

Real-World Career Experiences
Exploring[®]

Exploring Express



A Method for Organizing New Explorer Posts and Clubs

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Overview

Climb aboard and take a ride on the Exploring Express. The experiences provided through Exploring will engage the members in career orientation activities. You will be offering new programs that may shape the future careers of hundreds of youth across the United States. So join us, take a seat, and enjoy the ride.

What Is It?

The Exploring Express Campaign is a plan specifically designed to organize new Explorer posts and clubs that involve community resources. The purpose behind the campaign centers on the following:

- Researching the career interests of the students
- Identifying prospective community organizations
- Involving volunteers in the process
- Organizing new posts and clubs
- Cultivating relationships in the community
- Reinforcing the message of Exploring

What Are the Benefits?

- Employees and volunteers receive sales call training.
- New posts and clubs are added, involving more youth.
- Exploring becomes part of the council's strategic plan.

What Should Your Council Do?

- Agree to conduct the Exploring Express Campaign day.
- Set dates for the campaign with your area director.
- Contact the National Alliances Team to request specific national support.
- Decide which communities and organizations to contact.
- Involve the volunteers who will participate in making sales calls.
- Set training dates for staff and new volunteer organizers.

Summary

This council-generated campaign is focused on researching the career interests of students, identifying participating organizations, and recruiting volunteers for the sales calls.

How Does It Work?

- The Exploring Express Campaign begins with staff training.
- A special training session is conducted for volunteers.
- Appointments with post and club prospects are conducted. All professional staff, including management, and volunteers are involved in making the sales calls.
- Volunteers and council staff report back after all of their visits.

National Support

The National Exploring Team will support each council through the following:

- Sign-up sheets
- Sample training agendas
- Sample invitation letters
- Promotional fliers and posters
- Marketing brochures/new Exploring sales kits
- Training of staff and volunteers
- Ride-alongs with national staff
- Coaching
- Webinars

Requirements

- Turn in Exploring Express Campaign sign-up sheets to council office.
- Turn in Reporting Progress sheets to council office.

Criteria

- Every team (professional and volunteer) makes a minimum of 10 calls and organizes four posts and/or clubs during the campaign.
- Turn in completion sheet 60 days after the campaign occurs, prior to December 31, 2016.

Recognition

- National Exploring Express Recognition Certificate
- Recognition on national Exploring website

For more information, go to www.exploringexplosion.org.

Exploring Express Campaign Checklist

- Council management agrees to conduct campaign
- Scout executive contacts regional/national representatives to schedule Exploring Express
- Staff orientation
- New program organizers are recruited
- New program prospects are identified
- New program organizers are invited to committee training
- Mentor/manager assigned to each team
- New program appointments are scheduled
- Materials are prepared for trainings
- Results from Career Interest Surveys
- Committee training (same day as staff training)
- Campaign day and report meeting
- Thank you letters to committee members and executive officers
- Staff/committee follow-up
- All-in-One Program Planning Meeting with all newly committed organizations
- Open house

Staff Training Agenda

(2 hours; suggested items: A/V equipment, laptops, Wi-Fi)

| | |
|---|---------------------------|
| A. Opening Remarks and Introductions | Exploring Chair |
| B. Exploring Overview | Exploring Chair |
| <ul style="list-style-type: none">• Twelve career fields• Five program emphases• Memorandum of Understanding• Adult leadership• Youth participation | |
| C. Four Phases of Organizing a Post or Club | Professional Staff Member |
| <ul style="list-style-type: none">• Research• Leadership• Program• Participation | |
| D. Exploring Express Review | Exploring Express Chair |
| <ul style="list-style-type: none">• Campaign review• Career Interest Surveys• Timeline• Coordinating appointments with volunteers• Progress reports | |
| E. Review CEO Questions | Professional Staff Member |
| <ul style="list-style-type: none">• Role-play sales call | |
| F. Questions | Exploring Express Chair |
| G. Closing Remarks | Exploring Chair |

Committee Training Agenda

(2 hours; suggested items: A/V equipment, laptops, Wi-Fi)

| | |
|---|---------------------------|
| A. Opening Remarks and Introductions | Exploring Chair |
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| D. Exploring Express Review | Exploring Express Chair |
| <ul style="list-style-type: none">• Campaign review• Career Interest Surveys• Timeline• Coordinating appointments with volunteers• Progress reports | |
| E. Review CEO Questions | Professional Staff Member |
| <ul style="list-style-type: none">• Role-play sales call | |
| F. Strategy Break-out Sessions | District Teams |
| <ul style="list-style-type: none">• Review timeline• Review Career Interest Survey results (if available)• Start to develop prospect list | |
| G. Questions | Exploring Express Chair |
| H. Closing Remarks | Exploring Chair |

Prospect Profile Worksheet

1. Organization:

Name: _____

Address: _____

Phone: _____

Email: _____

Website: _____

Has the organization had an Explorer post or club within the past five years? _____ Yes _____ No

Within the past 10 years? _____ Yes _____ No

2. Chief executive officer/president:

Name: _____

Title: _____

Exploring background: _____

Personal interests: _____

3. Members with Exploring background:

Name: _____ Phone No.: _____

Name: _____ Phone No.: _____

Name: _____ Phone No.: _____

4. Other similar organizations that are participating organizations:

Name: _____ Chief executive officer: _____

Name: _____ Chief executive officer: _____

Name: _____ Chief executive officer: _____

5. Total available Exploring-age youth: Posts _____ Clubs _____

6. Organization's career objectives: _____

7. Community/youth outreach objectives: _____

8. Other information: _____

Items to Take on a Sales Call

1. Community leader/volunteer
 - Leverage connections, relationships, and credibility
2. Exploring Sales Kit, No. 800-420/SKU 622999
3. “Prepared especially for _____” cover page
 - Templates for each career field found on LFL internal website: Exploring > Marketing > Making a Sales Call
 - Download and customize for your prospect’s name and organization
4. Promotional insert (by career field)
 - Available from the National Distribution Center

| Description | No. | Description | No. |
|------------------------------|---------|-------------------------------------|---------|
| Arts and Humanities | 800-461 | Health | 800-312 |
| Aviation | 800-443 | Law Enforcement | 800-700 |
| Business | 800-463 | Law, Government, and Public Service | 800-426 |
| Communications | 800-460 | Science | 800-493 |
| Engineering | 800-993 | Skilled Trades | 800-703 |
| Fire/Emergency Service | 800-701 | Social Services | 800-462 |
| General Explorer | 800-992 | General Explorer (Spanish) | 800-034 |
| Middle School Explorer Clubs | 800-046 | | |

5. Summary career interest data
 - Downloaded locally from Student Career Interest Survey Report Generator OR collected from schools’ own surveys or database
 - Best choice is Individual Career Field Summary (provides numbers of students interested in careers in each specific career field)
 - Second best choice is Career Summary by Council for all careers (provides top career interests from all career fields)
6. Exploring Memorandum of Understanding
 - Found on LFL internal website: Exploring > Forms > New Posts, Clubs, Renewals, Applications
7. Career Opportunities Worksheet
 - Found on LFL internal website: Exploring > Services > How to Start a Post
 - Provides program ideas
8. Adult application
 - To make prospects aware that criminal background checks are required of adults
 - Adult application: No. 524-010
9. Business card
 - So they know how to contact you

Frequently Asked Questions by CEOs and School Administrators

1. How many adults?

For posts, at least four adults, but seven or eight is better because people have business travel, work projects, sick children, ... and many hands make light work. That makes sense to you, right? (*Get the CEO to verbally agree—now it becomes his or her idea.*)

For clubs, at least two adults, but five or six is better.

2. How much time?

Most posts meet once or twice a month for an hour, hour and a half, or two hours—whatever works for your company or your school. Most clubs meet once a month.

3. How much money?

There is a \$40 general liability insurance fee annually for the post or club, plus \$24 per youth and adult, but you may consider charging slightly more for snacks, postage, activities, etc.

Also consider the cost of equipment and gear. Keep in mind that the participants can help offset the cost of equipment through membership fees set by you and through fundraising efforts.

The council has structured fundraising events every year that you can take advantage of rather than having to organize your own fundraisers.

4. How many kids?

Most posts and clubs have around 25 to 35 youth, but how many would your company like to work with? (*If talking to a fire chief, scale down to 12 to 15 because they are immediately thinking of how many sets of \$1,000 “bunker gear” they need, and 25 to 35 may scare them.*)

Whatever number the CEO/school administrator answers with, respond: Is that how many registered or how many showing up at every meeting? They will not all be here every time because of homework, part-time jobs, etc. So how many would you like at every meeting?

Whatever number the CEO answers for attending every meeting, they will want to have eight to 10 more registered to allow for those who will not always attend.

5. What would we do?

The magic is in providing hands-on activities so Explorers know what it means to be a (*insert career*). For example, they might learn (*give three to four examples for that career field from the Career Opportunities Worksheet*). They can read books and watch videos, but where else but here can they get hands-on experience? Keep it simple. We have techniques to help develop activities.

Clubs also have access to the sixth-, seventh-, and eighth- grade career education curriculum books with dozens of lesson plans in each guidebook. This is free of charge to the participating organization. Lesson plans meet state education standards and can be used to supplement the interactive activities of the Explorer Club program.

6. What's the next step?

This is a “buying” question. It indicates that the CEO/school administrator has received satisfactory answers to the previous questions and is interested in progressing.

The first thing we need to do is brief your key management staff at an All-in-One Program Planning Meeting. At the meeting, we will explain how Exploring helps young people, complete paperwork and training, and plan your first program calendar. Could we schedule that for some time in the next two to three weeks?

All-in-One Program Planning Meeting

This meeting is led by the Exploring executive and/or committee member and is scheduled for one of two reasons: to get a new post or club up and running or to restart a lagging post or club. (Refer to the Exploring Express Campaign Checklist.) Allow two to three hours for this meeting and be sure ALL post or club committee members (past and potential) are present.

| Agenda Item | Form/Resource | Time | Notes |
|---|--|-----------|--|
| Welcome and introductions | Allow everyone to introduce themselves. | 5 min | Ask for volunteer to act as secretary and take minutes. |
| Complete forms with signatures AND position codes. | MOU Application for Participation (new posts and clubs) Adult applications Form 28-573 (background check exemption) Training log for registrar | 10 min | Prefill forms as much as you can to save time. |
| Training: Review MyParticipation.org Youth Protection training for Exploring Basic adult leader training | Internet access, computer, projector, screen, training DVD (or online) | 45 min | Ask for questions after each training session. |
| Review JTE Post/Club Scorecard and Career Achievement Award. | Form available from MyBSA > Resources > LFL > Exploring > Program > Awards | 10 min | Make enough copies for everyone! |
| Brainstorm for interactive hands-on activities that can be done with middle and high schoolers. | Marker board or easel pad of paper, markers, Career Opportunities Worksheet, Career Achievement Award | 15-20 min | Write down ALL ideas. List at least 20 activities. |
| Select the best four or five activities to be facilitated at the open house. | Exploring Guidebook, chapter 3 | 5 min | Conduct short versions of these activities in round-robin-style at the open house. |
| Enter the best activities from the list into the post or club calendar. | Blank sample calendars | 15 min | Select activities from Career Opportunities Worksheet, brainstorming exercise, and Career Achievement Award. |
| Delegate action items to all attendees and assign committee positions. | Exploring Guidebook, chapter 3 | 15 min | For open house: Mail invitation letters and make invitation phone calls; gather snacks, materials for activities, clean copies of calendar to hand out. |
| Closing | Remind group members that they've created a solid plan that will make a positive impact and prepare youth for their future as well as ours. The hard part is over—just follow the plan! Offer your support and contact information (or that of the service team) to the committee members. | | |

Sample Open House Agenda

- 1. Greeters (15 minutes) prior to meeting start)**
Greet the young people at the door. Welcome them, hand out nametags and program outline, and complete sign-in roster.
Post/Club Committee
- 2. Introduction and Welcome (3 minutes)**
The post Advisor/club Sponsor starts the meeting with a welcome, and all members of the adult leadership team introduce themselves.
Post Advisor/Club Sponsor
- 3. Greetings From the Host (7 minutes)**
The executive officer of the participating organization gives the group a brief background on the organization's interest in organizing an Exploring program and the organization's commitment to this post or club. This brief talk should be motivational in tone. Be sure to discuss the correct use of Exploring language with this person beforehand so that he or she feels comfortable and appears knowledgeable.
Executive Officer of Participating Organization
- 4. Icebreaker (10 minutes)**
Conduct an exercise that will help stimulate the participants to speak more freely by requiring everyone to talk for a few minutes. Activities such as the Interview game or Famous Person ID game will help to break the ice.
Post Advisor/Club Sponsor
- 5. Description of Exploring and Purpose of Explorer Post or Club (7 minutes)**
Consider creative ways to explain the meaning of Exploring. For a new program, you could have a president from an existing post or club introduce Exploring.
Youth Representative
- 6. Description of Upcoming Program of Activities (3 minutes)**
Distribute copies of your planned program, with dates and times, for the first three months of the post's or club's year. During this part of the meeting, you should explain the election of youth officers and their responsibility to lead the program of this Explorer post or club.
Associate Advisor of Program/Club Sponsor
- 7. Hands-On Activity (30-40 minutes)**
Design a hands-on activity that each prospective member can participate in. This should be a new experience and one of the most fun activities planned for the post's or club's first three months.
Post/Club Committee
- 8. Participation Process (5 minutes)**
Explain the participation process. Explain that the national participation fee includes liability insurance and activities, awards, and scholarships supported by Learning for Life. Display copies of Exploring literature.
**Associate Advisor of Administration/
Associate Sponsor**
- 9. Invitation to Join (20 minutes)**
Serve refreshments. Collect participation fees from those ready to join, and mark the sign-in roster "paid." Ask others to have their fees ready by the second meeting, and mark their names "not paid."
Post/Club Committee
- 10. Closing Comments (5 minutes)**
Give a brief, motivational send-off. Be sure everyone knows the date, time, location, and program for the next meeting.
Post Advisor/Club Sponsor

