



COUNCIL COMMUNICATIONS COMMITTEE

PLAN OF OPERATION | 2025-2026 Program Year

Committee Mission:

The Communications Committee ensures unit leaders and families have easy access to everything they need to have a successful Scouting experience. The committee collects, packages, and distributes the best and most relevant information needed. It strives to connect the work of all council committees with unit volunteers and member families.

2025-2026 Committee Objectives and Goals:

- Leverage a variety of channels to connect with unit leaders and families: social media, email, text, print, web, and video content.
- Ensure critical information is distributed in a timely manner in ways that are accessible to unit leaders and families, both push and on-demand.
- Make necessary information easy to find on the council's digital platforms.
- Facilitate two-way communication with planners and end-users.
- Collect regular feedback from end-users to improve messaging and methods.
- Empower units to publicize themselves in their community media.

Committee Action Plan:

- Gather messaging & information from council committees (camping, activities, advancement, training, membership, etc.) via liaisons or direct communication.
- Publish monthly newsletters with content specific to Scouting program levels.
- Publish annual 'Family Navigator' print newsletter.
- Leverage ActiveCampaign to enable more personalized communications by user preferences and actions.
- Coordinate information on council websites, social media platforms, email, and print newsletters to ensure consistency, clarity, and accuracy.
- Develop easily accessible videos that help Scouting leaders and families publicize their units through local media and their own social platforms.
- Update our website so that navigation and user interface allow for easy access to the information they need when they need it.
- Create plans and templates to support promotion of upcoming events at other council events, ensuring promotion outside our digital platforms.
- Create guides and resources to help units effectively communicate internally and to publicize themselves.
- Support digital communications with volunteers and families via video.



SUPPORT OF UNITS, VOLUNTEERS AND YOUTH

How will the committee and their actions support units and volunteers:

- Providing relevant and timely information about council programs through digital and print communications/newsletters.
- Empowering Scout volunteers to promote themselves to local media and on social media.
- Create a better user experience on our web and digital platforms which allows for more ease in finding information for existing and potential Scout families.

How will the committee and their actions support youth and adult retention and recruitment:

- Offering helpful communications to volunteer leaders and families.
- Highlighting the good Scouting does in the community to better promote to communities whose attention we haven't captured yet.

Measure of success that demonstrate support of units, volunteers, and youth:

- Social Media Engagement Metrics (FB, Instagram, etc.)
- Website Metrics – SEO searches – Website visits and engagement
- Recruitment Campaign Metrics
- Open Rates on Digital Newsletters
- Lower Address Return Rates for Printed Publications
- Media Impressions for Local Media Publications

Other Council Committees we need to work with to accomplish the above:

- Every Committee – our job is to communicate with our Scouting audience which can only be achieved by working in tandem with every other committee which run our programs including but not limited to: Training, Membership, Camping, OA, Advancement, Marketing, etc.



COMMITTEE'S COMMUNICATION PLAN TO SUPPORT UNITS, VOLUNTEERS AND YOUTH

Objectives:

- Communicate relevant information to volunteers and Scout families in a way that is easy and timely.
- Encourage volunteers and Scout families to promote themselves to local media to help tell the story of Scouting to the community.
- Streamline communications in a way that is effective and lacks repetition.

Communications volunteers who help with the communication plan:

- Council Liaisons from other committees
- Committee Members

Social media/print/mailings/etc. plan – how will we get information to units and members:

- Monthly Newsletters
- Print Publications
- Social Media
- Website Articles and Content
- Targeted Communications – email, print, digital, etc.



COMMITTEE MEMBERS

Chair: Myron Jacobson

Members: Dave Peters, Sandy Rabuse, Jody Kimball, Mary Lillemo

Committee Liaisons: Lee Steffens (Training), Chuck Gitzen (Camping), Vicki Jurek (OA), Scott Stone (Outreach)

Staff Advisor: Gabbi Carroll

Position Descriptions:

Committee Member:

- Position concept: Our committee members are the people in the field who see the good Scouting does every day. This allows them to gather quotes, photos, and stories from their units and at council events to share with the council. It also gives them an understanding of what units and volunteers want to know for our internal communications.
- Committee Member responsibilities:
 1. Provide written content and photos from council-run events to help tell the story of Scouting.
 2. Offer advice and insight on internal council communications for information sent to units.
- Committee member's estimated time commitment:
 1. Communications Committee Meeting – 1 hour per month
 2. Content writing/photography – 1 story per quarter
- Committee member's organizational relationship to Committee Chair and Staff Advisor: Works in conjunction with the Committee Chair and Staff advisor, offering ideas and presenting gathered content for the staff advisor to share on the website and social outlets.

Committee Chair:

- Position concept: Leads the Communications Committee to ensure that unit leaders and member families have easy access to what they need to know for a successful Scouting experience. Recruits and provides direction to committee



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members to collect, package, and distribute the best and most relevant information needed and to connect the work or council committees.

- Chair responsibilities:
 1. Serves as a member of the President's Cabinet
 2. Chairs the Communications Committee and calls/presides at meetings.
 3. Recruits and supports recruitment of volunteers to fill committee positions as well as council committee liaisons.
 4. Works with committee members to provide content for council digital, print, social media, and electronic communications.
 5. Provides communications counsel to council/district volunteers and staff with a focus on our internal Northern Star Scouting family.
 6. Supports unit leaders in enhancing their internal unit communications as well as to promote themselves via local and social media.
 7. Assigns/recruits committee members to specific projects (such as new leader on-boarding, working with media video training, etc.)
- Chair's estimated time commitments:
 1. Communications Committee Meeting – 1 hour per month
 2. Prep with Staff Advisors for Committee Meeting – 0.5 hour per month
 3. Attend President's Cabinet Meetings as schedule allows – 1.5 hours (quarterly)
 4. Volunteer Recruitment – 1 hour per month
 5. Consultation and Expertise by phone as needed.
- Chair's organizational relationship to Council Volunteer(s) and Staff Advisor:

Works in conjunction with Council Vice-President of Marketing, Tom Jollie, but works most closely with staff adviser, Gabbi Carroll.

CALENDAR DATES

Committee Meetings:

- Second Tuesday of the month, 7 a.m. – 8 a.m.
- Quarterly in-person meeting: TBD by committee



SUGGESTED 2025-2026 PROGRAM-YEAR
COUNCIL STRATEGIC OBJECTIVES

In support of the Five Priority Areas

- Develop communications that target BSA Scout programs and new community-based programs.
- Forge relationships with volunteers with underserved communities to create “champions” who promote Scouting *within* those communities.
- Find personal Scout stories that impact youth and community for Development to leverage to ensure a more sustainable financial future for Scouts.
- Find volunteers within the age demographic of people who have aged out of the Scout programs but aren’t of the age to have families/children of their own in the program to help revitalize Scouting and give a new perspective within our committee and Scouting.
- Improve member, leader, and community database information to target specific communications to audiences in close to real-time updates.
- Develop cost-effective and modern methods of internal communication to save money and ensure a sustainable Scouting future.