## BSA 2011 - 2015 Strategy Map

Vision: In Scouting's second century, we are building the leaders of tomorrow. Scouting's dynamic & engaging journey beckons to America's young people. Our exciting programs & outdoor adventures inspire lives of leadership, character & service. Relevant & adaptive, we are a trusted advocate for youth. Our adult volunteers & employees are widely admired for their leadership excellence. The Boy Scouts of America is strong & financially secure. True to our mission, Scouting reflects our nation in its ethnic diversity & shapes our nation by developing responsible citizens.

PROGRAMS AND SERVICES

ORGANIZATIONAL MANAGEMENT

### Impact & Participation

Retain membership

Increase diversity market share

Increase

impact

Membership growth

Council/Unit tools & metrics

# Dynamic & Relevant Program

Match youth wants & needs

Premier outdoor provider & educator

Train & engage Council volunteers

Youth leadership <u>dev</u>elopment

#### Youth Advocacy & Strategic Relationships

Youth issues advocate leader

Health & fitness advocate

Council enhance relationships

Leadership position as advocate

Establish strategic relationships with gov't agencies

# Innovation & Technology



Provide innovative technology tools & resources

Use innovation to stay market-focused & relevant

#### **Building Our Brand**

"Cool" with youth Recognized & valued brand Positioned as trusted youth advocate



#### Resources & Finances

Financially secure at all levels

Revenue growth AND operating cost containment

Highest standards of stewardship, governance. & transparency



## Leadership Excellence & Culture

National, regional, and council executive boards model leadership excellence

Attract, recruit, develop, reward, & retain talented professionals & volunteers

Embrace a corporate culture to become relevant & adaptive

TALENT MANAGEMENT

STRATEGIC FOUNDATION

ANAGEMENT

### Mission

The mission of the Boy Scouts of America is to prepare young people to make ethical and moral choices over their lifetimes by instilling in them the values of the Scout Oath and Law.

### Strategy

To grow to serving 3.3 million youth in 2015 by enhancing our council growth (in a franchise-type model) through dynamic & relevant programs, building our brand, & advocating for youth through strategic relationships.

## Values

Trustworthy, Loyal, Helpful, Friendly, Courteous, Kind, Obedient, Cheerful, Thrify, Brave, Clean, & Reverent



## Council Strategy Map

#### **Council Vision**

