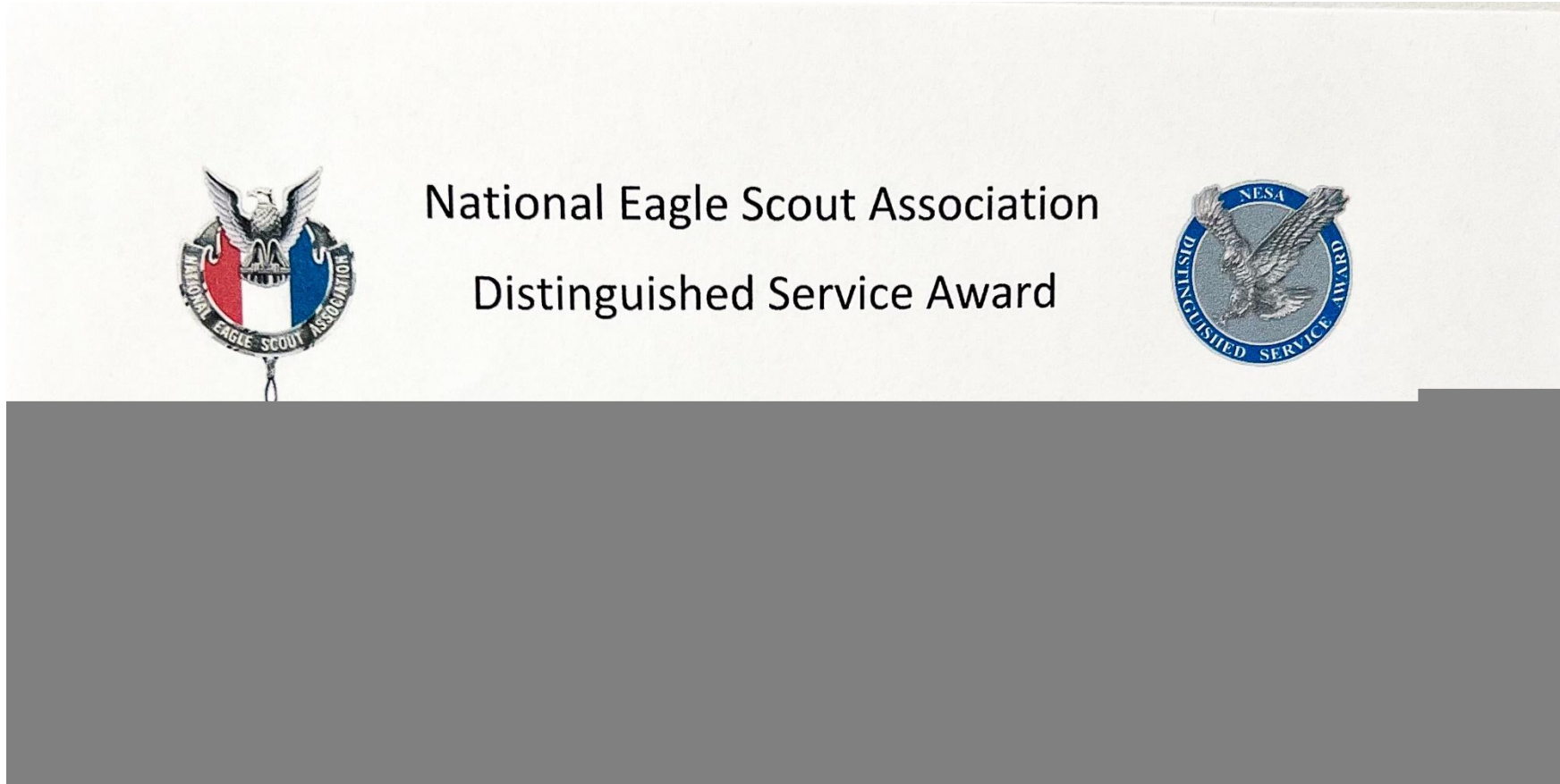
 Distinguished/Outstanding  Eagle Scout Comparison Grid					
Impact	High		?		
	Medium			?	
	Low			?	?
		Local	Territorial	National	International
		Scope			



III C. NESA Distinguished Service Award



III C. NESA Distinguished Service Award



IV. Adams Eagle Project Award



www.nesa.org/PDF/542-026.pdf

National Eagle Scout Association

The Glenn A. and Melinda W. Adams National Eagle Scout Service Project of the Year Award

Name _____

Home address _____ E-mail address _____

City _____ State _____ Zip _____

Parent or guardian _____ Home phone No. _____ Board of review date _____

Council headquarters city _____ Council No. _____ Region (check one) ☐ N ☐ C ☐ S ☐ W

Nominated by _____ Phone No. _____

Name of service project _____

Project summary (a short, concise description)



IV. Adams Eagle Project Award

Submission Guidelines

- The nomination shall be submitted to the NESAC committee of the council in which the service project was completed on or before January 31 of each year. The submission must include the application (found on www.nesa.org), a name and summary of the project, and the Eagle Scout's contact information.
- A complete duplicate copy of his Eagle Scout Leadership Service Project Workbook (previously submitted by the Scout to his Eagle board of review committee) must be attached to the application.



IV. Adams Eagle Project Award



- Each **local council NESA committee** will choose a council-level winner, council Eagle Scout Service Project of the Year Award.
- An Eagle Scout, his parents, or any registered BSA volunteer (with the Eagle Scout's permission) may submit a Eagle Scout leadership service project for consideration.



IV. Adams Eagle Project Award



- Council submission to NST on or before February 28
- **NST NESA committees** will select one winner for each NST on or before April 4 each year. NST award winners will be considered for the Glenn A. and Melinda W. Adams National Eagle Scout Service Project of the Year Award.
- The NST winners who do not win the national award will receive \$300, to be available for their future educational purposes or a national or international Scouting event



IV. Adams Eagle Project Award



- **The national winner** will receive only the national prize of \$3,500 each. The national award winner will also receive a certificate, and a silver device for the Eagle embroidered knot.
- The cash may be used for the Scout's future educational purposes or for him to attend a national or international Scouting event or venue



IV. Adams Eagle Project Award



Evaluation criteria for project planning required include:

- Project planning required
- Effort to develop the project
- Extent and character of the leadership provided by the Scout
- Extent of achievement of the planned result, including changes or/modifications required to complete the project
- Project's impact on the beneficiary and/or on the community at large



IV. Adams Eagle Project Award



Evaluation criteria (cont.) for project planning required include:

- Did the project create a “leverage opportunity” where it inspires others to expand the scope of the project
- Originality of the project
- Scope of the work
- Time and materials contributed
- Level of skill employed to complete the project



V. Silver Wreath Award



In the mid-1970s, the National Eagle Scout Association (NESA) committee established the NESA Silver Wreath Award for service to NESA. Local Councils with active NESA Committees may recognize individual leadership and/or service by committee members via the Silver Wreath Award (2 per year). The award was suspended in the 1980s and reinstated in late 2023.



V. ENDOWMENT RECOGNITION



- James E. West Contributors who donate an additional \$1,000 to either or both the BSAAA or NESAs endowments will be recognized as Legacy members
- A knot device for each can be affixed to the James E. West knot



Takeaway Challenge

Seek to improve alumni engagement within your local council and lodge

