



Our GAME PLAN for a *Thriving* Scouting Program in Southeastern New England

“Scouting is one of the most beneficial programs available for youths today. It gives our children an advantage in life and prepares them for leadership, citizenship, and success.” Lloyd Albert, Board President

<p>The SCOUTING ADVANTAGE</p>	<p>Character & Leadership</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>Vision 2023 We are...</p>	<p>Serving More Youth</p>	<p>Developing Strong Adult Leadership</p>	<p>Delivering Adventure with a Purpose</p>	<p>Financial Sustainable</p>	<p>Marketing Scouting Effectively</p>
<p>Key Goal</p>	<p>Increase market share from 7.2% on 12-31-19 to 8%</p>	<p>Improve the diversity (generational, gender, ethnicity, geography) of our leadership</p>	<p>Implement “Adventure Presentations” in 60% of units</p>	<p>Improve donor acquisition and retention through improved donor relations program</p>	<p>Increase social media followers, content and engagement</p>
<p>Our CHALLENGES</p>	<ul style="list-style-type: none"> • School access in some districts • Getting all units to use proven promotion and recruitment strategies • Some communities that lack units • Some markets (New Bedford, North Providence) have low awareness • Some communities that have low parental participation and financial resources 	<ul style="list-style-type: none"> • Volunteer and staff leadership do not adequately represent the ethnic diversity of our communities • Parents are busier than ever • Need new, innovative ways to recruit, train, and support volunteers • Weak connection and engagement with alumni 	<ul style="list-style-type: none"> • All programs need assessment towards meeting objectives • Many facilities need updating to accommodate families • More winterized facilities needed • Several aging facilities need updated, replaced or removed • Resources stretched too thin • More youth benefiting from high adventure activities 	<ul style="list-style-type: none"> • 7 of 9 camps operate in the red • Low donor retention in Friends of Scouting campaign • Funding sources need diversification • Depreciation of camps is unfunded • Low performing popcorn sale • Low participation in Family Friends of Scouting Campaign 	<ul style="list-style-type: none"> • Reaching parents and youth through fast-changing media channels • Overcome misperceptions and lack of awareness of Scouting by youth & parents • Communicating effectively and timely with leaders • One Council—overcome divisions with council
<p>National BSA Financial Reorganization</p>					
<p>Our 2020-2023 STRATEGY</p>	<ul style="list-style-type: none"> • Strengthen relationships with schools • Continued innovation in recruiting • Increase units with active membership chairs • Improved recruitment training for unit leaders • Establish new units in areas with need and potential • Expand Scoutreach for urban and disadvantaged youth • Grow Exploring to improve workforce development • Rebrand Scouts BSA and launch 50 new girl troops 	<ul style="list-style-type: none"> • Improve recruitment, onboarding and retention of volunteer leaders • Strengthen units through Commissioner service • Strengthen volunteer training delivery methods • Full staff & District Committees • Build strong culture for staff & volunteers • Improve engagement of alumni through NESA/Alumni and Young Professionals Board • 1 person of diversity on all nominating committees 	<ul style="list-style-type: none"> • Implement 3 core/6 weekend camp strategic plan • Comprehensive focus on safety at all levels • Improved marketing for camps and activities • Strengthen Cub Scout and Boy Scout advancement • Expand older youth opportunities through Youth Leadership Committee • Form a trained “Adventure Presentations” team • Modernize facilities to accommodate families 	<ul style="list-style-type: none"> • Implement donor relations and retention program • Pursue alternative funding sources for camps (solar, CR’s, other) • Improve % of Scouting families that contribute • Grow endowment contributions • Diversify funding through Sporting Clays, Badge sponsorship, Online contributions, Eagle Scout Parent Fund 	<ul style="list-style-type: none"> • Present Scouting as the premiere youth and family program • Grow and innovate marketing through social media • Improve communication with volunteers and parents • Improve marketing through key community events and parades • Larger presence at Bristol 4th of July Parade
<p>Measured by JTE*</p>	<ul style="list-style-type: none"> • Membership Growth #5 • 10,242 to 10,600 traditional youth by 12-31-20 	<ul style="list-style-type: none"> • Unit Leader Training #18 • Service Area Leadership #17 • Unit Support #15 	<ul style="list-style-type: none"> • Camping #10 & 11 • Advancement #8 & #9 • Master Plans-Norse & Champlin 	<ul style="list-style-type: none"> • Fiscal Management #1 • Fundraising #2 • Endowment #3 	<ul style="list-style-type: none"> • Improve market share #4 • # community event promotions

