

## COUNCIL STRATEGIC PLAN 2015-2019

### **Xxxxx Xxxxx Council and Boy Scouts of America Mission Statement**

The mission of the Boy Scouts of America is to prepare young people to make ethical and moral choices over their lifetimes by instilling in them the values of the Scout Oath and Law

#### **Scout Oath**

*On my honor I will do my best  
To do my duty to God and my country  
and to obey the Scout Law;  
To help other people at all times;  
To keep myself physically strong,  
mentally awake, and morally straight*

#### **Scout Law**

*A Scout is:*  
*Trustworthy Obedient*  
*Loyal Cheerful*  
*Helpful Thrifty*  
*Friendly Brave*  
*Courteous Clean*  
*Kind Reverent*

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### **Xxxxx Xxxxx Council Vision Statement**

We will be the premier positive youth development organization building leaders of character today for better communities today and tomorrow.

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### **Xxxxx Xxxxx Council Strategic Vision Goal**

Every year one in five youth will benefit from two or more significant Scouting experiences and providing substantial service to their community.

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### **Xxxxx Xxxxx Council Measures of Success**

We will know we are successful when:

- Every youth can participate in a quality, exciting Scouting program in a unit within 1 hour of their home.
- We have a fun and exciting program, as seen by youth and volunteer membership, retention and activity increases, Voice of the Scout score increases, and youth market penetration increases year-on-year.
- Our youth are in the top ten percent nationally in advancement and retention and our alumni are community leaders.
- We are and are perceived as diverse and inclusive and as developing leaders committed to the community as a whole, as shown by increased numbers and percentages of minority ethnic group members and economically disadvantaged individuals in our membership and leadership.
- Every youth, unit and district is supported by sufficient trained and motivated leaders working together, volunteer and professional, with adequate resources to support a quality, exciting Scouting program, demonstrated by youth to leader ratio of 4:1 for Cub Scouts, 6:1 for Boy Scouts/Varsity Scouts and 8:1 for older youth programs, a unit support ratio of 3 units to 1 commissioner, and district and council committees that are both fully staffed and maintained a ratio of 1 committee person per 10 units, whichever is higher.
- The council is debt-free, financed by a balanced combination of: direct contribution from families, business and community sponsors; indirect contribution; earned resources; and endowment that fully covers costs of business, camp, and future growth, and no single revenue source is less than 10% or more than 40% of the total.

## Xxxxx Xxxxx Council Strategic Plan 2015-2019

*“Building leaders of character today for better communities today and tomorrow”*

Our Goal: Every year, one in five youth will benefit from two or more significant Scouting experiences and provide substantial service to their community.

<i>Building the Tools .....</i>				<i>Building the Movement .....</i>		
Strategic Initiative #1	Strategic Initiative #2	Strategic Initiative #3	Strategic Initiative #4	Strategic Initiative #5	Strategic Initiative #6	Strategic Initiative #7
<i>Recruit, train, deploy, evaluate and recognize sufficient volunteers and staff to ensure effective performance and enhanced customer service.</i>	<i>Develop diverse revenue sources and endowment to create sustainable funding sources for enhanced operations and maintenance.</i>	<i>Increase and sustain communications among and between council, districts, units, volunteers and customers so there is a greater sense of partnership, oneness and connection.</i>	<i>Develop, implement and deliver a fun, challenging and rewarding Scouting program that builds character and future success.</i>	<i>Revitalize Scouting's image in the community and improve communications with all our communities.</i>	<i>Increase diversity through all phases of operations, volunteers and membership so we are representative of the communities that we serve.</i>	<i>Make Scouting more available and more widespread in all segments of our communities.</i>
1-1: Develop required staffing plan, professional and volunteer, at council and district levels	2-1: Develop optimum diverse revenue base for present and sustainable council and district operations	3-1: Improve communication between council and districts.	4-1: We will train all leaders promptly and appropriately.	5-1: Switch focus to positive youth development.	6-1: Reconfigure the council to ensure it supports a diverse membership.	7-1: We will have more and more diverse chartered partners.
1-2: Develop the capability to track, develop and evaluate volunteers	2-2: Increase revenue base in all aspects of our council	3-2: Improve communications between council, districts, units and volunteers.	4-2: We will build more exciting and relevant program and update them to keep current.	5-2: Better communicate our “diversified” image of Scouting to connect with communities.	6-2: Reflect community diversity in our council.	7-2: We will have more and more diverse Scouts.
1-3. Develop, train, evaluate and recognize volunteers.	2-3: Develop consistent funding approaches for capital needs to reduce burden on operating budget			5-3: Integrate “brand awareness” into communications, marketing, websites, emails.	6-3: Learn from others.	
1-4. Support the Nominating Committee process						
1-5. Better integrate Executive Board into operations						