



Bay-Lakes Council Strategic Planning Navigation Map 2015

Mission

To instill in young people lifetime values and develop in them leadership skills and ethical character as expressed in the Scout Oath and Law.

Vision

The Bay-Lakes Council, BSA is the leading youth organization in our service area fostering character development and values-based leadership.

Values

Trustworthiness, Adventurousness, Leadership, Service, Education, Faithfulness, Patriotism, Integrity, Respect.

1. Invite All Area Youth to Join Scouting - Hahn

- 1.1 Integrate Membership and Marketing Efforts
- 1.2 Increase Fall youth recruited to 3,600.
- 1.3 Achieve net gain in units
- 1.4 Multi-Cultural Markets District recovery to 2013 levels through expansion of program
- 1.5 Ensure greater number of CS recruited and retained for net growth in Cubs and Packs over 2014.
- 1.6 Improve retention rate of traditional members.

2. Provide Fun, Value Based Programs – Fradette

- 2.1 Increase Direct Contact Leader Training
- 2.2 Increased Youth Advancement
- 2.3 Increase Cub Scout and Boy Scout Camp Attendance
- 2.4 Expand Council & District Program Opportunities

3. Ensure Optimal Number of Qualified Leaders and Staff – Goldhahn, Weinandt

- 3.1 Increase the number of volunteers serving on district committees
- 3.2 Analyze Voice of the Scout responses for future initiatives
- 3.3 Increase Service Hour Reporting
- 3.4 Implementation Unit Service Plan
- 3.5 Improve retention rate of traditional units.
- 3.6 Improve the performance ratings of units using JTE metrics.

4. Provide Functional Facilities and Equipment – Weber

- 4.1 Develop a timeline for Imagine 2024
- 4.2 Determine Branding Image for properties/camps.
- 4.3 Proceed with the sale of the Hiles property, Island in Little Green Lake, Maywood Wilderness, and *Twin Lakes.
- 4.4 Begin work on plans for the new Webelos Camp @ Bear Paw.

5. Generate Sustainable Broad-Based Funding – Hansen

- 5.1 Increase Council Generated Contributions - Friends of Scouting
- 5.2 Fill development staffing positions
- 5.3 Increase Product Sales
- 5.4 Increase Special Event funding
- 5.5 Develop Major Gift Plan

6. Effectively Communicate the Unique Aspects of Scouting –

- 6.1 Complete build out of website to keep our constituents current with "Imagine 2024".
- 6.2 Develop videos using "Imagine 2024" assets to promote camp to members, leaders, and potential members.
- 6.3 Develop a local unit marketing plan and package
- 6.4 Develop a Fall Marketing membership plan with the Green Bay Packers.