

University of Scouting: "Scouting the Internet" presented by Mark Crowner

Suggested Websites:

Council web site: www.lhcbasa.org

- sign up for Council emails
- online calendar of events
- Scouters News newsletter
- training opportunities schedule
- online rechartering
- online advancement
- forms, forms, and more forms!
- staff directory
- meeting planning resources

Planned features include:

- District pages
- leader hints and tips video clips
- maps showing locations of packs and troops

National BSA site: www.scouting.org

- great info on "what is Scouting?"
- "My Scouting" - access to online training (<http://olc.scouting.org>)
- recent rank & requirement changes
- "Scouting Safely" resources
- links to other Council websites
- insignia guide

www.thescoutzone.org Boy Scouts recruiting site

- Great promotional site(s), one for boys, one for their parents
- multimedia based info
- troop locator

www.joincubscouting.org Cub Scouts recruiting site

- Great promotional site(s), one for boys, one for their parents
- multimedia based info
- pack locator

www.scoutstuff.org Online Scout shop

Scout Skills & Advancement:

www.mertibadge.org

www.animatedknots.com

Songs & Skits/ Ceremonies:

www.scoutorama.com

www.boyscouttrail.com

www.macscouter.com

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Using the Internet for more effective communication:

Websites are one piece of the Pack/Troop Communications Plan.

Email lists, phone calls, event fliers, printed calendars, etc., are equally important.

Websites:

- accessible 24/7 to internal and external audiences
- inexpensive to maintain
- can include calendars, photo galleries, videos

- have a plan to make the site sustainable (Who will be the next webmaster?)
- have a public face and a private side to the site
- have signed photo releases for photo video galleries
- never include Scout names or private info on the public side of the site
- include the when & where about your meetings

Emailing:

- time-saving way to communicate to group
- be short and to the point with your message
- be periodic, your group will pay more attention if you do
- include your telephone number, open the door for interaction with those who don't feel comfortable replying by email alone
- don't "reply all" to engage the sender in a conversation
- don't use for time-sensitive communication, some people don't check email regularly

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Here's some sites suggested by the Univ of Scouting class:

www.toothoftimetraders.com

www.rei.com

www.campmor.com

www.greearthoutdoors.com