

Pillar	Strategic Imperatives (3 years)	Initiatives to Achieve Outcomes (1 year)	Responsible Party(s)	Current Status
MEMBERSHIP	Increase Cub Membership to YE 2020 Enrollment of 1767 youth	Hold at least 2 STEAM events in 2022	VP Memership, Advancement Committee and DE	Reevalute initiative
	Increase Female Scouts to 100 youth (currently at 50)	Create group to develop a Marketing Plan to recruit female youth into Scouting.	VP Membership / Marketing Cmt. and DE	female event held in April
	Unit Growth growth of 15% vs 2021 YE (164)	Use council membership plan to start 10 new units in 2022.	VP Membership and DE	3% ahead of ly
FINANCE	Develop and implement Alternative Plan to Family FOS and Product Sales to increase previous totals by 15% (compared to YE 2021)	Form task force to examine popcorn, FOS and possible activity fee	VP Fund Development and Asst. SE	2 meetings held
	Diversify Sources of Charitable Giving	Run at least 3 council wide events and create and implement one "non-event" method of fundraising in 2022	VP Fund development and Asst. SE	virtual event held, planning late October event
	Increase income from non-Scouts at Camp Hinds by \$100,000 by 2025	Develop Marketing Piece for Camp Hinds Resident Camp to general public	Marketing Committee and Asst. SE; VP Camping; Camp Leadership	to be complete by year end
PROGRAM	Grow Advancment Levels to Cubs 60%, SBSA 55%	Create and publicize ogranizational heirarchy of the Council Advancement Committee	VP Program, Advancment Chair, Staff Advisor	hieracrchy created- Cubs 61%, Scouts 30%
	Increase the number of youth who attend week long Scouts BSA camp	Create a three year Scouts BSA marketing plan, with special emphasis on non-Scouts and females	VP Camping, Camp Leadership, Staff Advisor	reevalute markeing to non scouts for next year
	Create a working, multi year camp maintenance plan.	Create and organize Camp Hinds work crew by summer of 2022	VP Properties, Ranger	project list created, campmeters have met
	Increase Cub Camping Attendance so at least 50% of Cubs take part in a council run opportunity	Complete a Focus Group Evaluation of Cub Camping Opportunities in council	VP Camping, Staff Advisor	plan for fall
Unit Service	Improve Roundtable attendance by 10%	Develop and implement a survey to units leaders around the "usefulness" of roundtables	Council Commissioner, DE	surveys disttributed, training held
	Increase unit service	Develop and implement a unit mentor plan	Council Commissioner, SE	
Leadership and Governance	Improve Executive Board Diversity 25% by 2025	Develop plan to empower all board members in recruitment	Council President, SE	current 16%
	Establish mandatory training (in stages) with the overall goal of having <u>all</u> direct contact leaders trained for their specific positions.	Announce mandatory leader training specifics by 6/1/2022 and have 2023 training calendar complete by 9/1/2022	Council Training Chair, SE	approved May 2022
	Improve district committee position vacancy to less than 10% by 2025	Develop a succession plan for use by District and Council Committees	District Chairs, DE	
KEY	<i>Completed or to be completed very soon</i>	<i>In progress, but still work to do</i>	<i>Not started or will not be completed</i>	