

2016-2018 Strategic Plan

“Every youth deserves a great Scouting experience.”



BOY SCOUTS OF AMERICA®
SOUTH FLORIDA COUNCIL



MEMBERSHIP

Expanding Scouting programs to our Council's youth

Increase membership by:

- *Grow Cub Scouts 2% annually*
- *Grow Cub Scout Packs 2% annually*
- *Grow our Outreach Initiatives 2% annually*
- *Achieve balanced growth annually*
- *Recognize people as our greatest resource and identify talented adults for positions of leadership*
- *Provide personnel, resources, and support to continue delivering a quality Learning for Life program*



PROGRAM

Deliver quality Scouting experiences to our Council's youth

Improve program delivery by:

- *Achieve Gold Status for advancements annually*
- *Achieve Gold Status for percent of youth camping annually*
- *Achieve 80% direct contact leaders trained by 2018*
- *Increase participation at all council events annually*
- *Build affinity for our 3 camp properties and provide experiences local units can't provide for their youth*



GOVERNANCE

Provide organization and tools which will enable growth

Deliver support by:

- *Create talent management strategy that includes increasing field executives by 3 by 2018*
- *Achieve 90% Youth Protection trained leaders by 2018*
- *Improve council's use of technology focusing on website, Facebook, Constant Contact, and online registrations*
- *Maintain Silver level or higher in Journey to Excellence (JTE) measures*
- *Comply with National's governance standards*



FINANCE

Maintaining the financial health of the organization

Maintain financial health by:

- *Develop a culture of delivering financial results*
- *Achieve Friends of Scouting (FOS) by May 30 annually*
- *Increase special event income annually*
- *Explore new options to grow product sales annually*
- *Manage operating, capital, and maintenance costs*
- *Explore capital funds for a new dining hall at Camp Elmore*