

2019 STRATEGIC PLAN

MISSION:

Prepare young people to make ethical and moral choices over their lifetimes by instilling in them the values of the Scout Oath and Law.

VISION:

The Orange County Council, Boy Scouts of America prepares every eligible youth in Orange County to become a responsible, participating citizen and leader who is guided by the Scout Oath and Law.

STAKEHOLDER COMMITMENTS

- Scout Oath and Law
- Membership Standards
- Chartered Partner Concept
- Advancement Guidelines
- Good Financial Stewardship
- Youth Protection Guidelines

STRATEGIC BETS

- Parents want to instill lifelong values and leadership skills in their children and give them a competitive edge
- Both strong faith-based and non-faith-based charter partners are both critical to our success
- Parents want opportunities to engage in events and activities with their entire family
- Alignment with education will increase our market penetration
- Competent trained leaders and getting kids outdoors is vital to our success

STRATEGIC ASSETS

- Eagle Scout “brand”
- Trained leaders committed to quality Scouting program delivery
- Best positive youth development and leadership program in the country
- Alignment with Chartered Partners
- Irvine Ranch Outdoor Education Center
- Newport Sea Base

STRATEGIC OBJECTIVES

We Share Why: We share why scouting is important. We form new relationships and reengage old ones. We use messages and channels tailored to the audience. We seek community engagement.

Collaborative Chartered Partnerships: We have strong faith-based and non-faith-based chartered partnerships with the full family of units.

We Engage the Community: We enlist the support of the community for Scouting and our programs as donors, advocates and volunteers.

Dynamic Unit Leaders: Our District Executives and Commissioners have strong relationships with unit leaders and provide the support that they need.

Active Family Involvement: Our events, trainings, meetings, and activities engage the entire family, including girls. We offer diverse programs that attract a full range of skill levels from both adult leaders and youth.

2019 STRATEGIC OUTCOMES

- Fully integrate girls into Scouting.
- Create positive and impactful Public Relation efforts.
- Build a \$25 million endowment.
- Improve leadership diversity at the district and council levels.