



2025 COUNCIL OUTREACH COMMITTEE PLAN OF OPERATION

Mission:

The mission of Northern Star Scouting Outreach Committee is to provide training, resources, support to build community relationships in an effort to achieve the goals described in the Northern Star Scouting Mission Statement and the Northern Star Scouting Diversity Statement.

In determining our Mission Statement, we relied on two important resources:

1. Cambridge Dictionary definition: **OUTREACH** meaning: 1. **an effort to bring services or information to people where they live or spend** time.
2. The Northern Star Scouting Diversity Statement:

A CULTURE OF DIVERSITY AND INCLUSION

The Northern Star Council, Boy Scouts of America, fosters a culture of diversity and inclusion that makes it enriching to participate, volunteer and work in the Scouting program. We invite all people to get involved in Scouting, mindful of the importance of race, ethnicity, gender, sexual orientation, age, socio-economic status, religion, physical ability, and political belief. We create a positive and welcoming environment for all, valuing backgrounds and experiences that will grow and strengthen our movement and continue to make us a valued contributor to the communities we serve.

2025 Committee objectives and goals

Primary Objectives

- Continue to build a diverse committee.
- Update our web page.
- Focus our efforts on goals that are aligned with NSS Strategic Plan goals 5a and 5c.
- Have a presence at least 3 cultural events/activities in the communities we serve.
- Continue to provide classes at University of Scouting.
- Continue to have classes at College of Commissioner Service.
- The Outreach Committee has been using the current NSS Diversity Statement as our Mission Statement. A goal for this year is to continue to review what we are currently using as our current Mission Statement and edit or replace it if we determine the need to do so.



Northern Star Scouting

- The committee did review this in 2023, and the new Mission Statement, above, has been created.
- Create a Welcome to Scouting booklet that will have an FAQ section for unit leaders to help with Outreach and provide D, E, I & B info and resources.
- Work with all other Council Committees and the Council Commissioner Corps on goals for 2025 in areas of Outreach and Diversity.
 - The Outreach Committee did provide committee members to other Council Committees and the Commissioner Corps in 2025. They acted as liaisons between the committees, facilitated D, E, I & B collaborations and understandings.
- Continue to provide Outreach and Diversity, Equity, Inclusion & Belonging trainings at University of Scouting events. Provide a forum for Scout leaders to help them with specific concerns, questions, issues, etc. at these University of Scouting events.
- Submit recommendations for D, E, I & B policies/guiding principles.

Secondary Objectives

- Review and update as needed our Resource Guide, content and delivery.
- Continue to provide Diversity, Equity, Inclusion & B trainings at College of Commissioner Service.
- Continue to promote, support, and continue the updating of the *Northern Star Scouting Diversity Awards*.
- Promote and support *Citizenship in Society*, *American Cultures* and *Disabilities Awareness* merit badges.
- Promote the national on-line D, E & I training course.
- Provide a list of other organizations that connect cultures, heritages, ethnicities, organizations specializing in D, E & I, etc.
- Identify other organizations that we can partner with and deliver Northern Star programs.
- Increase the size and diversify the make-up of our Outreach Committee.



Committee action plan to meet objectives and goals.

- Conduct monthly meetings to review goals.
- Outreach Committee members will take on specific goals with established timelines.
- The Outreach Committee is creating a report card / dashboard.
- Identify other organizations that we can partner with and deliver Northern Star programs.
- Increase the size and diversify the make-up of our Outreach Committee.
- Each committee member will work to build a bridge with an outside organization to advance Scouting programs or another NSS council committee or activities.
- Continue to provide Outreach Committee members to other committees to act as liaisons for Outreach.

SUPPORT OF UNITS, VOLUNTEERS AND YOUTH

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

- By providing training, resources and liaisons needed for other committees and units to overcome any barriers and achieve success.

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

- By having a presence at community cultural events to promote Scouting.
- By offering classes at University of Scouting and College of Commissioner Service to help youth and leaders overcome any issues / barriers in recruiting / retention.

What are the committee's plans to increase the diversity of the committee members?

- Actively seeking to identify and recruit people of color and other faith and cultures to become members of our committee.

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

- Use a basic traffic light metric (Red-Yellow-Green) on each of the 2025 objectives.
- The goal is to achieve all Green.

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

- Activities, Camping, Commissioners, Communications, Marketing, Membership, Special Needs and Disabilities.



COMMITTEE FUNCTIONS

Annual activities/events of this committee:

- University of Scouting
- College of Commissioner Service,
- Various community cultural events as we identify them.

Intermittent/new activities: (Assign committee members and research tasks)

Event, committee meetings, and sub-committee meetings needed:

- Monthly committee meetings, other meetings as needed.

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

Objectives:

- Utilize Navigator, Highlights, Facebook, NSS website.

Communications volunteer(s) - who helps with the communication plan:

- Our Outreach Committee liaison to the Communication Committee, currently Scott Stone.

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

- Council Highlights, Navigator articles, Posts on our web page, Facebook.



COMMITTEE MEMBERS

Chair: Eric Sit

Vice Chair(s):

Committee members:

- Colleen Baltutis
- Jerry Carter
- Renee Estrella-Wells
- Dave Holt
- Gretchen Keppel
- Nira Rajan
- Scott Stone
- Rachel Thiemann.

Sub-Committee Members:

Staff Advisor: Bob Thielen

Position Descriptions:

Committee Member:

- Position concept: Be a member of a team that works to support the concepts of D, E, I & B in Northern Star Scouting.
 1. Committee member's responsibilities: Complete the national D, E, I & B on-line training.
 2. Provide leadership to one or more projects of the Outreach Committee
 3. Be a bridge to at least one new organization that we are working to partner with.
 4. Each committee member will work to build a bridge with an outside organization to advance Scouting programs.

Committee member's estimated time commitment: 2-8 hours per month.

Committee members organizational relationship to Committee Chair and Staff Advisor:

- Apply and follow the Scout Oath and Law.



Committee Chair:

- Position concept: Represent the committee as needed in Board of Director meetings, President's Cabinet meetings, and Council Coordinated Committee meetings.
- Chair responsibilities:
 1. Chair monthly Outreach Committee and work with staff adviser to develop meeting agendas.
 2. Provide leadership to committee members.
 3. Provide leadership in achieving our goals.
 4. Represent the Outreach Committee as needed at Board of Director meetings, President's Cabinet meetings, CCC meetings, University of Scouting events, etc.
- Chair's estimated time commitment:
 1. 4-8 hours per month for Committee work.
 2. Additional time for Board of Director meetings, CCC meetings, President's Cabinet meetings, University of Scouting, College of Commissioner Science, etc.
- Chair's organizational relationship to Council Volunteer(s) and Staff Advisor:
 - Follow the Scout Oath and Law in working relationship inside and outside of the committee.

CALENDAR DATES

Printed in the Council Calendar

Committee Meetings:

Fourth Tuesday of the month (except for November and December), from 5:30 – 6:30 pm via TEAMS

Activities/Events:

Have a presence at:

- James J. Hill Days,
- Twin Cities West Metro Asian Fair,
- Lake Phalen Dragon Boat Festival.
- Offer classes at University of Scouting and
- Offer a class at College of Commissioner Service.

Other:



Return Calendar Dates to:

Director of Marketing and Communications by **January 15, 2025**
Outreach Committee meetings 5:30 – 6:30 pm via TEAMS:

2025

January 28
February 25
March 25
April 22
May 27
June 24
July 22
August 26
September 23
October 28
November 18
December 16

2026

January 27
February 24
March 24
April 28
May 26
June 23
July 28
August 25
September 22
October 27
November 17
December 15

Return Entire Council Committee Plan of Operation to:

Deputy Scout Executive by **February 1, 2025**