BeAScout: Putting Scouting on the Map!

Have you heard? The BSA is using the Internet to build on our annual recruiting efforts! And the recruiting campaign is called ***BeAScout***.

BeAScout is for both parents and unit leaders. Everyone has a role to play that can help people sign up for Scouting.

Parents. When parents get a recruitment flyer from school, it should reference www.beascout.org. That's where parents can select a Scouting program they want more information about, and they can also type their address to find units in their neighborhood. The parent clicks Go and voila! A Google map appears with Scouting pins. Each pin has information about the unit, including a contact name. The parent simply clicks on the unit contact or *More Info* to send an e-mail to the leader with information about their youth; they can also ask questions of the leader.

Unit Leaders. Using their MyScouting accounts, unit leaders can personalize the pins that will appear on the Google map. The committee chairperson and the chartered organization representative can also do this.

It's important to assign a primary contact and two alternate contacts (registered adults in the unit) so that more than one person can monitor the e-mails from parents. By default, some information will be set from ScoutNET and may require updating.

BeAScout

1) Log into Myscouting account.
2) BeAScout link on the left in the menu (only available to Unit Leader, CC and CR).
3) Unit Pin Management: Unit Leaders use this to edit PIN information.
4) The Unit PIN management is used to set what the parent sees on the Google map when hovered over or clicked on. Filling out this information correctly is imperative to successful leads generation.
5) Step one in Unit PIN Management is to select the correct unit. Unit leaders may be registered to more than one unit. Leads are grouped by unit.
6) The "Primary contact information" refers to whom the unit has chosen to be the lead in managing the PIN information and the parent requests. This does not have to be the Unit Leaders, but must be a registered adult from that unit. BeAScout "talks" to our Scoutnet or PAS system and updates the information of registered adults
7) It is also the person receiving emails generated from the Google Map PIN. So a Unit Leader can assign another registered adult to work the leads.
8) The unit meeting address can be changed at any time. **The address displayed is pulled from ScoutNET or PAS. If a unit is having a special meeting location or does not meet at their Chartered Organization, the address can be changed.**
9) The Alternate Contact Information fields are mandatory. These fields are named, respectively, Alternate Contact 1 and Alternate Contact 2.
10) The primary and both alternate contacts must have different email addresses or an error will occur. All three email addresses will receive an email when a lead is generated. The parent will only have information on the primary contact in the Google PIN.
11) Once completed, there will be six individuals who have access to Unit Pin Management (as well as unit lead management) via MyScouting.org:
    a) the Primary unit leader (Cubmaster, Scoutmaster, or Crew Advisor)
    b) Unit Committee Chair
    c) Chartered Organization Rep
    d) Primary contact
    e) Alternate contact #1
    f) Alternate contact #2
12) In order for the "contact person" to display in the PIN, the "contact person" check box must be checked.
13) Special Announcements can be used for any purpose to display an announcement on the Unit PIN.
14) What you type in the box will appear in the PIN info and once again **remember to check that box in "Fields Displayed on Google Pin".**
15) This is an example of the Special Announcement once showing in the preview box. Review all information here and make updates or changes. Be sure to "**save**" your information.
16) Once you have saved your information, a window will pop up stating that the Unit saved successfully.

Unit Leaders managing leads.

1) Accessing the Unit Lead Management is via MyScouting account. **And remember after the initial set up 6 individuals from the unit may have access to this information. To get to the unit lead management page click on the gadget "Unit Lead Management" at the top**

2) The Unit Lead Management portion is used by the Unit Leaders.

3) Select the Unit to display all leads

4) Leads are displayed with the following categories of information in the dashboard:
   a) Lead Name, which is the parent name
   b) Address, of the parent/child
   c) Initial Request time, displays the date and time of the parents initial site contact for unit leaders and councils to ensure speedy contact with the lead.
   d) Email Address, of the parent
   e) Q or C, displays a flag showing the leader or executive that there is additional information needed to be read through.
   f) Next, the Phone number.
   g) The Number of youth in the family
   h) A status of the lead.
   i) The Notes section is used for follow up. This allows each person looking at the lead to know what has been done by a previous reviewer.
   j) …and, how did you hear about us?

5) Clicking on the red flag in the Q & C field opens a box allowing an email contact with the parent.

6) All of the necessary information to contact this parent is on this page. Once contacted, the status of the lead should be updated—**to move the radio button, leaders will need to do that manually.** The statuses are displayed. The description of each status is located in the information bar above the display fields bar.
   a) **NC= not contacted**
   b) **F= follow up needed**
   c) **C= contacted by the unit**
   d) **J= has joined the unit**
   e) **U= needs to go to another unit or council**