



BOY SCOUTS
OF AMERICA®

SIMON KENTON COUNCIL

**SIMON KENTON COUNCIL
BOY SCOUTS OF AMERICA
Strategic Plan
2017 – 2021**

MISSION STATEMENT

It is the mission of the Boy Scouts of America 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.

VISION STATEMENT

The Simon Kenton Council is, and will continue to be, recognized as a premier youth development organization. A trusted community partner, the council is looked to as the leader in teaching young people about leadership, citizenship, character and fitness utilizing Scouting’s “classroom in the woods” delivery model. Its programs and facilities are viewed as best in class and widely recognized as relevant and important for young people from diverse cultural and economic backgrounds.

Overall Goal

Serve more children in the community with an enhanced Scouting experience.

Guiding Principles

In the Imperatives and Initiatives identified below, the following serve as our guiding principles.

- Enhance the experience of our Scouts and families
- Value Scouting's volunteer leaders and make it easier and more rewarding to participate
- Improve Scouting's standing and visibility in the community
- Strengthen our use of the BSA brand to enhance internal and external perceptions of Scouting

The Council will approach its work to accomplish these critical tasks with these ideals in mind throughout the process, without compromising key operational elements not specifically addressed in this plan.

*IMPERATIVE #1 ~ Improve, Grow and Diversify Programs
and Membership*

INITIATIVES

- A. Increase membership in all programs**
- B. Increase the number of minority youth served in the Council**
- C. Elevate communication efforts to better inform and involve our volunteers and families**
- D. Address organizational support to foster an improved environment to grow**
- E. Be recognized as a leading nonprofit in the community for STEM educational programs**
- F. Grow attendance at each summer camp by 2021**
- G. Continue to roll out and support kindergarten-aged Lion Program**
- H. Increase the number of youth experiencing our “classroom in the woods” camp environment**
- I. Increase the number of youth participating in Exploring and Exploring Clubs**

*IMPERATIVE #2 ~ Complete Priority Facility Improvements
To Meet The Needs of Programs and Increase Capacity*

INITIATIVES

- A. Raise \$1.5 Million as part of Major Gifts Campaign to meet phase 1 needs at each camp facility by 2019**
- B. Establish a Council-level properties committee comprised of construction industry professionals**
- C. Resource Stewardship**

*IMPERATIVE #3 ~ Expand the Financial Support for the
Simon Kenton Council*

INITIATIVES

- A. Increase direct revenue support**
- B. Develop a blueprint and criteria for managing Council fiscal resources**
- C. Achieve a \$6.5-million major gifts initiative goal to address needs in facilities, ScoutReach and endowment support**