

Mid-America Council Strategic Plan



OUR MISSION

Prepare young people to make ethical and moral choices over their lifetime by instilling in them, the values of the Scout oath and law.

OUR VISION

We are the premier youth leadership and character development organization.

BRANDING & MARKETING

We will effectively communicate the Scouting brand to engage our community.

- Annually determine the best methods for communicating to our internal and external audiences.

FUNDS

Generate sustainable funding to support the vision of the council.

- Identify unique ways to secure annual revenue.
- Create a James E. West growth plan.
- Research new revenue generating events & models. [package deals for non-traditional scouts]

RECRUITING MEMBERSHIP

We will impact our community through traditional and innovative models for youth services.

- Reduce friction points related to program delivery.
- Develop innovative program modules for services.
- Seek partnerships and resources that are unique and beneficial.

Assess facilities to enhance experiences.

CULTURE/PEOPLE

Develop a culture to attract volunteers and staff who carry out the mission and values of Scouting in the Mid-America Council.

- Reduce friction points for staff and volunteers.
- Annually measure employee engagement.
- Design & implement an organization structure that supports effective program delivery.
- Provide the tools and resources employees need to be successful.



MID-AMERICA COUNCIL
BOY SCOUTS OF AMERICA®