

**ALLOHAK COUNCIL #618 LONG RANGE PLAN  
DECEMBER, 2007**

**QUALITY PROGRAM:**

**A. Increase Market Share**

- Recruit, train and support a qualified Council Marketing Committee whose mission it is to develop strategies and tactical plans to recruit more Cub Scouts, Boy Scouts and Venture Units and Scouts

- Develop and implement a Council Marketing Plan which
  - Improves the image of Scouting by emphasizing the end results of our values based program
  - Communicates effectively with our communities, parents and potential chartering partners

**RESPONSIBILITY OF V.P. OF ADMINISTRATION THROUGH  
A MARKETING SUBCOMMITTEE TO BE FORMED**

- Develop a subcommittee of new unit organizers to assist unit serving professionals in penetration of unserved or under served areas of the council through development of new unit sponsors and new units

**RESPONSIBILITY OF V.P. OF SCOUT REACH**

- Develop and implement results driven recruitment events to:
  - Increase Cub Scouts by a minimum of 650 net Scouts in first 3 years of 5 year plan
  - Increase Boy Scouts by a minimum of 450 net Scouts in 5 years
  - Increase Venture Scouts by a minimum of 150 net Scouts in 5 years

**RESPONSIBILITY OF V.P. MEMBERSHIP**

- Integrate efforts of Marketing Committee with other key Council Committees to promote retention and recruitment
- Develop a Scout Reach program which uses scholarships to fund membership, advancement, camping and which penetrates the disadvantaged and available youth in rural as well as urban areas of our Council

**B. Recruit, train and support a qualified Council Camping Committee to develop and implement a plan to improve the quality of program experiences of Scouts by:**

- Seeking input from Scouts, parents, and unit leaders of their best camping experiences
- Monthly outdoor camping, hiking, biking and canoeing experiences
  - Recruit and utilize the Order of the Arrow to develop, publish, distribute and regularly update a camping guide which
    - Partners with State and Federal forests, trail and parks as potential nearby outdoor activities
    - Identifies sites for age appropriate activities
    - Promotes and encourages parent and family participation
    - Considers and publishes accurate information with regard

accessibility and costs

#### RESPONSIBILITY OF V.P. CAMPING

- Development of a COPE course or courses accessible to Council units

#### RESPONSIBILITY OF V.P. OF ADMINISTRATION AND DIRECTOR OF OPERATIONS

- Improvement of staffing and programming at the Council's summer camps emphasizing service to the camper and camper's leaders
- Development of a Cub Scout summer camp program (Day camp, Cub Adventure Weekend, Klondike) and a high adventure base camp at Camp Mahonegon

#### RESPONSIBILITY OF V.P.'S OF PROGRAM AND CAMPING

- Implementation of regular community based service activities and projects to fulfill the Scout promise to "Do a good turn daily."
- Utilize training, advertising and regular Courts of Honor to promote advancement and recognition of advancement at the local, District and Council levels

#### RESPONSIBILITY OF V.P.'S OF PROGRAM, ADMINISTRATION, AND ADVANCEMENT USING MARKETING SUBCOMMITTEE AND/OR OTHER SUBCOMMITTEES

- C. The **Scout Service Center** is presently meeting the needs of the unit leaders. However, with expected growth of the Council and considering its geographic breadth, a committee must begin study of a long range plan to sell our existing facility and to build a new facility in a more central location

#### FISCAL SOUNDNESS:

- A. Recruit, train and support a qualified **Council Finance Committee** to develop and implement the strategies to meet the Council's financial needs and goals
- Increase Council income to meet the goals of the long range plan
  - Retain and oversee the services of a professional fund raiser (contract employee or professional staff member) to:
    - Develop and use local leadership in the promotion, management, and carrying out of FOS dinners
    - Seek new grant funding sources to offset the costs of our program delivery and facility maintenance expenses
    - Significantly increase our endowment fund assets (100% by the end of the 5 year plan)
    - Develop and implement new council fund raising activities
    - Target and Develop sources of financial support for scouting throughout each District
- B. Prepare, publish, distribute and periodically revise a "**Fund Raising Guide**" of and provide training on approved fund raising opportunities for units to use in raising funds for their local operations, advancement, courts of honor, publicity, and camping needs
- C. Create an **Eagle Scout Alumni Association** and use it as a resource for:
- Promotion of Scouting

- Fund raising (Source and Promotion)
  - D. Develop and submit for Board consideration a capital fund raising plan to provide for repair and replacement of camp facilities, including the pool at Camp Katooga, and a new Scout Service Center, all within the next decade
  - E. Recruit an active Endowment and Investment Committee
- RESPONSIBILITY OF V.P. OF FINANCE USING SUBCOMMITTEES
- F. **Camping and Facilities Committee** should be a permanent committee of the Board with responsibility for:
    - Development of use plans for the facilities
    - Development and implementation of maintenance and replacement plans
    - Development and implementation of long range plans for the management of our natural resources located on and within our camp grounds
- RESPONSIBILITY OF V.P. OPERATIONS

## **VOLUNTEERS**

- A. Effectively utilize the District Executives and the Commissioners to recruit, train and counsel more volunteer leaders at all levels within the Council to provide a quality scouting experience
    - Council Scout Executive in cooperation with the Council President and Executive Board, to prepare and submit for consideration a realignment of the Council Board to meet the goals of the long range plan and needs of Allohak Council
    - Initiate a refresher training course for all unit leaders and other volunteers (including Board Members) within the next 12 months
    - Distribute and explain the long range plan to every unit leader at a District Round Table meeting within 60 days of adoption

UNDER OVERSIGHT BY COUNCIL SCOUT EXECUTIVE,  
RESPONSIBILITY FOR IMPLEMENTATION TO V.P.'S OF  
ADMINISTRATION, PROGRAMING (TRAINING), AND DISTRICT  
OPERATIONS

    - Utilize District Commissioners and District Executives to develop associations between Cub Packs and nearby Boy Scout Troops to facilitate transition from Cub Scouting into Boy Scouting (Retention, Retention, Retention!)

UNDER OVERSIGHT OF EXECUTIVE VICE PRESIDENT  
RESPONSIBILITY FOR IMPLEMENTATION TO V.P.'S OF  
OPERATIONS, ADMINISTRATION, MEMBERSHIP AND THE  
COUNCIL COMMISSIONERS
  - B. Recruit, develop, train and maintain a fully functioning "Key-3" in every District
  - C. Promote Council Board members and other key volunteers visitation, observation, and exchange ideas with local and district leaders through Court's of Honor, unit meetings and district round table meetings
- RESPONSIBILITY TO V.P. OPERATIONS
- D. Create a Standing Nominating Committee to fill vacancies
- RESPONSIBILITY OF COUNCIL PRESIDENT TO APPOINT

## **CHARTERED ORGANIZATIONS:**

- A. Strengthen current relationships with existing chartered organizations (Retention!)
- B. Identify, target and develop new unit growth potential  
RESPONSIBILITY TO V.P. MEMBERSHIP AND DISTRICT EXECUTIVES
- C. Create a speakers bureau made up of volunteers who are Eagle Scouts (Eagle Scout Alumni) or who have unique and special scouting experiences to share with parents and youth  
RESPONSIBILITY TO V.P. ADMINISTRATION
- D. Provide new unit skills training  
RESPONSIBILITY TO V.P. PROGRAM (TRAINING )
- E. Create a list of potential sponsoring organizations and contact persons at each for use by any group interested in forming a pack or troop  
RESPONSIBILITY TO V.P. MEMBERSHIP
- F. Support a positive Scouting experience for special needs youth  
RESPONSIBILITY TO V.P. SCOUT REACH

#### PROFESSIONAL STAFF

- A. Council Scout Executive to provide the Council President and Executive Board with a proposed and revised Council Professional Staff Management Flow Chart within 3 months of adoption of the long range plan
- B. Increase the number of youth serving executives by two as soon as economically possible
- C. Retain the youth serving District professionals we now have and adhere to the Boy Scouts' legal, compensation and benefits standards with respect to performance review, advancement and compensation packages
- D. Encourage District professionals to work with more district volunteers to promote more and better units to serve more available youth  
RESPONSIBILITY TO EXECUTIVE VICE PRESIDENT