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Tucked between the Triad communities of Greensboro, High Point and Winston Salem and the Triangle communities of Raleigh, Durham and Chapel Hill Alamance County has traditionally been a bedroom community for commuters. As recently as 2003 however it was cited as one of the fastest growing centers for Hispanic and Latino immigrants in the country and currently more than 10 percent of the population is of Hispanic descent. In 2005 the district embarked on a Soccer and Scouting pack as an outreach to this proportionally underserved community in partnership with a local pediatric clinic.

Turnover in professional staff coupled with a lack of proper attention to cultivation of volunteers left this program in a state of disarray heading into 2008. Additionally, anecdotal observations from unit visits revealed that Latino families were continuing to be underserved by traditional units in the district. After assessing the situation it became clear that the Soccer and Scouting program needed more broad-based support from the Hispanic community to be successful in its aim of introducing families to Scouting.

With the help of volunteers from the district relationship committee we assembled a steering committee of stakeholders from the school system, a local Latino community center, business and religious leaders, and members of the Alpha Phi Omega Sigma Rho chapter at Elon University. It was resolved to restart the program from scratch with APO brothers serving as Den Leader/Coaches in the interim until parents could be recruited and trained as volunteers. The Latino Center would promote awareness and host committee meetings while business leaders also provided financial and volunteer support. The school system agreed to promote the program through its network of ESL professionals and events and also translated materials for parents.

After a series of lead-up meetings in the fall and winter more than a dozen college students from the APO Chapter, which had since chartered as a Venturing Crew, had committed to serving as leaders. In February 2009, Oscar Santoyo, director of the Soccer and Scouting program visited the district and hosted a training for the program's volunteers. Financial support was secured and the first 20 youth to sign up received scholarships to provide for enrollment and uniforms.

Since the relaunch the pack has hosted its first-ever pinewood derby and boys are participating in the advancement program to a greater extent than ever before. Enrollment has grown each week despite the unfortunate series of rainy Thursday's which washed out the soccer portion of the first five pack meetings. Currently the pack serves more than 35 boys weekly and has helped transition two into a traditional Boy Scout Troop at a local Catholic Church. The partnership with APO chapter prompted a pair of news articles and as well as coverage from the university's TV station.

The outreach has also generated tangible interest in Scouting in within the target community as the Latino Center we partnered with is now fielding applications from families across the county for enrollment in traditional packs and troops. While Spanish-language flyers were distributed last fall to elementary schools with large Latino populations the response was less than we had hoped for. The membership committee anticipates we will have more success this September as word of mouth spreads among this community.

Due to the nature of the college semester we anticipated the need to train parents to take over as Den Leaders in advance of the summer.

Involving the fraternity as the chief source for volunteers was the key to the revitalization of this outreach. The APO brothers quickly quieted questions about reliability and gelled

as a true pack committee. They met weekly prior to the Pack meeting to plan out activities and assign responsibility so that the participants and families received a cohesive program. Persistence in working to build and maintain relationships among the various community partners has also proved worth the effort as energy remains high.

The APO brothers have truly adopted ownership of the program in preparation for 2010. During the winter break the Chapter led by President Julia Roberts submitted and received a \$300 grant from the National APO organization. The Funds from the Youth Services Grant are being utilized in 2010 to help pay for the cost of program supplies and advancement. In 2009, nine boys earned their Bobcat award which was the first time advancement had been earned in the history of the program. This year the boys have been operating in true dens led by dedicated sets of APO College students. They have been awarded instant recognition pins in place of bead and have also worked toward belt loops and rank. I believe this model has proved successful and will impact these youth far beyond the traditional program. Each and every Scout has now been exposed to higher education through their interaction with the APO brothers. There are even plans to have a go-and-see with the Elon University soccer team on campus.