

# [COUNCIL NAME] COUNCIL



## STRATEGIC PLAN

2018-2022



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# PROGRAM

Create opportunities in our program and facilities that are unrivaled, resulting in increased participation and retention.

Camp [Name] Summer Camp Attendance

<u>2018</u>	<u>2019</u>	<u>2020</u>	<u>2021</u>	<u>2022</u>
450	365	475	380	500

Cub Scout Camping Attendance (Fall & Spring)

<u>2018</u>	<u>2019</u>	<u>2020</u>	<u>2021</u>	<u>2022</u>
1,060	1,150	1,225	1,300	1,400



# PROGRAM

## Strategies to Achieve Our Goals:

**Goal #1: Develop new program opportunities at the Cub Scout level to expose more families to the Camp [Name] facility and add value to the programmatic experience for our participating families.**

Strategies:

- Implement Cub Scout Shooting Sports Days at Camp [Name] to earn the national award.
- Engage all four districts in offering more Cub Scout related activities throughout the year.
- Investigate the possibility of offering Cub Scout Day Camp, Twilight Camp or Sunrise Camp.
- Incorporate more STEM programming in all of our program offerings.
- Develop summertime program opportunities for our Cub Scout families.

**Goal #2: Develop new program opportunities at the Boy Scout level to expose more families to the Camp [Name] facility and add developmental opportunities to our volunteer leadership cadre.**

Strategies:

- Implement an annual Merit Badge College.
- Develop High Adventure programming opportunities for our older Scouts.
- Ensure all four districts are offering a spring and fall camporee.
- Offer a council level Venturing experience at Camp [Name].
- Develop a plan to even out camp attendance numbers year over year.
- Enhance our shooting sports and aquatics programs at Camp [Name].
- Provide more district level adult leader training and ensure all registered Scouters are Youth Protection trained.



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# FACILITIES

**Develop and maintain our camping facilities to ensure we are providing not only a competitive but exciting and engaging outdoor experience.**



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# FACILITIES

## Strategies to Achieve Our Goals:

**Goal #1: Review the facilities at Camp [Name] and develop the resources to make physical plant enhancements.**

Strategies:

- Convene a committee to review the entire physical plant at Camp [Name] and make recommendations for improvements.
- Develop a volunteer cadre to provide regular service at Camp [Name] through Beaver Days or OA weekends.
- Investigate the possibility of installing a horizontal climbing wall and more gaga ball pits at Camp [Name].
- Incorporate more STEM programming in all of our program offerings.
- Develop a Council Campmaster Corps at both camps.

**Goal #2: Review the facilities at Camp [Name] and develop the resources to make physical plant enhancements.**

Strategies:

- Convene a committee to review the entire physical plant at Camp [Name] and make recommendations for improvements.
- Develop a volunteer cadre to provide regular service at Camp [Name] through Beaver Days or OA weekends.
- Engage a volunteer task force in investigating other camp program offerings for potential additions to [Camp Name].
- Address the issue of the camp road.
- Investigate alternatives for the Camp Trading Post, Shotgun Range and Health Lodge.



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# LEGACY

**Provide for the current and future needs of our youth by increasing awareness of our Endowment and our Endowment giving opportunities.**

**The [Council Name] Council Endowment Fund Currently Stands At:  
\$1,530,613.00 (As of 9/30/17)**



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# LEGACY

## Strategies to Achieve Our Goals:

**Goal #1: Increase the awareness of endowment giving opportunities within our council, resulting in both immediate and long-term donations that will significantly increase our long-range funding of our [Council Name] Council Scouting programs.**

### Strategies:

- Communicate the various existing established endowment funds available to potential donors.
- Better educate our supporters as to the council's history/structure of endowment, and tailor requests to the donor's areas of passion for Scouting
- Create events as needed to educate potential endowment donors of opportunities for giving, and recognize/thank existing endowment supporters by updating them on the current highlights of the council.



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# MEMBERSHIP

**Grow the Scouting program making the [Council Name] Council the premier choice among local families for the development of their children.**

We believe membership growth is a by-product result of good program, good facilities and fulfilling the legacy of Scouting.



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# MEMBERSHIP

## Strategies to Achieve Our Goals:

**Goal #1: To increase the traditional and Exploring membership of the council over the next five years thereby providing any eligible person with an interest the opportunity to participate in the Scouting program.**

Strategies:

- Identify areas of need for Exploring programming and secure resources needed to serve the youth through the creation of a council Exploring committee.
- Implement the Lions program in all four districts of the council.
- Utilize the vast resources of our coastal areas by making a concerted push to promote the Sea Scouting program.
- Constitute active and functioning membership committees in all four districts of the council.
- Institute a Bobcat incentive program to help promote retention.
- Build a robust Commissioner corps to monitor unit health and ensure active retention.

**Goal #2: To increase the number of traditional and Exploring units in the council over the next five years, to provide more opportunities for youth of all demographics represented in our geographic footprint to enjoy the program of Scouting.**

Strategies:

- Fully implement the “Exploring Explosion” recruitment program within our council.
- Achieve the [Region Name] Region objective of each unit serving executive starting four new units a year.
- Place a special emphasis on developing Exploring and Sea Scouting opportunities council wide.
- Promote the William D. Boyce Award for new unit organization to our volunteer base.
- Ensure there is a Cub Scout Pack associated with every elementary school across the council.



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