



BOY SCOUTS OF AMERICA

Coming soon...
BeAScout
Put Scouting on the map!

The BSA is putting Scouting on the map!

That's right! The BSA is putting Scouting on the map all across the nation! In time for Join Scouting 2010, the Boy Scouts of America will have its own joining Web page with information on Scouting, plus an actual Google map application that will help potential Scouts and their parents find packs, troops, and crews in their communities. *It's real and it's coming!*

When?

On June 1, the National Council will stage a new national Web page address and roll out training on the new BeAScout Google map unit locator.

How will it work?

In a nutshell, unit leaders will be able to update their unit's Google "pin" – the bubble you see on Google maps – through MyScouting. They can add their unit meeting time, location, phone number, unit Web site address if they have one, as well as a contact name for the unit. *It's easy!*

Why is this important for the BSA?

1. **Consistent marketing.** One national Web site (not 300) we can use in marketing materials, PSAs, etc., that directs potential Scouts to local units.
2. **Find Scouting Near You!** It's a great way to find Scouting in your community.
3. **"Join Now!"** An easier way to invite families to join.





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The Google Pin. The information in the “pins” will be tied to unit records in the BSA’s database. Unit leaders will have the ability to update this information to keep it accurate and up to date. They will be able to edit it as often as they like.

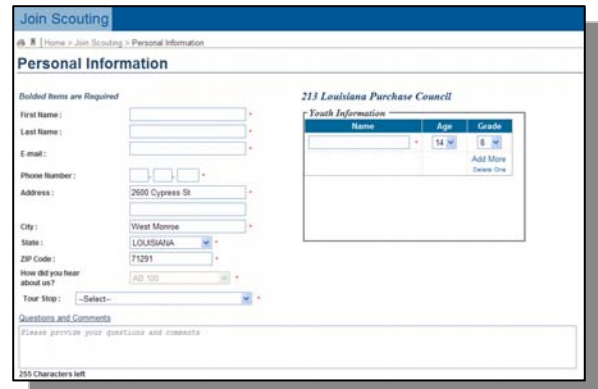
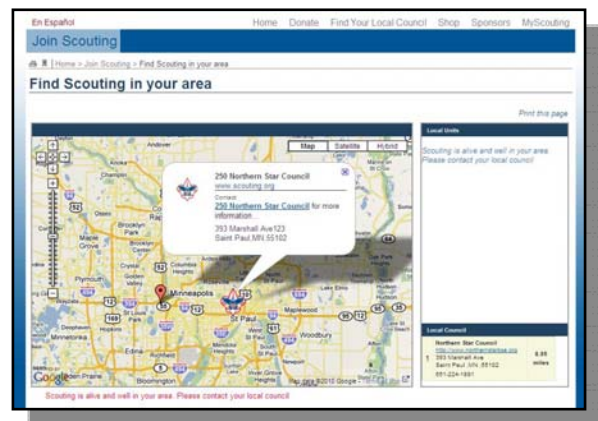
“Ask Us! We can help.” A new feature allows people interested in a particular unit to e-mail questions to the unit leaders. For instance, say a potential Scout parent wants to know, *“What night does your den meet?”*

The parent would click on the “For More Information” link. The site will open up a “blind” e-mail window (the sender never sees the actual e-mail address.) He or she types the question and presses Enter. The leader receives the question and can respond.

BeAScout keeps a record of the question and the person requesting the information and whether or not they receive a response. Plus, unit leaders, district personnel, council staff, area, region, and national-level staff can run reports to see the requests coming in and whether or not responses are being sent.

Find out more next issue.

BeAScout Launch: What Is BeAScout?



Next Issue:

- **Information on Demand: Dashboards and BeAScout**
- **Webinar Schedule and Signup Info**
- **Exclusive Preview of the New Words to Live By PSAs**

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