

STRATEGIC PLAN
YELLOW RIVER DISTRICT

The Yellow River Strategic Plan seeks to identify key elements for directing the efforts of the leadership team as it works to provide a quality program to the scouting community in Rockdale and Newton Counties.

During a series of meetings and following discussions with the District Committee, four components were identified and were given preliminary approval for inclusion in the plan. The following is a summary of these key components.

1. Retention. Improve Webelos retention rates within the District as these scouts cross over to Boy Scouts. The following strategies shall be considered:
 - a. Review what troops and packs are currently doing for Crossover. Assess troop and pack associations which may affect Webelos to Boy Scout retention rates.
 - b. Develop a plan to retain Webelos who are preparing to cross-over to insure they are proactively welcomed into a troop and/or are associated/partnered with a troop.
 - c. Implement a training program at the Pack/Troop level with the goal to:
 - i. Develop a cross-over ceremony plan.
 - ii. Implement a program at the Troop level that will include Webelos scouts in a variety of activities leading up to Cross-over.
 - d. Monitor through the District Commission staff to evaluate the programs being used by the various Packs/ Troops on a regular basis.
 - e. Identify key District personnel to assist in developing the plan and monitoring the results.
2. Recruiting. Improve the overall numbers of youths and adults entering the scouting program. This will include the following strategies:
 - a. Enlist the Membership Committee to implement a plan to enlist the assistance of new scout leaders/adults to assist in the planning and implementation of District functions.
 - i. More effectively use the Nominating Committee to assist in identifying people in the Rockdale and Newton County communities who would be willing to work on the District staff to fill positions in the following areas:
 - (1) Membership
 - (2) Retention
 - (3) Marketing
 - (4) Commission Staff

- ii. Tap into National/Council databases (NESA, Council Members at Large, Wood Badge) that may provide information on available candidates who may be willing to serve on the District staff.
 - iii. Discuss opportunities with local service organizations.
 - b. Implement an overall Scout recruiting program that includes such key elements as:
 - i. Reviewing existing recruiting techniques currently used by the Packs/Troops.
 - ii. Implementing a detailed plan for each Pack/Troop in meeting with school personnel to schedule “Scout Nights”, identifying key personnel to conduct recruiting events, developing timetables for plan implementation, and tracking results.
 - iii. Training and using the District Commission staff to track plan development, implementation, and results.
- 3. Marketing. Better communicate the accomplishments of the scouting community to its stakeholders and key groups/organizations with the Rockdale and Newton County communities. Strategies include:
 - a. Enhance the use of the District website to communicate the District scouting message and programs.
 - b. Develop an annual report that will include:
 - i. # of scouts and leaders working with the District scouting program.
 - ii. Retention/recruiting programs
 - iii. # of service hours performed by the scouting community
 - iv. Types of service projects and beneficiaries of such projects. Initial focus may be on the Eagle program.
 - v. Programs and activities being undertaken within the District.
 - vi. Friends of Scouting results
 - c. Provide an annual report to District stakeholders
 - i. Power Point presentations
 - ii. Recruiting nights
 - iii. Friends of Scouting functions
 - iv. Parents of scouts
 - d. Implement a Speakers Bureau and prepare a Power Point presentation for use in updating District stakeholders.
 - i. Review existing presentation and updating
 - ii. Identify key people in the District to present the scouting message.
 - e. Develop a marketing plan at the Pack/Troop level
 - i. Utilize available Council marketing resources
 - ii. Train leadership to document program activities for use in future Power

- Point presentations and the annual report.
 - iii. Encourage Packs/Troops to take a digital camera to all scouting functions and provide photographs to the District webmaster.
 - iv. Monitor marketing program results through the Commission staff.
 - f. Identify key personnel who can help the District in the implementation of its marketing plan.
- 4. Living the Promise: Address the weak links in the Yellow River District Scouting Program.

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