

DYNAMIC & RELEVANT PROGRAM STRATEGIC PILLAR

OUR VISION

Scouting's programs are exciting, culturally relevant, and appealing to today's youth, attracting them at an extraordinary rate and retaining them longer.

STRATEGIC OBJECTIVES & GOALS

Objective I: The BSA's programs match what today's youth both want and need.

Strategies to Achieve the Objective:

- Look both inside and outside Scouting to determine what programs we should offer and how we should offer them.
- Ensure that all programs are culturally relevant.
- Stay market-focused and youth-oriented in our thinking and approach when making program decisions.

Specific Goals:

1. We have changed our programs to reflect the findings of a thorough program review and assessment that clearly identifies those elements that are appealing, exciting, and culturally relevant to today's youth and families. [December 2012]
2. We have utilized our new technological resources to provide councils and individual members with discussion forums, blogs, and enhanced communication channels focusing on innovative program approaches that have successfully met the interests, needs, and wants of contemporary youth. We have created an easy-to-use resource center that supports and promotes exciting outdoor experiences. [December 2012]
3. We have convened and/or co-sponsored a youth character development/youth worker conference to share best practices and emerging trends in providing relevant youth-centered programming. We have shared those findings with our councils and adult leaders. [December 2015]

Objective II: The BSA is known as the premier outdoor program provider and educator.

Strategies to Achieve the Objective:

- Convene experts in the field of outdoor programming from both inside and outside of Scouting and replicate best practices from around the country.
- Reach beyond Scouting's membership to ensure that "no child is left inside."

Specific Goals:

1. We have developed and shared with our councils a market-based report on the factors that define an exciting and outstanding outdoor experience for youth. [May 2012]
2. We have developed and shared with councils an assessment tool to help them understand which elements of their camping programs and facilities do not fully deliver an exciting experience for youth participants. Seventy-five percent of councils are demonstrating positive results from the annual assessment. [December 2012]
3. We have developed and provided to councils an innovative and youth-friendly conservation and environmental education program for use in local summer camps, schools, and individual units. [May 2012]

Objective III: The BSA builds tomorrow's leaders through comprehensive youth leadership development curricula.

Strategies to Achieve the Objective:

- Establish the BSA as the best leadership development program for youth.
- Leverage the Order of the Arrow and National Youth Leader Training as models of youth empowerment.

Specific Goals:

1. We have provided councils with the templates, guidance, and experienced coaches needed to conduct council-wide National Youth Leadership Training courses each year, so that between 2012 and 2015 at least four new councils have offered the course each year. [December 2011]
2. We have developed an advanced youth leadership training course to be offered as an additional opportunity for youth to grow as leaders. [May 2013]
3. We have created a task force to help the BSA achieve national recognition for developing youth leaders. [December 2012]

Objective IV: Adult volunteers and youth leaders in every unit, district, and council are sufficiently trained and actively engaged in providing an outstanding Scouting program.

Strategies to Achieve the Objective:

- Utilize technology to make training more accessible and more easily tracked.
- Utilize local council volunteers to develop and provide training resources, with oversight and structural and financial support provided by the National Council.

Specific Goals:

1. We have provided our membership access to electronic (online and DVD) versions of five key adult training courses*. [January 2011]
** Suggested courses are Fast Start Training (Cub Scout, Boy Scout, and Venturing), This Is Scouting, Youth Protection Training, Leader-Specific Training, and the Boy Scout Leader Assessment Tool.*
2. We have retooled ScoutNet's training records functionality to effectively track and report all volunteer and youth training, and we have facilitated user access for including and updating training completion dates in individual membership records. [December 2011]
3. We have provided both print and electronic versions of five key adult training courses in Spanish and at least one other priority language. [December 2012]
4. We have validated and redesigned current training where appropriate for key registered adult leader positions, so that training for every position is easy for leaders to access (online for knowledge base, in-person for hands-on aspects), helps them gain real insight into the key elements of their Scouting position, and provides them with the tools and support to make Scouting fun and relevant to youth. [December 2013]
5. We have increased our direct-contact leader training requirements (based on results of a pilot program to have 100 percent of direct-contact leaders trained), ensuring that 100 percent of BSA volunteers are given every opportunity to successfully serve the youth in their units. [December 2014] Top leader "required" training statistics have risen to 80 percent [December 2013] and 100 percent. [December 2015]