

Westchester-Putnam Council
Boy Scouts of America
2006-2010 Strategic Plan Summary

On June 12, 2006 the Executive Board unanimously adopted the 2006-2010 Strategic Plan as an outstanding roadmap for the Council to actively consider and present individually for implementation. The recommendations and goals of the plan are summarized below. For a complete report with detail from each study group, please contact Jack L. Sears, Jr., Scout Executive, Westchester-Putnam Council, Boy Scouts of America, 41 Saw Mill River Road, Hawthorne, NY 10532.

Recommendation #1: Mission Statement and Vision Statement

The committee recommends the reaffirmation of our mission statement and vision statement for the Council:

It is the mission of the Westchester-Putnam Council of the Boy Scouts of America to deliver the highest quality, values-based youth program of character development and leadership training, based upon the precepts embodied in the Scout Oath and Law, and to prepare our young people to make ethical decisions in order to reach their full potential and to better serve their family, community and country.

The Westchester-Putnam Council seeks to:

- Promote the program of the Boy Scouts of America as a relevant, inclusive and great way for young people to become achievers, leaders and ethical decision makers.
- Deliver a program of the highest quality to the greatest number of available youth in Westchester and Putnam Counties.
- Emphasize the aims of Scouting: building of character, participating citizenship, and the development of physical, mental and emotional fitness.
- Provide active and fully trained adult leadership that provides appropriate role models for our youth.
- Provide superior and safe facilities where this program can be delivered, consistent with the methods of Scouting.
- Offer our young people challenging fun and adventure that helps them reach their potential.
- To insure the total financial development of the Council to best carry out our mission and vision for the future.

Recommendation #2: Traditional Membership/Unit & Urban Emphasis Growth

- Allocate the necessary resources in order to increase the number of youth enrolled in the Council by 1,510 new members. Set a 2010 year-end traditional membership goal of 10,208.
- Hire an additional staff member to focus on a strategic membership expansion plan in the Southern & Central Westchester County communities that represent our most underserved population. The cost to provide this service over a 5-year period is estimated at \$571,295.
- Develop marketing and program delivery specific literature in the Spanish language.

Recommendation #3: Quality Program

- Cub Scouting- expand Cub camping and fun day activities.
- Boy Scouting- offer a Council-wide Boy Scout outdoor weekend activity every 3-4 years.
- Venturing- build and strengthen a Council Venturing Committee.
- Volunteer Leader Training- our goal will be to train 80% of the volunteer leaders who work directly with youth by the year 2010.
- Replace the programs that were formally offered at the Durland Aquatics Center.

Recommendation #4: Properties & Master Planning

- Source and allocate the resources necessary over the next 5 years, to fund \$2.7 million worth of catch-up deferred maintenance projects at our camps and service center.
- Complete the Master Development Plan for our Camps.

Recommendation #5: Organization & Personnel

- Develop specific tools and tactics to assist Scouting Units in the recruitment and retention of unit level volunteers.
- Maintain current geographical boundaries for Districts within the Council.
- Continue to use the nominating committee on an annual basis to identify and attract volunteers to serve on the Council and District basis.
- Maintain the expectations of Executive Board membership and continue to identify and attract Board Members who can bring talent and resources to the Council.
- Re-source the Council by adding to our existing staff 3 new positions and 1 part-time position:
 - New position of Program Specialist to work with the membership expansion efforts in the targeted areas for growth.
 - New position of Development Director to address the total financial development needs of the Council.
 - New position of Program Director to address the program replacement programs offered at the former Durland Aquatics Center.
 - New part-time position of Database Management Clerk to assist the Development Director in research, prospect identification and fund-raising.

Recommendation #6: Marketing & Communications

- Enhance for our internal audiences our web-site and literature including youth friendly pages on our web-site and the use of new technology such as pod casts.
- Re-establish and re-invigorate the Council's Marketing Committee to focus on specific marketing initiatives and projects.
- Develop and expand external marketing initiatives:
 - To support youth recruitment
 - To attract volunteers
 - To seek out available media space for PSA advertising
 - To utilize BSA literature and market study findings

Recommendation #7: Total Financial Development

- Build and fund annual operating budgets that will focus on and fuel membership expansion efforts.
- Jump start the membership & development expansion initiative of this strategic plan by using trust fund dollars to fund our plan.
- Hire a staff position for development in order to coordinate our total financial development program. 5-year cost- \$643,800
 - First priority will be to concentrate on building an effective annual giving campaign.
 - Second priority will be to raise funds to address the Capital needs within the Property Master Plan.
 - Third priority will be to raise funds to replenish the investment of trust funds in order to initiate this Development position.