



Black Swamp Area Council 2019 -2022 Strategic Focus

Approved 2/16/19

There are many challenges and opportunities facing the Black Swamp Area Council. It is important that across the council, district, unit volunteers and staff to have common goals. With a common focus the work of the council will support outstanding programs, facilities, units and volunteers!

The following 3 areas are the *points of focus* for the Black Swamp Area Council for 2019-2022.

1) Develop a marketing campaign to promote council activities

Action items:

- Develop a board level committee to create a marketing plan for the council.
- Marketing plan should highlight council programs, recruiting and fundraising events.
- The marketing campaign highlights should bring a positive vision of the Scouting movement that communicates the values and impact of Scouting, thus attaching families, adults and youth.





Measurable Outputs

- Active Council Vice President of Marketing
- Council Marketing Committee with 4 volunteers
- Comprehensive Marketing Plan

Measurable Outcomes

- Membership Growth
- Increase in registered volunteers at district and unit level
- Increase the number of units in the council
- Increase in Fundraising

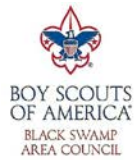
Committees Assigned: Marketing Committee, Development and Membership

2) Address the “road blocks” in the council that make it difficult to attract volunteer leaders to provide Scouting to the youth of our community.

Action items:

- Build a culture of volunteer succession planning with charter organizations and unit committees.
- Identify the potential barriers to attracting adult volunteers, including the time frame to complete the Black Swamp Area Council training requirements.
- Develop an understanding of volunteer requirements for training required by the national council and the Black Swamp Area Council.





- Review the impact of the current Black Swamp Area Council training policy on membership and retention.
- Based on feedback solicited from the unit volunteers in the council, work with the training and membership committees and the commissioner staff to develop feasible training practices and expectations while maintain a quality unit program.
- Ensure council and district committees are adequately “staffed” to support unit needs, understanding that support will need to be provided at the convenience of the unit volunteers. The council exists to support the charter organizations and their units.

Committee Assigned: Training, Membership District Operations and Commissioners

Measurable Outputs

- Training for charter organizations and Pack committees in succession planning
- Monthly communication on the benefits of training and philosophy behind the council training policy with examples of our council successes.
- Direct phone contact with pack committee chairs on training Den Leaders
- Bring training to the Pack Unit Committee meetings

Measurable Outcomes

- Increase in registered den leaders
- Increase in youth retention
- Increase in Cub Scout advancement





3) Extended day camp opportunities at one or both camping facilities

Action items:

- Create an ad-hoc committee to explore the opportunity of creating an extended camp for grades 1-5. The committee should be a cross-section of council adult volunteers, camp volunteer coordinators, program director, parents, camp directors and scouts.
- Create a day experience for youth to maximize the use of council facilities.
- Extended camps would be offered in the summer months and school vacations starting in 2020.
- Use the camping programs as an opportunity to introduce the Scouting experience to a new populace of youth and their families.

Committee Assigned: Cub Scout Camping, Properties and Marketing

Measurable Outputs

- Creation of ad-hoc committee made up adult volunteers, camp volunteer coordinators, program director, parents, camp directors and scouts.
- Creation of communication plan to market cub camping opportunities
- Completion of Capital campaign for Cooper Lodge with Keith Hubbard Dining Hall
- Completion of Capital campaign for Yamine Lodge with Health Lodge





Measurable Outcomes

- Increase in Cub Scout Camping
- Have the camping operation provide positive net revenue to the council, rather than a council subsidizing the operation
- New Cooper Lodge with Keith Hubbard Dining Hall at Camp Lakota
- New Yammine Lodge with Health Lodge at Camp Berry

