

Foundation

Our 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.

Our Core Values

The Scout Oath
On my honor I will do my best
To do my duty to God and my country
and to obey the Scout Law;
To help other people at all times;
To keep myself physically strong;
mentally awake, and morally straight.

The Scout Law
A Scout is:

- Trustworthy
- Loyal
- Helpful
- Friendly
- Courteous
- Kind
- Obedient
- Cheerful
- Thrifty
- Brave
- Clean
- Reverent

The Scout Motto: "Be Prepared"
The Scout Slogan: "Do a Good Turn Daily"

Executive Summary

What we do best

Our Council has leaders, staff and volunteers dedicated to achieving the Mission of the BSA. Our outstanding programs, leaders (adult and youth) and camps enable us to retain youth above the national average. Our Strategic Plan builds off our strengths to grow – new units, increase unit sizes, and enhancing program offerings to most effectively serve our volunteers and youth to achieve the Mission of the BSA.

Core Objectives and Strategic Goals

Membership & Program

1 Sustainable Membership Growth

- 1.1 Organize a net of 4 new traditional and Exploring units per year.
- 1.2 Develop and implement STEM/STEAM focused programs to prepare youth in CCC to be leaders ready for the challenges of the 21st Century. This effort will add 500 members in the next 5 years.
- 1.3 Increase total youth served by a fixed % youth per year, starting with 3.5% rising to 5% by 2021.

2 Relevant Quality Programs to Connect with our Youth

- 2.1 Establish programs to prepare youth for the 21st Century
 - A. In 2016 conduct a STEM/Innovation pilot program.
 - B. In 2017 develop a PARC activity program.
 - C. In 2017 expand our STEM/Innovation pilot program to our units.
 - D. In 2018 achieve an operational PARC activity program.
- 2.2 Increase adult training opportunities (location, format, dates).
- 2.3 Create a Family Camping Program.
- 2.4 For each Program Committee (except Jamboree Committee), establish and sustain one program that supports youth and adult membership and another that utilizes PARC.

PARC

3 Fund and develop PARC to deliver Scouting for the 21st Century

- 3.1 Complete the capital campaign to develop PARC by 2017.
- 3.2 Fund the PARC Endowment by \$1M by 2021 to enable PARC to be self-sustaining. Seed money to begin in 2018 with sale of existing property.

Fiscal Management

4 Financial Stability to Support Membership Growth

- 4.1 Develop three new Operating Fund revenue streams totaling \$100K annually by 2021.
- 4.2 Continue to make improvements and expand our camps and the PARC Property.
- 4.3 Fund STEM initiatives by \$650K by 2021.
- 4.4 Increase our net Friends of Scouting proceeds by 5% on an annual basis.

Leadership and Governance

5 Leadership Depth, Diversity, Quality

- 5.1 By the end of fiscal 2016, conduct an assessment and implement recommendations to define the organization and staffing structure for the council to achieve its growth and development objectives.
- 5.2 Establish a formal Marketing and Communications Committee and formal marketing plan by September 2017.
- 5.3 Provide a trained active Unit Commissioner for every 3 units.

Implementation

How we make strategy a habit

Financial and Manpower Requirements

The financial and manpower requirements will be provided once all Committees have been established and activities have been submitted. Final financial and manpower resources will be subject to Executive Board approval.

Key Performance Indicators

How we measure success

| Measure | Target |
|--|-----------|
| • Total number of net new units by 12/31/17 | 4 |
| • Total number of new youth in Exploring & Venturing units based on STEM by 12/31/17 | 150 |
| • Total net increase in youth in traditional Scouting as of 12/31/17 | 3.5% |
| • % direct contact leaders fully trained within one year of taking the position | 90% |
| • Number of family camping weekends each fiscal year | 2 |
| • Meet total capital commitments of \$5.2M by 12/31/17 | \$5.2 M |
| • Total funds added to the PARC endowment by 12/31/17 | \$200,000 |
| • Total amount of operating fund revenue generated during the fiscal year | \$20,000 |
| • Existence of a formal annual camping/property maintenance and capital plan | 1 |
| • Total amount of STEM funding including cash and contribution in kind in each FY | \$150,000 |
| • FOS proceeds for current fiscal year compared to previous fiscal year | 5% |
| • Completion of recommendations of assessment report | 100% |
| • Formation of marketing and communications committee | 100% |
| • Number of active unit commissioners | 57 |

Vision

What our Council will look like

Scouting of Chester County Council:

- Represents Scouting for the 21st Century;
- Offers young people responsible fun and outdoor adventure;
- Instills in young people lifetime values and develop in them ethical character as expressed in the Scout Oath and Law;
- Trains young people in citizenship, service and leadership;
- Serves our communities and families with its quality, values based program.