



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

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.

2.4

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 decisionmaking in the future.



Youth Focus Group 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 receive a virtual survey.

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



Virtual Survey Link

Scouts, Scouters, and family members are able to use this link to complete a virtual survey if they are unable or choose to not attend a focus group. It should take approximately 12-15 minutes to complete.

Link: http://scouting.co1.qualtrics.com/jfe/form/SV_becsVAjVfv6PDCe



Focus Group Debrief Survey Link

After attending a focus group, participants will be asked to complete a short debrief survey. This will offer participants an opportunity to share additional thoughts and complete the research process.

Link: http://scouting.co1.qualtrics.com/jfe/form/SV_eJAI7LYesBeL2Sy

