




# NORTHERN STAR SCOUTING

**“Among the most critical decisions families make are choosing, if they can find them, opportunities to broaden their children’s learning and development.”**

- Aspen Institute: National Commission on Social, Emotional, and Academic Development

**The approach that school districts take to share such opportunities either limits or enhances parents’ decisions.**

Scouting programs within schools that allow distribution of paper fliers directly to students have higher levels of membership and family involvement. Scouting programs in schools which have limited distribution of paper fliers have suffered significant losses in membership.

- **Only 51% of low-income youth in Minnesota regularly participate in after-school activities**
- **70% of new Scouts join because of a paper flier from school**
- **There is no substitute for a paper flier**
- Last year saw a 58% increase in schools utilizing electronic fliers
- According to local school districts, less than 1% of electronic fliers are seen by parents

**Scouting:**

- Serves all communities in the state of Minnesota
- Is a **Family and Neighborhood-centered** program
- Is designed to instill lasting values in young people about **family, community and citizenship.**
- Promotes **leadership, resourcefulness, responsibility,** and it **encourages an active lifestyle with fitness.**
- Complements the goals of educators of America, and is **fully inclusive.**



**“Partnerships between youth-developing organizations and schools can apply a variety of strategies to leverage resources.”**

- Aspen Institute: National Commission on Social, Emotional, and Academic Development

For more information, contact:  
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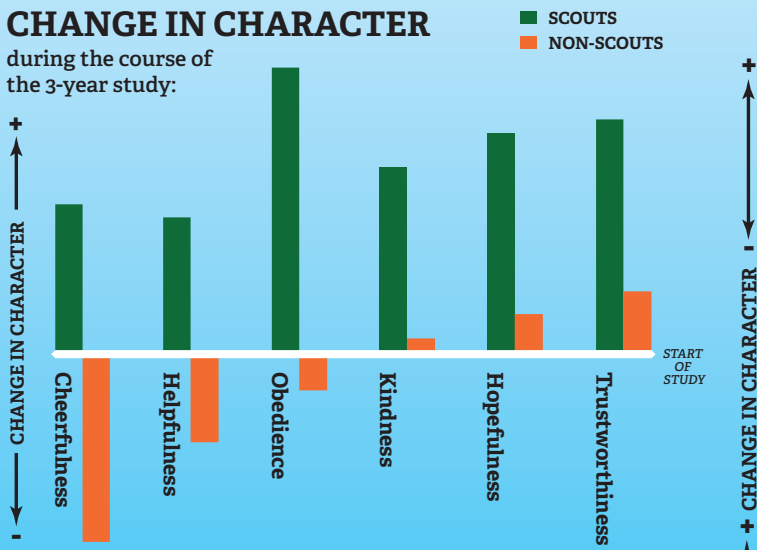
We all know Scouting's goal is to prepare young people for life, but does it work?

Scouting was put to the test over the course of three years, when a research team from Tufts University worked with the Boy Scouts of America's Cradle of Liberty Council to measure the character attributes of both Scouts and non-Scouts – all with a goal of better understanding the character development of youth as it was happening. The project, which was funded by the John Templeton Foundation and led by Dr. Richard M. Lerner, surveyed nearly 1,800 Cub Scouts and nearly 400 non-Scouts under age 12 using both interviews and survey data. In the beginning, there were no significant differences in character attributes between the two groups.

By the end, however, the differences were striking in several areas:

## CHANGE IN CHARACTER

during the course of the 3-year study:



### KEY FINDINGS:

- The **more time** kids spend in Scouting, the **better the outcomes** in character development
- Those who **attend meetings regularly** report **higher outcomes** virtually across the board when compared to Scouts with lower attendance
- Scouts are more likely to embrace **positive social values** than non-Scouts
- Scouts who are **more engaged** in the program report higher outcomes in nearly every category

With fun and discovery at every turn, Scouting makes the most of right now. But what's more, it builds positive character and provides young people a foundation they can stand on to embrace opportunity, overcome obstacles, and make new discoveries.

**SCOUTING WORKS.**

# 36,000

youth in Minnesota Scouting programs

# 70%

of all youth only joined because of a PAPER FLIER they received at school

# 20,600

total K-12 students participated in school field trips and events at Base Camp in 2019

*Northern Star Scouting will have a positive influence in the lives of 100% of the young people in the communities we serve*