

BSA Under Armour Co-branded Uniform Pilot in Baltimore

<u>Questions</u>	<u>Answers</u>
<p><u>Premise:</u> What is the reason for the pilot?</p>	<ul style="list-style-type: none"> • For BSA to be associated with the UA logo, it will create a positive impression with today's kids and parents. • Some kids don't want to join Scouting because they don't like the current uniform. • Some kids quit Scouting because they don't like the current uniform. • Notes: <ul style="list-style-type: none"> ○ The co-branded uniform will not hold advancements, such as patches. ○ Council is not planning to eliminate current uniform. This will be an alternative and both will be available.
<p><u>Measurement:</u></p> <ul style="list-style-type: none"> • What are the pilot's goal (s) • How will success be measured? 	<p><u>Goals:</u></p> <ul style="list-style-type: none"> • Create a uniform that kids want to wear in public. • Design a uniform that appeals to multicultural kids. • Ensure uniform is functional and that kids and adults will wear it in Scout outdoor programs. <p><u>Target audience:</u></p> <ul style="list-style-type: none"> • Webelos and Boy Scout age youth • Savvy, young Scout parents <p><u>Metrics:</u></p> <ul style="list-style-type: none"> • <u>Retention</u> – will kids stay in the program because of the change? i.e., has retention increased year-over-year • <u>Satisfaction of members</u> – are members more satisfied with membership? Survey before and after the pilot. • <u>Sales</u> – How do the number of units sold of cobranded items differ to sales of field uniform • <u>Wearability</u> – when are the UA items worn? Outdoor activities? Others?
<p><u>Implementation/Logistics:</u></p> <ul style="list-style-type: none"> • Where will the co-branded uniform be sold? 	<p><u>Sales:</u></p> <ul style="list-style-type: none"> • The uniform will be sold in all BSA points-of-sale currently available within the Council.