

A large, stylized sunburst or explosion graphic composed of numerous thin, grey lines radiating outwards from a central point. The lines vary in length and thickness, creating a sense of dynamic energy and movement.

2016
Exploring®

Explosion

Playbook

www.exploringexplosion.org



An open letter to the field:

I am excited to share with you a fully developed, mission-driven growth plan for Exploring called “Exploring Explosion.”

This growth effort will officially begin on January 1, 2016, and conclude with the close of registration for the year 2016.

To facilitate the campaign, Learning for Life has created this single go-to source we are calling “the playbook.” Contained in this playbook are:

- A master calendar
- Details on both orientation webinars and training webinars about the four phases of Exploring program development
- Steps to success and a list of resources already available to you
- Details on the recognition plan

In addition, you can access Web-based resources to enhance your council efforts at www.exploringexplosion.org.

I am committed to the 2016 Exploring Explosion. This has the potential to rekindle the spark that has made Exploring a key strategy for getting the greater community involved in our values-based youth development program. I challenge you to get your staff and volunteers fired up about Exploring. Let’s watch us grow!



Yours,



Michael Surbaugh
Chief Scout Executive



How the National Exploring Team Will Support Your Council

Councils that participate in the 2016 Exploring Explosion will receive free access to the Online Career Interest Survey from January through December 2016. This includes unlimited surveys for as many schools as you would like to survey. If your council has already purchased access to the Online Career Interest Survey, and your contract includes months in 2016, you will receive a prorated reimbursement.

The national Exploring team is geared up and ready to support you in your Exploring Explosion kickoffs and campaign coordination. Let us know if you cannot find what you are looking for on

www.exploringexplosion.org.

- Scantron (paper) Career Interest Survey scanning services at no charge (three-week turn-around).
- Free access to the Learning for Life Online Career Interest Survey during the 2016 calendar year. Check it out at www.exploringyourcareer.org.
- Over 40 training webinars for professionals and volunteers throughout 2016.
- Exploring Explosion national recognition incentives, including 2016 Century Club.
- Traveling Exploring training (five to eight hours, including a working lunch). If your council agrees to



host a training and recruits its neighboring councils' staff members and volunteers to attend a training, one of the national Exploring team members will bring the training to you and your volunteers. (Note: This must be coordinated through your area director.)

- A new online store to help you purchase Exploring branded merchandise, such as polo shirts and dress shirts to wear while making sales calls and visiting schools for career interest surveys.

COMING SOON

- *Exploring Guidebook* for adult and youth leaders
- NEW Web-based, searchable database of Exploring activities
- Improved public website
- NEW Explorer leader training online modules for all Exploring leader positions
- Updated Youth Protection Training online module
- National and regional volunteer recruitment and support
- What Is Exploring? promotional booklet, No. 800-420



Position Description—Staff Advisor

What Is Exploring Explosion?

Exploring Explosion is a mission-driven, nationwide Exploring growth campaign that engages more volunteers and professionals, advances local programs, and ultimately improves Journey to Excellence scores for local councils.

Staff Advisor Responsibilities

1. Recruit an Exploring Explosion volunteer chair for your council (approved by the Scout executive).
2. Promote and champion the Exploring Explosion campaign in your council.
3. Complete the online Exploring Explosion participation survey. Each council will receive a unique link to the survey via email.
4. Champion and support your volunteer chair in developing an Exploring Growth Plan.
5. Become familiar with the Exploring Explosion playbook and attend one Exploring Explosion orientation webinar with your volunteer chair.
6. Help promote Exploring growth by utilizing all current volunteer and professional structures available within your council, including the executive board, in order to ensure a successful Exploring Explosion campaign.

7. Celebrate your progress throughout the campaign by attending the FUSE (**F**ind yo**U**r **S**uccess in **E**xploring) video conferences. See the campaign calendar on page 8.

FUSE Celebration Video Conferences:

All conferences are at
2 p.m. Central time.

May 19, 2016

October 27, 2016

January 12, 2017

Exploring Explosion Orientation Webinar Dates*:

Mon	October 5, 2015	10 a.m.**
Tues	October 6, 2015	2 p.m.
Wed	October 7, 2015	10 a.m.
Wed	October 7, 2015	6 p.m.
Thur	October 8, 2015	2 p.m.
Fri	October 9, 2015	10 a.m.

*For additional (optional) Exploring Explosion trainings, please go to www.exploringexplosion.org.

**All times are in Central time.



Position Description – Volunteer Chair

What Is Exploring Explosion?

Exploring Explosion is a mission-driven, nationwide Exploring growth campaign that engages more volunteers and professionals, advances local programs, and ultimately improves Journey to Excellence scores for local councils.

Volunteer Chair Responsibilities

1. Work with your designated council professional staff advisor to promote and champion the Exploring Explosion campaign in your council.
2. Complete the online Exploring Explosion participation survey. Each council will receive a unique link to the survey via email.
3. Become familiar with the Exploring Explosion playbook and attend one Exploring Explosion orientation webinar with your professional staff advisor.
4. Champion and support your professional staff advisor in developing an Exploring Growth Plan.
5. Assist your professional staff advisor in completing your council's online Exploring Explosion participation survey. Your council will receive a unique link to the survey via email.

6. Help promote Exploring growth by utilizing all current volunteer and professional structures available within your council, including the executive board, in order to ensure a successful Exploring Explosion campaign.

FUSE Celebration Video Conferences:

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**All times are in Central time.



Orientation Webinar for Staff Advisors and Volunteer Chairs

It is necessary for both your council's staff advisor and the volunteer chair to attend an Exploring Explosion orientation webinar. The webinar will introduce them to the resources and tools your council will need to coordinate a successful Exploring Explosion kickoff and campaign.

See page 8 for a list of orientation dates and times. Staff advisors and volunteer chairs can connect to the webinar (on the date of their choice) by clicking the link at the bottom of this page, or by clicking the "Orientation Webinar" link from www.exploringexplosion.org.

Basic Agenda

- Introduction to online Exploring Explosion website and additional resources
- Review of full campaign calendar
- Explanation of a FUSE celebration video conferences
- A closer look at the Exploring Explosion Playbook
- 2016 training opportunities
- Getting connected with social media and more
- Exploring Explosion promo materials available to you
- Q&A

www.exploringexplosion.org



Steps to Success

1. The staff advisor and volunteer chair selected by the Scout executive should both attend an Exploring Explosion orientation webinar. Dates are listed on pages 2 and 3.
2. As many staff members and volunteers as possible should plan to attend the various Exploring training webinars scheduled throughout 2016.
3. Coordinate and conduct an Exploring Explosion kickoff in your council and develop an Exploring Growth Plan.
4. Contact middle and high schools about either utilizing the Learning for Life Career Interest Survey OR sharing their own student career interest data.
5. Schedule as many Exploring sales calls as you can during the first two quarters of the year. This will allow you time to assist in the development of Exploring programs before the fall recruitment season begins.
6. Aim to have Exploring growth. Even the littlest amount counts! Remember, both posts and clubs count in JTE.
7. Consider starting a variety of career-specific programs from which your local youth can choose to join. This allows you to reach even more young men and women!
8. Include Exploring in your council's strategic plan and have a council Exploring chair.
9. Distribute Century Club Award application to every professional at your first staff planning conference of the year.
10. Coordinate an Exploring Express campaign OR a cultivation event within your council.
11. Distribute Post/Club JTE scorecard to all posts and clubs within your council.
12. Promote the Exploring Certification training course to your staff members and volunteers. Area directors will be working with the national Exploring team to host at least one certification course in every area during 2016.



Recognition Plan

Councilwide

Councils that achieve Exploring youth growth (year-end 2016 over 2015) will be recognized. Staff members in each council with Exploring youth growth at the close of business for 2016 will receive an Exploring polo shirt.

Top Performers

One council in each classification will be named the top council based on Exploring growth by percentage and net gain in posts and clubs at year-end 2016 over 2015. The Scout executive in each of those five councils will select a professional staff member and a key volunteer who played a significant role in the council's Exploring growth success. Those two people, from each of the five top councils, will receive an all-expenses paid trip to attend the 2017 National Annual Meeting in Dallas, Texas. The council representatives will receive airfare, hotel, and dinner with the Chief Scout Executive. They will also be invited to attend various meetings to share their success stories and to attend the NAM closing banquet.




Individuals

Professionals can earn individual recognitions by earning the Exploring Century Club Award. The individual must have a net gain of 100 Explorers in their service area at the close of business for 2016 compared to year-end 2015 to earn the Exploring Century Club Award. Professionals can also designate a volunteer to be recognized alongside them. Each recipient—professional and volunteer—will receive a certificate and an additional recognition item in the first quarter of 2017.

Note: Although STEM Scouts will be registered as Explorers in pilot councils during 2016, they will not “count” as Explorers in the Exploring Explosion campaign.



Support Materials and Resources

- Training webinars—Open to both professionals and volunteers, topics include the four phases of starting an Exploring program, career interest surveys, fundraising, and so much more. Register to attend online at www.exploringexplosion.org.
- Exploring Certification—Open to both professionals and volunteers, this is a three-part course offered all year long.
- Traveling Exploring training—Five- to eight-hour course, with working lunch, covering the A's to Z's of Exploring.
- **NEW** What Is Exploring? promotional booklet, No. 800-420
- Post/Club JTE and Exploring District JTE scorecards—Available at www.scouting.org/jte. There are also new Exploring JTE recognition items (plaques, certificates, lapel pins, and ribbons) available to order.
- Exploring Express—The Exploring Express campaign is a plan specifically designed to organize new Explorer posts and Explorer clubs involving community resources. The campaign centers on a team of a volunteer chair and a professional staff member. The team's goal is to meet with community leaders to discuss the possibility of organizing new Exploring programs within their organizations. Find templates, calendars, and more on the Learning for Life internal site in MyBSA.
- Cultivation Event—The cultivation event is designed to identify and “sell” businesses, schools, industries, professions, institutions, and community groups on the Exploring programs. It is a group sales meeting that can take place as a breakfast, lunch, or dinner. Find agendas, scripts, slideshows, and more on the Learning for Life internal site in MyBSA.
- www.learningforlife.org/exploring
- Learning for Life internal site—MyBSA/Resources/Learning for Life/Exploring
- www.myparticipation.org
- National Learning for Life and Exploring newsletter 
- Social media outlets:
 - facebook 
www.facebook.com/lflexploring
 - YouTube 
www.youtube.com/learningforlifeusa
- Contact the National Learning for Life and Exploring Service Center at 972-580-2433 or exploring@lflmail.org.
- www.exploringexplosion.org



Exploring Explosion Campaign Calendar

All trainings will be in a webinar setting. All times are in **Central time**.

2015	DAY	DATE	TIME (CST)	ITEM
	Wed–Fri	Aug 19–21		ExEx Campaign Kickoff at Top Hands
	Mon	Oct 5	10 a.m.	Orientation webinar for staff advisor and volunteer chair
	Tues	Oct 6	2 p.m.	Orientation webinar for staff advisor and volunteer chair
	Wed	Oct 7	10 a.m.	Orientation webinar for staff advisor and volunteer chair
	Wed	Oct 7	6 p.m.	Orientation webinar for staff advisor and volunteer chair
	Thur	Oct 8	2 p.m.	Orientation webinar for staff advisor and volunteer chair
	Fri	Oct 9	10 a.m.	Orientation webinar for staff advisor and volunteer chair
	DAY	DATE	TIME (CST)	ITEM
Mon	Feb 15	10 a.m.	Training webinar: PHASE 1 Research	
Tues	Feb 16	2 p.m.	Training webinar: PHASE 1 Research	
Wed	Feb 17	10 a.m.	Training webinar: PHASE 1 Research	
Wed	Feb 17	6 p.m.	Training webinar: PHASE 1 Research	
Thur	Feb 18	2 p.m.	Training webinar: PHASE 1 Research	
Fri	Feb 19	10 a.m.	Training webinar: PHASE 1 Research	
Mon	Feb 22	10 a.m.	Training webinar: PHASE 2 Leadership	
Tues	Feb 23	2 p.m.	Training webinar: PHASE 2 Leadership	
Wed	Feb 24	10 a.m.	Training webinar: PHASE 2 Leadership	
Wed	Feb 24	6 p.m.	Training webinar: PHASE 2 Leadership	
Thur	Feb 25	2 p.m.	Training webinar: PHASE 2 Leadership	
Fri	Feb 26	10 a.m.	Training webinar: PHASE 2 Leadership	
Mon	Feb 29	10 a.m.	Training webinar: PHASE 3 Program	
Tues	Mar 1	2 p.m.	Training webinar: PHASE 3 Program	
Wed	Mar 2	10 a.m.	Training webinar: PHASE 3 Program	
Wed	Mar 2	6 p.m.	Training webinar: PHASE 3 Program	
Thur	Mar 3	2 p.m.	Training webinar: PHASE 3 Program	
Fri	Mar 4	10 a.m.	Training webinar: PHASE 3 Program	
Mon	Mar 7	10 a.m.	Training webinar: PHASE 4 Participation	
Tues	Mar 8	2 p.m.	Training webinar: PHASE 4 Participation	
Wed	Mar 9	10 a.m.	Training webinar: PHASE 4 Participation	
Wed	Mar 9	6 p.m.	Training webinar: PHASE 4 Participation	
Thur	Mar 10	2 p.m.	Training webinar: PHASE 4 Participation	
Fri	Mar 11	10 a.m.	Training webinar: PHASE 4 Participation	
Thur	May 19	2 p.m.	First FUSE celebration video conference	
Thur	Oct 27	2 p.m.	Second FUSE celebration video conference	
2017	DAY	DATE	TIME (CST)	ITEM
	Thur	Jan 12	2 p.m.	Third FUSE celebration video conference
	Wed–Fri	May 24–26		Final recognitions at National Annual Meeting



Council Staff Planning Conference

Exploring Explosion Agenda

When developing your next staff planning conference, consider setting aside two hours for the coordination of your local Exploring Explosion kickoff. Here is a suggested agenda:

15 minutes

Introduction

- Play the Exploring Explosion promo video found on the Exploring Explosion website at www.exploringexplosion.org.
- Discuss the significance of participating in this nationwide growth campaign in your local community.
- Discuss your overall council total available youth and your current Exploring market share (how many Explorer-aged youth you are currently serving).
- Discuss the opportunity for Exploring growth within your council.

30 minutes

Review Exploring Explosion Playbook

Consider inviting a member of the national Learning for Life and Exploring team to review the playbook with your staff via Skype at your planning conference.

- Share a copy of the playbook with all staff members. It can be downloaded from www.exploringexplosion.org.
- Familiarize your staff with the support materials and resources listed on page 7.
- Take time for everyone to visit the following websites for additional resources:
 - www.learningforlife.org/exploring
 - Learning for Life internal site at MyBSA/ Resources/Learning for Life/Exploring
 - www.exploringexplosion.org
 - www.myparticipation.org
- Review the recognition plan on page 6.

45 minutes

Establish Your Customized Growth Plan

- Review the steps to success on page 5.
- Determine which support materials and resources (page 7) your council will use to reach success in your Exploring Explosion campaign.
- Review the Post/Club JTE scorecard. Also, discuss how Exploring positively affects JTE on the traditional District JTE scorecard as well as the Council JTE scorecard. If you have specific Exploring districts, be sure to review the Exploring District JTE scorecard with those districts.
- Distribute the Exploring Century Club Award recognition form to all staff members.

30 minutes

Calendar Planning

- Review the Exploring Explosion national campaign calendar on page 8. Set a date for your local Exploring Explosion kickoff.
- Brainstorm a list of volunteers and community leaders whom you should invite to the Exploring Explosion kickoff (to make the biggest impact).
- Have all staff register online for Exploring training webinars at www.exploringexplosion.org.
- Set additional important dates.

Let's Get Started!

1. Your Scout executive and council board commit to participating in the 2016 Exploring Explosion.
2. Designate a staff advisor and volunteer chair for your Exploring Explosion campaign.
3. Staff advisor and volunteer chair attend an orientation webinar in October 2015.
4. Review the Exploring Explosion Playbook and begin to organize your campaign at your staff planning conference.
5. Host a local kickoff in 2016.
6. Monitor your progress throughout the year.
7. Share your success stories at the Exploring Explosion FUSE video conferences.
8. Recognize your key staff and volunteers for their successes along the way.