

Black Swamp Area Council 2019 Strategic Focus

There are many challenges and opportunities facing the Black Swamp Area Council. It is important that across the council, district, unit volunteers and staff to have common goals. With a common focus the work of the council will support outstanding programs, facilities, units and volunteers!

The following 3 areas are the *points of focus* for the Black Swamp Area Council for 2019-2020.

1) Develop a marketing campaign to promote council activities

Action items:

- Develop a board level committee to create a marketing plan for the council.
- Marketing plan should highlight council programs, recruiting and fundraising events.
- The marketing campaign highlights should bring a positive vision of the Scouting movement that communicates the values and impact of Scouting, thus attaching families, adults and youth.

Committees Assigned: Marketing Committee, Development and Membership

2) Address the “road blocks” in the council that make it difficult to attract volunteer leaders to provide Scouting to the youth of our community.

Action items:

- Build a culture of volunteer succession planning with charter organizations and unit committees.
- Identify the potential barriers to attracting adult volunteers, including the time frame to complete the Black Swamp Area Council training requirements.
- Develop an understanding of volunteer requirements for training required by the national council and the Black Swamp Area Council.
- Review the impact of the current Black Swamp Area Council training policy on membership and retention.
- Based on feedback solicited from the unit volunteers in the council, work with the training and membership committees and the commissioner staff to develop feasible training practices and expectations while maintain a quality unit program.
- Ensure council and district committees are adequately “staffed” to support unit needs, understanding that support will need to be provided at the convenience of the unit volunteers. The council exists to support the charter organizations and their units.

Committee Assigned: Training, Membership District Operations and Commissioners

3) Extended day camp opportunities at one or both camping facilities

Action items:

- Create an ad-hoc committee to explore the opportunity of creating an extended camp for grades 1-5. The committee should be a cross-section of council adult volunteers, camp volunteer coordinators, program director, camp directors and scouts.

- Create a day experience for youth to maximize the use of council facilities.
- Extended camps would be offered in the summer months and school vacations starting in 2020.
- Use the camping programs as an opportunity to introduce the Scouting experience to a new populace of youth and their families.

Committee Assigned: Cub Scout Camping, Properties and Marketing

Where do we go from here?

Timeline:

November 2018

Report areas of focus to district roundtables – solicit feedback/ideas

November 2018

Present to council board areas of focus for approval

January 2019

Staff/board/committees execute plan

