

Michigan Crossroads Council

Website Updates
2024





- MCC site was originally built in 2018 and has looked the same since that time
- Content has increased over the years, but organization of it wasn't always changed
- New site meant to make it easier to find information – new menu structure, improved searching, multiple menu types
- Much of the info is grouped by “who you are”
- New site is more mobile friendly since half of our visits are from mobile devices now

Navigation – Main Menu



FIND YOUR PATH

Lists all pages on the site in one spot.

Formerly "News", here is the latest info.

[JOIN NOW](#) [SITE MAP](#) [CALENDAR](#) [DONATE](#) [BLOG](#) [SHOP](#)



MICHIGAN CROSSROADS COUNCIL
BOY SCOUTS OF AMERICA®

Top resources grouped by your "role"
(Parent, Volunteer, Commissioner, etc.)



I am a ... >



Home

About ▾

Programs ▾

Activities ▾

Camp ▾

Resources ▾

Donate ▾

Shop

Join

The BSA Programs:
Cubs, Scouts BSA,
Venturing, OA, Program
Commitees, etc.

Anything you can "DO"
Events, Training,
Jamborees, Service, etc.

Formerly
"Outdoor
Adventures"

Resources
grouped by "role"

Join: You will see this link all over
the place. Helps our new families
learn more about Scouting

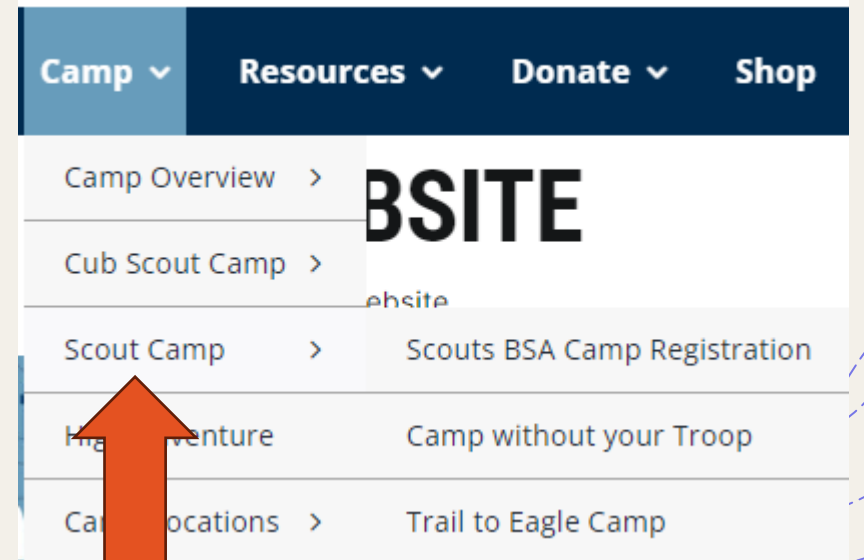
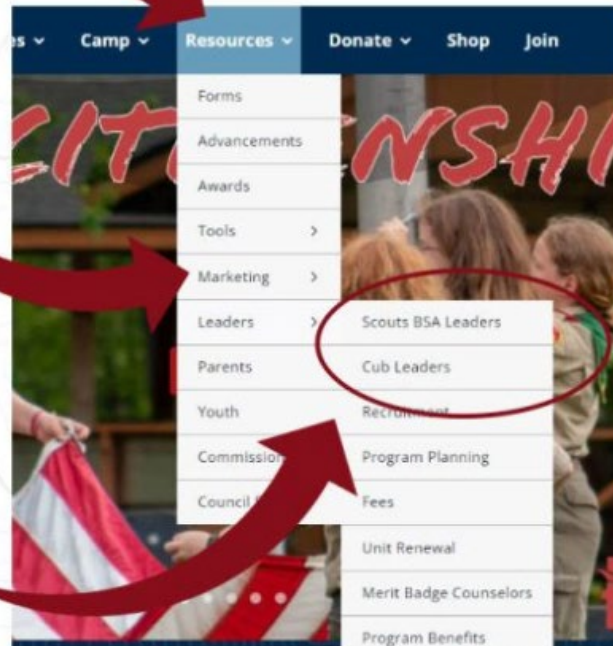
Navigation – Main Menu

Home About ▾ Programs ▾ Activities ▾ Camp ▾ Resources ▾ Donate ▾ Shop Join

Make sure you click on anything in the menu. Many of the upper level menu items go to pages, too!

TIP: Click on the menu headers and submenu items for pages, not just the end pages!
(e.g., "Resources" and "Marketing")

Scouts BSA and Cub Leaders are pages FILLED with links to resources



Scout Camp is a page

Navigation – I AM



I am a ... >



Home About ▾ Programs ▾ Activities ▾ Camp ▾ Resources ▾ Donate ▾ Shop Join



LEADER

- Leader Resources
- Incident Reporting Tool
- Membership Recruitment
- Program Resources
- Program Planning
- Membership Fees
- Unit Renewal/Recharter
- Popcorn Sale
- Merit Badge Counselors

PARENT

- Parent Resources
- Join Scouting
- Find a Pack/Troop/Crew/Ship
- Events Around the Council
- Youth Protection
- Registration Scholarship Request
- Camp Scholarship Request
- Program Benefits

YOUTH LEADER

- Youth Resources
- Youth Leader Training
- Upcoming Activities
- Events Around the Council
- Camp
- High Adventure
- Order of the Arrow

DONOR / ALUMNI

- Give
- Donate - Friends of Scouting
- Leadership and Adventure
- Eagle Scout Alumni of Michigan
- Give to Camp
- Planned Giving
- Special Events

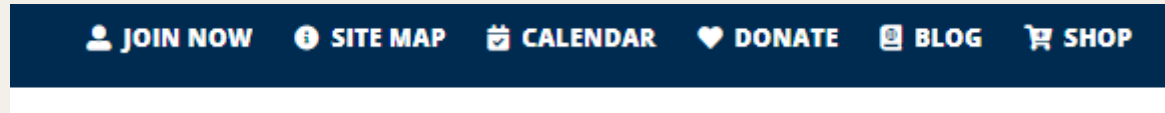


COMMISSIONER

- Commissioner Resources
- Contacts
- Unit Health
- MCC Dashboard
- Roundtables
- Roles & Charter
- Calendar
- Awards

The most frequently accessed links, arranged by your ROLE in Scouting, can be found by clicking the "I am a..." button at the top.

Navigation – Top Menu



There is a menu at the very top of the page that allows you to access key information.

Join Now: A quick overview of our programs and how to find a unit / join

Site Map: A list of all pages on the website (see next slide)

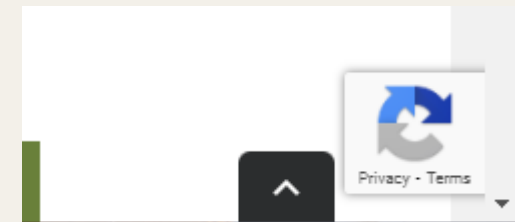
Calendar: Link to the MCC Web Calendar

Donate: Link to the various ways to give back to Scouting

Blog: List of News/Blog posts


Shop: Link to the MCC Online Shop

Tip: At the bottom right of each page, there is a “^” that will jump you back to the top of the page.



Navigation – Site Map

The Site Map is new to the MCC website, and it lists all pages on the website. If you can't find what you are looking for using the Menus or Search, you can visit this page. You can even search this page to find what you are looking for.



QUICK LINKS

- [Join Scouting](#)
- [Boy Scouts of America](#)
- [Scouting Forms](#)
- [Camping Forms](#)
- [Event Calendar](#)
- [Events Around the Council](#)
- [Cub Scouts](#)
- [Facility Rental](#)
- [Resources](#)
- [Leaders Resources](#)
- [Give to Scouting](#)
- [Health Forms Parts AB \(short trips, Cub Camp\)](#)
- [Health Forms Parts A-C \(long trips, Scouts BSA summer camp\)](#)
- [Recruitment Resources](#)
- [Geofencing/Flyer/Video Request](#)
- [D-Bar-A Ranch](#)
- [Cole Canoe Base](#)
- [Camp Rotary](#)
- [Camp Teetonkah](#)
- [Gerber Scout Reservation](#)
- [Website Feedback Form](#)

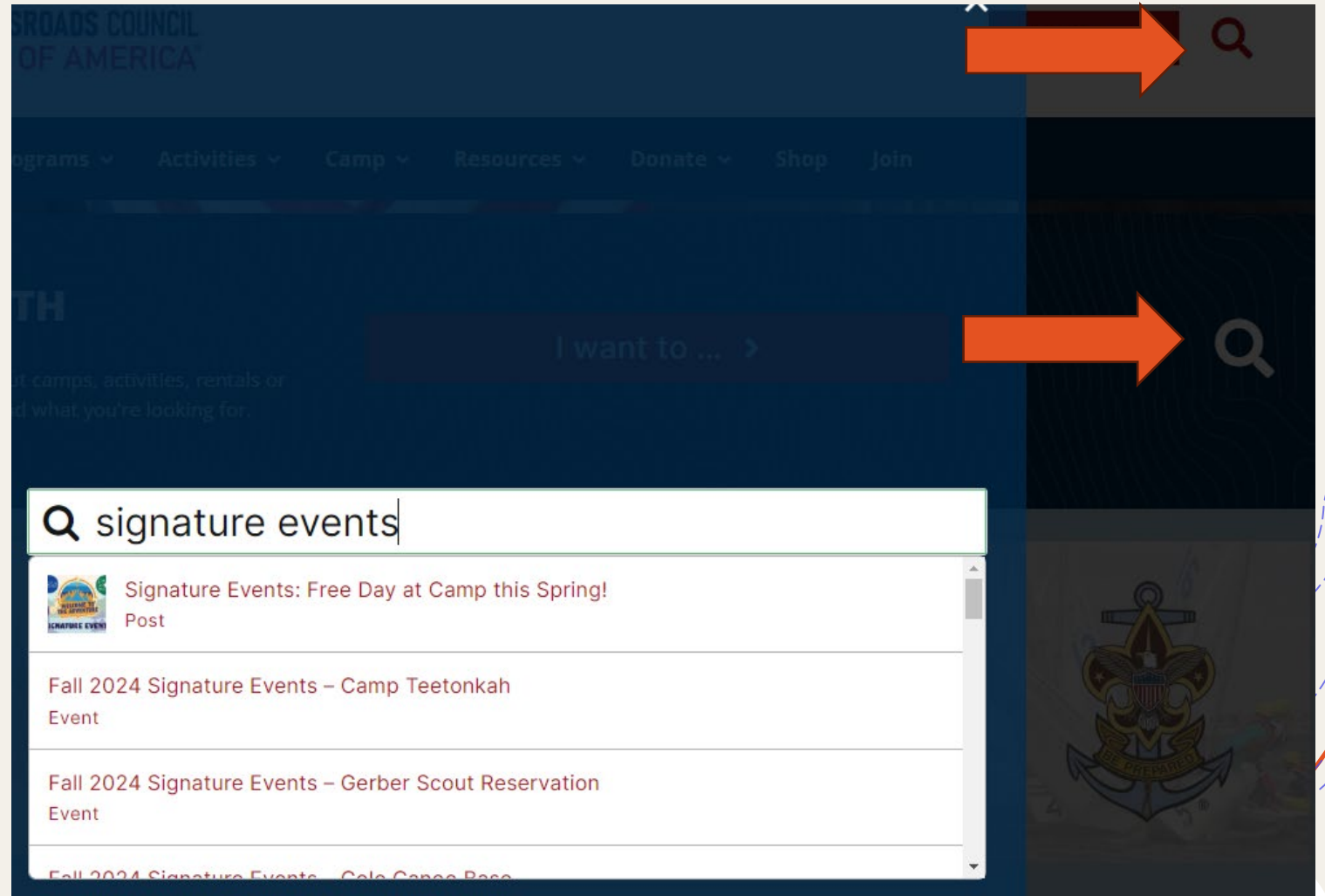
ABOUT MICHIGAN CROSSROADS COUNCIL

BSA PROGRAMS

Cub Scouts (K-5th)

Navigation - Search

There are various locations on the site where the spyglass "Search" appears. When you click that, you can enter what you are looking for. You will be presented Posts, Pages, and upcoming Events.



Navigation – I want to ...

FIND YOUR PATH

Searching for details about Scout camps, activities, rentals or anything else? We'll help you find what you're looking for.

I want to ... >



The "I Want To..." button on the home page hopes to answer some of your most common inquiries. Instead of searching a page name, you will see a list of Actions that you might want to take. This list will change regularly based on upcoming events and time of year.

- Learn about Joining
- Find a camp location
- Visit a camp for the day for free (Signature Events)
- Find a Form
- Find out more about Scout Day at the Capitol
- Find something fun to do with my family/unit
- Get required forms for camp/activities
- Learn more about Youth Mental Health First Aid courses
- Learn about Cub Scout camping options
- Rent a campsite or cabin
- Apply for a camp scholarship
- Give to Scouting
- Figure out where to sew on my Scout's latest badge
- Apply for a registration scholarship
- Help recruit more Scouts to my unit
- Get resources to help lead my unit
- Find a Scout Shop

Navigation - Footer

About

Corporate Headquarters
14258 Michigan Street
PO Box 129
Eagle, MI 48822
(517) 940-4210
communications@michiganscouting.org

Explore

- About
- Programs
- Camps
- Activities & Events
- Join
- Support
- Shop
- Resources
- Contact
- Site Map

Quick Links

- Latest Posts
- Recent Emails
- Council Calendar
- Forms
- Camping Forms
- Scout Shops
- Events Around the Council
- Facility Rental
- Youth Protection
- Staff Directory
- Privacy Policy
- Website Feedback

Search...

The footer of every page also has common links you may want, as well as a Search bar.

Homepage – Programs / Info

The Program boxes link to pages that explain each program. Designed for those new to Scouting.



In the **Stay Connected** section, you will find links to various forms of communications.


Subscribe: Allows you to subscribe to topical emails

Follow Us: Page of ways to follow MCC. Social Media, Camp pages, Apps, etc.

Homepage – Stay Connected - Emails


MCC sends out a LOT of emails. What if you delete an email and then realized you want to see what it said? Our common emails end up weekly on the Emails & Newsletters page. This includes the MI Scouter, Training Corner, and Scouting Minute newsletters.

Home / Emails & Newsletters



Emails & Newsletters

Keep up with what is happening in the Michigan Crossroads Council

 [Click Here](#)

EMAILS

March 2024

- [Adventure Point Summer Day Camp Open House | April 18](#)
- [Venturing Awards Dinner | May 11](#)
- [Great Lakes Sailing Adventure | Only 2 Sessions Remain](#)
- [15th Annual Trade-O-Ree | March 15-16](#)

NEWSLETTERS

March

January/February – None

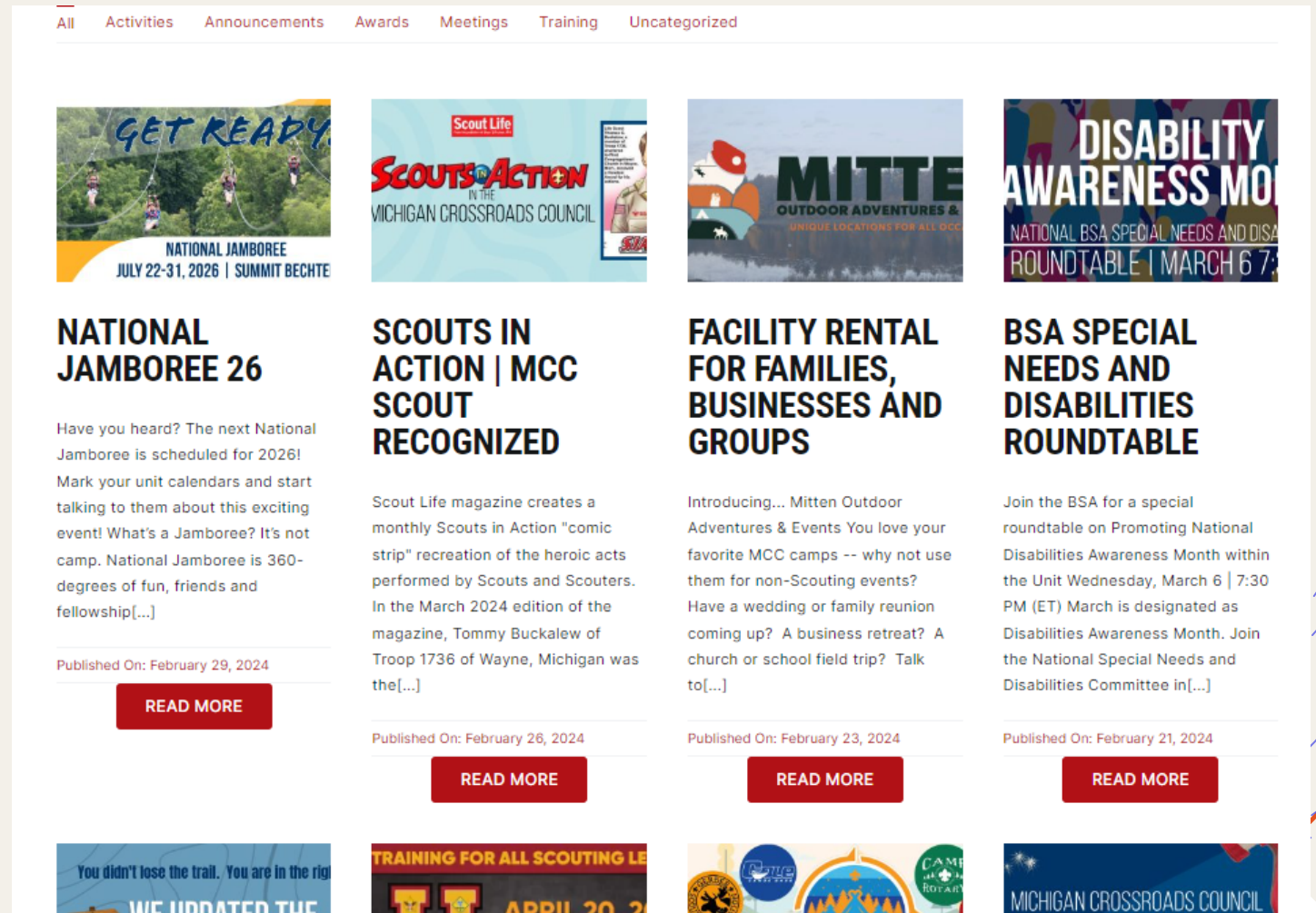
December

<https://michiganscouting.org/emails/>

Homepage – Stay Connected – Blog/News

Find the latest news from our Blog/News feed. These articles generally point out and upcoming event or change in policy. They contain timely content, often linking to other pages or registrations.

michiganscouting.org/blog



The screenshot displays the Michigan Scouting Blog/News homepage. At the top, there is a navigation menu with the following categories: All, Activities, Announcements, Awards, Meetings, Training, and Uncategorized. Below the menu, there are four article cards arranged in a 2x2 grid. Each card features a thumbnail image, a title, a short description, a publication date, and a 'READ MORE' button.

Article Title	Thumbnail Description	Published On
NATIONAL JAMBOREE 26	GET READY NATIONAL JAMBOREE JULY 22-31, 2026 SUMMIT BECHTE	February 29, 2024
SCOUTS IN ACTION MCC SCOUT RECOGNIZED	Scout Life Scouts Action IN THE MICHIGAN CROSSROADS COUNCIL	February 26, 2024
FACILITY RENTAL FOR FAMILIES, BUSINESSES AND GROUPS	MITTE OUTDOOR ADVENTURES & EVENTS UNIQUE LOCATIONS FOR ALL OCC	February 23, 2024
BSA SPECIAL NEEDS AND DISABILITIES ROUNDTABLE	DISABILITY AWARENESS MONTH NATIONAL BSA SPECIAL NEEDS AND DISABILITIES ROUNDTABLE MARCH 6 7	February 21, 2024

At the bottom of the page, there are four additional banner images: 'You didn't lose the trail. You are in the right place. WE UPDATED THE...', 'TRAINING FOR ALL SCOUTING LE...', 'MICHIGAN CROSSROADS COUNCIL', and another 'MICHIGAN CROSSROADS COUNCIL' banner.

Calendar - /events

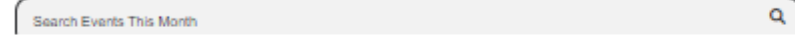
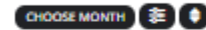
Search ALL months

Search current month.
Choose month to change
the month.

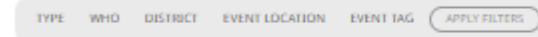
Filter by Type, Who the event is for,
District and other filter criteria



Click item
to open
details.
Click
"Register /
Event
Details" to
be taken to
registration



MARCH, 2024 < >



EASTERN MICHIGAN UNIVERSITY MERIT BADGE DAY 2024 HURON TRAILS
SAT 09
MAR 8:00 am - 4:15 pm (GMT-05:00)
Type: Activity
Who: Scouts BSA, Sea Scouts, Venturing
District: Huron Trails
Location: Eastern Michigan University, 900 Oakwood St, Ypsilanti, MI 48197
Event Tags: Advancement, merit badge

WILDERNESS FIRST AID TRAINING (DETROIT) - MARCH 9, AND 23, 2024
SAT 09
MAR 8:00 am - 4:30 pm (GMT-05:00)
Type: Training
Who: Leaders, Scouts BSA, Sea Scouts, Venturing
Location: Douch Scout Center, 1776 W Warren Ave, Detroit, MI 48208

BLUE WATER DISTRICT CUB LEADER POSITION SPECIFIC TRAINING
SAT 09
MAR 8:30 am - 1:00 pm (GMT-05:00)
Type: Training
Who: Leaders
Location: Memphis Lions Club, 34758 Pratt Road, Memphis, MI 48041

BLENDED CPR MARCH 9, 2024 AT RIVERBEND FRIENDS CHURCH
SAT 09
MAR 9:00 am - 12:00 pm (GMT-05:00)
Type: Training
Who: Leaders, Scouts BSA, Sea Scouts, Venturing
Location: Riverbend Friends Church, 9500 Tecumseh Clinton Rd, Tecumseh, MI

LAKE SHORE DISTRICT PINWOOD DERBY
SAT
Type: Activity
Location: Central Elementary, 4052 Prairie St SW

Welcome to the Event Calendar!

How to use the calendar on the right:
[PDF GUIDE](#)

Color Key:

- Activities/Events
- Summer Camp
- Training
- Roundtable
- Meetings
- Special Events/Fundraising

Navigation:

Click to change month.

Click to filter the calendar by Type, Who, District, and/or Location.

Click to sort by date or color.

Click event for details and link to registration.

Updates:

This calendar pulls from the council Black Pug calendar used for registrations (scoutingevent.com). To see events on this web version, items need to be added to the calendar. Any event with a registration needs to go through the project charter process, and any event that does not have a registration (e.g., roundtable, special event) can be added by the registrars or marketing team.

Access Existing Registration
[Black Pug Calendar](#)



EASTERN MICHIGAN UNIVERSITY MERIT BADGE DAY 2024 HURON TRAILS
SAT 09
MAR 8:00 am - 4:15 pm (GMT-05:00)
Type: Activity
Who: Scouts BSA, Sea Scouts, Venturing
District: Huron Trails
Location: Eastern Michigan University, 900 Oakwood St, Ypsilanti, MI 48197
Event Tags: Advancement, merit badge

Time: (Saturday) 8:00 am - 4:15 pm (GMT-05:00)
Location: Eastern Michigan University, 900 Oakwood St, Ypsilanti, MI 48197

REGISTER / EVENT DETAILS CALENDAR GOOGLEGAL

Type your address to get directions

Event Details
For more information visit <https://scoutingevent.com/272-2024EMUMeritBadgeDay>



Calendar - Tips

Did you know, that while you can Filter the main /events page for Activities, Training, Special Events, etc., various pages around the website are pre-filtered for you. For example, if you know you just want to see Activities, go to the Events Around the Council Page.

Pages with filtered calendars:

Activities:

Activities → Events → Events Around the Council

Special Events (fundraising events)

Donate → Special Events

Venturing:

Programs → Venturing

All Training Courses:

Activities → Training → Adult Leader Training

Order of the Arrow:

Programs → Order of the Arrow

Tip: Still want the older calendar (Black Pug/Scoutingevent)? There is a link to it on the /events page at the bottom of the sidebar and bottom of the page.

Summer Camp Resources

Camp → Scout Camp and Camp → Cub Scout Camp

Will provide you with the main details of the upcoming camping season
[/scoutcamp](#) and [/cubcamp](#)

Camp → Camp Resources → Forms and Resources

All of the forms you would need for any of our camp experiences
[/campforms](#)

Camp → Camp Resources → Camp Scholarships

Did you know there are scholarships for youth to go to camp? Find them here.

New for 2024!

Scouts BSA Camp Summer Camp Video Resources – a series of 30+ short videos that walk leaders and parents through all aspects of camp (registration, reporting, what to expect, etc.)

[/summervideoresources/](#)

Making a Cancellation / Cancellation Policy



• [MCC Payment & Refund Policy](#)

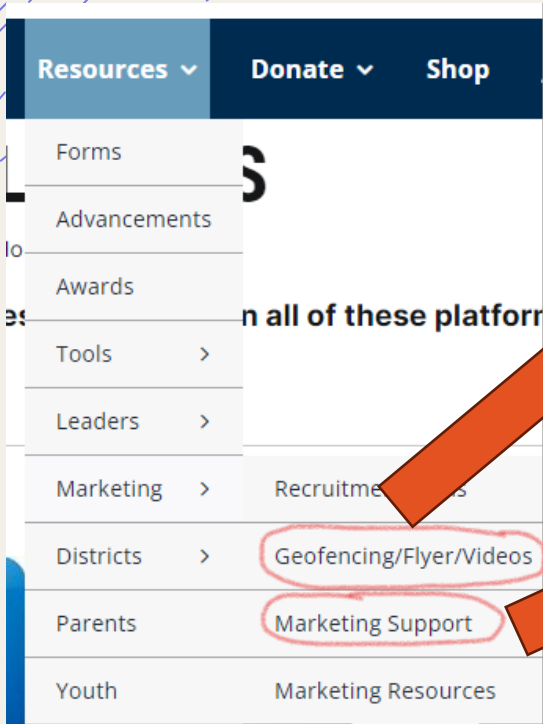
Camp Planning Timeline



• [Summer Camp Planning Timeline](#)

Request Marketing/Recruitment Support

Units and volunteers often need help promoting events and Join Scouting Nights. The website has TWO methods, depending on your needs.



Have a Join Scouting Night for your unit coming up? Need flyers, Facebook event/ad ("geofencing") or a custom unit video? Use **Geofencing/Flyer/Videos**

Working on a district or council event that needs promotion? Either social media posts, emails, flyers/print media, website support? Use the **Marketing Support** option (Marketing Ticket System). You will be required to log in. Requests go to all four members of the Marketing team.

Join! - /join/

Recently a new page has been added to the website specifically for parents looking for information on joining. This single page includes info on the five programs, as well as the steps to take to join. Have a family that is interested? Have them click the "JOIN" button on the menu or go to **<https://michiganscouting.org/join>**

WE ARE EXCITED YOU ARE HERE!

There is so much to offer for both boys and girls from Kindergarten through age 20!
Find the program that fits you, and dive right in. Adventure awaits!

Follow the five steps to fun below!



Follow - /follow

Want to know the latest and greatest information in the council? While the website is great for the calendar and detailed information, make sure to follow our other channels for the most recent news. Social media, photo sharing, video sharing, Apps – find all of our feeds on the /follow-us page.

MICHIGAN CROSSROADS COUNCIL



facebook



instagram



linkedin



vimeo



flickr



email



X



youtube



pinterest



camp apps



event app

Giving - /give/

There are so many ways to give back to Scouting, and if you are at this roundtable, most likely you are already giving your valuable time and talents to the youth. If anyone feels compelled and has the means, there are ways to give financially to the program.

The /give/ page (Donate → Giving Overview)



Volunteer



Donate



**Attend/Sponsor a Special
Fundraising Event**



**Endowment and Planned
Giving**

Website Feedback

See something that is wrong or missing on the website? We have a new "Website Feedback" form that you can use. Let us know what needs to be changed, and we will work on it!

Quick Links

Latest Posts

Recent Emails

Council Calendar

Forms

Events Around the Council

Facility Rental

Youth Protection

Staff Directory

Privacy Policy

Website Feedback

WEBSITE FEEDBACK FORM

Name (Required)

First

Email (Required)

Last

Page URL

If your comment is specific to a page on our site, please copy and enter that link here.

Your comments (Required)

<https://michiganscouting.org/website-feedback/>

Questions?

You can use the Website Feedback form (see previous slide – accessed from the bottom of every webpage) or reach out to us directly.

marketing@michiganscouting.org

Or

Kristie.Phillips@scouting.org (web manager)

Christopher.Hopkins@scouting.org (head of IT/marketing)