



Scouting America's Alumni Communities, including the Cascade Pacific Council (CPC) Alumni Association, CPC National Eagle Scout Association (NESA), Silver Beaver Alumni Association (SBAA), and our various council Camp Alumni Association groups, consist of alumni-focused organizations whose members share common experiences, interests, and locations. These shared traits enable members to vividly relive their memories through mutual recollection and storytelling.

Our Vision

To create opportunities for alumni-centric groups to better assist and support Scouting.

Our Mission

To establish, enhance, and promote groups, partners, and associations possessing shared experiences that foster continued active engagement with Scouting on behalf of Scouting alumni.

Our Motto

Once a Scout, Always a Scout

Goals

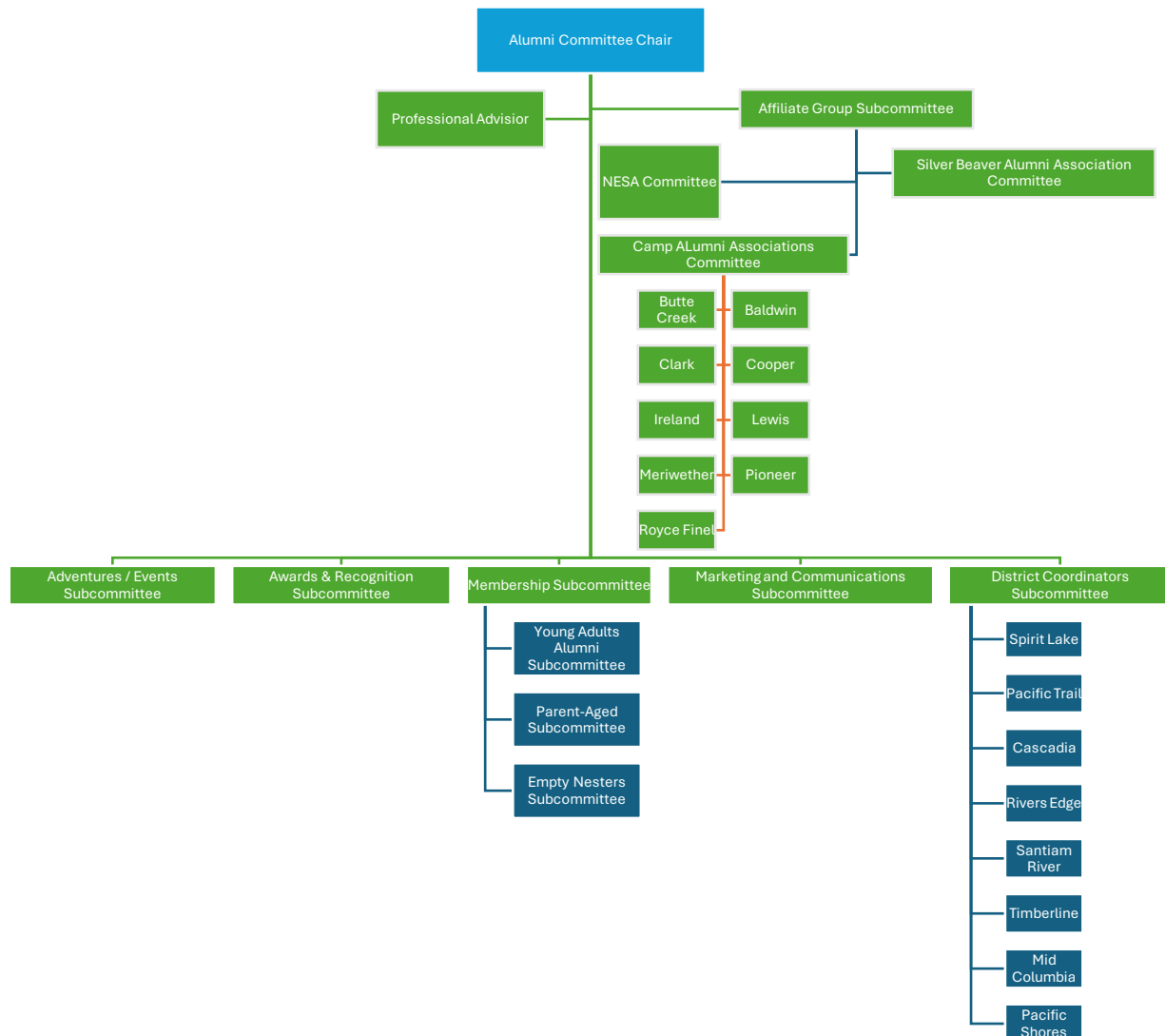
- Our goal with the CPC Alumni Association is connection: to give you a place to stay engaged and get connected to the incredible impact Scouts, volunteers, and alumni like you have on our local communities.
- For each position description, the goal is to develop a team consisting of 1 representative from each Alumni group: Young Adult Alumni (mentee), Parent-age individuals and/or Empty Nesters (mentors). The team will have representatives in touch with their respective age groups within the council and districts. This will also enable the Young Adult Alumni have opportunities to be mentor by Parent-age individuals and Empty Nestors. Our Young Adult Alumni are our future leaders.
- Many Scouters often serve in multiple roles. The CPC Alumni Association, along with our affiliate groups including the CPC NESA, CPC SBAA, and various council Camp Alumni Association groups, advocate for focusing on a single role. This approach ensures the most positive outcomes for the Alumni Association, our other affiliate groups and provides opportunities for greater individual involvement. Our aim is to achieve success without causing burnout among our volunteers by overburdening them with multiple responsibilities. However, if volunteers want to serve on multiple alumni association committees, they are welcome, but we would encourage them to review their other Scouting commitments.



Representative Groups

- Young Adults Alumni (18-30) – Purpose: many young adults desire to “continue Scouting” but do not have ways to stay connected beyond their own unit. They also need purpose, mentorship connections and direction for their lives.
- Parent-Aged (30-50) – Purpose: ensure “feel good” brand awareness and connection to Scouting as this group becomes parents. Give opportunities to stay engaged for those who do not become parents. Give them the opportunity to mentor the Young Adults Alumni.
- Empty Nesters (50+) – Purpose: ensure “Loyalty For Life.” with lifelong engagement opportunities and mentoring.

Cascade Pacific Council Alumni Association Org Chart





Position Title: CPC Alumni Association Marketing and Communication Subcommittee

Position Description: The Marketing and Communication will develop a team consisting of 1 representative from each Alumni group: Young Adult Alumni (mentee), Parent-aged individual and/or Empty Nester (mentors). in conveying the benefits of Scouting to the Council Alumni, CPC NESA, the Scouting family and the public. The marketing and communication program should create and maintain a climate of support and understanding that will assist the council in achieving its objectives.

Deliverables: The marketing and communication program should create and maintain a climate of support and understanding that will assist the council in achieving its objectives.

Timeframe: 1 year commitment with a potential extension of 2 years, 3 years total.

Qualifications & Requirements:

- Those individuals who are chairs should be registered with Scouting America
 - Updated Youth Protection Training
- Become a Scouting America Alumni member; <https://directory.scouting.org> (free)
- Independently driven
- Leadership and mentorship skills
- Large community network
- Belief in the mission of Scouting

Duties and Responsibilities:

- Recruit 2-4 volunteers, which should include young adults, parents and empty nesters, to the Marketing and Communication subcommittee.
- Participate in a CPC Alumni Association / CPC NESA adventure / engagement events.
- Distribute CPC Alumni Association / CPC NESA marketing materials at adventure/engagement events.
- Work with the council staff to develop and implement a marketing/communication plan of all CPC Alumni Association / CPC NESA events and communications opportunities to reach target audiences.
- Develop marketing/communication opportunities, both internal and external, to provide public recognition of volunteers with a particular emphasis on CPC Alumni Association / CPC NESA individuals.
- Serve as a resource for all internal printed material.
- Assist, build and maintain the CPC Alumni Association / CPC NESA database.
 - Provide reports from the database when necessary.
- Assist in providing update information on the council website for the CPC Alumni Association / CPC NESA and other affinity groups.



- Promote CPC Alumni Association / CPC NESAs activities to all communities inside and outside of Scouting.
- Should be consistent with Council and National policies.

Time commitment (projected):

- One-to-two-hour monthly and/or quarterly meetings, either by a Zoom call, face to face or both, depending on the needs of the subcommittee.
 - Meetings may or may not be with a professional staff member.
- Ongoing communication with the CPC Alumni Association Chair.

Organizational Relationship: The Marketing and Communication Subcommittee Co-Chairs reports to the volunteer CPC Alumni Association Chair and works cooperatively with the Council Advisor (full time professional Scouter).

Please Note: There will be cases in which our volunteer teams will need to take a bigger share of the workload for administrative tasks, and there will be instances where no staff advisor will be assigned to an event or committee. The Cascade Pacific Council's Board, Senior Leadership Team, and Officers will be working with each other to make these determinations and ensure that communication about these changes is clear and timely.