

Tall Pine Council
2008-10 Strategic Plan

Pillar Code: IV - C Committee Area : Chartered Organizations and Alliances

Date: 12-17-07

Objective: Speakers Bureau - Design and implement a Speakers Bureau program to increase the level of Scouting awareness, within our Chartered Organizations and the general community, and to encourage additional participation in the Tall Pine Council program or funding of special events.

Current Situation	Desired Position	Financial Cost & Benefit	Action Plan		
			What	Who	When
Need for increased community awareness of and involvement in Scouting.	Significantly increase the level of awareness and participation by Chartered Organizations in our three county area.	IV-C01	Work with the TPC Marketing & Communications Committee to fully utilize the newly developed National BSA Speakers Bureau program. If BSA program not available, create a TPC program with local talent and focus on specific types of organizations in the community.	Membership-Relationship Committee, in cooperation with the Marketing Committee and the National BSA Program Group.	Development in 2008 Q-1 and then continuous during 2008-10
		IV-C02	Recruit a minimum of 12 engaged TPC individuals, with favorable public speaking skills and Scouting knowledge, to actively participate in the TPC program. (Estimate 2 calls per person per month)	Membership-Relationship Committee and Marketing Committee	Quarterly during 2008-10

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		IV-C03	Utilize the BSA Speakers Bureau training materials to ensure that each speaker delivers the TPC standard message, as directed by the Marketing Committee.	Membership-Relationship and Marketing-Communications Committees	Quarterly during 2008-10
		IV-C04	Provide status reports and modify the program, as needed.	Membership-Relationship and Marketing-Communications Committees	Bi-monthly to the Executive Committee during 2008-10
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