

Wagon Wheel : 2010-2013 Strategic Plan

Mission and Vision	Focus Area Themes	Council Goals	Performance Measures and Targets	District and Committee Goals	Performance Measures and Targets	Staff and Sub-Committee Goals		
<p>Mission Statement: 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.</p> <p>Vision Statement: 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.</p> <p>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.</p>	<p>1. Programs and Services: Build relations in diverse service area to support program participation.</p>	<p>1.1. Outdoors: Increase participation in outdoor programs by a minimum of 5% annually in each District. (Programs/Services - Focus Area Committee) (12-31-2013)</p>	<p>M: % of Districts that meet minimum participation increase annually T: 100%</p>	<p>1.1.1. Outdoors: Publish calendar of outdoor events for the District and each Unit by March year. (Bluegrass District) (3-31-2013)</p>	<p>M: % complete T: 100%</p>	<p>1.1.1.1. Outdoors: Determine which events achieve a higher level of participation among our membership.. (Bryce Bolander)</p>		
		<p>1.2. Council / District: Each District will complete at least 75% of their Key Performance Indicators annually (Programs/Services - Focus Area Committee) (12-31-2013)</p>	<p>M: # of districts that reach the minimum percentage of their KPI goals annually T: 3</p>	<p>1.2.1. Council / District: Have monthly strategy review meetings to stay on track with strategic plan. (Bluegrass District) (12-31-2013)</p>	<p>M: # of strategy review meetings held annually T: 12</p>	<p>1.2.1.1. Appoint a strategic planning manager for the District. (Bryce Bolander)</p>		
		<p>1.3. Membership: Each District will retain 85% of their current membership annually. (Programs/Services - Focus Area Committee) (12-31-2013)</p>	<p>M: # of Districts that retain the minimum of 85% of membership annually T: 3</p>	<p>1.3.1. Membership: Survey Unit members to determine level of satisfaction with BSA and areas that they would like to see improvements. (Annually) (Bluegrass District) (6-30-2013)</p>	<p>M: Satisfaction rating T: 80%</p>	<p>1.3.1.1. Membership: Implement at least 2 new ideas from the satisfaction survey annually. (Bryce Bolander)</p>		
				<p>1.3.2. Membership: Establish a "Bring a Friend to Scouts" day. (Mokoketa District) (8-1-2010)</p>	<p>M: % complete T: 100%</p>	<p>1.3.2.1. Membership: Have the scout members help provide ideas on what types of activities they want to do for "Bring a Friend to Scouts" day. (Sven Larson)</p>		
				<p>2.1. Risk Management: Each District will implement a Risk Management Committee that meets quarterly. (Admin Services - Focus Area Committee) (12-31-2013)</p>	<p>M: # of Districts with a Risk Management Committee that meets required number of times annually T: 3</p>	<p>2.1.1. Risk Management: Nominations will be accepted and voted on to establish the Risk Management Committee. (Bluegrass District) (4-1-2010)</p>	<p>M: % complete T: 100%</p>	<p>2.1.1.1. Risk Management: Establish schedule and procedures for Risk Management Committee. (Bryce Bolander)</p>
				<p>2.2. Office Systems: Each District will update their records management process to exceed BSA guidelines by July 30, 2011. (Admin Services - Focus Area Committee) (7-30-2011)</p>	<p>M: # of Districts with updated processes T: 3</p>	<p>2.2.1. Office Systems: Implement plan to meet the shortfalls in current records system.. (Bluegrass District) (7-30-2011)</p>	<p>M: % complete T: 100%</p>	<p>2.2.1.1. Office Systems: Conduct an audit of records system. (Bryce Bolander)</p>
	<p>2. Administration Services: Improve operational efficiencies.</p>		<p>2.3. Technology: Each District will create / update a technology plan for their District by December 31, 2010 (Admin Services - Focus Area Committee) (12-31-2010)</p>	<p>M: # of Districts with a new or updated technology plan T: 3</p>	<p>2.3.1. Technology: New technology plan will be approved by District Manager. (Bluegrass District) (11-1-2010)</p>	<p>M: % complete T: 100%</p>	<p>2.3.1.1. Technology: Create a Technology plan for the district. (Bryce Bolander)</p>	
				<p>2.4. Innovation: Each District will create a system to encourage and track new ideas from staff and volunteers. (Admin Services - Focus Area Committee) (12-31-2013)</p>	<p>M: # of Districts that implement at least 3 new ideas annually T: 3</p>	<p>2.4.1. Innovation: Create an award system for new ideas that are used. (Bluegrass District) (3-1-2010)</p>	<p>M: % complete T: 100%</p>	<p>2.4.1.1. Innovation: Create a place on the District website for posting new ideas. (Bryce Bolander)</p>
					<p>2.1.2. Risk Management: Establish Risk Management Committee by voting on nominated volunteers. (Mokoketa District) (2-15-2010)</p>	<p>M: % complete T: 100%</p>	<p>2.1.2.1. Risk Management: Accept nominations of volunteers with skills necessary to properly run the Risk Management Committee.</p>	
					<p>2.2.2. Office Systems: Create a records management process that exceeds BSA standards. (Mokoketa District) (7-31-2011)</p>	<p>M: % complete T: 100%</p>	<p>2.2.2.1. Office Systems: Create a records process manual. (Sven Larson)</p>	
					<p>2.3.2. Technology: Implement updated Technology Plan by November 1, 2010. (Mokoketa District) (11-1-2010)</p>	<p>M: % complete T: 100%</p>	<p>2.3.2.1. Technology: Bring in an outside firm to review technology uses and needs. (Sven Larson)</p>	
					<p>2.3.2.2. Technology: Establish an updated technology plan from recommendations received from outside consultant. (Sven Larson)</p>			
					<p>2.4.2. Innovation: Implement at least 2 new ideas from staff and volunteers annually. (Mokoketa District) (12-31-2013)</p>	<p>M: # of new ideas implemented annually T: 2</p>	<p>2.4.2.1. Innovation: Create an "Ideas" box, where staff and volunteers can leave their suggestions. (Sven Larson)</p>	

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. (Governance - Focus Area Committee) (6-1-2013)	M: # of Districts that receive satisfaction rating of 80% annually T: 3	3.1.1. Governance: Satisfaction surveys will be sent out twice a year to staff and volunteers. (Bluegrass District) (12-31-2013)	M: % complete T: 100%	3.1.1.1. Governance: Current satisfaction scores will be posted on the District website. (Bryce Bolander)
			3.1.2. Governance: Satisfaction surveys will be sent out twice a year to staff and volunteers. (Mokoketa District) (12-31-2010)	M: # of times survey is sent out annually T: 2	3.1.2.1. Governance: Increase our satisfaction score by 5% annually. (Sven Larson)
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. (Marketing - Focus Area Committee) (12-31-2013)	M: # of Districts that got exposure twice in a month T: 3	4.1.1. Marketing: Publish at least 3 press releases monthly. (Bluegrass District) (12-31-2013)	M: # of press releases sent out monthly T: 3	4.1.1.1. Marketing: Appoint a staff member to send out press releases and look for opportunities for exposure. (Bryce Bolander)
			4.1.2. Marketing: Develop and implement a new marketing plan. (Mokoketa District) (4-15-2010)	M: % complete T: 100%	4.1.2.1. Marketing: Conduct a market research survey. (Sven Larson)
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. (Talent Management - Focus Area Committee) (12-31-2013)	M: % of staff with goals aligned to Council plan T: 100%	5.1.1. Employees: Complete current strategic plan at the District level. (Bluegrass District) (12-20-2009)	M: % complete T: 100%	5.1.1.1. Employees: Have employees enter their own goals / action items to support District goals. (Bryce Bolander)
			5.1.2. Employees: Complete current strategic plan at the District level. (Mokoketa District) (12-20-2009)	M: % complete T: 100%	5.1.2.1. Employees: Have employees enter their own goals / action items to support District goals. (Sven Larson)
	5.2. Volunteers: All volunteers at each District have the opportunity to attend at least 2 trainings annually. (Talent Management - Focus Area Committee) (12-31-2013)	M: % of volunteers who attend trainings annually T: 80%	5.2.1. Volunteers: Offer 4 volunteer trainings annually. (Bluegrass District) (12-31-2013)	M: # of volunteer trainings offered annually T: 4	5.2.1.1. Volunteers: Establish calendar of trainings by February of each year. (Bryce Bolander)
			5.2.2. Volunteers: Offer 3 different trainings annually for volunteers. (Mokoketa District) (12-31-2013)	M: # of volunteer trainings offered annually T: 3	5.2.2.1. Volunteers: Survey volunteers to find out what trainings would be most beneficial to them. (Sven Larson)
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. (Financing - Focus Area Committee) (9-30-2010)	M: # of Districts with 2 new members on their fund-raising committees T: 3	6.1.1. Council Funding: Vote 2 new members onto the fund-raising board. (Bluegrass District) (5-1-2010)	M: % complete T: 100%	6.1.1.1. Council Funding: Have current board members nominate individuals to fill spots on the fund-raising committee. (Bryce Bolander)
			6.1.2. Council Funding: Increase fund-raising committee size by 2 members. (Mokoketa District) (7-1-2010)	M: # of new council members T: 2	6.1.2.1. Council Funding: Determine skill sets most needed for the fund-raising committee. (Sven Larson)
	6.2. Fiscal Management: Each District will add \$50,000 to the endowment fund annually. (Financing - Focus Area Committee) (12-31-2013)	M: \$ that are added to the endowment fund annually T: \$150,000	6.2.1. Fiscal Management: Have a banquet to reach high-end endowment donor base. (Bluegrass District) (8-1-2010)	M: % complete T: 100%	6.2.1.1. Fiscal Management: Create a committee to oversee the banquet administration. (Bryce Bolander)
			6.2.2. Fiscal Management: Have an endowment fund-raising competition between the district's committees to raise \$50,000. (Mokoketa District) (9-30-2010)	M: \$ raised for endowment fund T: \$50,000	6.2.2.1. Fiscal Capacity: Create a large display in the District office to show progress to the endowment goal. (Sven Larson)
	6.3. Capacity to Succeed: Each District will increase their fund-raising dollars by 25% annually. (Financing - Focus Area Committee) (12-31-2013)	M: # of Districts that raised their fund-raising by 25% T: 3	6.3.1. Capacity to Succeed: Increase annual popcorn sales by 20% in 2010. (Bluegrass District) (12-15-2010)	M: % increase in popcorn sales T: 20%	6.3.1.1. Capacity to Succeed: Establish a team to scout out new locations for setting up sales tables. (Bryce Bolander)
			6.3.2. Capacity to Succeed: Hold a silent auction. (Mokoketa District) (12-10-2010)	M: % complete T: 100%	6.3.2.1. Capacity to Succeed: Collect donations for the auction. (Sven Larson)