

National Sea Scout Support Committee Report

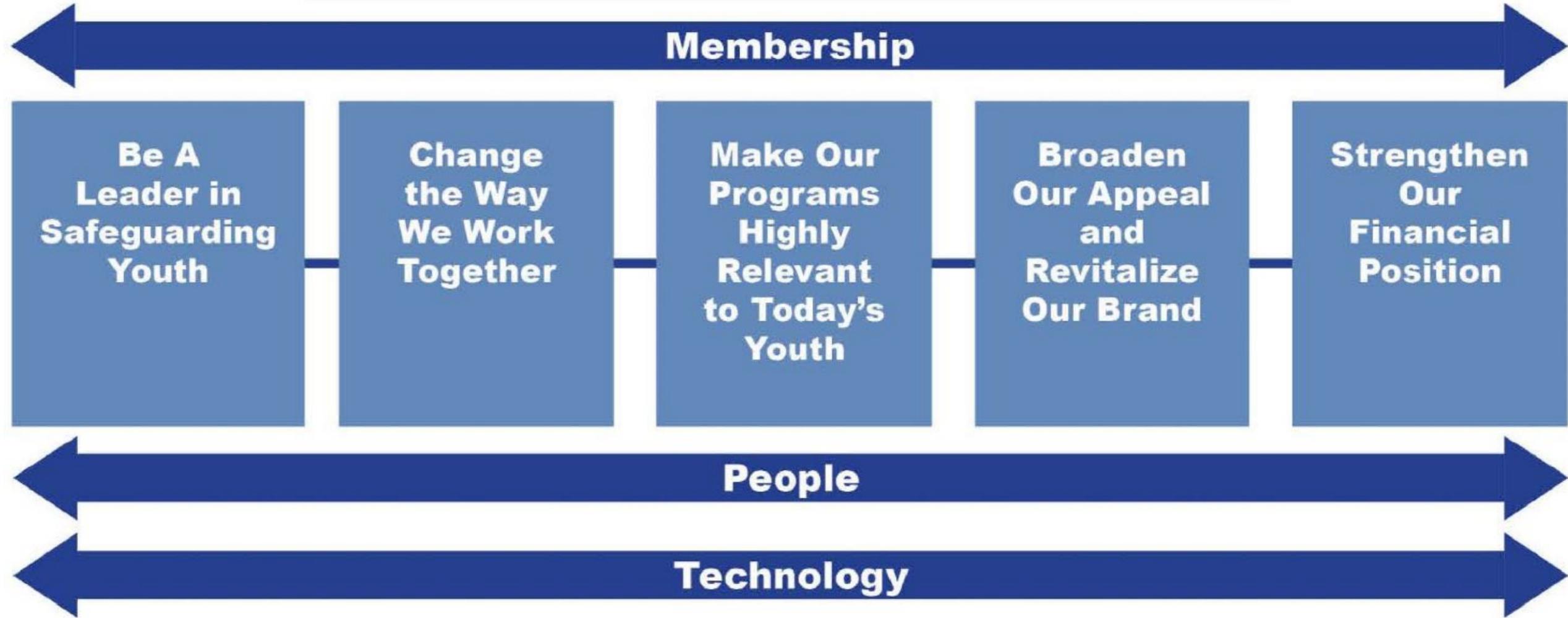
2024-2025 Goals and Accomplishments



Salvatore Ciampo, National Sea Scout Program Chair

Our Goal: To Prepare America's Youth for Lives of Impact and Purpose.

BOLD — INCLUSIVE — TRUSTWORTHY — SERVICE-ORIENTED



Our Imperative

Live the Ideals of the Scout Oath and Law

Key Metrics

America's Leader in Safeguarding Youth

Satisfaction

Membership Growth

Debt Below \$200 million
Dec. 31, 2026

Sea Scouting 2024 Priorities

Youth/Adult Safety:

Review incident reporting of Sea Scouting events (including near misses) to ensure new safety issues are communicated through the National Incident Reporting System and National Sea Scout Roundtable.

Working together:

Look for ways to share Sea Scouting with other program areas, in particular feeder troops and high adventure outings with Venturing. Collaborate with older youth programs on such things as marketing and any other opportunity for standardization and efficiency.

Make Sea Scouting relevant:

Encourage Councils to expand Sea Scouts by chartering new Sea Scout Ships; recruiting new leaders and youth members to existing Ships; retaining existing Ships; and youth and adult members.

Broaden appeal and Revitalize Our Brand:

Continue to emphasize the appeal of on- water experiences. Encourage paddlecraft experiences to bring Sea Scouting especially to interior portions of our country.

Establish, develop, and maintain cooperative relationships with national boating and maritime organizations. Encourage youth to consider opportunities in the maritime industry.

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National Quarterdeck Goals

By the end of the 2024-2025 term, the National Sea Scout Instagrams will have gained 3% more followers, with a focus on ships in action and what sea scouting can be. **COMPLETED**

The NQD will support the Sea Scouts program by maintaining close effective communications with CSTs using council contact spreadsheets with emails and phone numbers. With established contact with leadership, we will provide a council boatswain handbook and any council leadership guides to establish council quarterdecks. **COMPLETED**

By the end of the 24-25 NQD cycle ships will have greater access to different forms of information and resources; including uniforming, advancement, and events. Preferably within the Sea Scout website. **COMPLETED**



Awards and Recognition 2024-25 Task Force Goals

Working with the National Awards, Insignia, and Uniform Committee and professional staff partners, ensure the BSA Guide to Awards and Insignia is updated to reflect recent changes to the Sea Scout program, training, uniform, and insignia by 12/31/2024. **COMPLETED**

Participate with the NSSC Material & Literature Task Force in updating the online Sea Scout Manual, specifically the uniform pages. Review all the images in the SSM revision for alignment with the uniform pages by 8/31/2024 and align related SeaScout.org website pages with the updated Sea Scout Manual by 9/30/2024. **COMPLETED**

Initiate a study of the prevalence of the use of larger displacement-hulled vessels in the Sea Scout program nationwide by 12/15/2024, in order to implement program for completion by 4/30/2025. **COMPLETED**



Marketing and Communications 2024-25 Task Force Goals

Post Two articles a month on Website showcasing Sea Scouts in Action. This includes webinars, news, and reports on Sea Scout events. Post Newsletter on the first and third weeks of the month with updates for webinars, roundtables, podcasts or opportunities for Sea Scouts and weekly social media posts to focus on Sea Scouts in action sailing, kayaking, and other “on the water” adventures. **COMPLETED**

All Marketing Material will need to be rebranded for “Scouting America” by February 2025. **COMPLETED**

Find hosts to record episodes for National Roundtables on a quarterly basis, to focus on activities every Sea Scout can do. **COMPLETED**



Materials and Literature 2024-25 Task Force Goals

The 2024 version of the Sea Scout Manual will be completed and reviewed by August 31, 2024.

COMPLETED

Advancement changes approved by the National Sea Scout Committee in September 2023 will be submitted to the National Program Committee for review and adoption by October 2024. **COMPLETED**

Work with a youth team to develop and produce a Boatswain's Handbook by January 1, 2025.

COMPLETED



Membership and Retention 2024-25 Task Force Goals

Our goals are to increase Total Youth Membership within a target range of three to six percent per year or 3987 to 4103 by 12/31/2024. **COMPLETED**

Our goals are to increase the number of Ships within a target range of three to six percent per year or 354 to 365 by 12/31/2024. **COMPLETED**

The National Membership Committee has published a five-year plan to reach 75% of pre-pandemic membership and units by 2028. The Sea Scouts acknowledge that plan and further intend to implement a simultaneous five-year plan to reach full pre-pandemic membership and unit levels by 2028. The two goals above meet the first year's milestone to accomplish this goal.

COMPLETED



Partnerships & Relationships 2024-25 Task Force Goals

Increase the number of Ships chartered by the U.S. Coast Guard Auxiliary and America's Boating Club by 20% by 12/31/2024. That is an increase from 33 to 39 by the Auxiliary and from 12 to 14 by ABC. Set the stage to then further Increase the number of Ships chartered by the Auxiliary and ABC by an additional 10% by 12/31/2025. **COMPLETED**

Partner with American Canoe Association to alert Sea Scouts and Sea Scout leaders via the Sea Scout website and social media of various human-propelled boating resources offered by the ACA by 12/31/2024. These include published course descriptions and entry-level ACA paddlesport Safety Facilitator, trip leader, or instructor development opportunities. **COMPLETED**

Develop and sign modified/updated MOAs or Letters of Support with organizations where necessary by 12/31/2024. **COMPLETED**



Resource Support 2024-25 Task Force Goals

Solicit input from Territory Chairs on successes and opportunities relating to the Sea Scout program in their territories. Contact all 14 Chairs by 12/31/2024.

COMPLETED

Leverage our relationship with the Council Scout Executives in 150 councils where Sea Scouting is present by 5/31/2025 proactively asking “What Sea Scouts can do for You?”. When speaking to a Scout Executive in a Council adjacent to a council without Sea Scouts, we will seek information that could help us expand Sea Scouting to a new council. **CONTINUED TO 2025-26**

Stand ready to assist Membership Task force as requested.

COMPLETED



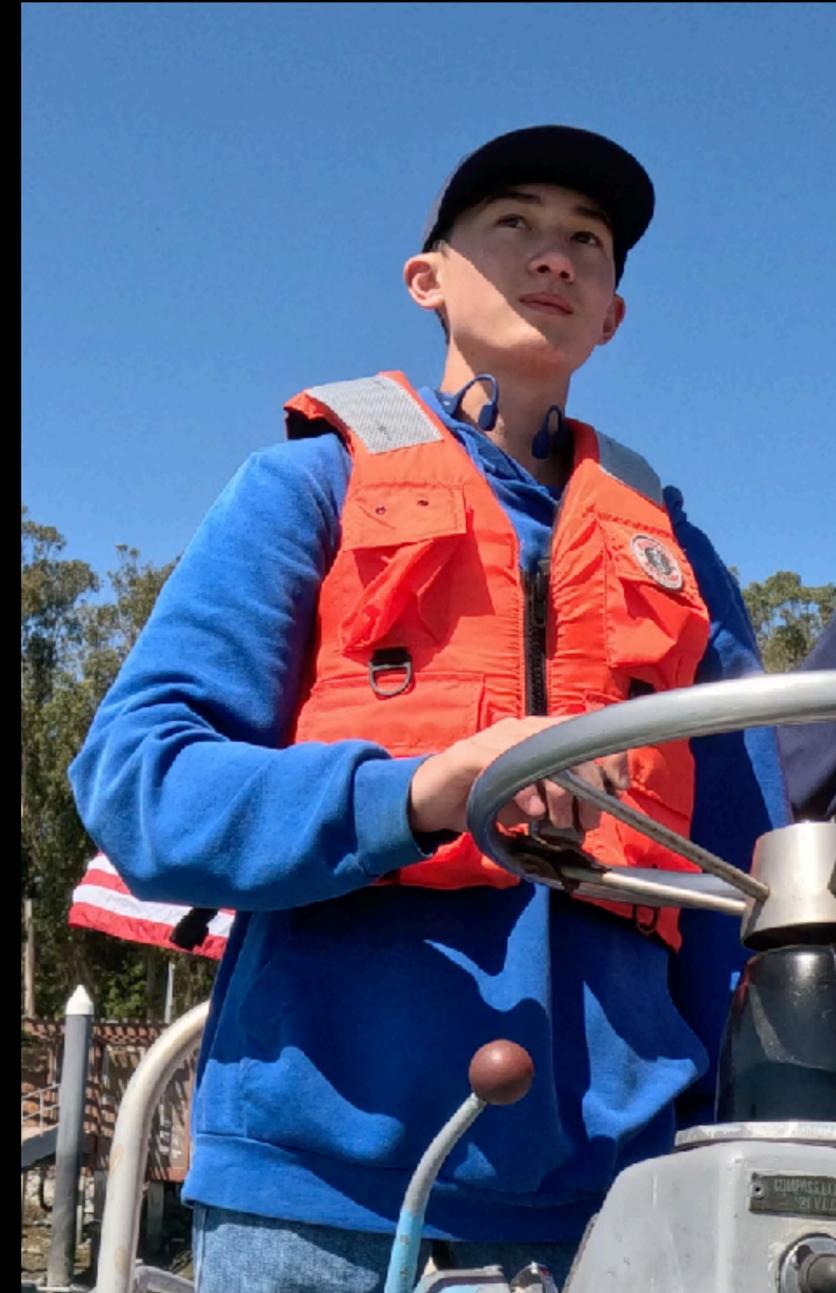
Training 2024-25 Task Force Goals

Train/Assist incoming National Seabadge Coordinator in learning the intricacies of the Seabadge program to be completed by 13 October 2024 and instituting the next Seabadge Course Director Conference to be completed prior to 31 July 2024. **COMPLETED**

To investigate (and possibly implement) a better delivery system of IOWLS and AOWLS to newly chartered Ships that lack the resources to deliver those courses on their own at the Council level before 1 July 2025.

CONTINUED TO 2025-26

To investigate (and possibly implement) a “What is Sea Scouting?” course for the Continued Education Tract for Commissioner Colleges to assist Unit/District/Council Commissioners in knowing how to assist Ships before 1 July 2025. **CONTINUED TO 2025-26**



Commissioner Service Liaison 2024-25 Goals

Schedule, promote and conduct a virtual Seabadge course explicitly for commissioners no later than first quarter 2025 . **COMPLETED**

Encourage a compatible view of indicators of Sea Scout unit success between commissioner tools and program side and encourage a data-driven approach on both sides . **COMPLETED**

Encourage BSA to report Sea Scouts independently of Venturing and to report on total membership, not just primary. **CONTINUED TO 2025-26**

