

Tall Pine Council
2008-10 Strategic Plan

Pillar Code: I - C

Committee Area : Program

Date: November 13, 2007

Objective: Marketing/Communication- Well planned and executed Marketing and Communications will directly benefit the Tall Pine Council that will ultimately increase market share/growth, increase the number of new members, increase the number of new units, and improve member retention.

Current Situation	Desired Position	Financial Cost & Benefit	Action Plan		
			What	Who	When
A lot of available information, but not all the right people are aware of it	Every registered leader is aware of all resource and training information	I-C01	Get all new leaders registered	Unit Leaders (*) Commissioners	Within 48 hours of adult recruitment
		I-C02	Get all new leaders trained	Commissioners(*) Unit Leaders Training Staff	Within 90 days of adult recruitment
		I-C03	Assure leaders attend Roundtable	Commissioners(*) Unit Leaders	Monthly
		I-C04	Assure that each unit is represented at all Roundtables	Commissioners(*) Unit Leaders	Monthly
		I-C05	Track individual Unit Roundtable participation as a means to increase attendance	Commissioners	Monthly
		I-C06	Provide award for each unit to earn that would reward for minimum unit attendance at Roundtable (e.g., each meeting attended by key unit leaders - may be different criteria for Packs and Troops)	Commissioners	Yearly

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		I-C07	Take advantage of Roundtable for important announcements and handouts	Commissioners (*) DEs	Monthly
		I-C08	Get e-mail addresses for all leaders	Unit Leaders (*) Commissioners Staff	Within 14 days of adult recruitment
		I-C09	Distribute e-mail addresses to Commissioners, training staffs and DEs	Staff	Within 30 days of application receipt
		I-C10	Assure all new leaders get Counciline	Staff	Within 60 days of adult recruitment
		I-C11	Enhance Counciline based on a survey of where leaders think it can be improved to enhance communications	Marketing committee	Yearly
		I-C12	Make Counciline available on-line through the Council Website	Staff	By 1st qtr 2008
		I-C13	Ask registered adult leaders if they prefer to have Counciline electronically sent to save mailing costs	Staff	At time of registration - or within 90 days of implementing strategic plan for all current mbrs
		I-C14	Improve awareness of Council and National On-line information to all leaders	Commissioners (*) DEs Training	Regularly - through Roundtable, Counciline, word of mouth
		I-C15	Include an orientation packet for each new registered leader - uniquely different for Cubs, Scouts, Crews	Staff	Fall 2008

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Community perception of Boy Scouts is not optimum	High image of scouting, with all its values and benefits, that all boys want to become a part of	I-C16	Develop regular newspaper articles, as well as in other media (TV, billboards, school newsletters, etc), that portray the positive benefits of scouting	Marketing committee	Regularly, as appropriate
		I-C17	Interface with units to 'mine' information for local papers - include all eagle scouts, heroism awards, service work, etc.	Commissioners	Regularly, as appropriate
		I-C18	Develop a template / checklist for all Units and parents to use for new Eagle Scouts to enable a press release for local newspapers	Staff	Winter 2008
		I-C19	Include new template / checklist for Eagle Scout press release with Eagle medal package	Staff	Starting with all new Eagle Scouts in 2008

(*) Primary Responsibility