



LEVEL UP

ACHIEVING THE NEXT LEVEL IN SCOUTING



2018–2022
CENTRAL GEORGIA COUNCIL, BSA
STRATEGIC PLAN



BOY SCOUTS OF AMERICA



MISSION STATEMENT

The mission of the Boy Scouts of America is to prepare young people to make ethical and moral choices over their lifetimes by instilling in them the values of the Scout Oath and Scout Law.

SCOUT OATH

On my honor I will do my best to do my duty to God and my country and to obey the Scout Law; to help other people at all times; to keep myself physically strong, mentally awake, and morally straight.

SCOUT LAW

A Scout is trustworthy, loyal, helpful, friendly, courteous, kind, obedient, cheerful, thrifty, brave, clean, and reverent.

VISION STATEMENT

The Boy Scouts of America will prepare every eligible youth in America to become a responsible, participating citizen and leader who is guided by the Scout Oath and Scout Law.



PILLARS & OBJECTIVES

SUSTAINABILITY

All resources are effectively managed to maximize impact in the community. Determine how we can grow and develop programs that will be sustainable long term.

TRAINED LEADERSHIP

Embrace the BSA's commitment that every Scout be provided a trained leader. As a council we will work to ensure that every leader meets the minimum requirements.

SCOUT RECRUITING

Increase our membership base by making effective use of marketing and communication tools.

SCOUT RETENTION

Identify ways to deliver programs that are exciting, relevant and appealing to today's youth and families. Ensure that all programs at the unit, district, and council level are of the highest quality to keep families engaged long term.

PROGRAM ENGAGEMENT

Enhance existing programs Strategically adding select events to increase participation.



TACTICS



SUSTAINABILITY

OBJECTIVE All resources are effectively managed to maximize impact in the community. Determine how we can grow and develop programs that will be sustainable long term.

TACTIC

Establish a council budget that will result in an Operating Budget reserve of 1% annually. Revenue and expense projections will be developed by using appropriate market indicators. Quarterly assessment of revenue versus expenditures will be done with appropriate mid-course corrections made to prevent a year-end operating deficit budget.

STRATEGIC INITIATIVE

- Treasurer and Finance Committee
- Fund Development Committee
- Program Chairs and Operating Committees

TACTIC

Establish a fair share model working with appropriate volunteer committees and executive staff to drive participation in special events, program and activities, and Friends of Scouting.

STRATEGIC INITIATIVE

- Fund Development Committee
- Program Chairs and Operating Committees

TACTIC

Council leadership; both volunteer and professional will evaluate staffing needs as necessary to ensure adequate manpower to accomplish the goals and objectives of the Council.

STRATEGIC INITIATIVE

- Fund Development Committee
- District Operations Committee
- Endowment Committee
- Investment Committee

TACTIC

In addition to the ongoing importance of Friends of Scouting and similar Operating and Direct Support; the council commits itself to increasing the number of gifts to capital support and council endowment. Annual goals in both Capital and Endowment will be established based on current needs and existing opportunities.

STRATEGIC INITIATIVE

- Fund Development Committee
- Endowment Committee
- Investment Committee
- Treasurer and Finance Committee



TACTICS

TRAINED LEADERSHIP

OBJECTIVE Embrace the BSA's commitment that every Scout be provided a trained leader. As a council we will work to ensure that every leader meets the minimum requirements.

TACTIC

Beginning in 2019, the Central Georgia Council will implement a three-year strategy targeting 100% trained leadership by the year 2022.

STRATEGIC INITIATIVE

- Council and District Training Committees
- Program and Activities Committee
- Commissioner Staffs

TACTIC

In support of a 100% Trained Leadership policy, the Council will work to increase both the number and frequency of training opportunities, both online and in-person, offered throughout the council. This includes identifying new locations across the council where training workshops would benefit local units.

STRATEGIC INITIATIVE

- Council and District Training Committees
- Program and Activities Committee
- District Committees
- Commissioner Staffs

TACTIC

In support of a 100% Trained Leadership policy and an increased emphasis on the number and frequency of offered trainings, the council will work to increase manpower as it relates to training committees and personnel at the council and district levels.

STRATEGIC INITIATIVE

- Council and District Training Committees
- District Committees

TACTIC

The council will work to restore and sustain key leadership programs such as Woodbadge and NYLT with a goal of alternating one course every year.

STRATEGIC INITIATIVE

Council and District Training Committees
Program and Activities Committee



TACTICS



SCOUT RECRUITING

OBJECTIVE Increase our membership base by making effective use of marketing and communication tools.

TACTIC

By 2022 the Central Georgia Council will be at or above the regional market share average and tracking towards national benchmarks.

STRATEGIC INITIATIVE

- Membership Committee
- Commissioner Staffs
- Training Committee
- Scoutreach and Diversity Committee
- Exploring Committee

TACTIC

In reaching market share goals the council will commit itself to best practices in identifying and establishing new units where needed across the council.

STRATEGIC INITIATIVE

- Membership Committee
- Commissioner Staff
- Training Committee
- Scoutreach and Diversity Committee
- Exploring Committee

TACTIC

Council leadership both volunteer and professional will evaluate staffing needs to ensure adequate manpower to grow our membership base by expanding and diversifying our market share.

STRATEGIC INITIATIVE

- District Operations Committee
- Scoutreach and Diversity Committee
- Exploring Committee
- Membership Committee
- Fund Development Committee



TACTICS

SCOUT RETENTION

OBJECTIVE Increase our membership base by making effective use of marketing and communication tools.

TACTIC

By 2022 the Central Georgia Council will be at or above regional youth and unit retention averages and tracking towards national benchmarks.

STRATEGIC INITIATIVE

- Membership Committee
- Commissioner Staffs
- Training Committee
- Scoutreach and Diversity Committee
- Exploring Committee
- Program and Activities Committee
- Advancement Committee

TACTIC

Work into Council Commissioners Staff and Training Committee to grow the number of quality units big ensuring that effective and trained leadership is in place.

STRATEGIC INITIATIVE

- Commissioner Staffs
- Training Committees

TACTIC

As a council, working throughout the districts to develop an early intervention model for supporting units that have been identified as deciding or deteriorating.

STRATEGIC INITIATIVE

- Commissioner Staffs
- Training Committees



TACTICS

PROGRAM ENHANCEMENTS

OBJECTIVE Enhance existing programs . . . Strategically adding select events to increase participation.

TACTIC

The Central Georgia Council will build upon our reputation for quality programs at Camp Benjamin Hawkins to improve upon existing while also providing new, innovative, exciting, quality programs drawing ever-increasing participation by Scouts, Scouters, and the community.

STRATEGIC INITIATIVE

- Program and Activities Committee
- Properties Committee
- Council Operations Committee

TACTIC

The Council will establish and expand income-generating activities that will support the programs at Camp Benjamin Hawkins and across our service area that are consistent with good stewardship of our facilities and ensure that we remain “good neighbors” in our communities. This includes engaging more volunteers and growing unit participation in support of our camps, activities, and facilities.

STRATEGIC INITIATIVE

- Program and Activities Committee
- Properties Committee
- Council Operations Committee
- Membership Committee
- Commissioner Staffs

TACTIC

The Council will establish a Long Term Camp Plan by 2020; engaging key stakeholders in Camp Benjamin Hawkins to develop a plan focused on diversifying the camp program to increase the total program opportunities available to Scouts. It will create a vision for future physical projects at CBH as well as a maintenance plan.

STRATEGIC INITIATIVE

- Program and Activities Committee
- Properties Committee
- Council Operations Committee
- Commissioner Staffs



STRATEGIC PLAN COMMITTEE MEMBERS ARE:



JAMIE SNIDER (CHAIR)

DEVLIN COOPER

DAVID GOWAN

ALVIN BROWN

TANIA APPLING

ALAN GOLDIN

PATRICK KELLEY

RAYMOND CARNLEY

GARRETT WILLIAMS



STRATEGIC INITIATIVES SCOUTING COMMITTEES



ADVANCEMENT COMMITTEE
COMMISSIONER STAFF
DISTRICT COMMITTEE
ENDOWMENT COMMITTEE
EXPLORING COMMITTEE
FINANCE COMMITTEE
FUND DEVELOPMENT COMMITTEE
INVESTMENT COMMITTEE
MEMBERSHIP COMMITTEE
OPERATING COMMITTEE
PROGRAM & ACTIVITIES COMMITTEE
PROGRAM CHAIRS
PROPERTIES COMMITTEE
SCOUTREACH & DIVERSITY COMMITTEE
TRAINING COMMITTEE



BOY SCOUTS
OF AMERICA®

CENTRAL GEORGIA COUNCIL

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