

# Module 21

## Growing the Movement (Managers)

Relevant to:  
Managers  
Other Supporters  
eg ACC (activities), (international)  
etc

### Description

Planning and achieving growth of Scouting in an area and facilitating and managing change.

### This means:

- knowing the influences on and needs of adults and young people
- facilitating transfer between Sections
- managing waiting lists
- promoting Scouting
- fundraising
- devising and implementing development plans in an area
- managing change

### Questions

- Do you know what the needs of adults and young people are?
- Do you know how to make sure that as many young people as possible transfer from one Section to the next?
- Do you know how to ensure that young people are on waiting lists for the shortest possible time and are kept informed of their progress through the waiting list?
- Do you know how to manage waiting lists across a number of Groups or Sections?
- Do you know how to recruit, support and retain adults?
- Do you know understand the Six Step Approach to recruitment?
- Do you know how to use review as a support for adults?
- Do you know ways of promoting Scouting to the local community?
- Can you raise funds as needed?
- Can you produce and use a development plan to ensure that Scouting grows in your local area?
- Do you know how to effectively manage changes in Scouting?

### Delivery methods

- Small group
- Course

### To validate this module the learner will need to complete two of the following:

- 1 Produce and implement a Group/District/County growth development plan. (OCN Unit N 5.2 and 5.3)
- 2 Demonstrate the use of public relations or marketing to support the growth of Scouting. (OCN Units G 3.1 and N 3.2)
- 3 Review and implement methods to improve the successful transfer of young people from one Section to another. (OCN Unit N 1.3)
- 4 Produce evidence of how you have effectively managed waiting lists. (OCN Unit N 1.4)
- 5 Describe the Six Step Approach and outline how you have used it to recruit, support and retain adult volunteers/youth Members. (OCN Units N 1.5 and N 2.2)

6 Describe a change management strategy and outline how you have used it in Scouting to grow the Movement. (OCN Unit N 4.1)

7 Any other ideas, subject to agreement with a Training Adviser.

**And:**

Discuss with a Training Adviser your role in growing the Movement.

**Open College Network**

This module forms the whole of the OCN unit *Growing the Movement (Managers)*.