



Northern Star Scouting – 2019 Strategic Objectives

(Green – on track; yellow – falling behind; red – off track)

| Strategic Pillar + Initiatives | Strategic Pillar + Initiatives | Foundational Elements |
|--|---|---|
| Strengthen Core Programs <ul style="list-style-type: none"> - Attain maximum membership - Evolve programs to fit desires and needs of youth and families - Provide effective support to units and volunteers | Broaden Impact Beyond the Core <ul style="list-style-type: none"> - Expand Base Camp Programs - Expand impact of key programs - Evolve impact measurements approach | <ul style="list-style-type: none"> - Safety Leadership - High Impact Marketing - Financial Strength - Asset Protection/Performance - Robust Governance - Staff Excellence |

| 2019 Objectives | Champions | 2019 Objectives | Champions | 2019 Objectives | Champions |
|--|--|--|---|--|--|
| S1 – Develop legislative and grassroots solutions to school access and create online training videos for volunteers for recruitment | Task Force C. Brazier Membership B. Thielen | B1 – Expand Leadership Center curriculum for both youth and adult audiences | Base Camp K. Wyatt | F1 – Extend “ScoutLook on Life” as an over-arching marketing theme for brand strength and awareness | Marketing K. York |
| S2 – Test three new techniques for recruiting girls and three new initiatives for retaining Cubs in fall 2019 | Membership B. Thielen | B2 – Coordinate, develop and promote non-Scout programs at all camp properties, and evaluate synergies for facility development for family camping/Scout and non-Scout | Properties Camping T. Suttan Base Camp K. Wyatt | F2 – Evolve the Youth Safety practices and messaging | Key Three J. Andrews |
| S3 – Give 100% of girl dens and troops a camp experience | Camping T. Suttan | B3 – Increase STEM programming within Scouts, extending current curriculum and offering new options | STEM B. Coder | F3 – Implement program fee model council-wide for member joining/participation | Task Force J. Andrews C. Brazier J. Hedal |
| S4 – Consider the overlaps between Scouts BSA and Venturing, and any structural change | Membership Task Force B. Thielen | B4 – Expand Exploring Clubs based on our strong Pilot program at Charter Schools | Exploring B. Thielen | F4 – Evaluate and restructure Friends of Scouting to better reflect relationships-based fundraising strategies | Task Force J. Hedal |
| S5 – Evaluate how district and council structures and staffing supports Scouting at the unit level | Task Force C. Brazier | B5 – Identify funding to establish industry-specific Explorer Posts | Exploring B. Thielen | F5 – Evaluate a Deferred Gifts Campaign and staffing/best practices for 2020 | Development J. Hedal |
| S6 – Evaluate gaps between online and in-person training options, and increase direct contact leader training record | Training D. Arola | B6 – Strengthen Outreach Committee in support of ethnic units and communities | Outreach R. McDonald | F6 – Explore shared services model with surrounding councils | Key Three J. Andrews |
| S7 – Expand Scoutbook advisory group to educate, inform and support units in its use | Training Advancement D. Arola | B7 – Review Polaris, JD, Huron, and Outreach units ROI and impact measures | Board of Directors J. Andrews | F7 – Identify three initiatives from ERM Heat Map | Enterprise Risk J. Andrews |
| 2019 Membership Targets: 15% of Cub Scouts are girls; 10% of Scouts BSA are girls; 58% Webelos Transition Rate; 1% growth in guest participant and sibling programs; break-even in membership (Cubs, Scouts, Venturers, Explorers); Target 12 school districts to increase school access | | | | F8 – Rollout Field Staff onboarding tools to strengthen BSA orientation | HR C. Brazier |