

East Carolina Council

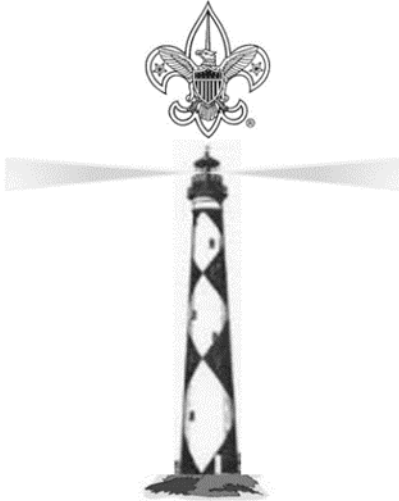
Boy Scouts of America

2021 – 2025 STRATEGIC PLAN



18 NOV 2020





Vision

Where we are going...

LIGHTING THE WAY for youth, the East Carolina Council strives to be the Beacon for Scouting in eastern NC by...

- Earning recognition as a premier organization because of our appeal to youth from all diverse communities and the leadership excellence of the council's adult volunteers and employees
- Delivering the promises of Scouting — adventure, challenge, learning, responsibility — using the most relevant and rigorous character and leadership programs available...

Mission

Our GAME PLAN to make Scouting THRIVE...

The East Carolina Council is committed to delivering the Scouting program in a manner that will prepare young people to be responsible, participating citizens and leader who will make ethical and moral choices over their lifetimes by:

- Helping youth mature into wholesome, capable, contributing, and personally fit adults by adopting the positive moral and ethical values expressed in the Scout Oath/Promise and Law.
- Providing top-notch support to our units, manage and improve the quality of the program
- Assembling and training outstanding adult role models as volunteer leaders

- Gathering financial and material resources to implement the program
- Promoting the program to parents, youth and the general communities in our service area.
- Delivering life experiences and adventures that are fun and educational
- Developing tomorrow's leaders which will strengthen our community and nation.

Core Values

Our NorthStar --- the principles that guide our actions...

We will:

- Always act in a Scout like manner (by the Scout Oath and Law).
- Always act with integrity—we do what we say we will.
- Respect diversity and individualism and strive to make our Council a reflection of the neighborhoods we serve.
- Deliver the Promise of Scouting to our youth and make being a Scout or a volunteer fun and exciting.
- Above all, we will work to provide a safe environment for all youth involved in our programs.

The Scout Oath – On my honor I will do my best to do my duty to God and my country and to obey the Scout Law; to help other people at all times; to keep myself physically strong, mentally awake, and morally straight.

The Scout Law – A Scout is:

TRUSTWORTHY. Tell the truth and keep promises. People can depend on you.

LOYAL. Show that you care about your family, friends, Scout leaders, school, and country.

HELPFUL. Volunteer to help others without expecting a reward.

FRIENDLY. Be a friend to everyone, even people who are very different from you.

COURTEOUS. Be polite to everyone and always use good manners.

KIND. Treat others as you want to be treated. Never harm or kill any living thing without good reason.

OBEDIENT. Follow the rules of your family, school, and pack. Obey the laws of your community and country.

CHEERFUL. Look for the bright side of life. Cheerfully do tasks that come your way. Try to help others be happy.

THRIFTY. Work to pay your own way. Try not to be wasteful. Use time, food, supplies, and natural resources wisely.

BRAVE. Face difficult situations even when you feel afraid. Do what you think is right despite what others might be doing or saying.

CLEAN. Keep your body and mind fit. Help keep your home and community clean.

REVERENT. Be reverent toward God. Be faithful in your religious duties. Respect the beliefs of others.

Pillar Themes/Goals

The broad areas in which we seek outcomes as reflected in specific goals set for 2021 – 2015



PILLAR GOAL #1

GROWTH & RETENTION – By 2025 grow to 6,500 Scouts registered

<p>1-1</p>	<p>Launch a specified number of new units per District each year</p> <ul style="list-style-type: none"> • Build a membership team to specialize in Cub Scouting, Scouting, Venturing, Exploring and Sea Scout programs • Strengthen support for and relationship with schools, civic groups and other sponsoring organizations • Embrace the diversity of our communities and focus on areas where Scouting is underserved
<p>1-2</p>	<p>ID weak units and develop/implement a plan for re-charter/unit retention</p> <ul style="list-style-type: none"> • Engage Chartered Partners • Develop and disseminate a list of successful unit best practices
<p>1-3</p>	<p>ID units needing critical mass and implement custom growth plans (unit size)</p> <ul style="list-style-type: none"> • Focus on family recruiting
<p>1-4</p>	<p>Overhaul WEBELOS-To-SCOUT transition approach to enhance crossover retention</p> <ul style="list-style-type: none"> • Leverage the OA for crossovers
<p>1-5</p>	<p>Develop/implement custom District recruiting plans to fill key District Team positions, and commissioner provide exceptional Unit Service</p>
<p>1-6</p>	<p>Launch a comprehensive membership marketing campaign to showcase Scouting opportunities</p> <ul style="list-style-type: none"> • Re-introduce Scouting to the ECC service community with an annual “ALL OUT FOR SCOUTING” celebratory/showcase event • Develop an annual program to showcase Scouting in Action in the ECC service area (e.g., an annual Scout Show where each unit can “show their stuff”) • Use available marketing tools to highlight council programs and trained leaders, facilities and resources to fulfil the Scouting mission

	<ul style="list-style-type: none"> • Improve our communications with community organizations and focus on improving public relations • Energize Scouts as social media reporters on Scouting activities at all levels • Re-imagine the Council website to serve as the cornerstone of communicating our programs and policy and sharing content: (1) informing Scouts, parents and unit leaders of activities, policies and resources, and (2) providing an attractive “point of entry” to potential new members and tell our story to the communities that we serve • Consider standing up a media themed Exploring Post
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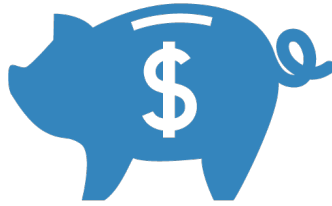
PILLAR GOAL #2 – HUMAN CAPITAL DEVELOPMENT INITIATIVES - BY 2025
develop an active and engaged Board (60), Council Committees (71), and a fully developed Professional Staff (12) all trained and prepared for their respective positions by implementing the following Strategic Initiatives:

2-1	<p>Build and train an effective and diverse Board</p> <ul style="list-style-type: none"> • Focus on the involvement of younger members that reflect the diversity of the communities we serve • Detail and clarify Committee Assignments for appropriate Board members • Engage our Committee Structure in the execution of the Strategic Initiatives
2-2	<p>Build and train ethnically diverse effective District Committees</p> <ul style="list-style-type: none"> • Enhance the effectiveness of District Nominating Committees
2-3	<p>Leverage BSA/NESA alumni and corporate relationships as source of capable volunteers</p>
2-4	<p>Develop an effective on-line training capability</p>
2-5	<p>Build functional Commissioner Teams and deliver exceptional Unit Service</p>
2-6	<p>Develop and launch a comprehensive marketing campaign to attract volunteers</p> <ul style="list-style-type: none"> • Re-imagine innovative ways to recruit, train, retain, and honor volunteers



PILLAR GOAL #3 – SCOUT OF TOMORROW INITIATIVES –By 2025 fully embrace the diversity of Scouts in both physical make-up with activity/interests that appeal to the broadest spectrum of youth by implementing the following Strategic Initiatives:

3-1	Leverage Pamlico Sea Base --- a jewel not being leveraged --- as a premier Mid-Atlantic gateway for aquatics and year-round high adventure and Sea Scout activities and a key attraction for Camp Boddie
3-2	Enhance long-term camp experiences by aligning with the interests of today’s youth and maintaining a focus on leadership development <ul style="list-style-type: none"> • Deliver programs that augment unit activities • Engage youth leaders in the design of events and programs • Establish and maintain a properties master plan consistent with the Council vision
3-3	Increase high adventure activity access at ECC camps, in general, and Camp Boddie, in particular Involve youth in the design of programs
3-4	Make all properties family / gender friendly and develop programs to enhance periodic family participation
3-5	Focus programs on workforce development and life skills --- consider the idea of developing new partner developed facilities at Camp Boddie (similar to the ECO Lodge) focused on DIGITAL TECHNOLOGY (Merit Badges and related subject areas include Digital Technology, Electronics, Electricity, Programming, Computers, Robotics, Drone flying & photography) and LIFESKILLS (Merit Badges and related subject areas include Automotive Maintenance, Crime Prevention, Dentistry, Engineering, Farm Mechanics, Law, Journalism, Metalwork, Movie Making, Pulp & Paper, Railroading, Surveying, Veterinary Medicine, Welding, Woodworking, and plumbing) and also continue to develop and virtual access to some camp programs Involve colleges, vocational schools, and selected corporate partners to offer education and explore career opportunities



PILLAR GOAL #4 – FUNDING THE PLAN INITIATIVES – By 2025 realize an operating net annual surplus of \$150K, develop a capital annual budget \$100K, and grow the endowment to \$7.5M by implementing the following Strategic Initiatives:

4-1	Develop and implement a systematic program for Endowment Growth
4-2	Build/implement an effective re-imagined Friends of Scouting program which expands the donor base
4-3	Develop/implement programs to generate profitable year-round Camp revenue <ul style="list-style-type: none"> • Re-imagine year-round Camp utilization for weddings, church and community organization outings, and corporate retreats • Create a capital expenditure plan for future maintenance and targeted improvements • Invest in a reliable internet connection for Camp Boddie
4-4	Devise and implement plans to achieve Financial stability (surplus over expenses) <ul style="list-style-type: none"> • Educate Board Members and community leaders on giving tools, such as annuities, estate planning, and other methods of planned giving
4-5	Expand and leverage corporate sponsorships/partnerships to develop the requisite camp infrastructure and deliver scouting in the Council’s service area
4-6	Develop and launch a comprehensive/aggressive membership marketing campaign to build donor confidence in the BSA brand, in general, and the Council’s mission, in particular