



New Programs Update

Ryan Moon – Director of New Programs



New Programs and Initiatives

| Program | Purpose / Focus |
|---------------------------------|----------------------------------------------------------------------------------------------|
| Digital Merit Badges | Online digital resources. All Eagle required and Top 25 |
| Competitive Gaming MB | New merit badge, potential for leagues/tournaments |
| Catalyst | Young adults: 21-35; social, professional development, & service |
| Drone Aviation Exploring | STEM & career exposure via drones; ages 10-20; |
| LFL Adventure Clubs | Scouts BSA program for grades 6-12; no uniforms or advancement |
| LFL Community Impact | One-time council-led programs |
| Full Family of Scouting | Cub Scouting, Scouts BSA, & Venturing all meeting together under one chartering organization |
| Paid Troop Leadership | Paid SM/ASM, transition to volunteer leadership after 6-12 months |
| Family Adventure Camp | Tiered camping experience for families with centralized booking and marketing |
| CS First Year Retention | Improve Cub Scout retention with scalable tools |
| Seasonal Cub Scouting | 12-week staff-led Cub Scout program funded by Lilly |
| Chipmunks / Squirrels | Pre-K youth and families; UK & Canada partnership; Scurries |

Squirrels to Chipmunks



- **Squirrels Program (UK):** Developed Pre-Covid. Launched in 2021 for 4-6 year olds. Rapidly expanded to 700+ dreys and over 11,000 members. Data from the UK indicates improved retention within their den leader programs.



- **Chipmunks (Canada):** Canada is currently running a pilot of the Chipmunks program.



- **Scouting America:** In the testing phase, exploring a potential subscription model with parent-app progress tracking in the future.

Key Differences – (Chipmunks VS Traditional Cub Scouts)



| Category | Chipmunks | Traditional Cub Scouts |
|--------------------|-----------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------|
| Age Group | 4–5 years old (Pre-K) | 6–10 years old (K–5th grade) |
| Structure | One group (Scurry); weekly program | Multiple ranks (dens/pack) (Lion, Tiger, Wolf, Bear, Webelos) |
| Delivery Model | Parent-led, supported by council staff/volunteers <i>(Chipmunks Ranger & parent Scurry Coordinators)</i> | Volunteer-led den and pack structure with charter organization |
| Focus | Age-appropriate skills, character growth, parent-child bonding story telling | Outdoor skills, citizenship, leadership, advancement |
| Recognition | Sticker book and helper stickers | Rank badges, belt loops, pins |
| Uniform | Neckerchief | Full Cub Scout uniform |
| District / Council | Do not attend. | Day Camps, Scout-O-Rama's, etc. |
| Goal | Introduce families to Scouting in a simple, accessible way. Prepare child for school | Provide progressive program leading to Scouts BSA |

Chipmunks Program



8 Program themes

- Music and Movement
- Friendship and Teamwork
- Creativity
- Outdoor Skills
- Adventure
- Problem-solving
- STEM
- Citizenship & Multi-cultural

