

K2BSA Amateur Radio Association

2014 Annual Report

2014 K2BSA Call Sign Activation + Jamboree on the Air

Call sign activation in 2014 hit a new record at 27, including activating all continental USA call sign areas for JOTA weekend. The annual number is up from 19 in 2013.

Jamboree on the Air numbers did not climb as in the past few years. Council engagement dropped and the number of station reports dropped from 271 to 205. Participation remained level.

Communication around JOTA increased to amateur radio operators but failed to make inroads with council staff and volunteers. The email list is now over 1,000 but messages need to get to council staff and volunteers.

A key event occurred in January with the formal introduction of the ARRL Amateur Radio Service to Scouting Award that is now recognized in the BSA Community Organization Awards category. Those who receive this award can wear a square knot on their uniform. The ARRL is currently designing the certificate and have received several nominations.

The Radio Merit Badge hit a new record in 2013, with 7,000+ earned. The Amateur Radio Operator Rating Strip is selling at nearly 7,000 a year and the Morse Code Interpreter Strip remains at 1,200 per year.

Finances remain sound with little activity in 2014 versus the high level of activity supporting the 2013 National Scout Jamboree.

2015 Initiatives

I'm hopeful that our big initiative in 2015 will be to expand membership to a national level and thereby achieve increased participation and secure an ongoing future from reinvigorated programs and new members.

We need to also monitor World Scouting efforts around JOTA-JOTI as the new team enters their second year.

We also need to reach out to Scout councils, districts, troops, packs, and crews to promote JOTA.

Jim Wilson, K5ND

K2BSA President and Treasurer

K2BSA ACTIVITY

RESULTS

JOTA and Radio Scouting Email Newsletter

15 issues were published in 2014. Key promotion was around JOTA. The open rate averages 55% with the list starting at 400 and now at 1,100.

Jamboree on the Air

An infographic is at www.k2bsa.net/jota-usa-reports/ 205 stations on the air, down from 271. Nearly 14,000 participants, even with last year.

Website Development

The website remains K2BSA's primary expense and communication vehicle. Visits in 2014 hit 14,671. Key pages related to JOTA Registration and Operator Strip.

Social Media Engagement

Facebook page "likes" hit 801, up from 685. The "reach" hit 1,500 for ARRL Service to Scouting Award, 2,700 Scouts Guatemala, and 688 on JOTA 2014 Report.

Call Sign Requests and Operations

The call sign was in use at 27 events in 2014, including all USA continental call areas during JOTA. This is up from 19 in 2013 and 14 in 2012.

Financial Activity and Results

Financial activity was quiet during 2014. Bank charges, website hosting fees, and donations from Amazon Smile and JustGive. Balance at year end was \$1,781.78.