

2013 INTERNAL COMMUNICATIONS PLAN

The Opportunity	Organizational Effectiveness/ Communication <small>(Volunteer Communications)</small>	Serving All-Markets Strategy	Donor and Sponsor Communications	Talent Management	Standardized Best Practices
The Timing	Q1-Q4	Q1-Q4	Q1-Q4	Q1-Q4	Q1-Q4
National Strategic Plan	Supports NSP 4-1, 5-2	Supports NSP 1-2, 1-4	Supports NSP 2-2, 6-4	Supports NSP 7-2	Supports NSP 1-4, 7-1
The Strategy	Assist in integrating communications, both (volunteer and employee) internal and external, to drive alignment and consistency throughout the organization.	Support the continuation of the all-markets membership growth strategy with focus on Cub Scouting, staffing (volunteer and employee), and key stakeholder marketing.	Build an understanding of the role donations and corporate sponsorships play in generating revenue and increasing membership, and inform councils of how they can support and promote these alliances to volunteers, parents, and Scouts.	Launch new feedback, assessment, and development tools that will help councils hire and retain top talent in the BSA.	Embed quality control of standardized best practices throughout council operations and in council service.
Support					
Local Council Marketing	<ul style="list-style-type: none">Communicate and use area operating plans across all departments.Socialize and use the communications channels matrix.	<ul style="list-style-type: none">Build clear year-round membership support and specific recruiting plans in councils.Increase the number of all-markets volunteers by integrating them into each operating committee.	<ul style="list-style-type: none">Deliver a local activation toolkit to support local council messaging around donors and sponsors.Make sponsor collateral materials available through the Marketing Toolbox.	<ul style="list-style-type: none">Reinforce internal messages, where applicable.	<ul style="list-style-type: none">Link best practices directly to the JTE dashboard.Develop an integrated communication strategy around best practices to the stakeholders.Have one set standard for the National Council and local councils. Share and update a library of best practices.
Internal Communications	<ul style="list-style-type: none">Unify/align all BSA communications through communications standards.Establish role-based communications strategy and tools that enable communication directly to all volunteers.Be audience-specific with the channels we use.Define specific channels for communication and eliminate those that are less used by our direct customers.	<ul style="list-style-type: none">Establish a clear definition of what all-markets strategy is by clearly defining SCOPE, RACI, outcome metrics, and services available.	<ul style="list-style-type: none">Create and execute a communication plan that clearly explains the value of donors and sponsors and how councils can use them to their best advantage.Work closely with Development and Corporate Alliances on both new and existing sponsorships to ensure councils have all the tools and messaging they need to support and promote these alliances.	<ul style="list-style-type: none">Educate and inform Scout executives and other council leaders on how and when to use the 360-degree feedback tool and competency-based position assessments.Promote the High Potential Development Program as a way to retain top performers.Develop a communication plan to smoothly transition all hiring managers to a new behavior-based interviewing model.	<ul style="list-style-type: none">Reinforce best practice communications, where applicable.

