



# Our GAME PLAN to MAKE SCOUTING *THRIVE*

“We’re developing the next generation of leaders. Leaders grounded in the Scout Oath, Law & Outdoor Code with the skills, experiences and role models that will lead to success in life.” Ed Broderick, Board President

<p><b>The SCOUTING ADVANTAGE</b></p>	<p><b>Character &amp; Leadership</b></p> <p>We provide the most RELEVANT and RIGOROUS character and leadership program available today. The way we deliver the program is UNIQUE, EFFECTIVE and it is our COMPETITIVE ADVANTAGE. Scouting develops leaders that are good problem-solvers, community-minded, physically fit and that are prepared for success in life.</p>				
<p><b>Our CHALLENGES</b></p>	<p><b>Grow Membership Serve More Youth</b></p> <ul style="list-style-type: none"> <li>Maintain membership growth as top priority</li> <li>Lack of school access</li> <li>Total available youth in Southeastern New England is decreasing</li> <li>Some units have not adopted our new, successful promotion and recruitment strategies</li> <li>Some neighborhoods lack units</li> </ul>	<p><b>Strengthen Adult Leadership</b></p> <ul style="list-style-type: none"> <li>Parents are busier than ever</li> <li>We need new, innovative ways to recruit, train, and support volunteers</li> <li>We don’t onboard new unit leaders effectively</li> <li>Weak connection and engagement with alumni</li> <li>Our volunteers and staff do not adequately represent the diversity of our communities</li> </ul>	<p><b>Deliver Adventure with a Purpose</b></p> <ul style="list-style-type: none"> <li>All programs need assessment towards meeting objectives</li> <li>Boy Scout Summer Camp attendance is down</li> <li>Many facilities need updating to accommodate families</li> <li>More winterized facilities are needed</li> <li>Several aging facilities need updated or replaced</li> <li>Resources stretched too thin</li> </ul>	<p><b>Build Financial Sustainability</b></p> <ul style="list-style-type: none"> <li>Low donor retention in Friends of Scouting campaign</li> <li>Improve financial sustainability of camp operations</li> <li>Diversify funding sources</li> <li>Begin to fund depreciation of camps</li> <li>Huge opportunity to grow the popcorn sale</li> </ul>	<p><b>Market Scouting Effectively</b></p> <ul style="list-style-type: none"> <li>One Council—overcome divisions with council</li> <li>Reaching parents and youth through fast-changing media channels</li> <li>Improve visibility to parents and better communicate the Scouting advantage for children</li> <li>Overcome misperceptions of Scouting by youth, parents</li> </ul>
<p><b>Our 2018-2019 STRATEGY</b></p>	<ul style="list-style-type: none"> <li>Strengthen support for and relationships with schools</li> <li>Continued innovation in marketing and recruiting</li> <li>Establish new units in neighborhoods based on need and potential</li> <li>Expand Scoutreach for urban and disadvantaged youth</li> <li>Increase units with active membership chairs</li> <li>Grow Exploring to provide opportunities for teens and improve workforce development for employers</li> </ul>	<ul style="list-style-type: none"> <li>Strengthen units through Commissioner Service</li> <li>Strengthen volunteer training delivery methods</li> <li>Introduce new ways to recruit, onboard and retain great volunteer leaders</li> <li>Full staff &amp; Service Area Committees</li> <li>Build desired culture</li> <li>Improve engagement of alumni and new volunteers through NESA/Alumni programs and new Young Professionals Board</li> </ul>	<ul style="list-style-type: none"> <li>3 core camps plus 6 weekend facilities</li> <li>Focus on fun, adventure and purposeful programs</li> <li>Comprehensive focus on safety at all levels</li> <li>Comprehensive marketing for camps and activities</li> <li>Revitalize camp food service for today’s customers</li> <li>Expand older youth opportunities through Order of the Arrow, Venturing, Youth Leadership Committee</li> <li>More quality Eagle Scouts</li> </ul>	<ul style="list-style-type: none"> <li>Implement donor relations and retention program</li> <li>Pursue alternative funding sources for camps (solar, CR’s, other)</li> <li>Improve % of Scouting families that contribute</li> <li>Grow endowment contributions</li> <li>Diversify funding through Sporting Clays, Badge sponsorship, Online contributions, Eagle Scout Parent Fund and other</li> </ul>	<ul style="list-style-type: none"> <li>Present Scouting as the premiere youth and family program</li> <li>Welcome boys AND girls in Cub Scouting in 2018</li> <li>Introduce new option for girls in Boy Scouting in 2019</li> <li>Innovate our marketing to families</li> <li>Expand female recruiting</li> <li>Grow and innovate outreach through social media and community events</li> <li>Improve communication with volunteers and parents</li> </ul>
<p><b>Measured by JTE*</b></p>	<ul style="list-style-type: none"> <li>Membership Growth #5</li> <li>10,242 to 10,600 traditional youth by 12-31-19</li> </ul>	<ul style="list-style-type: none"> <li>Unit Leader Training #18</li> <li>Service Area Leadership #17</li> <li>Unit Support #15</li> <li>Onboard new top unit leaders</li> </ul>	<ul style="list-style-type: none"> <li>Camping #10 &amp; 11</li> <li>Advancement #8 &amp; #9</li> <li># of Eagle Scouts</li> <li>Master Plans-Yawgoog &amp; Champlin</li> </ul>	<ul style="list-style-type: none"> <li>Fiscal Management #1</li> <li>Fundraising #2</li> <li>Endowment #3</li> </ul>	<ul style="list-style-type: none"> <li>Improve market share #4</li> <li>New community event marketing kits</li> <li>10 new blog posts</li> </ul>
<p>JTE = Journey to Excellence, the BSA’s standards of excellence in program, leadership, and financial stewardship. The #’s refer to JTE excellence standards of achievement.</p>					