

COUNCIL MARKETING COMMITTEE PLAN OF OPERATIONS 2025-2026 Program Year

MISSION:

Strengthen Scouting's image/reputation by expanding awareness of Scouting's benefits to families and our community

STRATEGY:

- Expand awareness through various marketing avenues and traditional media coverage
- Conduct Market Research to better understand the new generation of parents
- Communicate/engage directly with potential Scouts and their families
- Inform and empower the Scouting family

Utilize a "PESO" Media Model:

- **Paid** - Advertising, social media advertising, sponsored content and email marketing.
- **Earned** - Getting our name in print, on the air and in online publications (traditional PR).
- **Shared** - Social media.
- **Owned** - Content - what we create, control and lives on our website and platforms, including digital and print publications, video, photography, signage and branding. We control the messaging and tell the story.

2025-2026 Committee Objectives and Goals

1. Provide advertising and communications support to Council Membership Committee's recruitment efforts to achieve growth in Scouting BSA programs and explore the potential of Community Scouting
2. Keep an ear to the ground about shifts in the market to help enhance the delivery of our programs – not only for traditional Scouting households, but those within the community who enjoy our non-traditional programming. Conduct and review research to help us understand the new generation of parents.
3. Adapt to the ever-changing market and the demands of new parents. Understand these shifts and serve as a champion for a brand that benefits not only Northern Star at a council level, but councils across the nation.
4. Prioritize three elements of Scouting that show potential Scouting families all the benefits of partaking in Scout programs. Focus on these topics as we develop and discuss the recruitment plans for 2025-2026.
5. To assist in volunteerism, consider ideas that might target the age group that falls between the Scouts who have aged out of the program and the parents who were Scouts and now have kids of their own.

6. Build on brand/image campaign as an over-arching marketing theme for brand strength and awareness
 - a. Expand to create collateral for Cub Scout recruitment for kids, K – 5, with emphasis on kindergarten and first grade
 - b. Tailor messaging to parents of children in those age groups
 - c. Expand to create collateral for older youth and their families, especially girls and youth in our underserved communities
 - d. Continue to define what "Prepared For" and "Go Scouting" are and how Scouting works to help prepare young people for life.
 - e. Incorporate into subtle messaging for Base Camp participants
7. Establish Metrics for Digital Communications
 - a. Social media followers, likes and interactions
 - b. Email communications open rates, link clicks
 - c. Campaign website visits, link clicks and other measures.
8. Reinforce the importance and our use of Youth Safety practices and incorporate into messaging
 - a. Update website to share facts and key messages plus distribution plans and processes
 - b. Reinforce and share our best practices and tools with the entire community
 - c. Have messaging and plan ready for immediate release if/when National BSA restructuring concludes

COMMITTEE ACTION PLAN:

Initiatives and action steps underway include the following:

- Ensure that the marketing and communications needs of the council are resourced at all three levels of volunteer activity:
 - Strategy and planning
 - Project advisory
 - Direct assistance in writing, design, production, research, event planning, media, or public relations
- Support with media pitches, press releases, and other at-large media stories.
- Implementation of brand image campaigns – "Prepared For" -"Go Scouting" – and expanding on our Community Scouting efforts within current budget. Further development and implementation of clear, compelling value propositions for Scouting that are consistent with the Council's mission, vision and focus areas.
- Coordinate with and support the Council Communications Committee
- Support and advise council leadership on crisis and issues communications
- Gain board and Council management support for:

- Resourcing the marketing and communications function adequately
- Establishing a digital strategy to permit more sophisticated market segmentation and outreach.

ORGANIZATION TO MEET THE OBJECTIVES AND CARRY OUT THE MISSION:

Council Marketing Committee:

Core members - Professionals in the communications or public relations field, who meet regularly to provide direction, planning, counsel, and assistance with overall communications projects and priorities.

Resource members – Individuals with specific expertise such as research, photography, or design, who are willing to work on selected short-term projects – a “rolodex of resources”

Agency Partners – Marketing/Communications/Advertising Agencies who help on a pro-bono basis

Chair:

Leads the Marketing and Communications Committee and provides direction, counsel, and assistance with specific communication projects and priorities. The Chair serves as an active voice for marketing-communication issues at the council's highest volunteer level, as Vice President – Marketing on the Council Executive Board.

Members:

Serve as a resource to provide direction and professional expertise to Northern Star Council in the areas of:

- Marketing Communications Planning
- Major Press Relations including Crisis Communications
- Corporate Communications
- Public Relations Counseling
- Social Media
- Advertising
- Website, annual report and other owned content
- Research

ESTABLISHED COUNCIL ANNUAL MARKETING/COMMUNICATIONS ACTIVITIES: [OBJ]

Annual Report; Investor Update; Navigator Newsletter; Starlight Series of e-newsletters (Cub leaders, Scouts BSA leaders, district/council volunteers), eNavigator newsletter, Research, Scouting for Uniforms, Anniversary Month, State Fair, Expanded/segmented email and SMS communications

INTERMITTENT COUNCIL ACTIVITIES:

None - support existing Council and District events

DISTRICT ORGANIZATION:

Currently there is no public relations or district communications positions, replaced by Council Communications Committee and Membership Committee

EVENTS AND MEETINGS:

Meetings are bi-monthly at 8:00 AM on the second Thursday of Feb, Apr, Jun, Aug, Oct, and Dec. Events as determined

Committee Roster

- **Lynn Swon** – Retired – Trainer RBC Financial
- **Terry Wolkerstorfer** – Retired – Journalist/Author
- **Rob Daves** – Lead Consultant and Methodologist
- **Rick Shaeffer** – Financial Advisor (Former Marketer for General Mills)
- **Dave Zubke** – Attorney
- **Bob Bruce** – Lead Consultant and Methodologist
- **Paul Taylor** – Consultant
- **Tom Jollie** – VP of Padilla
- **Chris Kelly** – Fleishman
- **Nate Guralski** – Polaris
- **Heather Teskey** – VP of Marketing, Andersen Co.