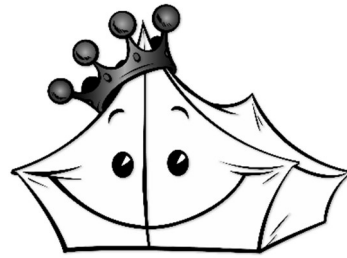


## Vision, Mission, & Value Statements

### Tag Line

*"Where Camping is King"*



### Vision for Success

*Every youth prepared for tomorrow's challenges*

### Council Mission to Achieve Our Vision

*Samoset Council is highly effective at providing accessible & inclusive programs that prepare young people for life through:*

- *Fun, challenging, outdoor experiences*
- *Service to their communities*
- *Leadership, teamwork, and life skills development*
- *Instilling values, self-reliance, and self-confidence*

*Our programs are delivered by the most passionate and highly trained volunteers and professional staff.*

## Samoset Council Strategic Plan

(Adopted November 14, 2018 - updated annually)

### Strategic Plan & Accountability Matrix

<b>Pillar 1. Strengthen Our Units Through Exceptional Service</b>		Pillar Advisor: Rick Radloff, Council Commissioner Staff Support: Janice Watson	
<p><i>Samoset Council exists to serve youth and families. Youth and families receive the greatest benefits of Scouting by participating in quality programs at the unit level. Our top priority is to provide exceptional service to each Scouting unit to assist volunteer leaders in delivering a quality program.</i></p> <p><i>(A Scouting unit is considered a Cub Scout Pack, Boy Scout Troop, Venturing Crew, Exploring Post or STEM Scouts Lab.)</i></p>			
Goals	Measurable Objectives / Timeline		
	2019	2020	2021
<p><b>1.1 Supported by the council, each unit plans and delivers a high-quality annual program including; year-round activities, youth and adult recruitment, timely communication, and budget planning.</b></p> <p>Effectiveness determined by annual unit self-assessment.</p>	Obtain overall average of <b>80%</b> favorable responses.	Maintain <b>80%</b> favorable responses (or an increase from prior year).	
<p><b>1.2 Unit-serving executives (staff) and volunteer commissioners conduct meaningful unit contacts, educational roundtables and effective communication throughout the year.</b></p> <p>Effectiveness determined by year-end survey of unit leaders.</p>	Obtain overall average of <b>80%</b> favorable responses.	Maintain <b>80%</b> favorable responses (or an increase from prior year).	

<b>Pillar 2. Deliver High Quality &amp; High Value Program</b>	Pillar Advisor: Thad Brockman, VP-Program Staff Support: Scott Domino
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*To supplement and enhance the quality programs at the unit level, Samoset Council will mobilize its resources to carryout programs and activities for the benefit of youth and their families. Council programs will focus on building stronger unit-level programs, resulting in fun challenging outdoor experiences that instill values, self-reliance and self-confidence.*

Goals	Measurable Objectives / Timeline		
	2019	2020	2021
<b>2.1 Supplement unit level programming with high quality outdoor programs and activities at the council level including: summer camps, camporees, day camps, STEM camps, service projects, etc.</b>	<ul style="list-style-type: none"> <li>Continue implementation of annual activities under the new council operations model, ensuring activities are meeting needs of units throughout Samoset Council.</li> <li>35% CS attend resident camp.</li> <li>Develop plan to meet year-round camping needs of Webelos.</li> </ul>	<ul style="list-style-type: none"> <li>Increase Cub Scout camping opportunities and participation by 2%.</li> <li>Begin implementation of Webelos camping plan.</li> <li>Increase STEM Day Camp attendance by 5% annually.</li> </ul>	<ul style="list-style-type: none"> <li>45% CS attend resident camp.</li> </ul>
Council activity calendars are maintained on an ongoing basis with event dates set at least 18 months out. Events are well planned and executed, with details published at least 90 days prior to the event.			
<b>2.2 Working with commissioners, increase the percentage of Cub Scouts and Boy Scouts earning rank advancements.</b>	<ul style="list-style-type: none"> <li>At least 75% of Cub Scouts advance in rank.</li> <li>At least 55% of Boy Scouts advance one rank over the year.</li> <li>Host two Cub-O-Rama events.</li> </ul>	<ul style="list-style-type: none"> <li>Host monthly merit badge opportunities throughout the council with an emphasis on those required for Eagle.</li> <li>Develop and implement 'program helps' for Scout to First Class to enable units to run successful 1<sup>st</sup> year Scout programs.</li> </ul>	<ul style="list-style-type: none"> <li>Refine monthly merit badge opportunities based research and feedback.</li> </ul>

**Pillar 3. Develop Leaders at All Levels of the Council**

Pillar Advisor: \_\_\_\_\_ VP-Leadership Development  
 Staff Support: Scott Domino, Dan Schmit

*The highest quality programs require the most passionate and highly trained volunteers, youth leaders and staff. We will provide ongoing leadership development opportunities for volunteers, youth leaders and staff through basic training, advanced training and supplemental training. This includes development of leadership, teamwork and life skills in the youth that we serve.*

Goals	Measurable Objectives / Timeline		
	2019	2020	2021
<b>3.1 Volunteers and Staff of the Samoset Council will receive basic training for their position.</b>	<ul style="list-style-type: none"> <li>• 100% of staff receive basic training for their position.</li> <li>• 70% of direct contact leaders are basic leader trained.</li> <li>• Develop a plan to implement required basic leader training.</li> </ul>	<ul style="list-style-type: none"> <li>• 100% of staff receive basic training for their position.</li> <li>• 80% of direct contact leaders are basic leader trained.</li> <li>• Develop timeline for implementing basic training requirement plan.</li> </ul>	<ul style="list-style-type: none"> <li>• 100% of staff receive basic training for their position.</li> <li>• 90% of direct contact leaders are basic leader trained.</li> <li>• Begin implementing requirement for basic leader training.</li> </ul>
<b>3.2 Develop and execute a succession plan for staff and volunteers at all levels of Samoset Council.</b>	<ul style="list-style-type: none"> <li>• Establish a year-round nominating committee.</li> <li>• Establish task-force to study which units do the best job of volunteer succession planning.</li> </ul>	<ul style="list-style-type: none"> <li>• Establish a council plan to improve succession planning at all levels.</li> </ul>	<ul style="list-style-type: none"> <li>• Implement council plan to improve succession planning at all levels.</li> </ul>

**Pillar 4. Extend the Reach and Impact of Scouting in Our Communities** Pillar Advisor: John Mabry, VP-Membership  
 Staff Support: Amanda Flannery / Jeff Ottosen

*Scouting makes its positive impact on our communities one youth and one family at a time. Our goal is to reach every youth and every family with opportunities to experience the incredible character development and once-in-a-life-time adventures in Scouting. We are committed to fostering strategic partnerships and community relationships that will help us expand the reach and the impact of Scouting.*

Goals	Measurable Objectives / Timeline		
	2019	2020	2021
<b>4.1 Continue to grow a solid foundation of Cub Scout membership through improved retention, innovative recruiting and Scouting outreach.</b>	<ul style="list-style-type: none"> <li>Retain 90% of CS Packs and 65% of Cub Scouts.</li> <li>2,800 CS boys, 300 girls</li> <li>200 CS in outreach packs</li> </ul>	<ul style="list-style-type: none"> <li>Retain 90% of CS Packs and 68% of Cub Scouts.</li> <li>2,850 CS boys, 330 girls</li> <li>220 CS in outreach packs</li> </ul>	<ul style="list-style-type: none"> <li>Retain 90% of CS Packs and 70% of Cub Scouts.</li> <li>2,900 CS boys, 360 girls</li> <li>240 CS in outreach packs</li> </ul>
<b>4.2 Expand our impact on older youth by growing membership in Scouts, BSA troops.</b>	<ul style="list-style-type: none"> <li>68% Webelos to Scout transition.</li> <li>1,100 boys and 100 girls in Scouts, BSA troops</li> </ul>	<ul style="list-style-type: none"> <li>70% Webelos to Scout transition.</li> <li>1,125 boys and 110 girls in Scouts, BSA troops</li> </ul>	<ul style="list-style-type: none"> <li>73% Webelos to Scout transition.</li> <li>1,150 boys and 120 girls in Scouts, BSA troops</li> </ul>
<b>4.3 Continue to develop and grow career exploration programs including STEM Scouts and Exploring.</b>	<ul style="list-style-type: none"> <li>35-40 labs and 350-400 STEM Scouts with youth and adult retention of 30%.</li> <li>200 Exploring youth</li> </ul>	<ul style="list-style-type: none"> <li>35-40 labs and 350-400 STEM Scouts with youth and adult retention of 35%.</li> <li>225 Exploring youth</li> </ul>	<ul style="list-style-type: none"> <li>35-40 labs and 350-400 STEM Scouts with youth and adult retention of 40%.</li> <li>250 Exploring youth</li> </ul>

<b>Pillar 5. Tell Our Story</b>		Pillar Advisor: Stephanie Smith – Marketing Committee Chair Staff Support: Leanna Holzem	
<i>We will engage our membership and the public through concentrated efforts to communicate Scouting’s positive impact and service to the communities making up Samoset Council.</i>			
Goals	Measurable Objectives / Timeline		
	2019	2020	2021
<b>5.1 Expand the methods and content of Samoset Council internal communication to volunteers and members, and external communication to the communities we serve.</b>	Marketing Committee established, communication plan developed.	Ad council VP-Marketing (2020), begin communication plan implementation with ongoing evaluation based on measurable objectives set forth in the plan.	
<b>5.2 Equip unit level volunteer leaders with training and resources to communicate regularly and effectively with Scouts and family members.</b>	Provide promotion and training for unit leaders on Scoutbook.	75% of packs and troops utilizing Scoutbook.	90% of packs and troops utilizing Scoutbook.

**Pillar 6. Sound Stewardship of Council Resources**

Pillar Advisor: Marcia Tepp, VP-Admin. & Larry Foltz, VP-Properties  
 Staff Support: Jeff Ottosen, Adam Freund, Scott Domino

*The long-term stability and security of Samoset Council is dependent on our ability to be wise stewards of our resources. We are committed to sound stewardship of all our resources, including; council-owned properties, finances and the countless hours of time contributed by our amazing volunteers.*

Goals	Measurable Objectives / Timeline		
	2019	2020	2021
<p><b>6.1 Continue to implement the Crystal Lake Scout Reservation Long Range Plan 2016-2035 (LRP). Identify short-term and long-term priorities and track progress toward completion. Communicate plans across the council.</b></p>	<ul style="list-style-type: none"> <li>• Completion of Grand Council Ring prior to camp opening.</li> <li>• Secure 100% of funding for the Business &amp; Technology Center and begin construction of B&amp;T Center.</li> <li>• Begin to develop priorities for the next capital campaign with an emphasis on needs at Akela’s World.</li> </ul>	<ul style="list-style-type: none"> <li>• Completion of B&amp;T Center.</li> <li>• Timeline developed for Akela’s World capital campaign.</li> </ul>	<ul style="list-style-type: none"> <li>• Begin implementation of Akela’s World capital campaign.</li> <li>• Ongoing projects at Camp Tesomas completed as part of 2016-2035 LRP.</li> </ul>
<p><b>6.2 Implement practices for strong fiscal management as recommended in the Business Practice Assessment conducted by the BSA in July of 2017.</b></p>	<ul style="list-style-type: none"> <li>• Work with BSA national team to conduct a Development Assessment to address council generated funding (FOS, Special Events, Foundations &amp; Trusts and other direct).</li> <li>• Engage executive board in fundraising, assisting with direct asks.</li> </ul>	<ul style="list-style-type: none"> <li>• Implement practices identified in the Development Assessment.</li> <li>• Achieve \$300,000 in FOS.</li> <li>• Achieve \$50,000 in special events.</li> </ul>	<ul style="list-style-type: none"> <li>• 5% annual growth in council generated funding.</li> <li>• Hire full-time development director with exclusive fundraising responsibilities.</li> </ul>