

Tall Pine Council 2008-10 Strategic Plan

Pillar Code: I - D

Committee Area : Program

Date: November 13, 2007

Objective: Growth- A well planned and executed Growth strategy will directly benefit the Tall Pine Council that will ultimately increase market share/growth, increase the number of new members, and increase the number of new units.

Current Situation	Desired Position	Financial Cost & Benefit	Action Plan		
			What	Who	When
Incomplete penetration of scouting program among entire TPC region	Every Elementary school in three county area has a Pack	I-D01	Initiate a campaign to establish new Units in elementary schools that don't have units	Membership	Spring 2008
		I-D02	Hold boy talks in those elementary schools to support new Packs	Membership	Yearly
	All Home-schooled children have an opportunity to know about and participate in scouting	I-D03	Initiate a program to reach out to all home-schooled children	Membership	Spring 2008
	A partnership with key institutions in three county area to form new Units (e.g., all Methodist churches)	I-D04	Determine key institutions that would enable a good relationship with Boy Scouts to build new units around the three county area	Membership	Spring 2008
		I-D05	Determine a means to develop a partnership with the AYSO and other youth programs in the community to 'share' time with the boys	Membership	Spring 2008

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	Scouting enrollment that matches the diversity of population within the three county area	I-D06	Develop means to increase awareness and overall density among diversified cultural and socio-economic base (special programs, partnerships, specialized staff, etc)	Membership (*) Marketing	Spring 2008
	Expanded youth involvement in middle teen age group	I-D07	Conduct student career interest survey of boys and girls in High School to grow Explorer Scouting	Membership	Spring 2008
Adults that leave program once boys leave program	Good, quality adults that remain as adult leaders	I-D08	Maintain list of quality adult volunteers that are continually used to fill key leadership roles (District committee, commissioners, trainers, etc)	Membership	On-going
Limited Membership Committee	Fully staffed and functionally working Council membership committee, including at the District level	I-D09	Add staff to membership committee, include representation from Education, Churches, Service Clubs, Fraternal Organizations, etc.	Membership	Spring 2008
Council growth and density declining	Increase growth in number of registered <u>members</u> . CR= 93,419 to 1.15MM by 12-2012	CR- I-A TPC- I-D10	TPC 1% over 2007 year end by 12-2010 (Avg _____ per year)	Membership VP- Pillar I Plan	Fall 2010
	Increase member <u>retention</u> . CR= 68% to 70% by 12-2012	CR- I-B TPC- I-D11	TPC 57% by 12-2010 (Avg __2%_____ per year)	Membership VP- Pillar I Plan	Fall 2010
	Increase number of <u>Units</u> . CR= 31,220 to 33,000 by 12-2012	CR- I-C TPC- I-D12	TPC 1% over 2007 base year by 12-2010 (Avg _____ per year)	Membership VP- Pillar I Plan	Fall 2010

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	Identify changes in community <u>demographics</u> . CR= strive to improve desired position	CR- I-D TPC- I-D13	Re-evaluate Diversity and initiate one new approach each year for an annual increase of 10%. (Scouting & Soccer: Special Needs: Venturing)	Membership VP- Pillar I Plan	Fall 2010
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File-P/Excel/EHN/Pillar I Action Plan
12-05-07 w/CR 04-08

(* Primary
Responsibility