



BOY SCOUTS  
OF AMERICA®

LONGHOUSE COUNCIL

2016 Strategic Planning

January 12, 2016

Ray Dromms

# National's Strategic Plan

Outcomes:

Character, Leadership, Citizenship, and Fitness

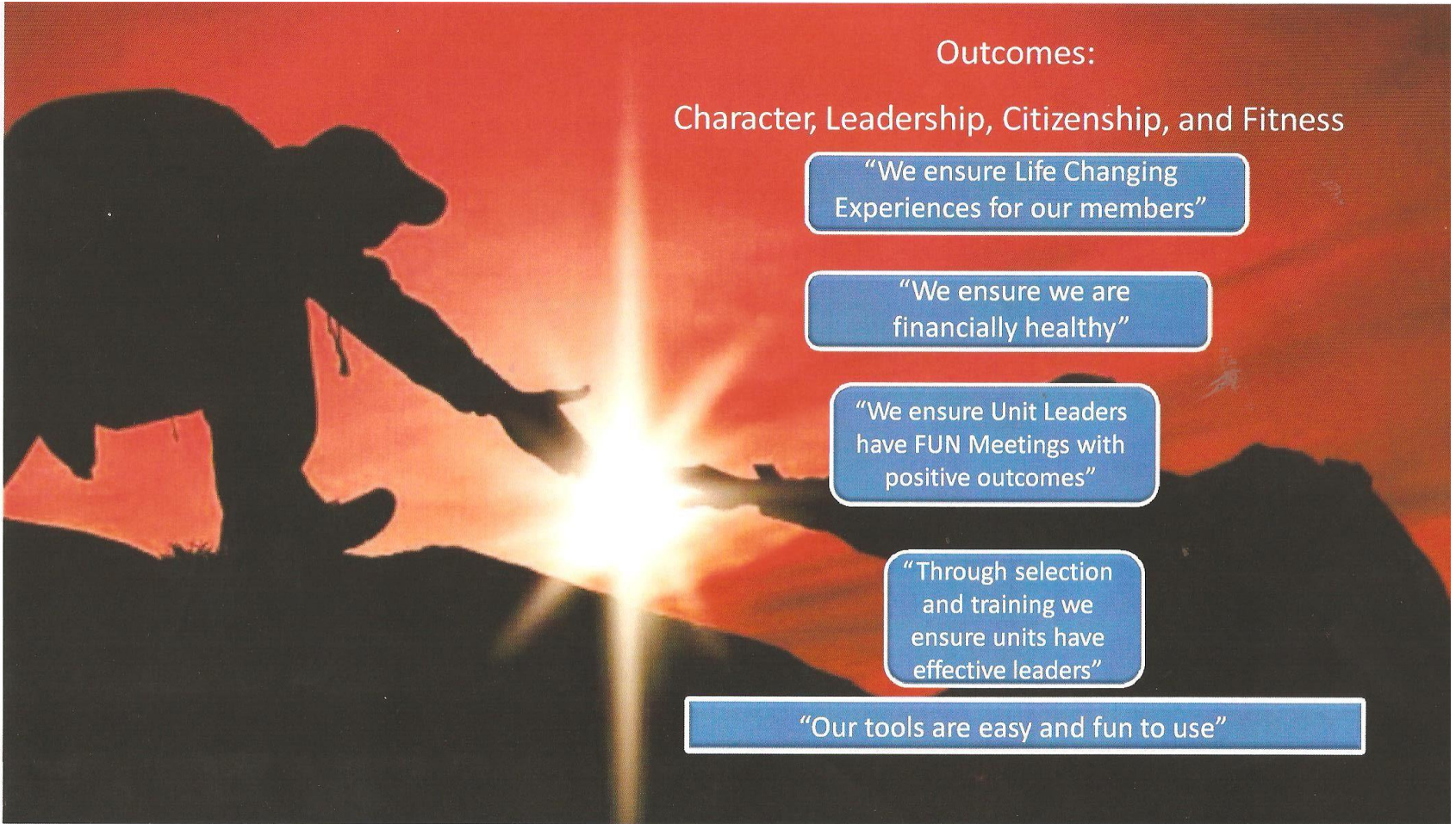
"We ensure Life Changing Experiences for our members"

"We ensure we are financially healthy"

"We ensure Unit Leaders have FUN Meetings with positive outcomes"

"Through selection and training we ensure units have effective leaders"

"Our tools are easy and fun to use"





# 2016 Trek to "Mount Longhouse" Summit

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Increase Council  
Membership: by at least 1

Voice of the Scout: 45%

Revenue Neutral : balanced budget  
Camping increase: Cubs 55% , Scouts 68%

Journey to Excellence: Silver Level



## Four Faces of the Mountain to Climb

### Marketing & Program

Website Improvement

Internal Communication

External Communication

Program Guide & Coordinated Calendar

### Membership & Recruiting

Year Round Recruiting

Mid Year Event

VP Membership

Membership Chair Each District

### Camping & Outdoor

Online Camp Registration

NCAP

Shooting Sports

### Revenue Development

Eagle Alumni Support

Endowment Development

Our "Bedrock": The Scout Oath & Scout Law



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# Scaling the “Camping & Outdoor” Face

## Shooting Sports

Woodland Shotgun Range

Atlatl and Sporting Arrows  
Woodland & Sabbatis

Remodel the Armory at Camp  
Woodland for Shooting Sports  
equipment only.

## NCAP

Review All Camp Standards

Recruit & Train SA Team

Schedule Self Assessments

Schedule DOH Visits

## Online Camp Registration

Research & Rank Alternatives

Select system

Develop Implementation Plan

Purchase & Install system



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# Scaling the “Revenue Development” Face

## Eagle Alumni Support

## Endowment Development

Develop Complete Catalog Eagle Scouts

Establish Committee

Develop Relationship w/Key Venues

Develop Solicitation Strategy

Develop Nomination Process

Execute Solicitation Strategy

Implement

Grow first \$1MM



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# Scaling the “Marketing & Program” face

## Website Improvement

Improved Navigation

Online Reservations & Payment

## External Communications

Improved public profile of program

Increased media/press outreach

Develop a unit level press kit

Sabattis open house and outreach to non-  
Scouting groups for facility house

## Internal Communications

Tailored to audience

Increase frequency

More videos highlighting program

## Program Guide & Coordinated Calendar

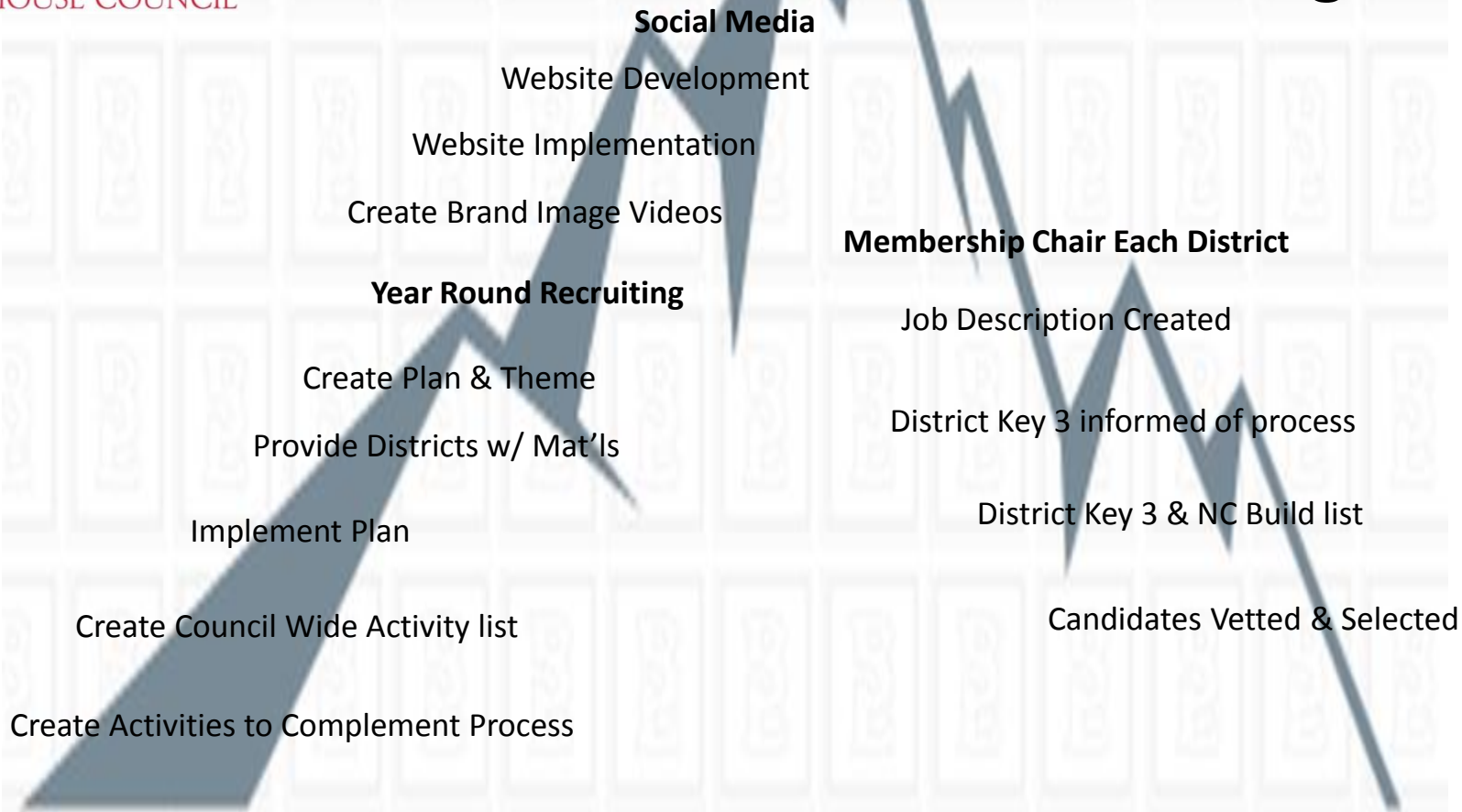
18 month look-ahead for program,  
training and events

Improved coordination of  
District & Council calendars



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# Scaling the “Membership & Recruiting” face



# Tracking our Climb: Monthly Report from the trail

SUCSESSES	DISAPPOINTMENTS
OPPORTUNITIES	HELP NEEDED
•	