

Field Testing Phase

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Now that an initial concept of the camp has been created, the next step is to "field test" the vision with focus groups representative of the council membership. Between February and March, 2012, the visioning committee will be hosting field test focus groups across the council to present the vision proposal and gauge interest and gather feedback. These strategically chosen groups will represent many of the cross-sections of the council membership.

These groups include:

- District and council level volunteers
- Troop leadership
- Cub Scout leadership
- Venturing leadership
- Boy Scouts
- Venturers
- Northern Kentucky Scouters
- Council staff, including Ranger staff

Each focus group will consist of 12 people that fit the respective category. Focus group members will be asked to discuss their reaction and interest in the ideas presented in the vision as it relates to their position in Scouting. While everyone's ideas are welcome during this phase, in order to make the focus group as effective as possible, the groups will have a maximum of 12 people by invitation only. If you are interested in being a part of a particular focus group, please send an email to Jason Pigg (jason.pigg@scouting.org), Properties Director stating the group you feel you can contribute towards. Thanks for understanding that not all those that have an interest in being a part of a focus group can be included in the limited group size.

Each meeting will last one hour and begin with a short presentation of the vision. Following that, an open discussion will be facilitated by Camp Michaels Visioning Committee members and council staff. Focus group members will be asked to review the Camp Michaels Vision Proposal prior to the meeting and come ready with some ideas and reactions.

The feedback and ideas collected from the field tests will then be reviewed by the visioning committee and the initial camp vision will be revised accordingly. If all goes well, the final camp vision will be presented to the Board of Directors by this summer.