

## *2018 Membership Growth Plan*

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**GEORGIA CAROLINA COUNCIL #093**

**4132 MADELINE DRIVE**

**AUGUSTA GEORGIA 30909**

### *2018 Membership Goals*

	<b>2017</b>	<b>2018 Goal</b>	<b>2018 Stretch Goal</b>
Unit Retention		90%	93%
Cub Scouts	1702	1815	1850
Packs	61	65	70
Boy Scouts	970	1020	1050
Troops	54	55	57
Venturers	148	175	195
Crews	9	10	12
Explorers	426	440	450
Posts	13	14	15
Total Youth	3303	3450	3545

## Executive Summary

This Membership Plan outlines the steps that we must follow to ensure that the “volunteer-driven, professionally guided” membership committee of the Georgia-Carolina Council can accomplish its task of “Growing the Program”. We will accomplish this primarily by:

- Starting new units in strategic markets, achieving Unit Growth as a Council
- Focus on Cub Scouts and expansion of the Lion Cub and Family Scouting Program
- Retaining existing Scouts by emphasizing a quality program by trained leaders
- Eliminating areas within the council that have no Scouting

We have analyzed the data provided in the 2017 *Market Analysis Report* and isolated key areas throughout the council that are prime for recruitment and new-unit start-up efforts. We will continue to identify best practices and adapt them to fit our council plan.

We have developed membership goals for 2018-2022 and used them to outline a plan to recruit, retain, and start-up units in every district of the council. We will also promote the new Unit Membership Chair position to encourage districts to take an active role in achieving membership growth.

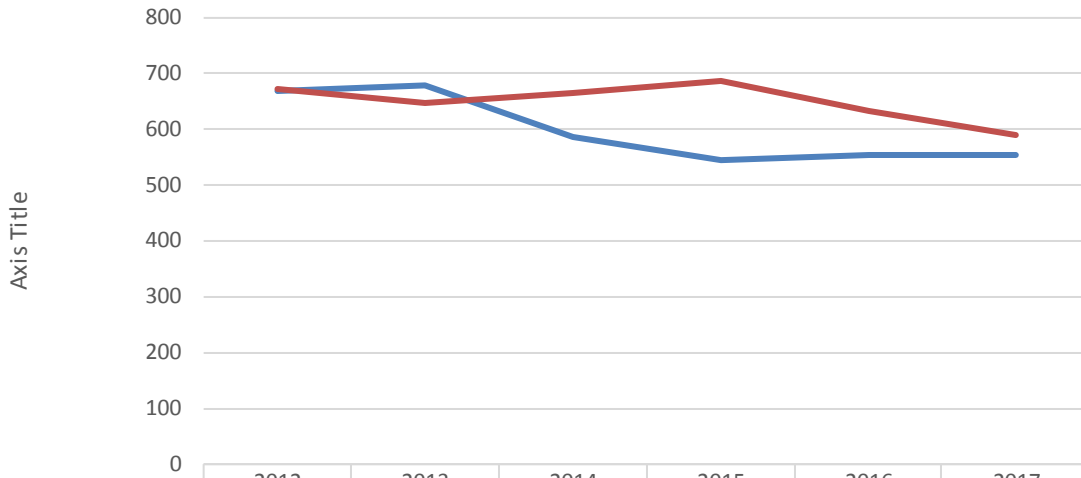
None of the goals set here can be accomplished by a single person or small group of persons, which is why we have embraced the concept of the “volunteer-driven, professionally guided” committee structure. We have started building this committee at the council and district levels, but there is still much work to do before we reach a level where one person holds one job. This will be a priority in 2018 and beyond as we grow our team.

Finally, we have laid out the tasks necessary to conduct meaningful recruitment activities at the Cub Scout, Webelos Transition, Boy Scout, and Venturing levels on a month-by-month schedule that will enable District Committees to monitor and direct membership activities within their respective areas as we all work toward a common goal – increasing the Scouting program in the Georgia-Carolina Council.

## Membership Trends

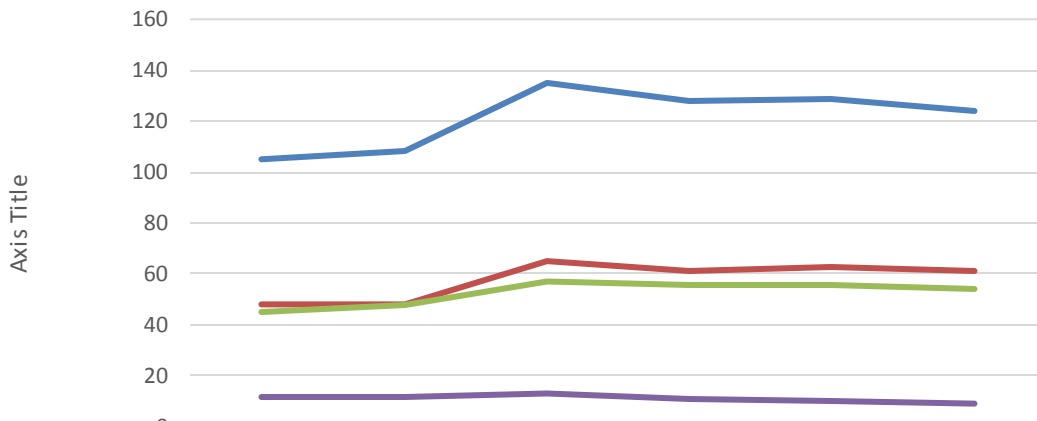


### Unit Leaders



	2012	2013	2014	2015	2016	2017
Cub Leaders	670	679	587	545	555	554
BSA Leaders	674	648	667	687	634	590

### Total Units (Packs, Troops and Crews)



	2012	2013	2014	2015	2016	2017
Total Units	105	108	135	128	129	124
Packs	48	48	65	61	63	61
Troops	45	48	57	56	56	54
Crews	12	12	13	11	10	9

# Strategic Vision and Membership Objectives

**Our Vision:** The Georgia Carolina Council provides structure and resources to attract, train and support quality leadership and programming. Utilizing the core Scouting values we instill the Scout Oath and Scout Law into the daily lives of all eligible youth to help prepare them to become responsible citizens and dynamic leaders.

## Membership Goals

**2.1 Youth Retention: Improve retention rate of traditional members from 66.85% in 2017; to 68% in 2018; to 70% in 2019; to 72% in 2020; then strive to maintain 72% or higher annually. (Membership) (12/31/22)** **Measure:** Year-end JTE Dashboard **Target:72%**

COUNCIL COMMITTEE GOALS AND DISTRICT / STAFF / VOLUNTEER GOALS	MEASURE	TARGET	START DATE, END DATE
2.1.1 Assist units in developing well planned, year a round programs (Program)	Percentage of units with a well-planned annual program	100%	01/01/18, 12/31/22
2.1.2 Train unit leaders to improve quality program opportunities (Membership)	Percentage of trained leaders report	60%	01/01/18, 12/31/22
2.1.3 Offer strong outdoor programs to encourage active youth participation (Program)	Offer a variety of Cub, Boy Scout and Venturing activities at the district and council levels.	4C 3 BSA 1 Vent	01/01/18, 12/31/22
2.1.4 Support units with trained and engaged unit commissioners (Unit Service)	Commissioner ratio of 1 commissioner to every 3 units in each district	100%	01/01/18, 12/31/22

**2.2 Membership Growth: Increase number of registered youth (Cub Scouts, Boy Scouts, Ventures and Explorers) from 3,003 in 2017; to 3,150 in 2018; to 3,300 in 2019; to 3,450 in 2020; to 3,600 in 2021; and to at least 3,750 by the end of 2022. (Membership) (12/31/22)** **Measure:** Year-end JTE Dashboard & Membership Reports **Target:3,900**

COUNCIL COMMITTEE GOALS AND DISTRICT / STAFF / VOLUNTEER GOALS	MEASURE	TARGET	START DATE, END DATE
2.2.1 Use the Council Market Analysis Report to annually identify specific areas where focused recruiting holds the greatest potential (Service Center)	Annual analysis of communities, market share and growth potential	1	01/01/18, 12/31/22

2.2.1.1 Each district will annually review its market penetration and identify underserved markets			
2.2.1.2 Each district will develop its action plan to achieve balanced growth for youth and units to ensure Scouting is made available to youth in all communities			
2.2.2 Plan and implement recruitment campaigns that involve leaders at all levels fully trained in the recruitment process (Service Center)	Annual volunteer orientations and spring & fall recruitment drives	1	01/01/18, 12/31/22
2.2.2.1 Educate district and unit level volunteers on the proper recruiting methods and train them to assist staff in coordinating and implementing the council's membership plan and recruitment efforts			
2.2.2.2 Schedule recruitment efforts year around and promote those efforts on the council calendar with advance notice given to enable leaders to prepare properly			
2.2.2.3 Plan specific recruiting efforts for Lions, Tiger Cubs, Webelos Crossovers, Boy Scouts, Venturers and Explorers			
2.2.3 Increase public awareness of Scouting through a focused marketing campaign (Service Center)	Annual marketing campaign, with themes, utilize national brand resources	1	01/01/18, 12/31/22
2.2.3.1 Secure annual sponsorships to fund marketing efforts			
2.2.3.2 Encourage unit promotion of recruitment efforts through incentives to be earned for published media releases			
2.2.3.3 Conduct targeted campaigns during key recruitment periods to improve recruitment results			
2.2.4 Strengthen relationships with each county's school system, including the superintendent's office and every elementary and middle school principal (Service Center)	Annual visits conducted by staff and volunteers w/ each principal/superintendent	100%	01/01/18, 12/31/22
2.2.4.1 Encourage units to conduct annual service projects for their local public schools and chartering organization			
2.2.4.2 Ensure annual visits are being conducted by our executive staff and chartered representatives with principals at our elementary and middle schools			
2.2.4.3 Schedule annual visits for our council leadership to meet with each superintendent in the council			

**2.3 Community Impact: Increase market share (Cub Scouts, Boy Scouts, Varsity Scouts, Ventures and Explorers) from 5.2% in 2017; to 3.6% in 2018; to 3.3% in 2019; to 3.45% in 2020; to 3.6% in 2021; and to at least 3.75% by the end of 2022. (Membership) (12/31/22) (Adjusted for addition of girl programs)**

**Measure:** Year-end JTE Dashboard  
**Target:** 3.75%

### Council Membership Goals

**\*\*Actual\*\*      \*\*\*\*\*Goals\*\*\*\*\***

	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>
Retention	<b>66.85%</b>	<b>68%</b>	<b>70%</b>	<b>72%</b>	<b>72%</b>	<b>72%</b>
Membership	<b>3303</b>	<b>3450</b>	<b>3600</b>	<b>3750</b>	<b>3900</b>	<b>4050</b>
Market Share	<b>5.2%</b>	<b>4.0%</b>	<b>3.6%</b>	<b>3.75%</b>	<b>3.9%</b>	<b>4.1%</b>

### District Membership Goals

	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>
<b>Creek River</b>	1167	1218	1270	1320	1375	1430
<b>Kiokee River</b>	1549	1619	1690	1760	1830	1900
<b>Yamasee</b>	587	613	640	670	695	720
<b>Council</b>	3303	3450	3600	3750	3900	4050

### Units by District

	<b>Packs 2017</b>	<b>Packs 2022</b>	<b>Troops 2017</b>	<b>Troops 2022</b>	<b>Crews 2017</b>	<b>Crews 2022</b>	<b>Posts 2017</b>	<b>Posts 2022</b>	<b>Total Units 2017</b>	<b>Total Units 2022</b>
<b>Creek River</b>	28	33	15	18	2	4	3	6	48	61
<b>Kiokee River</b>	21	30	23	29	5	6	10	12	59	77
<b>Yamasee</b>	12	17	16	19	2	4	0	4	30	44
<b>Council</b>	61	80	54	66	9	14	13	22	137	182

# Georgia Carolina Council, Boy Scouts of America

## 2018 Membership Growth Plan

In fulfilling the council's membership and impact objectives of the Council's strategic plan, the membership committees and staff are committed to achieving the following benchmarks in 2018:

- **68% Retention Rate:** The council achieved 66.8 in 2017. With greater achievement on unit retention and a concentrated dropped youth recovery plan we can improve to at least 68% in 2018.
  - **3,450 youth in total membership:** 2017 provided a year of growth, but not in the core programs of Cub Scouting and Boy Scouting. An organized approach to Webelos Crossover, and a detailed new unit campaign and fall round-up plan, along with the addition of the new girl Cub Scout program will support us to achieve strong growth in 2018.
  - **Unit Growth:** The key to membership growth is Unit growth. 2018 is a critical juncture for the council with Unit Growth being the #1 membership objective.
  - To achieve these objectives, a membership timeline has been developed to guide volunteers and staff toward successful growth strategies in the following focus areas:
    - Build solid council and district membership committees.
    - We will focus on underserved, or areas with No Scouting programs.
    - Working through district membership teams to organize new units.
    - Increase our retention rate of units and youth.
    - Recruit new members with a comprehensive year-around recruiting plan.
    - Work to build strong functioning units with a program planned and trained leaders.
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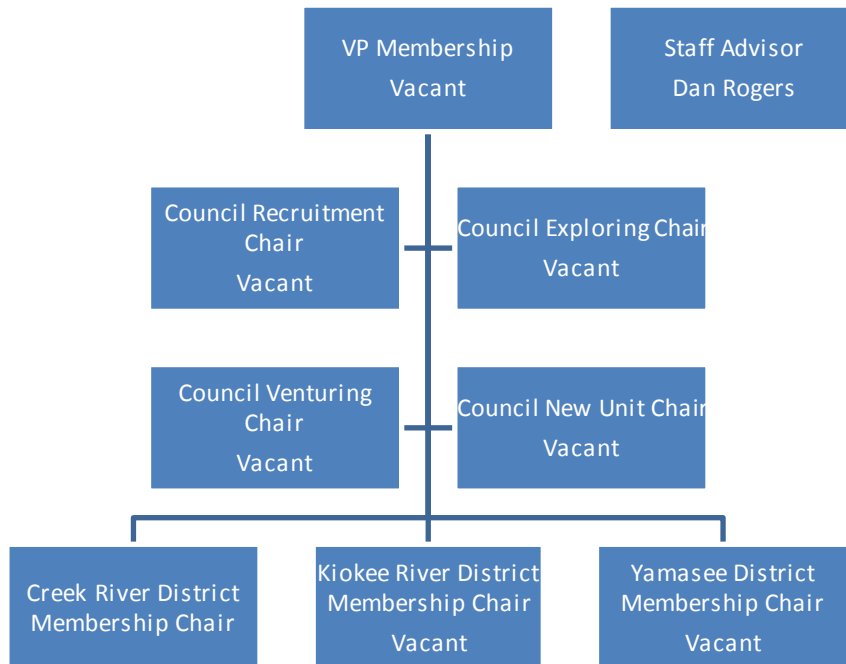


# Focus Area Highlights

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## Building a District Membership and Council Membership Committee

Currently the council membership team consists of a council membership chairman, and district membership chairs who serve on the committee. Terra, and Cataloochee districts have small but active membership committees.



In addition to the district membership chair, each district is expected to staff its own district membership committee with the following positions as a minimum:

- Webelos Cross-Over Chair
- New Youth Recruitment Chair
- New Unit Chair
- Retention Chair

### **ACTION ITEMS**

- No later than February 28, 2018 each district, as well as the council will actively seek to engage a minimum of 4 active members on their membership team.
- In the spring, the council will host a council membership committee meeting to discuss current membership status and plan for continued implementation of the 2018 membership growth action plan.
- No later than May 15, 2018 each district will host a district membership conference for their membership teams to discuss and plan for membership growth strategies.
- No later than July 15, 2018 each district will conduct a School Night for Scouting orientation for units and volunteers participating in the fall round-up.

## **New Unit Organization**

### New Unit Organization Drive

- Using Council Market Analysis develop a list of needs by area. Rank those prospects and develop a timeline to start new units.
- Districts recruit a new unit development team. Encourage them to attend Membership Summit for training and planning session.
- Review list of recently dropped units and assess the possibility of reviving them.
  - Contact will be made with every youth that does not recharter.

## **New Youth Recruitment**

### Spring Round Up

- *Going on a Tiger Hunt*: Invite graduating kindergartners youth to join local packs and attend Day Camp.
- Boy Scouts: Target graduating 5<sup>th</sup> and 6<sup>th</sup> graders to join and attend Summer Camp with troop.
- 1<sup>st</sup>-4<sup>th</sup> grade: Visit grades as necessary to fill dens with low membership or create new dens.

### Family Scouting

- Identify packs that plan to include Family Scouting programs. Identify additional chartered partners as necessary to provide Family Scouting program opportunities in every communities.

### Fall Round Up

1. Visit all principals before school year ends and after new year begins. It is imperative that we build a relationship with all of our school principals.
2. Conduct council and district trainings to ensure all units understand and follow the council recruitment plan.
3. Ensure every public and private school is covered by a local unit.
4. Conduct boy talks in classrooms in as many schools as possible – utilizing the best rally person possible. District Executives are trained in school rallies and should assist with as many events as possible.
5. Regular turn in nights for collecting applications and fees. Weekly at a minimum.
6. Implement the new sign-up night strategy to bring new Scouts and parents in and process them to sign up quickly and efficiently.

## Cub Scout Growth Opportunity (Top 23 Communities for Focused Growth)

District	ZIP_CODE	Town	Cub TAY	Packs	Reg Cubs	% of Youth	14% of Cubs	Diff
Creek	30906	Augusta	2,277	49-812-1128	35	1.5%	319	-284
Kiokee	30907	Martinez	1,716	56-119	68	4.0%	240	-172
Creek	30815	Hephzibah	1,492	413-825-1780	54	3.6%	209	-155
Yamasee	29841	North Augusta	1,175	7-31	55	4.7%	165	-110
Kiokee	30813	Grovetown	1,576	105-108-289-417	115	7.3%	221	-106
Creek	30909	Augusta	1,200	45-1510-1951	77	6.4%	168	-91
Yamasee	29803	Aiken	973	146-421-432	47	4.8%	136	-89
Creek	30901	Augusta	520	143	17	3.3%	73	-56
Yamasee	29860	North Augusta	494	601	15	3.0%	69	-54
Yamasee	29801	Aiken	842	115-463	67	8.0%	118	-51
Yamasee	29851	Warrenville	362	351	6	1.7%	51	-45
Kiokee	30824	Thomson	627	40-116-125-316-2010	46	7.3%	88	-42
Yamasee	29812	Barnwell	405	692	16	4.0%	57	-41
Yamasee	29842	Beech Island	265			0.0%	37	-37
Creek	30830	Waynesboro	559	212-575-414	44	7.9%	78	-34
Yamasee	29853	Williston	225			0.0%	32	-32
Yamasee	29829	Graniteville	347	663	18	5.2%	49	-31
Yamasee	29805	Aiken	214			0.0%	30	-30
Kiokee	30673	Washington	211		0	0.0%	30	-30
Kiokee	30814	Harlem	287	157	11	3.8%	40	-29
Creek	30434	Louisville	206			0.0%	29	-29
Kiokee	30802	Appling	193		0	0.0%	27	-27
Kiokee	30817	Lincolnton	193			0.0%	27	-27

**Boy Scout Growth Opportunity  
(Top 20 Communities for focused Growth)**

District	ZIP_CODE	Town	BSA TAY	Troops	Reg BSA	% of youth	12% of BSA	Diff
Creek	30906	Augusta	1,301			0.0%	156.12	-156
Creek	30815	Hephzibah	960	118-413	38	4.0%	115.2	-77
Kiokee	30813	Grovetown	882	108-289-2010	43	4.9%	106	-63
Yamasee	29801	Aiken	522	115-463	30	5.7%	63	-33
Creek	30909	Augusta	659	45	47	7.1%	79.08	-32
Kiokee	30824	Thomson	397	42-125	20	5.0%	48	-28
Yamasee	29841	North Augusta	677	7-65	56	8.3%	81	-25
Yamasee	29860	North Augusta	322	601-914	14	4.3%	39	-25
Yamasee	29829	Graniteville	198			0.0%	24	-24
Creek	30401	Swainsboro	300	75	13	4.3%	36	-23
Yamasee	29842	Beech Island	167			0.0%	20	-20
Creek	30905	Augusta	153			0.0%	18.36	-18
Kiokee	30802	Appling	146		0	0.0%	18	-18
Yamasee	29853	Williston	145			0.0%	17	-17
Creek	30901	Augusta	249	143	13	5.2%	29.88	-17
Kiokee	30817	Lincolnton	133		0	0.0%	16	-16
Kiokee	30673	Washington	125		0	0.0%	15	-15
Creek	30442	Millen	199	234	9	4.5%	23.88	-15
Creek	30434	Louisville	114			0.0%	13.68	-14
Yamasee	29832	Johnston	113			0.0%	14	-14
Yamasee	29164	Wagener	97			0.0%	12	-12
Yamasee	29812	Barnwell	255	392	19	7.5%	31	-12

### District Market Share Report

Avail	Lions Avail	Tigers Avail	Cubs Avail	Webelos	BSA Avail	Vent/Expl Avail	2017 Total Youth
Creek River	1800	1833	3665	3667	5260	9812	24237
Kiokee River	1440	1441	2882	2882	4657	8967	20829
Yamasee	1323	1323	2646	2646	4085	7728	18428
Council	4563	4597	9193	9195	14002	26507	63494
Registered	Lion	Tigers	Cubs	Webelos	BSA	Vent/Expl	Total
Creek River	18	98	279	286	222	264	1149
Kiokee River	8	86	340	271	487	357	1541
Yamasee	16	47	140	113	261	10	571
Council	42	231	759	670	970	631	3261
Market Share	Lions	Tigers	Cubs	Webelos	BSA	Venturing / Exploring	Total
Creek River	1.00%	5.35%	7.61%	7.80%	4.22%	2.69%	4.74%
Kiokee River	0.56%	5.97%	11.80%	9.40%	10.46%	3.98%	7.40%
Yamasee	1.21%	3.55%	5.29%	4.27%	6.39%	0.13%	3.10%
Council	0.92%	5.03%	8.26%	7.29%	6.93%	2.38%	5.14%
		Cubs Avail	Cubs	Market Share		17%	Diff
Creek River		10965	681	6.21%		1864	1183
Kiokee River		8645	705	8.16%		1470	765
Yamasee		7938	316	3.98%		1349	1033
Council		27548	1702	6.18%		4683	2981
		Cub Scouts	Packs	Avg Unit	Boy Scouts	Troops	Avg Unit
Creek River		681	28	24.3	222	15	14.8
Kiokee River		705	21	33.6	487	23	21.2
Yamasee		316	12	26.3	261	15	17.4
Council		1702	68	25.0	970	63	15.4

## Retention

### Unit Retention / Recharter

#### 2017 Recharter Process / Unit Retention

- Annual quality reviews of all units. Assign a unit commissioner to all struggling units to work with them. All dropped units will complete proper paperwork, and we will work to revive. Each unit will receive a detailed assessment.
- District Executive or Unit Commissioner will visit each chartered partner quarterly. Visits will be logged.
- Work to train every new Tiger Den Leader prior to November 1, 2018.
- Improve our % of trained direct contact leaders to 55%
- Train all Commissioners on the online re-charter process so they will be helpful to their units.
- Work with all units to ensure all active youth are registered prior to re-charter.
- Contact every dropped youth and verify the desire to no longer participate.

### Webelos cross-over

- Each District will manage a coordinated cross-over program. Every Webelos Scout who does not cross-over prior to April 1 will be contacted.

### Commissioner recruitment and training

- Districts will conduct an organized effort to recruit and train new unit commissioners and engage them in serving our units.
- Struggling units will be given priority for receiving Commissioner support.

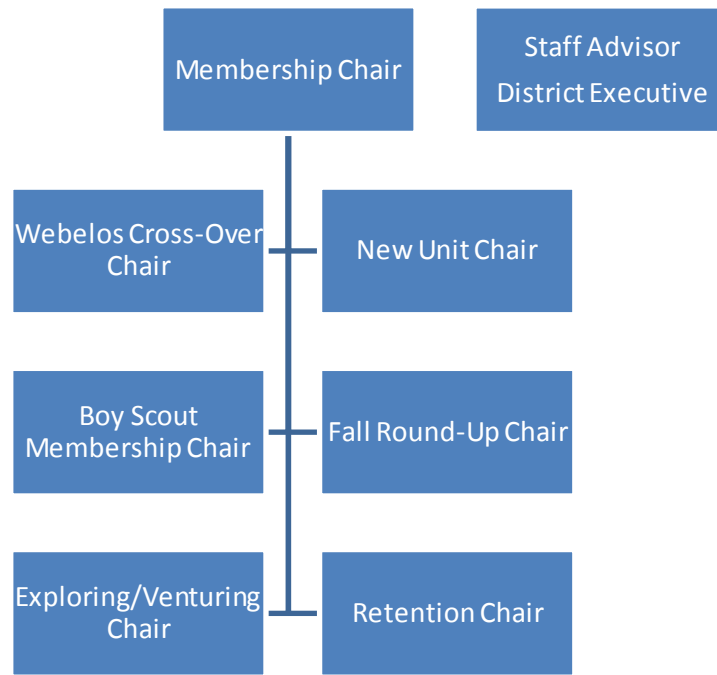
### Recruiting dynamic unit leaders and training

- Succession planning with Cub Packs is essential. This should be completed through the Commissioner staff no later than April 30, 2018.
- Units with declining membership and low advancement numbers will be visited and coached regarding best methods for delivering the Scouting program. When needed, Chartered Partners will be asked to review their leadership. This will be accomplished in the first half of 2018 using year end 2017 data.
- All direct contact leaders will be encouraged to get trained.

### Working with units to ensure a planned active program

- Provide all units an integrated Council program calendar/planning tool by May Roundtable.
- Have unit commissioners' work with units to verify planning and activity is occurring.
- Review unit advancement report as well as participation in district and council activities.
- Ensure all units have a written planned program prior to September 1, 2018.

# District Membership Team Structure



## Monthly Membership Growth Plan for 2018

### Backdating Schedule

The Backdating Schedule is a tool that districts can use to plan their monthly membership activities. This schedule lists the months in which the tasks should be accomplished; we suggest that the work on all tasks be undertaken six months prior to the completion date. This is intended mainly as a guide; districts may alter dates according to their own needs, realizing that individual unit schedules may differ.

#### Key:

**C: Cub Scout Recruitment**

**V: Venturing Crew recruitment**

**W: Webelos to Scout Transition**

**E: Exploring Recruitment**

**B: Boy Scout Recruitment**

**D: District Development**

### January

Item	Program
Host Webelos Scouts and their parents at a Boy Scout Troop Meeting	W
Plan a bridging ceremony for the district, or individual Pack Blue and Gold Banquets in February to welcome graduating Webelos Scouts to their new troop.	W / B
Set a date and plan troop open houses for March and early April	B
Complete January Recharterers	
Recruit new district membership committee members	

### February

Item	Program
Promote Cub Day Camp	C
Hold Webelos Bridging Ceremonies	W
Work with Scoutmasters to ensure new Scouts become actively involved.	W / B
Recruit parents of new Boy Scouts to become assistant Scoutmasters or Troop Committee Members	B
Continue working on troop open houses for March and April	B
Council E/VOA Meeting	V
Invite district committee membership teams to council hosted training session.	D
Identify new Explorer Post partners and secure a commitment	E
Actively seek to recruit a minimum of 4 new members for their membership team	

### March

Item	Program
Begin planning with district fall round-up chairman	C
Backdate Fall Round-up program	C
Send letter or visit school superintendents for school night approval.	C
Host a district meeting for new Boy Scouts and their parents to introduce them to Boy Scouting.	W / B
Conduct Council Membership Summit	C B V E
Conduct school rally for 5 <sup>th</sup> and 6 <sup>th</sup> grade boys for troop open houses	B
<b>March ...cont.</b>	
Conduct troop open houses	B
Ensure new scouts have a program scheduled shortly after joining	B



Council E/VOA Meeting	V
Visit Schools and recruit for Explorer Open House	E
Conduct Explorer and Crew Open Houses	E/V
Council will host a council membership committee meeting	

## April

Item	Program
Conduct school rally for 5 <sup>th</sup> and 6 <sup>th</sup> grade boys for troop open houses	B
Conduct troop open houses	B
Conduct Council E/V Program	E/V
Visit Schools and recruit for Explorer Open House	E
Work with Packs on succession planning	C
Conduct Explorer and Crew Open Houses	E/V

## May

Item	Program
Secure Superintendents support for fall round-up	C
Recruit fall round-up team members. Provide address for invitation letter to be mailed out.	C
Plan School Night Training Program and order materials	C
Ensure all units have rank advancements	C/B
Principal Visits	
Districts will hold a membership conference for district membership teams	

## June

Item	Program
Set agenda and recruit presenters for the School Night Training meeting	C
Brief meeting for presenters at the School Night Training Meeting	C
Update Parents Orientation Guide	C
Order round-up items to thank Principal's and school volunteers	C
Get on Agenda for Principals meeting	C
Visit Troops at Summer Camp	B

## July

Item	Program
Council Round-Up Kick-off training for District Membership Chair and Round-Up Chair	C
Visit Principals and Superintendents to Set Unit Round-Up Dates	All
Ensure all Packs have a planned program for 2018-2019	C
Conduct District Round-Up School Night for Scouting Orientation training for all units	C

## August

Item	Program
Complete Scheduling of all Cub Pack round-up nights, post on Google doc	C
Verify all Packs have a planned Program	C
Wrap up work on new Cub Scout Packs	C
Select Den Chiefs for each Webelos Den	W/B
Continue Principal and Superintendent Visits	All
Crews and Posts plan open houses to excite potential members	E/V

## September

Item	Program
Wrap up Cub Pack Rallies	C
Schedule Fall Troop rallies for October	B
Hold Cub Round-Up celebration and Thank you for the team.	C
Set 2 <sup>nd</sup> chance Pack Rallies as needed	C
Write Thank You Note to Principal's (Include school results)	C
Promote fall training opportunities. Ensure every Tiger Den Leader has been visited and trained if possible.	C
Conduct Crew and Post Open Houses	E/V
District Tiger Fun Day Activity	C
Conduct Troop Open Houses	B

## October

Item	Program
Conduct Council Exploring/Venturing Activity	E/V
Complete Pack 2 <sup>nd</sup> Chance Rallies	C
Complete all Troop Open Houses	B
Crew and Post Open Houses	E/V
Continue Training Unit Leaders	C/B/E/V
Recharter Packets Delivered	C/B/E/V

## November

Item	Program
All Leaders Trained by Thanksgiving	C/B/E/V
Conduct Unit Inventories to ensure proper registration	C/B/E/V
Encourage Troops to invite Webelos 2 to a meeting	W/B
Complete Crew and Post Open Houses	E/V
Conduct Council/District Round-Up Meeting to debrief fall round-up process	C B V E

## December

Item	Program
Conduct Recharter workshops, process December Recharters	C/B/E/V
Complete Unit Inventories	C/B/E/V
Celebrate Membership Growth	C/B/E/V