

Tall Pine Council 2008-10 Strategic Plan

Pillar Code: III - A

Committee Area : Volunteer Leadership

Date: 12-26-07

Objective: Unit Level Leadership - An active continuous Volunteer Recruitment and Retention program to significantly increase the total number of engaged volunteer leaders, in support of the National BSA goal, and to retain them to effectively and economically deliver the TPC Scouting program to the community.

Current Situation	Desired Position	Financial Cost & Benefit	Action Plan		
			What	Who	When
National BSA goal for all Councils is to double the total number of volunteer leaders by 12-2010	Increase the total number of active engaged Tall Pine Council volunteer leaders each quarter to achieve a grand total for current plus new of 6000 by 12-2010	III-A01	Utilize a Membership-Relationship Committee to manage the recruitment and retention of volunteer leaders.	Membership VP and Membership - Relationship Committee	Continuous in 2008-10, with monthly status reports to the Membership VP and quarterly to the Membership & Executive Committees.
		III-A02	Establish volunteer recruitment related guidelines, procedures, membership and monthly reporting requirements for the Committee. Establish/define leadership categories and set recruitment targets/goals by type. (16) Set Council goals for Leader-to-Scout ratio and overall goal of 6000 total volunteers to match Nat'l BSA Objectives by 12-2010. (7)(12)	Membership VP and Scout Executive	First-quarter of 2008, with a presentation to the Membership-Relationship Committee

Tall Pine Council
2008-10 Strategic Plan

		III-A03	Utilize a coordinated approach to Chartered Organizations for recruitment of district/council leadership, in addition to den/pack leaders. (2) Use a survey form to Chartered Organizations for nominations to District Committees.	Membership-Relationship Committee	2008 in Q-4
		III-A04	Coordinate current leaders to recruit within their circles of influence for upscale level of involvement and also utilize Website, Family Talent Sheets and other recruiting tools. (4) Utilize the National BSA Parent Initiative program.	Membership-Relationship Committee	2008 in Q-2
		III-A05	Approach Eagle Scouts/BSA Alumni to link to volunteer/leader opportunities and expand their involvement to multiple engagements/commitments. (1) Use direct mail marketing piece.	Program & Marketing Committees	2008 in Q.-2
		III-A06	Integrate into Council Operations, a Staff function for recruitment of volunteers. (11) Hold Man-Power style conferences.	Membership VP & Membership-Relationship Committee	2008 in Q.-2
		III-A07	Leverage the leadership density in Boy Scouts to expand volunteer density in Cub Scouts and Venturing (5)	Commissioners	2008 Q-2

Tall Pine Council
2008-10 Strategic Plan

		III-A08	Accomplish diversity among leadership that matches community demographics and also take into account regional differences in the outreach program, which could require different approaches for each area. (13) (14)	Council & District Nomination Committees	2008 Q-3
		III-A09	"You Must Be Registered To Be Involved" - Register those volunteers periodically involved in Council activities of assisting leaders, but not "officially" on the Council membership records. Use Family Talent Sheets & Membership Inventory. (8)	Staff notice to Commissioners to ask specific individuals to register.	A) Spring Leadership meetings. B) Nov & Dec Re charter time.
Limited program to retain volunteers	Expand programs to retain and expand the term and involvement of volunteer leaders	III-A10	Clarify the roles, responsibilities and resources for leaders at various levels, with communications, BSA materials and position descriptions. (6) Utilize same approach as used for Cub Leaders, with specific directions for training and documentation of responsibilities.	Staff	By March 31th of each year, in addition to continuous follow-up throughout 2008-10
		III-A11	Utilize tools for orientation of leaders and immediate sign-up to provide information for creating realistic expectations by the volunteer and the Council (9)	Staff	By March 31th of each year, in addition to continuous follow-up throughout 2008-10

Tall Pine Council
2008-10 Strategic Plan

		III-A12	Maintain proper documentation and follow-up procedures for all volunteer leaders to assure they receive the proper periodic training and mentoring, in order to assure retention of all qualified engaged volunteers	Staff, Training Committee & Commissioners	Q-1 Rechartering time
		III-A13	Retain volunteers through "crossover" by developing specific communications, with a focus on moms for redeployment. (10) Utilize National BSA Parent Initiative program. Develop a marketing piece for support & to utilize the TPC plus BSA Web Sites.	Staff, Training Committee, Marketing Committee & Commissioners	2008 in Q-2
Volunteers declining in Scouting	Increase volunteers from diverse backgrounds	CR- III-A TPC- III-A14	Increase the number of involved volunteers by 10% each year from African/American, Hispanic and females	Membership Committee	Fall 2010
	Increase overall Council volunteer membership. CR= to at least 100% of its "optimal level" by 12-2012	CR- III-B TPC- III-A15	Increase TPC volunteer membership by 33%, as of 12-2010	Membership Committee	Fall 2010
	Create a program to train, develop and retain new leaders.	CR- III-C TPC- III-A16	Coordinate with the TPC Pillar I Action Plan to be sure the Training Program is being made available for in-person or on-line training of every volunteer each year. Monitor and communicate training results to the Executive Comm. for adjustments, as needed.	Membership Committee	Fall 2010

Tall Pine Council
2008-10 Strategic Plan

	Develop a communications and promotion Plan to all qualified adults that Scouting needs their services.	CR- III-D TPC- III-A17	Coordinate with the TPC Pillar I Action Plan for an effective "Training Program" marketing campaign, with specific information to all volunteers of options available, including use of the TPC WebSite for recruitment.	Membership Committee	Fall 2010
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