# BeAScout: Putting Scouting on the Map!

**That's Right!** The BSA is putting Scouting on the map all across the nation! As part of Join Scouting 2010, the Boy Scouts of America will have it's own joining Web page with information on Scouting, plus an actual Google map application that will help potential Scouts and their parents find packs, troops, and crews in their communities. *It's real and it's coming!*

**When?**

On June 1, the National Council will stage a new national Web page and roll out training on the new BeAScout Google map unit locator.

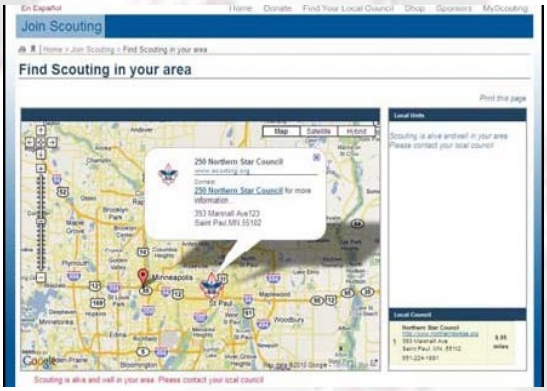
**How will it work?**

In a nutshell, unit leaders will be able to update their unit's Google "pin"— the bubble you see on Google maps—through MyScouting. They can add their unit meeting time, location, phone number, unit Web site address (if they have one), and a contact name for the unit. *It's easy!*

**Why is this important for the BSA?**

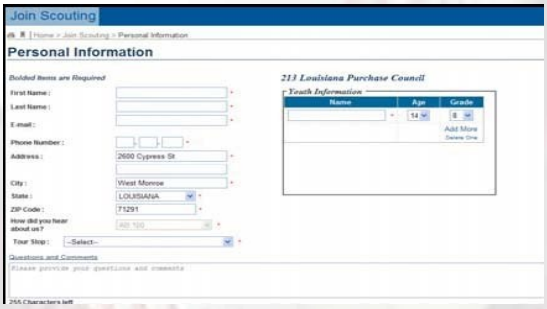
1. **Consistent marketing.** One national Web site (not 300) that we can use in marketing materials, PSAs, etc., to direct potential Scouts to local units.
2. **Find Scouting near you!** It's a way to find Scouting in your community.
3. **"Join now!"** An easier way to invite families to join.

**The Google pin.** The information in the "pins" will be tied to unit records in the BSA's database. Unit leaders will have the ability to update this information to keep it accurate and up to date. They will be able to edit it as often as they like.




**"Ask Us! We can help."** A new feature allows people interested in a particular unit to e-mail questions to the unit leaders. For instance, a potential Scout parent wants to know, *"What night does your den meet?"*

Then the parent would click on the "For More Information" link. The site will open up a "blind" e-mail window (the sender never sees the actual e-mail address.) He or she types the question and presses "enter." The leader receives the question and can respond.




BeAScout keeps a record of the question, the person requesting the information, and whether or not they receive a response. Plus, unit leaders, district personnel, council staff, area, region, and national-level staff can run reports to see the requests coming in and whether responses are being sent.