Members & Partners

"What member needs must we serve?"

Financial

"To satisfy our members and partners, what financial objectives must we accomplish?"

Process

"To satisfy our members and partners, in which internal business processes must we excel?"

People and Technology

"To achieve our goals, what human resources and technologies must we leverage?"

Key:

Vision Statement

Strategic Objective

(MP) "We Deliver Life Changing Experiences for our Members."

(F) "We are financially healthy."

F6: Increase Revenue JTE 2 - Fundraising: Increase council – generated net contributions in the Operating Fund

JTE 3 - Endowment: Add new permanent gifts while increasing ability to support operations

(P) "Our Units have FUN Programs with positive outcomes."

P2: Enhance Youth Recruiting

JTE 4 - Community Impact: Increase market share in traditional, Exploring, LFL and STEM Scouts

> JTE 5 - Membership/youth growth: Increase # of registered youth

P3: Timely, Relevant and Effective Communications

Increase engagement through social media and digital platforms

P4: Provide Great Member Care

JTE 14 – Unit contacts: Increase % of units that have 6 total assessments P5: Provide relevant programs including camping and community service opportunities that connect with youth of today

JTE 13 - Unit retention

JTE 7, 8 – Advancement

JTE 9, 10 - Camping

JTE 11 - Community Service

(PT) "Through selection and training, we have effective leaders."

PT1: Develop Capable, Competent and Diverse Leadership JTE 17 - District leadership: Increase the # of volunteers serving on district committees JTE 18 - Unit leadership: Increase the # of direct contact leaders who are trained

Journey to Excellence Metric