

NATIONAL EAGLE SCOUT ASSOCIATION

NESA



**COUNCIL COMMITTEE
CHAIRMAN ORIENTATION
GUIDE**



BOY SCOUTS OF AMERICA®



Welcome

WELCOME and CONGRATULATIONS on becoming your council's NESA committee chairman! Your selection is not only due to your achievement of Scouting's highest rank, Eagle Scout, but also to your council's faith in your commitment and diligence as you carry out this important position.

The concept of Eagle Scout associations began as early as 1925 when fledgling Eagle Scout associations began to appear in local councils across the country. These associations were largely independent of each other and loosely affiliated with the Boy Scouts of America. Consequently, a bylaw was introduced and adopted by the National Executive Board of the Boy Scouts of America authorizing the formation of the National Eagle Scout Association (NESA) in May 1972 with the express purpose of bringing together Eagle Scouts of all ages so that they might be of greater service to their local councils, their communities, and themselves.

With NESA, Scouting created a unique organization—a manpower resource with a membership potential of more than a million and a half living Eagle Scouts.

We wish you the best as you embark upon your journey. We trust this *Council NESA Chairman Orientation Guide* will assist you and serve as a reference as you assume your role as council NESA chairman. We know you will succeed. You already have a proven track record in achieving Scouting's highest rank—Eagle Scout!

Council NESA Committee Purpose

Once an Eagle Scout, always an Eagle Scout. Yet in the past, Scouting lost track of many Eagle Scouts once they left home for a job, college, or the military. Only if Scouting was lucky, Eagle Scouts returned to Scouting when their sons or daughters joined the program. The local council's NESA committee can help maintain an Eagle Scout's connection to Scouting no matter what their season of life may be. This continued association can be a mutually beneficial relationship for both the Eagle Scout *and* Scouting by providing social and business networking opportunities and service to youth in the community. The council NESA committee can work in tandem with the Scouting Alumni Association (SAA) committee to find all lost Scouts, because the adage "Once a Scout, always a Scout" is true as well.

New council NESA committees cannot do everything described in this orientation guide all at once. Completing and implementing all that is listed in this guide can take as many as five years. The toughest part of this process is answering the questions, "What is important for our council?" and "What is most important for us right now?" Look over the guide and get started. Do what you can with the resources you have within your council. Develop your own plan of action to get the entire process accomplished. A good plan over a few years is better than a rush job that fails.

You may already be taking some of the actions listed in this document! Use them as a base and expand on them.



For example, you may have a Gathering of Eagles dinner every year and nothing else. You may want to consider using your dinner committee as the starting point for your council NESA committee. Look for existing programs or activities you can leverage into a successful Eagle Scout engagement program.

Keep in mind that the purposes of a council NESA committee are as follows:

- To support the council's mission and vision
- To help the council achieve its Journey to Excellence goals
- To find and encourage each Eagle Scout to serve as an active resource for the council's leadership and programs

Establishment of the local council NESA committee

The local council president appoints a council NESA committee chairman after consultation with the Scout executive. The chairman must be an adult Eagle Scout. He should also be a prominent figure in the community and either be a member of NESA or agree to join NESA. The chairman reports directly to the council president.

The chairman appoints committee members, who should likewise be Eagle Scouts and NESA members or be willing to become NESA members. The NESA committee should not be a subcommittee of any council operating committee. However, the committee should provide a representative to the council's Scouting Alumni Association (SAA) committee to better coordinate with other affinity groups and the council's overall Scouting alumni engagement effort. The NESA committee should be equal to the council's other committees, such as camping, advancement, and activities. To be effective, the council NESA committee should include district and community representation and, if available in your council area, as many Distinguished Eagle Scouts and/or NESA Outstanding Eagle Scouts as possible. Further, each district chairman should appoint a representative who is an Eagle Scout to the committee.

The Scout executive shall also appoint a staff advisor to the committee and make every effort to appoint an Eagle Scout to fulfill that role.

If done correctly, you may find that your council's NESA committee can be a great initial volunteer role for future council board members.

Naming of the local council NESA committee

The local council NESA committee should be called (Council Name) NESA. For example: Miami Valley NESA, Pacific Harbors NESA, Crossroads of America NESA. This format establishes consistency and avoids the use of "Groups" or "Chapters."

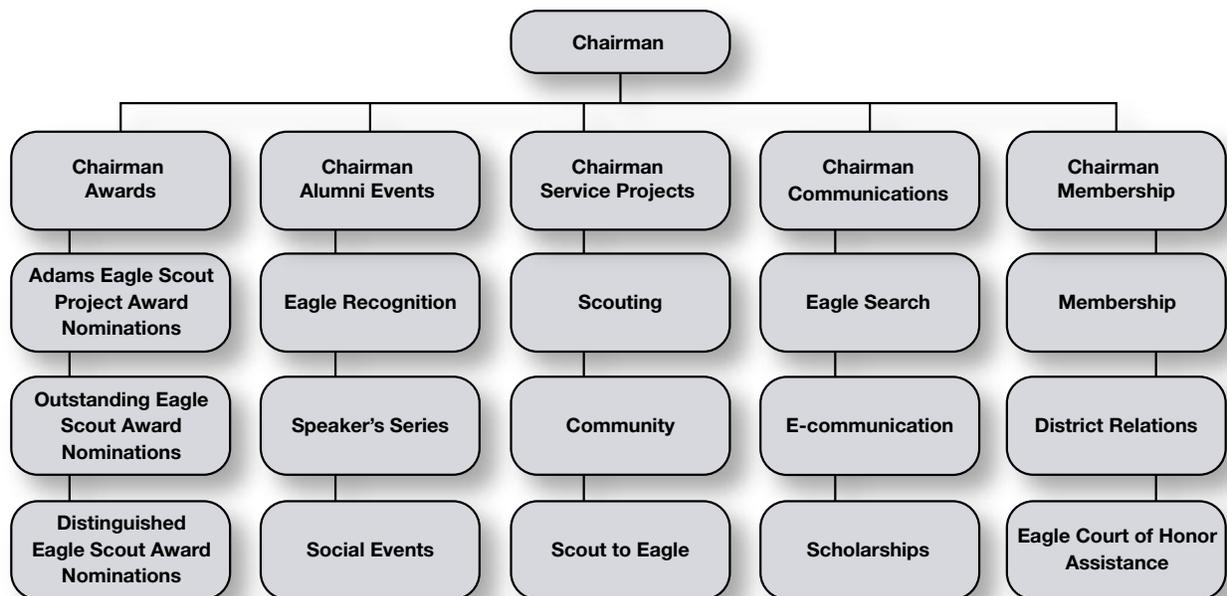
A recommended steering committee should include the following positions or subcommittees:

- Council NESA committee chairman
- Council staff advisor
- Awards subcommittee:
 - Adams Eagle Scout Project Award nominations
 - NESA Outstanding Eagle Scout Award nominations
 - Distinguished Eagle Scout Award nominations

- Events subcommittee
 - Annual council Eagle Scout class recognition
 - Speakers bureau
 - Social events
- Service projects subcommittee
 - Service to Scouting projects
 - Service to the community projects
 - Scout to Eagle
- Communications subcommittee
 - Eagle Scout search
 - E-communication
 - Scholarships
- Membership/district liaison
 - Membership outreach
 - District relations
 - Eagle Scout Court of Honor assistance



COUNCIL NESA COMMITTEE
(Suggested organization chart)



Suggested duties for council NESA subcommittees

Awards subcommittee

- Identify and nominate adult Eagle Scouts for the NESA Outstanding Eagle Scout Award (NOESA) by completing and submitting the application.
- Be available to assist the council president and Scout executive with nominations for the Distinguished Eagle Scout Award.
- Establish a goal of awarding at least one NOESA each year, and bestow the award in a proper venue to recognize the achievement.
- Assist in NESA scholarship promotion and review as requested or needed.

Events subcommittee

- In coordination with the council activities committee, this subcommittee should be involved with conducting an annual Eagle Scout recognition event for young men who have received the Eagle Award during the past year. A separate subcommittee should be established to plan, organize, and carry out the recognition event.
- Conduct other gatherings of Eagle Scouts, such as Eagle Scout dinners or breakfasts for religious, academic, or military communities. These events could also serve as useful networking functions.



- Use small, low-cost events (after-hours parties at local watering holes, bowling events, trips to see major league sporting events, etc.) to reach out to Eagle Scouts who are otherwise not engaged.

- Ensure that events encourage Eagle Scouts to continue their involvement by investing their time in Scouting in some capacity.
- Quarterly events and activities should be planned and held in various counties across the council in order to engage Eagle Scouts and promote NESA activities. Efforts should be made to have a Distinguished Eagle Scout offer a testimonial. He could also serve as a “host” for the event as a means of engaging him.
- Other possible events could include:
 - After-hours events
 - Luncheons or breakfasts
 - Tours of facilities, businesses, etc.
 - Job fairs

Service projects subcommittee

- Mobilize Eagle Scouts in the council or in districts to help with service projects that fulfill Scouting’s mission.
- Conduct various additional service projects to showcase Scouting and Eagle Scouting in the community.
- Plan and market an annual Eagle Scout day of service.
- Determine ways to serve local units.
- Submit application for NESA committee service grant.

Communications subcommittee

- Establish NESA Web presence through Facebook, LinkedIn, Twitter, council Web pages, and other channels.
- The council NESA website, as well as Facebook, LinkedIn pages, and other social network sites, should be kept up to date to promote and encourage Eagle Scouts to get involved in Scouting locally.
- The NESA council website—[www.\(Council\)BSA.org/nesa](http://www.(Council)BSA.org/nesa)—should be utilized to add members to a mailing list, promote and offer registration for events and activities, give valuable news and information, and provide a direct link to the www.NESA.org website.
- Gather information about Eagle Scout projects and other Eagle Scout news, and share it with local news organizations and community blogs.

- Inform council Eagle Scouts about NESA scholarships and deadlines, assist in evaluating applications, and recommend adult Eagle Scouts for inclusion on regional scholarship application review committees.
- Ensure links to all NESA scholarships are placed on the council website, and information is included on social media to keep Eagle Scouts aware of deadlines, descriptions, and more.

Membership/district relations subcommittee

- The council NESA committee should seek out Eagle Scouts who may or may not be active members of the Boy Scouts of America, and work to provide them opportunities to get involved in both Scouting and NESA, and encourage them to join.
- Eagle Scout search advertisements should be created in various sizes and posted in internal and external publications such as the council newsletter, council website, and local community newspapers.
- A member of the NESA committee should work with the SAA committee to ensure that all Scouting alumni are identified and contacted, and that Eagle Scouts are contacted by NESA.
- Ensure that all Eagle Scouts are enrolled in NESA, with particular emphasis on life memberships. Encourage all Eagle Scouts to utilize www.NESA.org, stay in touch with NESA, regularly update their personal Eagle Scout records, and locate and identify Eagle Scout friends and acquaintances whose records are not up to date. Encourage friends who are not members to join NESA.
- A list of Eagle Scouts who are not currently registered in Scouting positions should be shared on a regular basis (for example, every other month) with Scouting volunteers on the district level, encouraging them to contact the Eagle Scouts and get them involved on a district or unit level.
- Activate methods that will allow every new Eagle Scout to be presented with NESA membership at the time of their Eagle court of honor.
- Include a NESA application and a letter in each new Eagle Scout parent's packet. In the letter, congratulate the Scout and his parent, and encourage

the parent to purchase a NESA membership for their Eagle Scout. In addition, the letter should include a link to the Eagle Scout ceremonies book at www.NESA.org. Encourage all parents and Scoutmasters to include NESA membership as part of the Eagle Scout court of honor.

- In coordination with the council advancement committee, recommend adult Eagle Scouts become involved in such projects as advancement clinics, merit badge clinics, the merit badge counselor program, and district representation on the Eagle boards of review. At the council advancement committee's request, it would be appropriate for the council NESA committee to sponsor and staff such activities as merit badge shows and clinics.
- Conduct an annual Life-to-Eagle advancement clinic to help guide Life Scouts on their journey to the Eagle Scout rank. The goal would be to allow current Eagles to support and connect with Life Scouts who may need assistance with support, ideas, or other matters. NOTE: Special care must be taken to ensure the coordination of all of these activities with the council advancement committee. At no time is the council NESA committee to assume any role in the advancement process.
- Given the benefits and experience Eagle Scouts received from Scouting, ensure that all known Eagles are involved as volunteer Scouters in some capacity.
- Council-level prospects should be shared with the Scout executive and council president in an effort to recruit them and utilize their talents on a council level.



Council NESA Committee Positions

Council NESA Committee Chairman

The council NESA chairman:

- Serves as a member of the local council executive board
- Is responsible to the council president and council Scout executive for all aspects of NESA in the local council
- Serves as an advocate and spokesman for NESA in the local council
- Serves as ex-officio member to each district NESA committee (or appoint a vice chairman)
- Is responsible for the operations and effectiveness of NESA in the local council
- Supports the mission of the Boy Scouts of America

NESA Awards Subcommittee Chairman

The role of the NESA awards subcommittee chairman is to:

- Recruit at least three other individuals to serve on the committee
- Create a method and process for reviewing and selecting the recommended candidates for the NESA Outstanding Eagle Scout Award
- Create a method and process for reviewing and selecting the recommended candidates for the Distinguished Eagle Scout Award
- Create a method and process for reviewing the Eagle Scout projects for submission to the council NESA committee for the Adams Award competition
- Create other methods of recognizing local Eagle Scouts
- Assume additional responsibilities as assigned by the council NESA committee chairman

NESA Events Subcommittee Chairman

The role of the NESA events subcommittee chairman is to:

- Recruit at least three other individuals to serve on the committee
- Plan social events for members—at least six per year
- Support existing council activities and provide opportunities for interaction with NESA members and the Scouting community at large
- Organize and host NESA recognition dinners
- Be familiar with the benefits of NESA membership and promote those benefits, including the members-only social networking component of www.NESA.org, its job-search engine, and online community
- Follow up with members who have decided to not participate in local NESA events
- Assume additional responsibilities as assigned by the council NESA committee chairman

NESA Service Projects Subcommittee Chairman

The role of the NESA service projects subcommittee chairman is to:

- Recruit at least three other individuals to serve on the committee
- Plan and execute community or council property service projects done by Eagle Scouts
- Plan and execute a concentrated Eagle Scout Day of Service
- Submit a NESA Committee Service grant application
- Assume additional responsibilities as assigned by the council NESA committee chairman

NESA Communications Subcommittee Chairman

The role of the NESA events subcommittee chairman is to:

- Recruit at least three other individuals to serve on the committee
 - Be creative in communicating to the entire council the role of the council NESA committee
 - Use electronic media as much as possible and share the Scouting story with the community at large
 - Review www.NESA.org often and spread the word about opportunities for council Eagle Scouts such as scholarships, Eagle Scout Argonaut program, etc.
 - Assume additional responsibilities as assigned by the council NESA committee chairman
- Be familiar with the benefits of NESA membership and promote those benefits, including awards, scholarships, the members-only social networking component of www.NESA.org, its job search engine, and the online community
 - Activate ways and means that will result in every new Eagle Scout being presented with a NESA membership at the time of the Eagle court of honor
 - Follow up with members who have decided to not participate in NESA
 - Help maintain the local contact database of Eagle Scouts and NESA members
 - Assume additional responsibilities as assigned by the council NESA Committee chairman



NESA Membership Subcommittee Chairman

The role of the NESA membership subcommittee chairman is to:

- Assist with the search for adult Eagle Scouts who are not involved in Scouting and not members of NESA
 - Ensure that all Eagle Scouts are enrolled in NESA with particular emphasis on life memberships
 - Encourage all Eagle Scouts to utilize www.NESA.org to stay in touch with NESA, regularly update their personal Eagle Scout records, and to locate and identify Eagle Scout friends and acquaintances whose records are not up to date
1. Conduct ongoing recruitment of Eagle alumni, and save all indications of interest in a database. Maximize grassroots efforts during all contact opportunities with the public including:
 - Fundraising events such as golf tournaments, breakfasts, luncheons, etc.
 - Youth-recruiting activities
 - Public events such as parades, Scout Show, community celebrations, fairs
 - Community service events such as service clubs, chambers of commerce, etc.
 2. Obtain or produce promotional materials that are easy for volunteers to carry and share with alumni who are identified during networking interactions. Materials may include business cards with association references, trifold brochures outlining Scouting facts and opportunities, and website references.

The Overall NESA Alumni Initiative

General Best Practices for Growth of Local Eagle Alumni Operations

3. Host prominent events recognizing youth and adult Eagle Scouts. Events may include an Eagle Scout recognition banquet, luncheon, or breakfast. Business sponsors are likely to provide support since the events provide excellent opportunities for business association with Scouting's best.
4. Host quarterly events for adult Eagle Scout alumni. Successful events combine socialization, networking, community connections, and Scouting information.
5. Establish a governance and selection process to identify candidates for NESA Outstanding Eagle Scout and Distinguished Eagle Scout Award recognition. Make this candidate identification a priority for council operations, with annual recognition as the goal.
6. Regularly highlight the activities, projects, and successes of Eagle Scouts at executive board meetings and events. Showcase Eagle Scouts as often as possible.
7. Recognize Eagle Scouts at Scouting events, including Order of the Arrow events, youth leadership programs, district dinners, etc.
8. Create a council NESA committee with a chairman who is a member of the council executive board. Once completely staffed, the committee should be responsible for planning, program, and membership, and have goals that support the council strategic plan.
9. Prominently display NESA on the council website, highlighting events, promoting membership, and inviting new membership registration.

Now, make it happen!



Pie-in-the-Sky Council Anywhere, USA

The not so mythical story of the most outstanding council NESA committee of all time

Pie-in-the-Sky Council of Anywhere, U.S.A., had no NESA Committee. (Cue depressing music like “Don’t Cry Out Loud” by Melissa Manchester or “The End” by the Doors.)

Yet, instead of accepting defeat, they made a decision that being a council without a NESA committee would no longer be an option. (Cue inspirational music like “Chariots of Fire” by Vangelis or “Rocky Theme Song/Gonna Fly Now” by Bill Conti.)

To get started, the Scout executive called the council president to set up a lunch meeting to discuss how they might put a truly *GREAT* NESA committee together. The council president agreed that a NESA committee would be a fantastic idea (especially if it was a *GREAT* NESA committee), and so they made plans to get together the following week.

The Scout executive thought it would be a good idea to bring a list of volunteer prospects to the meeting. Taking a look at a NESA list seemed like a good start, so the Scout executive did what most everyone does when they need to find an answer and Googled “how to get a NESA list for your council.” Sure enough, the Scout executive was able to find a YouTube video that showed how to download a list of NESA members in the Pie-in-the-Sky Council.

The next week the Scout executive brought the list to the lunch meeting with the council president. After looking at NESA.org and determining the criteria for what would make a good NESA committee chairman for their council, they went through the list. A couple of gentlemen really jumped out as good candidates, and they ranked them based on who they felt might best fulfill the position. Then they decided that the council president would be the appropriate person to contact each prospect.

The council president called the top candidate and asked him to lunch with himself and the council Scout executive.



The candidate agreed, so they met with the candidate over lunch. They began the discussion by asking him to share a little bit about his participation in Scouting. It became clear that Scouting had greatly influenced his life. After hearing his Scouting story, they showed him a one-page description of the council NESA chairman position that they had created previously, and they shared with him that they thought he would do a really good job as chair.

But they were surprised when the first candidate said that he was too busy. Fortunately, the council president thought quickly on his feet! He asked if the candidate would be willing to serve on the NESA committee and gave him a list of projects that had specific beginning and end dates that they hoped the NESA committee would do once it was formed. The candidate thought this committee position was more manageable, considering his busy schedule.

Since the Scout executive really listened while the candidate shared his Scouting story, it was suggested that the candidate chair the Eagle Scout recognition banquet because it seemed like it meant a lot to the candidate when he was growing up. The candidate thought that was a good idea and agreed to chair that event. They shook hands and let the candidate know that the new NESA committee chairman would call him once one was

selected. Everyone left the meeting believing something good was on the horizon.

The council president and Scout executive went back to the council office and began working on a couple of other position descriptions. They didn't want to be caught flat-footed if the next candidate said that he couldn't serve as chairman. The council president then made a call to the next prospect on the list and set up another lunch meeting.

At the next meeting, they were again unsuccessful at getting a chairman, but they did get the candidate to agree to chair the NESAservice committee—a big win. Both the president and Scout executive were happy they had prepared the service chair position description because they felt the candidate would also be great in that role.

They then made a call to their third prospect, and they crossed their fingers before they went into the restaurant for the lunch meeting.



Again, they asked the prospect to share his Scouting story and gave him the one-page position description. They also let the candidate know that two people had already agreed to serve on the committee. The candidate was really excited at the opportunity (especially since other volunteers had already been recruited to help out) and said “yes.” He then asked what he should work on first.

Both the Scout executive and council president uncrossed their fingers (both because it was starting to hurt and because that is just a superstition).

Since the Scout executive and council president already had a list of prospects and potential positions, they shared those with the candidate along with the organizational chart for the committee, and gave their input. They also gave him the contact information of the other two individuals who had agreed to serve on the committee. By the end of the lunch meeting, they had come up with the names of good prospects for two vice chairmen and chairmen for events, communications, and membership.

The new NESAservice committee chairman then began reaching out to the identified prospects as well as some Eagle Scouts he had maintained contact with over the years. They had their first meeting and created a calendar with dates for activities such as the next Eagle Scout recognition banquet and a really cool service project that they planned to do in a local park in the fall.

One of the committee members had heard that the NESAservice committee in Chicago was really successful and reached out to the chair. He got some great ideas on how to plan and implement some easy and popular social events at some of the local attractions in their town, where they could invite NESAservice members and non-NESAservice members and continue to build their committee.

Two years later, the council NESAservice committee is up and running smoothly and is of great service to the council. Here's what they're doing:

Awards subcommittee: Besides the awards subcommittee chairman, there are three other members of this subcommittee. Each of the three other members has a specific role, besides the general business of the subcommittee. Their specialties include Adams Award nominations, NOESA nominations, and DESA nominations. They promote and handle these three specialties year-round.

Events subcommittee: Besides the events subcommittee chairman, there are three other members of this subcommittee. Each of the three other members has a specific role in addition to the general business of the subcommittee. Their specialties are Eagle Scout recognition, speaker's series, and social events. The Eagle Scout recognition chair organizes the annual council Eagle Scout recognition event honoring the Eagle Scout class of the recently ended year. They hold this event during Scouting's anniversary week in early February. They get adult Eagle Scouts with good jobs to pay for themselves and sponsor an Eagle Scout to attend. Parents of Eagle Scouts are welcome to take part, and they pay their own way. The speaker's series chair maintains an up-to-date list of Eagle Scouts who are available to speak upon request. They do so at their own expense. The social events chair works with the district chairmen of the council to hold a district Eagle Scout social event twice a year from 6:30 to 8 p.m. on a week night. At this event, the district chairman and district executive speak two on one with each Eagle Scout about how they can get involved in Scouting again.

Service projects subcommittee: Besides the service projects subcommittee chairman, there are three other members of this subcommittee. Each of the three other members has a specific role, besides the general business of the subcommittee. These three members head up projects undertaken by the council NESA committee. Some examples of the projects they will manage include making repairs at camp, providing manpower for the council recognition banquet, or doing any other tasks wherever or whenever they are needed.

Communications subcommittee: Besides the communications subcommittee chairman, there are three other members of this subcommittee. Each member has a specific role, besides the general business of the subcommittee. The Eagle search chairman searches for Eagle Scouts living in the council and invites them to join NESA and become involved in Scouting again. The e-communication chair feeds good Eagle Scout stories

to the council website, Eagle email list, and community blogs. The scholarship chair promotes available Eagle Scout scholarships and keeps up on their availability.

Membership/district liaison subcommittee: Besides the membership/district liaison subcommittee chairman, there are three other members of this subcommittee. Each member has a specific role in addition to the general business of the subcommittee. The membership chairman's primary function is to promote Eagle Scouts' becoming members of NESA. He helps troops include in their budgets the purchase of NESA life memberships for all of their Eagle Scouts. The district liaison chair stays in touch with district chairmen to help fill volunteer positions with Eagle Scouts. The Eagle Scout court of honor assistance chair helps troops and crews plan the proper and meaningful courts of honor that Eagle Scouts deserve.

NOTE: The above-described committee has 23 members. Every council in the BSA has 23 adult Eagle Scouts who could be recruited for the positions above. There could be more members to help, but the Pie-in-the-Sky Council seems to be leading with its 23 committee members. Do you think your council can top Pie-in-the-Sky Council? We encourage you to try!



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