

Yucca Council

Boy Scouts of America

Strategic Plan

2015 - 2020

Mission Statement

The mission of the Yucca Council is to use the methods of the Boy Scouts of America in order to prepare the youth of Yucca Council to make ethical and moral decisions over their lifetimes by instilling in them the values of the Scout Oath and Law

Vision Statement

The Boy Scouts of America is the nation's foremost youth program of character development and values based leadership training. In the future the Yucca Council will continue to:

- Offer all the youth in the Yucca Council responsible fun adventure.
- Instill in youth lifetime values and develop in them ethical character as expressed in the Scout Oath & Law.
- Train young people in citizenship, service, and leadership.
- Serve the Council's communities and families with its quality, values based program addressing the issues of a diverse culture.
- Continuously improve the Council performance using the Total Quality Scouting efforts.

Strategic Plan

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2015 - 2020 Strategic Pillars



Strategic Planning Steering Committee

Karl Murphy – Council Executive Vice President

Lloyd Hales – Council President

Morris Brown – Council Commissioner

Bill Harty – Council Finance Chair

Dave Panko – Council Membership Chair

Joe Garibay – Council Program Chair

Matt Lyon – Wapaha District Chair

Chuck Harkins – Sunshine District Commissioner

Brian Weeden – Mescalero District Commissioner





Manpower Strategic Pillar

Manpower

Develop an ongoing culture of constantly engaging enough of the right people in the appropriate role to achieve the Council's vision for Scouting.

Goals and Tactics

- Fully staffed (95%) Council Board, District, and Unit committees that includes a succession plan every three years - *Council Nominating Committee Chair*
 - Contact organizations that promote volunteerism to their employees; El Paso Electric, Water Utilities, Credit Unions, Chambers of Commerce (El Paso, Hispanic, Black), military organizations, civic and social organizations, school districts.
 - Schedule and conduct training for District Committee members, members at large, CORs to develop plans for succession for every VP/Chair position and each committee member.
- Implement a Friend-Storming process at the Council level and each District annually. *Council Nominating Committee Chair*
 - Conduct a Friend Storming session quarterly at each District Meeting, have a goal of 3-5 new members every quarter.
 - Have official Governance Committee meetings in conjunction with Friend Storming sessions in order to assist with recruiting prospects.
 - Activate the BSA/LDS Relationship Committee - *Agent Stake President for LDS Church*
 - Work closely with 2015/16 Council President to identify individuals that can help in this process at all Stakes and Wards.
- Implement a workshop in which Unit leaders can be guided and supported with resources on best methods/techniques to recruit parents as leaders by the end of July every year - *VP Membership*
 - Schedule a District Workshop guided by trained, knowledgeable presenters who can provide proven techniques in recruiting.





- Have District Leadership (individually) visit each Unit to introduce themselves, ask how the District can help the Unit, gauge the Unit's ability to function and maintain program while identifying possible candidates for leadership.





Program Strategic Pillar

Program

- (1) Consistently deliver the complete, high quality and inclusive Scouting experience to all youth participants – *Program*
- (2) Develop teams of highly competent, well-trained volunteers – *Manpower*
- (3) Ensure that the Scouting program is recognized by the community as the premier experience for youth - *Marketing*

Goals and Tactics

- (1-A) Implement a planning, coordination, and communication process that would include a calendar of Council and District activities completed by May 1st of each year for the following Scouting year - *VP Program*
- (1-B) Fully staff (1:3 Units) the Council and District Commissioner staffs. Six Commissioner visits per Unit per year - *Council Commissioner*
- (1-C) To achieve a 50% participation in Cub Scout day camp and a 65% participation in Boy Scout long term camp by 2020
- (2-A) Achieve and maintain Gold Journey to Excellence status in volunteer training at all levels of Scouting – *Council/District Training Chair(s)*
 - At least once each year, at each District's Roundtable, conduct a session on how to enter information into Journey to Excellence by August 31st of each year – *District Roundtable Commissioner(s)*
- (2-B) Increase the number of qualified (Fundamentals of Training and Trainers EDGE trained) District and Council trainers by 25% by 2018
 - Conduct a Trainer Development (Fundamentals of Training and Trainers EDGE) at least twice a year – *Council Training Chair*
 - Due: April 30th of each year
 - Due: October 31st of each year
 - Conduct a leader specific training every quarter – *Council/District Training Chair(s)*





- Due: March 31st of each year
- Due: June 30 of each year
- Due: September 30th of each year
- Due: December 31st of each year
- Conduct a BALOO and Outdoor Leader Skills training at least twice a year – *Council/District Training Chair(s)*
 - Due: April 30th of each year
 - Due: October 31st of each year
- (3-A) Conduct Scouting for Food and a minimum of one other highly visible Council program event each year – *VP Program*
- (3-B) At least biannually market Yucca Council's achievements and Scouts who have earned the rank of Eagle through local media outlets - *VP Marketing*
 - Submit a news release to news outlets in each city throughout our Council territory that would include a list of Eagle Scouts, community activities and service hours for that period of time.
 - May 15th of each year
 - November 15th of each year





Membership Strategic Pillar

Membership

Consistently provide year-round opportunities for Chartering Organizations and community partners to engage and retain youth in every program of Scouting

Goals and Tactics

- Increase traditional youth including exploring membership to 5,500 youth by 2020 - *VP Membership*
 - Complete the Council Membership Planning for Spring Recruitment by February 28th of each year
 - Complete the Council Membership Planning for Fall Recruitment by July 31st of each year
 - Complete the Spring Recruitment in each District by May 31st of each year -- Start in March
 - Complete the Fall Recruitment by December 15th of each year -- Start in September

- Increase Council-wide youth retention to 70% by 2020.
 - Promote and educate Units on the Unit Membership Position by March 1st of each year - *District Membership Chair(s)*
 - Complete training plan by January 15th - *VP Membership*
 - Recruit trainer to train session at Scouters Conference by January 15th of each year - *VP Membership*
 - Recruit trainer to train session at Tri-Council University of Scouting in by April of each year - *VP Membership*
 - Yearly review on lessons learned - *VP Membership*

 - Conduct Unit Health Inventories through Commissioners and Membership Committees twice per year
 - Review at the end of Winter by March 15th of each year - *District Commissioner and District Membership Chair*





- Review at the end of Summer by September 15th of each year -
District Commissioner and District Membership Chair
- Increase number of engaged chartered organizations by 5% each year.
 - Develop a list of potential chartered organizations for each program level.
 - Create the list of chartered organizations that show which program level (Cub Scout, Boy Scout, Venturing, or Exploring) they best fit.
 - Identify which chartered organizations are good fits for the full Scouting Family of units.
 - Develop the list for each district in the Yucca Council.
 - Involve input from each District Committee and the Board of Directors
 - Complete the list by June 1, 2015
 - Hold a Chartered Organization Seminar for Venturing/Exploring in the fall.
 - Find a location to host an evening activity to invite potential chartered organizations to learn about the benefits of Scouting
 - Develop a program to have youth Venturers and Explorers give testimony on the impact of Scouting on their lives, and their choice of career and hobby.
 - Host this event in the fall of 2015 (September).





Finance Strategic Pillar

Finance

Develop a broad financial support base, that consistently supports Scouting throughout the entire Council territory; including annual giving, fundraising events, product sales, and endowment growth.

Goals and Tactics

- Maintain a balanced budget with positive cash flow throughout the year - measured by achieving goals for the budgeted amount of Friends of Scouting, Golden Eagle and other fundraising efforts - *VP Fundraising*
 - Develop a list of potential larger donors for the Golden Eagle campaign. Businesses/individuals for gifts of over \$10,000
 - Develop a fundraising document that would include information about multiple ways to support by only making one ask to each corporation/individual
 - Achieve 100% participation in Friends of Scouting from the Executive Board, District Committee members and Council staff.
 - Implement a realistic timetable for FOS and Golden Eagle Campaigns to achieve the stated benchmarks. Goal no later than June 30th of each year
- Provide minimum of two product sales opportunities per year to Units, including training, resources, support and educating them on the importance of participating in these product sale opportunities. Outcome measured by achieving the budgeted amount for product sales – *Scout Executive*
 - Provide the information on all proposed product sales opportunities to the Districts and Units by March 1st of each year
 - Provide training and resources to the Districts and Units as measured by the success of the sales and the results of a survey provided to the





Districts measuring the training, support, education and resources provided by the Council.

- Increase the amount of fundraising by 10% per year to include a 10% increase in the number of donors - *VP Fundraising*
 - Add at least three individuals to the Board each year that have access to large donors in the community that commit to fundraising
 - Assist Districts establish a community campaign that does not interfere with the Golden Eagle campaign.
- Increase the endowment to \$3,000,000 by 2020 - *VP Fundraising*
 - Develop a formal plan for Estate, Planned Giving and Bequests by creating a list of potential donors of at least \$50,000, identify 20 individuals that will be cultivated over the next three years and develop a plan for each individual to include the cultivation, the ask and how to recognize the individual

