

Strategic Objectives

As of May 20, 2022

Membership*Volunteers*Development*Product Sale*Camping*Unit Service**Membership:**

1. A report of all the elementary schools in the council is produced and shared with the executive board and district committees. The report will also note the TAY and if a pack is covering more than one school.
2. Every Cub Pack has online applications turned on in BeAscout.org
3. **Unit Sets First Join Scout Night, August 15 – September 16**
4. Social Media Geofencing, posting and sharing all Join Scouts Nights.
5. Yard Signs in high traffic areas/intersections/businesses.
6. Units hold a “pre-season” Join Scouts Night two to three days after Parent Open House (August starts)
7. Unit presence at Parent Open House at every school.
8. Sign up families (youth applications filled out or beascout.org) at Parent Open House where permitted.
9. Cub Scout Talks in every school with flyers and stickers (where permitted).
10. Flyers sent home from school one to two weeks prior to Join Night / Cub Scout Talk.
11. Flyers on community boards, in libraries and counters/windows of any retail business that will permit.
12. Press Releases / Mass Media on Joining Opportunities.
13. Onboarding with the “Three C’s” for new families: Cost, Calendar, Contacts.
14. New youth recruited per month is reported.
15. Total number of units in each district are reported monthly.

Volunteers

1. All packs received communications/training on how to recruit Den Leaders in April, June and August.
2. Each district has a nominating committee of 3 committee members with a chair is recruited and approved by the council president by September 1. A district nominating committee orientation held by October 1.
3. Develop the outline for Den Leader support via “Adventure Counselor” concept i.e. volunteers that den leaders can bring in to support their meetings as subject matter experts.
4. Total number of volunteers registered is reported monthly.

Development

1. 2023 FOS Cabinet is recruited by October 1st, this includes council FOS chair, council family chair, 5 district FOS chairs, council community chair.
2. Recruit a new VP for marketing with a committee of 4 volunteers and start to hold a marketing huddle meeting monthly starting in June.

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3. Once a month a news stories on a Eagle Scout, Explorer and general Scouting Story are published.
4. Camp Alumni Associations and a NESAs Chapter are established
5. Council adds a Golf outing in the greater Lima Community
6. Each District holds a special event that generates revenue for the council.
7. Summer Donor events are held at both camps annually.
8. FOS report is published monthly.

Product Sale

1. Council conducts a coffee sale for the first time.
2. Popcorn sale has a 50% increase over 2021 net income (2021 \$102,039) goal is \$153,058 and we have an increase in units selling over 2021 (2021 78 units sold).
3. Press releases and publicity are created for both product sale campaigns.
4. A volunteer product sale committee is engaged for by campaigns with representatives from each of the districts.

Camping

1. Board approved plan with cost estimates for the construction of Cooper and Yammine Lodge are approved based upon the funds that have been already raised.
2. Promotion materials for the 2023 summer season are produced by October 1 and the 2023 dates are set by June 1, 2022.
3. The 2023 camp directors are named by October 1, 2022.
4. Adventure Camp at Camp Berry is held for a Second season
5. Off season weekday events are held i.e. when school is closed, and increase the amount of Scout and non-Scout opportunities for Scouting and the Community at Large.
6. Expansions of Shooting sports weekends
7. All Scouts BSA troops received a Black Swamp Area Council summer camp promotion
8. Increase communications about Cub Scout Summer Camp programs

Unit Service

1. New roundtable delivery plan is developed by June 1 to start in August of 2022
2. Each District recruits one unit commissioner per district
3. All leaders that need position specific training received monthly emails with information about training and how to complete the training.
4. BALOO and IOLS training are offered multiple times throughout the year, including at summer camp.
5. Every Unit in the council has a commissioner conduct a unit health assessment
6. Develop a Program Scorecard that focuses on participation at District and Council Events as well as recruitment and advancement.
7. Use Voice of the Scout Data to shape future initiatives and update Strategic Objectives annually.