

Green Mountain Council Strategic Plan 2017-2020



Strategic Plan

A long-term vision that involves a time sensitive strategy to achieve agreed upon goals of the constituents of the Green Mountain Council, BSA.

Vision

To deliver life changing experiences for our members.

The Green Mountain Council will strive to prepare Vermont's youth for life. Everything we do will be focused toward this vision and measured against this vision.

Mission

The mission of the Green Mountain Council Boy Scouts of America is to prepare young people to make ethical and moral choices over their lifetime by instilling in them the values of the Scout Oath and Law and by providing opportunities for achievement, adventure, and leadership skills.

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.

Scout Law

A Scout is: Trustworthy, Loyal, Helpful, Friendly, Courteous, Kind, Obedient, Cheerful, Thrifty, Brave, Clean, and Reverent.

Goals

***Membership Growth and Retention
Quality and Sustainable Camp Properties and Programs
Consistent Marketing Awareness
Financial Sustainability
Increased Volunteer Recruitment and Engagement
Effective and Sustainable Professional Staff***

Each of these goals represents a broad area of focus necessary for executing our mission and working toward our vision.

Financial Sustainability

We are financially healthy

- Develop at least one consistent district and/or council level community fundraiser
- Evaluate and improve return on investment of council product sales
- Improve and increase Family Friend of Scouting campaign
- Increase emphasis and awareness on short and long term endowment gifts

Increased Volunteer Recruitment and Engagement

Through selection and training, we have effective leaders

- Create a succession plan for Executive Board members
- Add three new board members per year
- Fill all district and council level committees with effective leadership
- Increase engagement of Council Committee chairs with respective District Committee chairs

Consistent and Effective Communications/Marketing Awareness and Strategy

Our tools are easy and fun to use

- Maintain a robust website to provide effective and easy-to-access information
- Increase use of social media outlets that reach families on a consistent basis
- Create a unit-level marketing award that increases marketing awareness at the community level
- Recruit a Marketing firm or individual to give leadership to this goal
- Take advantage of the national BSA marketing tools
- Create powerful marketing tools to encourage more Scouting families to attend camp
- Develop a year-round marketing plan for camp properties

Membership Growth and Retention

We deliver life changing experiences for our members

- Conduct both spring and fall recruitment campaigns
- Continue Council policy on fully trained unit leadership and offer ample training opportunities
- Create a comprehensive Webelos-to Scout transition plan to grow Boy Scout membership
- Develop a Commissioner recruitment and training campaign to achieve a 3:1 ratio to service units

Quality and Sustainable Camp Programs and Properties

Our leaders and Scouts have fun with positive outcomes

- Construct a four-season lodge at Mt Norris that will increase year-round use of the camp
- Purchase new bunks and mattresses for camps
- Consider construction of lean-tos in lieu of canvas tents at Camp Sunrise
- Develop Cub Scout programs at Mt Norris
- Have long-term summer camp leadership at both camps
- Sell off other Council-owned properties to create a camping endowment fund
- Strengthen partnership with the alumni associations of Mt Norris and Camp Sunrise
- Use 2016 Area 3 Property Sustainability Study to guide future decisions
- Promote and expand outdoor opportunities beyond resident camps: Webelos Woods, Cub Adventure Weekends, Cub Scout Day Camps, Dad and Lad, etc.
- Establish an independent Task Force that is charged with both evaluating the Council Service Center facility to determine its marketability, practical use with the current and future structure of the staff, and to make recommendations on future utilization of the property.

Effective and Sustainable Professional Staff

- Hire competent and committed staff who are career driven
- Develop a comprehensive work schedule plan that will fit with the FLSA standards
- Raise the funds necessary to hire entry-level District Executives in all districts

