

# W. D. BOYCE COUNCIL: STRATEGIC PLAN 2010-2015

In 2008, the W. D. Boyce Council Executive Board, led by Council President Brent Eichelberger, asked William "Bill" Cirone and Aaron Buchko, PhD, to serve as Co-Chairs for the 2015 Strategic Plan Committee. Together, Bill and Aaron, put together a committee of 14 members, and an additional 18 subcommittee members from throughout the Council and defined the Council's mission, vision, and four key objective areas for Scouting in Central Illinois:

Our mission is to instill values in young people and prepare them to make ethical choices during their lifetimes, to take leadership roles as adults, and to reach their potential. Those values are based on character, citizenship, and personal fitness and are found in the Scout Oath and Law. We accomplish our mission in partnership with chartered organizations and chosen, well-trained leaders.

Our vision is to place Quality Scouting Organizations in every community of the W. D. Boyce Council region, allowing boys to participate in quality scouting activities that are fun and promote character growth.

- Every town has a Quality Pack
- Every Pack has trained leaders
- Every Leader engages Pack members so that they have fun and are challenged
- Every Member feels a strong sense of achievement...
  - Becomes a strong role model
  - Has the potential to change our future



## Strategic Plan Objectives 2009-2015 Balanced Scorecard

<p style="text-align: center;"><b>YOUTH</b></p> <p><b>DENSITY</b> <u>Cub Scouts</u> Total available Youth Minimum=30% Goal=31%</p> <p><u>Boy Scouts</u> Total available youth Minimum=20% Goal=22%</p> <p><u>Venturers</u> Total available youth Minimum=2% Goal=3%</p> <p><b>RETENTION</b> Pack, Troop and Crew level Year over year Minimum =70% Goal= 75%</p>	<p style="text-align: center;"><b>FINANCIAL</b></p> <p><b>REVENUE PER YOUTH SERVED</b> <b>Friends of Scouting</b> Minimum per TAY= \$5.00 Goal per TAY=\$8.50</p> <p><b>Units Building Budgets to provide funding for a Quality program.</b></p> <p><b>Endowment Fund Per Youth-3 Year Step Up from Minimum to Goal</b> Minimum =\$14.00 Goal =\$20.00</p>
<p style="text-align: center;"><b>PROCESSES</b></p> <p><b>CROSS OVER</b> Minimum cross over rate =66% Goal cross over rate =71%</p> <p><b>SCHOOL ACCESS</b> <b>Class room access</b> Minimum per district:70% Goal per district: 100%</p>	<p style="text-align: center;"><b>LEADER DEVELOPMENT</b></p> <p><b>VOLUNTEER TRAINING</b> <b>Top Pack/Troop/Crew leaders trained</b> Minimum=60% Goal=80%</p>

## STRATEGIC PLAN 2010-2015: THE BALANCED SCORECARD FURTHER DEFINED



### YOUTH:

To promote an increase in youth served and partner organizations; to monitor retention within our units to ensure they are delivering the promise of a quality program. To implement a transition process keeping youth in scouting as they move along the scout trail. This goal will only be realized through board ownership, volunteer leadership, increased marketing, improved district structure, and collaborations. To ensure our success in these areas the following priorities were identified:

- Ensure top leaders have completed basic leader training courses pertinent to the program they serve. (i.e., Cub Scout, Boy Scout, Venturing, etc.)
- Work to ensure every Pack has a Pack Trainer who is responsible for facilitating training.

### MEMBERSHIP PROCESS:

To promote an increase in crossover rates within packs and from packs to troops. To increase access in and partnerships with schools and to assist leaders as they work to retain more youth. "Champions" in our schools will increase our access and success in recruiting youth. Promoting a den mentoring program will help new den leaders to develop in the first two months on the job. To ensure success, the following priorities were identified to focus on first:

- Implement Unit Serving Executives in each district who will work with units to improve the quality of units in each district by helping units to focus on program planning, training, developing and retaining good leaders and proper funding of unit programs.
- Develop a marketing plan for increased strategic partnerships. These partnerships will encourage more youth members throughout the council and increase the number of alliances throughout the council with like values organizations.



### LEADERSHIP DEVELOPMENT:

To increase the percentage of leaders who are trained, improve leader retention, and improve the level of parent involvement. Increasing the number of trained leaders will improve the quality of our programs and increase retention of youth. Getting more parents involved in a unit will contribute tremendously to the overall quality of the programs for our youth. To ensure success, the following priorities were identified to focus on:

- Improve record keeping process to ensure upcoming trainings are promoted and accurately recorded.
- Develop a template for Program Planning to ensure that each has adequate program plan, unit budget, and succession plan of trained leaders.



### FUNDING DEVELOPMENT:

To increase the amount of funding needed to increase the services provided to units by the council and to provide each unit with the opportunity to increase its funding to provide for better programming. By improving the service directly to units, we will be able to help units strengthen their programs and increase their product sales, while at the same time increasing revenue the council receives to support them. To ensure success, the following priorities were identified to focus on.

- Employ full time staff person to focus on development of Council Product Sale. This new position will also focus on budget development at the unit level. Develop strong unit program. Use events to educate the community about who we are and what we do.
- Employ full time staff person to focus on Endowment. This new position will work to develop case statement for both short term growth in capital and property planning and long term growth in estate planning.

