

Strategic Plan 2016-2020

Glacier's Edge Council – Boy Scouts of America

Vision of the Glacier's Edge Council:

Purpose - Develop Good Leaders & Citizens

Values - Self Sufficiency, Duty, & Character

Vision – 10,000 Total Youth in Programs by 2020

Program

- Develop a program that is ever-changing & evolving to guide today's youth
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Camping

- Strong OA integration
 - New Programs
 - Increase Youth Activity
 - Develop Working Committee
 - Road Map for the Future
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Advancement

- Develop Program – Increase Advancement
 - Implement STEM
 - Develop Working Committee
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Training

- 100% Board Compliant – Youth Training
 - Increase Youth Protection
 - Create Training Plans
 - Develop Working Committee
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Activities

- Develop Rotating Activity Program
 - Increase Participation Annually
 - Create Profit/Loss Positive Programming
 - Develop Working Committee
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The Right Places to Deliver Scouting:

Council Properties

Have adequate number and type of properties to provide quality outdoor camping and activity programs for a growing membership in Scouting.

Objective

To offer our youth the best and safest program experiences on our Council owned properties.

Properties

- CIT (Camp Indian Trails)
 - EBSR (Ed Bryant Scout Reservation)
 - Janesville Service Center
 - Madison Service Center
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Key Issues

- EBSR – Good Overall Condition, Needs Updates
 - CIT – Serious Need of Improvements & New Facilities.
 - Janesville – Visual & Functional Use of Facility
 - Madison – Continue to Meet Needs?
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Strategies: Key Issues

- Continually Evaluate Properties
 - Year-Round Maintenance
 - Best Use of Facilities
 - Camp Improvement Plan
 - Resource Allocation Plan
 - Evaluate Plan
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Volunteers, Staff, & Service Areas

Objective: Increase Number of Engaged,
Trained Volunteers & Staff

Volunteers

- Volunteers
 - Executive Board
 - Districts
 - Chartering Organizations
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Key Issues

- Better Representation of Territory in Gender, Geography, & Race
 - Districts Lacking Volunteer Personnel & Commissioners
 - Districts Becoming too Large for 8,000 youth/district
 - Better Communication (Especially on Unit Level)
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Strategies

- Council Nominating Committee to Identify Leading Citizens
 - Expand Electronic Media Communication
 - Involvement & Knowledge of Parents
 - Tenure of Adult Volunteer Leadership
 - Representative Ad-Hoc Committee
 - District Name Changes
 - Reception to Expansion of Council – Beneficial, not Burdened
 - Develop Alumni
 - Increase Number of Commissioned Staff – Create Succession Plan
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Financial Assets – Make it Happen

Objective:

Meet the Needs of Scouting through Growth

Key Issues

- Fundraising is not Moving Forward Fast Enough
 - Council Must Create Additional Sustainable Revenue Streams
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Strategies

- Create Active Finance Committee
 - FOS Campaign Growth to \$800,000 annually
 - Popcorn Revenue Top \$2 Million by 2020
 - Maintain a Balanced Budget, Develop a cash reserve for flexibility
 - Increase Camping & Activities Revenue
 - Endowment Committee – grow fund from \$1.6M to \$5M by 2020
 - Create a Development Staff to remove burden from field staff & allow them to re-center their focus on growth and service
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