



Jamboree Research Survey: Methodology

As a part of the Boy Scouts of America's continuous improvement process, Scouting families and participants are invited to share feedback on the National Scout Jamboree experience. This process will involve coordinated focus groups and virtual surveys. These sessions will start in mid-May and conclude in late July. Once completed, feedback gathered will be aggregated to produce a final report on recommendations for improving the jamboree adventure.

1

Focus Group Promotion & Registration – Scouts and Scouters will be invited to participate through the Boy Scouts of America's integrated marketing communications. Through Scouting social media and digital outlets, Scouts will be invited to participate in a virtual focus group. Additional in-person focus groups will be held at the Philmont Scout Ranch and Summit Bechtel Reserve this summer. Scouters and families are also invited to participate through an online survey. To comply with internal BSA policies, Scouts under 13 will require parental/guardian permission.

2.1

Online Survey

Scouts, Scouters and family members are invited to complete an online survey and share feedback about the jamboree experience.

2.2

Parental Consent

If a Scout is under 13, they will be required to provide a parent's or guardian's email before they can complete an online survey or participate in a virtual focus group.

2.3

Virtual Focus Groups

Scouts can participate in a virtual focus group facilitated through Zoom. This will offer an opportunity for Scouts to share their feedback.

2.4

In-Person Focus Groups

Scouts and Scouters participating in the PTC Family Adventure Camp, Orion Project, or Telescopium will be invited to attend an in-person focus group.

3

Debrief Survey – Scouts and Scouters after participating in either a virtual or in-person focus group, a debrief survey will be made available to participants. This will offer participants an opportunity to share additional thoughts and complete the research process.

4

Data Analysis/Reporting – Data collected from focus groups and surveying will be compiled and analyzed into usable recommendations for the BSA Jamboree Department, National Jamboree Task Force, and other stakeholders to inform decision making in the future.



Jamboree Research Survey: Questions

Are you a parent or unit leader and want to know about the type of questions you or your Scouts may be asked? This overview explains the type of questions asked and some ways we may use the data collected. As an organization, the Boy Scouts of America is committed to responsibly safeguarding the information you supply. While no electronic system is completely secure, we take active measures to reduce risks of electronic intrusion or data breaches. During data analysis, any personal identifying information (other than age, reported BSA council/program affiliation or Zip Code, and optional demographic data) will not be evaluated. Personal, or parent/guardian emails provided will be used only for providing information related to your survey or focus group, or (if you opted in) to receive further communications from the Boy Scouts of America or its local councils regarding the National Scout Jamboree.

Online Survey Questions

All questions are optional except where noted. Survey participants must provide an age and parent's or guardian's email if under 13.

Demographic Data (6–7 Questions)

Including age, gender/sex, race, Scouting program involvement, local council or Zip Code.

Jamboree Attendance (1–6 Questions)

Including number of National Scout Jamborees attended.

Jamboree Experience (7 Questions)

Including questions about previously considered programmatic changes

Reasons for Attending (3 Questions)

Including questions about why you attend an overnight camp or activity

Age Ranges (2 Questions)

Including questions about optimal ages for participating in the National Scout Jamboree.

Barriers to Attending (2 Questions)

Including general questions about what reasons might prevent you from attending a National Scout Jamboree like distance or cost.

Program-Specific Question (1-11 Questions)

Including questions, based on your reported program involvement, that help us offer more engaging activities or programs at the National Scout Jamboree.

Final Comment (1 Question)

Including a question offering you to provide any additional feedback you wish to share.

Communications Opt-In (1 Question)

Allowing you to opt-in for further informational and/or promotional communications from the Boy Scouts of America or local council.

Focus Group Questions

While there are certain questions that will be asked in all focus groups, facilitators may ask additional or clarifying questions to better understand participant responses. An overview of sample questions are provided below. A digital debrief survey will also be provided.

Jamboree Experience (7 Questions)

Including questions about previously considered programmatic changes

Age Ranges (2 Questions)

Including questions about optimal ages for participating in the National Scout Jamboree.

Program-Specific Question (1-3 Questions)

Including questions, based on your reported program involvement, that help us offer more engaging activities or programs at the National Scout Jamboree.

Debrief Survey (1-18 Questions)

Including a general demographic data, prior jamboree experiences, additional feedback you may wish to share, and ability to opt-in for further communications.



Jamboree Research Survey: Survey Links

NJTF Focus Group/Survey Registration

Scouts, Scouters, and family members are able to use this link to register for a focus group or to complete a virtual survey.

Link: http://scouting.co1.qualtrics.com/jfe/form/SV_3fQ2UCvn6bu0p06

