

Diversity in Elizabethtown



A Cub Pack 85 Perspective



Definition

- **Diversity-- the condition of having or being composed of differing elements : variety; especially : the inclusion of different types of people (as people of different races or cultures) in a group or organization**

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What are some Types of Diversity?

- Religious
- Racial
- Ethnic
- Age
- Other?

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Religious Diversity in Elizabethtown

Religion Statistics for USA:

Percentage of population affiliated with a religious congregations: 50.2%

Religion statistics for Elizabethtown:

Percentage of population affiliated with a religious congregation: 48.40%

Churches with Cub Packs or Scout Troops:

- St. Paul's United Methodist Church—Pack 85 and Troop 51
- Christ Lutheran Church—Pack 68 and Troop 1
- Conoy Brethren in Christ Church—Troop 117
- Others in E-town area

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Religious Diversity in Elizabethtown

Name	Catholic Church	United Methodist Church	Evangelical Lutheran Church in America	Mennonite Church USA	United Church of Christ
Adherents	20.7%	13.8%	11.6%	8.7%	6.2%
Congregations	2.7%	11.3%	6.8%	15.9%	4.8%

Name	Old Order Amish	Church of the Brethren	Presbyterian Church (USA)	Old Order Mennonite	Other
Adherents	5.1%	4.5%	3.5%	3.4%	22.6%
Congregations	18.4%	3.5%	2.6%	5.0%	29.0%

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Racial Diversity in Elizabethtown

- White alone - 11,073 (92.4%)
- Hispanic - 417 (3.5%)
- Asian alone - 202 (1.7%)
- Black alone - 184 (1.5%)
- Two or more races - 97 (0.8%)
- Native Hawaiian and Other Pacific Islander alone - 17 (0.1%)

Read more: <http://www.city-data.com/city/Elizabethtown-Pennsylvania.html#ixzz1WcpiOHfB>

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Ethnic Diversity-Ancestries

- **German (41.3%)**
- **Irish (12.1%)**
- **English (7.1%)**
- **United States (5.8%)**
- **Polish (5.6%)**
- **Italian (5.4%)**

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Generational (Age) Diversity in the Borough

- **19.3% under the age of 18**
 - **18.8% from 18 to 24--Millennials**
 - **26.7% from 25 to 44-Generation X**
 - **17.1% from 45 to 64-Baby Boomers**
 - **18.2% who were 65 years of age or older-Matures**
- The median age was 34 years. For every 100 females there were 82.2 males. For every 100 females age 18 and over, there were 78.5 males.

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How can we become more diverse?

- **Generation X and Millennial parents prefer:**
 - in- person registration (but on-line acceptable for higher incomes)
 - volunteering to help with special projects
 - activities that teach youth how to set goals
 - Learn about after school activities through fliers, family, and friends
- **Tips**
 - Identify grandparents for volunteer positions
 - Get info to parents before they choose activities (when child is 5-6)
 - Extended fall and spring recruitments
 - Encourage parents to talk with other parents about Scouting
 - Promote scouting as a way to spend time with son.

*adapted from 2006 Harris interactive study “Reaching Generation X and Millennial Parents”

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How can we become more diverse?

- **Hispanic/Latino Parents are interested in youth activities that:**
 - Include the entire family. Family participation is particularly important to those with Mexican and Central and South American roots.
 - Preserve their cultural heritage
 - Teach responsibility
- **Tips**
 - Emphasize family involvement and fun with promotional materials
 - Identify bilingual volunteers
 - Highlight community leaders who were or still are involved in Scouting

*adapted from 2006 New American Dimensions Study “Reaching the Next Multicultural Generation”

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How can we become more diverse?

- **African American Parents are interested in youth activities that:**
 - Build discipline
 - Improve academic skills
 - Provide youth with an opportunity to serve the community
- **Tips**
 - Be visible in community on a consistent basis
 - Partner with faith based organizations in the community
 - Show youth participating in team sports, highlighting competition and recognition earned through Scouting.
 - Tell parents about membership and activity costs so they can determine affordability

*adapted from 2006 New American Dimensions Study "Reaching the Next Multicultural Generation"

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How can we become more diverse?

- **Asian Parents are interested in youth activities that:**
 - Build leadership skills
 - Improve academic skills
 - Preserve their cultural heritage
- **Tips**
 - School comes first in Asian households—show how Scouting supports academic success
 - When describing Scouting to youth, use words such as fun, competition, extreme, and travel
 - Emphasize how scouting encourages spiritual and religious development

* adapted from 2006 New American Dimensions Study “Reaching the Next Multicultural Generation”

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How can we become more diverse?

- Perception of Scouting as white and middle class activity
- Understand preferences of Generation X and Millennial Parents
- Understand preferences of Hispanic, Asian, & African American parents
- Better communicate our presence
- Advertise in non-traditional places or non-traditional ways
- Hold den meetings in other places
- Get buy-in from Community leaders

Other ideas?

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