



BOY SCOUTS OF AMERICA®
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2017-2021 Strategic Map Objectives Old North State Council, Boy Scouts of America

Objective #1: Grow your family through Scouting

- Driven by strategies to serve the future membership of the Boy Scouts of America
- Primary Ownership of this objective: Council and District Membership Committees
- Annual operating plan metrics (3): Total Youth Membership, New Members Recruited annually, Youth Retention

Objective #2: Dynamic programs that develop character and life skills

- Driven by strategies to support quality unit-level programs in traditional Scouting as well as STEM and Career Exploring- our Learning for Life subsidiary programs
- Primary Ownership of this objective: Council and District-level Program teams and Commissioner teams
- Annual operating plan metrics (5): Cub Scout Advancement, Boy Scout Advancement, percentage of Trained Adult Leaders, Unit Retention, Unit visits/contacts by Commissioners

Objective #3: Life-changing outdoor experiences

- Driven by strategies to deliver consistent, quality outdoor programs at District and Council-level
- Primary Ownership of this objective: Council and District-level Camping Committees & Council Camping Program/Facilities (i.e. Camps Cherokee and Woodfield) Committee
- Annual operating plan metrics (2): Cub Scout Camping and Boy Scout Camping

Objective #4: Own our message: Share the Scouting story

- Driven by strategies to share the Scouting story (i.e. Scouting in action through local media, first-hand accounts from our members posted in blogs, videos)
- Primary Ownership of this objective: Presently, the Scout Executive and Council President. A Council VP of Marketing and a Committee to be recruited.
- Annual operating plan metrics (2): Community Impact (market share) and Community Service

Objective #5: Financial and Leadership Integrity

- Driven by strategies for a sustainable financial plan and business decisions that follow the Scout Oath and Law
- Efficient and disciplined focus on operational priorities and elimination of waste and distractions (Lean)
- Primary Ownership of this objective: Council Executive Board. Support from District Committees, Finance teams
- Annual operating plan metrics (6): Fiscal Management, Fundraising, Endowment, Youth-Serving Executives (ratio of staff to Total Available Youth (TAY) in our Council), Council Board Leadership, District Committee Leadership