

Foundation

Our Mission

The mission of the Boy Scouts of America is to prepare young people to make ethical and moral choices over their lifetimes by instilling in them the values of the Scout Oath and Law.

Our Core Values

Citizenship, compassion, cooperation, courage, faith, health and fitness, honesty, perseverance, positive attitude, resourcefulness, respect and responsibility, personal growth and self-reliance, team building and practical leadership applications.

Competitive Advantages

What we do best

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

Focus Area Themes and Council Goals

Programs and Services

1. Programs and Services: Build relations in diverse service area to support program participation.

- 1.1. Outdoors: Increase participation in outdoor programs by a minimum of 5% annually in each District.
- 1.2. Council / District: Each District will complete at least 75% of their Key Performance Indicators annually
- 1.3. Membership: Each District will retain 85% of their current membership annually.

Organization Management

2. Administration Services: Improve operational efficiencies.

- 2.1. Risk Management: Each District will implement a Risk Management Committee that meets quarterly.
- 2.2. Office Systems: Each District will update their records management process to exceed BSA guidelines by July 30, 2011.
- 2.3. Technology: Each District will create / update a technology plan for their District by December 31, 2010
- 2.4. Innovation: Each District will create a system to encourage and track new ideas from staff and volunteers.

3. Governance: Build a governance plan that will insure the high performance of our council and districts.

- 3.1. Governance: Each District will receive a minimum satisfaction rating of 80% annually from their staff and volunteers.

4. Marketing: Effectively articulate the mission and related support to all council stakeholders and the community at-large.

- 4.1. Marketing: Each District will receive positive exposure in the media an average of 2 times a month annually.

Talent Management

5. Talent Management: Develop diverse Executive Board, District Committees, and council staff representative of our service area.

- 5.1. Employees: All staff at each District have SMART goals that align with the Council strategic plan.
- 5.2. Volunteers: All volunteers at each District have the opportunity to attend at least 2 trainings annually.

Financial Stewardship

6. Financing: Operate the council and districts in a fiscally responsible manner.

- 6.1. Council Funding: Each District will acquire at least 2 new members for their fund-raising committee by September 30, 2010.
- 6.2. Fiscal Management: Each District will add \$50,000 to the endowment fund annually.
- 6.3. Capacity to Succeed: Each District will increase their fund-raising dollars by 25% annually.

Key Performance Indicators

How we measure success

Measure	Target
# of Districts with a Risk Management Committee that meets required number of times annually	3
# of Districts with updated processes	3
# of Districts that receive satisfaction rating of 80% annually	3
# of Districts that got exposure twice in a month	3
\$ that are added to the endowment fund annually	\$150,000

Vision

What our business will look like

The Boy Scouts of America will prepare every eligible youth in America to become a responsible, participating citizen and leader who is guided by the Scout Oath and Law.

Scout Oath:

Scout Law 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.

Implementation

How we make strategy a habit