

# Dan Beard Council Strategic Plan

Written by Mike Swofford

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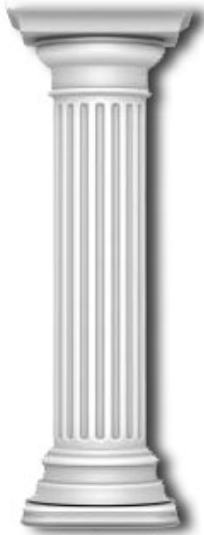
Scouting is stronger than ever in the Dan Beard Council. To ensure the growth and strong future of the Scouting program in the Greater Cincinnati area, the Board of Directors is developing a new Strategic Plan.

Much like the last strategic plan provided the roadmap towards growth in membership, stronger community connections, and new methods of supporting volunteers through the construction of the Scout Achievement Center, our next strategic plan will define the success and achievements for the next few years.

The development of the plan is an all-in process. The board has requested that volunteers on all levels contribute their input on our strategies of the future. We invite you to review the draft of the four pillars and eight strategies below and then provide your feedback! Together, we will create a strategic plan that will speak with one voice -- the voice of the Dan Beard Council.

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## Pillars and Strategies



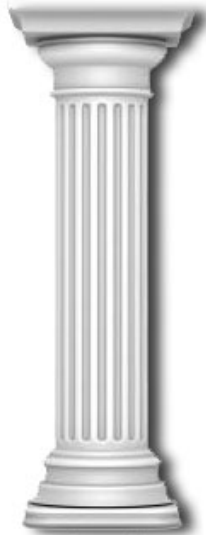
# MISSION

## Traditional Membership Growth

The successful recruitment of youth is a crucial part of the Scouting program in the Dan Beard Council. The ability to retain the youth and the Scouting unit in our program is of the utmost importance.

### Stronger Units

We will continue helping to build stronger traditional units, as defined by the Journey to Excellence scores, by providing valuable service to our units and chartered organizations.



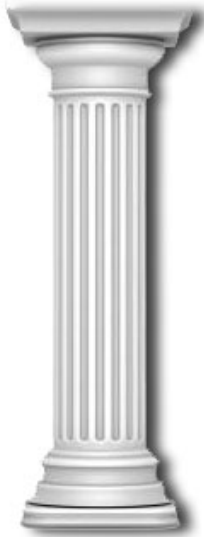
# **VISION**

## **Outdoor Program Operations**

The Council must build upon its long history of providing excellent outdoor programs from first class facilities by positioning its properties and designing programs to address the evolving desires and needs of each generation of Scouts.

## **Improved Results in Outreach**

The development of a strong working Outreach Committee, with outside community organizations, and volunteers that will support the development of improved results within outreach programs. The re-establishment of aims and objectives of Scouting will be delivered through these programs. The outcomes will result in quality programs in locations where Scouting is least likely to succeed.



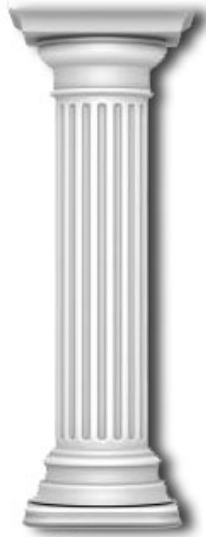
# **HUMAN RESOURCES**

## **Succession Planning, Council and District Operations**

All districts, no matter their size, carry out the same standard functions. The method of organizing is flexible and must be adapted to the needs and characteristics of the communities in which the Districts and the Council support. Volunteer recruitment and succession planning are essential to the growth of the Council.

### **Staff Development and Retention**

The ability to develop and retain a high quality staff is critical to the success of Dan Beard Council. Staffing in all departments, administration, field operations, development and support operations are of equal importance to quality growth and sustainability. The outcome measure should be the achievement of the Council mission, vision, and total financial development objectives.



# TOTAL FINANCIAL DEVELOPMENT

## **Major Gifts Development: Operating, Capital, and Endowment**

The Dan Beard Council is financially secure due to robust and sustainable funding models that address the current and future needs of the operating, capital, and endowment funds. The Council identified and accesses additional diverse and sustainable sources of funds to avoid overreliance on unpredictable funding streams. A major gifts emphasis is developed and implemented so that funding is not a barrier to providing programs that fulfill our mission.

## **Sound Stewardship**

The effective, responsible, and thrifty use of the Council's financial resources is imperative for the future success of the Scouting program. As the council is currently in a strong financial position, it is timely to strategically position the operating, capital, and endowment funds to be wisely invested and providing the best long-term return to the Council.

## Guiding Principles

While the pillars and strategies provide goals and result measurements, the Guiding Principles overlap across all strategies and become the compass for the types of results that should be measured.

**Quality Program**

**Best Facilities**

**Community Awareness**

**Delivery Systems**

**Community Impact**

**Best Practices**

**Leadership Development**

**Core Values**

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## Give Your Feedback!

Feedback from volunteers like you is essential for the council's strategic planning process. There are many ways to have your voice heard.

Throughout September and October, members of the council management team will be visiting district roundtable meetings and leading a briefing and discussion on the draft of the plan. This is a great time to ask questions and share your thoughts directly with those that are working towards the final evolution of the plan.

You can also send an email to [strategicplan@danbeard.org](mailto:strategicplan@danbeard.org) to share your comments. All messages received will be collected and considered for inclusion in the final plan to be approved by the council board of directors.

Thank you for taking an interest in the future of the Dan Beard Council, the Scouting movement, and the Scouts. Together, we will ensure the devliery of a quality program to tomorrow's Scouts.

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