STATEGIC FOCUS FOR 2026

SIX KEY CAMPAIGNS

Prepared. For Life.™

Vision of the Mid-America Council:
We are the premier youth leadership and character development organization.

Mission Statement
It is the mission of the Scouting America, Mid-America Council, 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.

UNIT SERVICE

- Units are our primary customers.
- We should know our units, and our units should know us.
- Pairing units with a well-trained commissioner is key to unit and youth retention

DISTRICT OPERATIONS

- Nominating Committees are conducted according to plan across the council.
- Focus on building our “bench” in key committees/teams of the district and council

MEMBERSHIP GROWTH

- Recruiting is a year-round process
- Success is not contingent on our ability to access the classroom, innovate and find unique ways to get our message to families
- Creation of new Packs are critical to sustainable growth

INVESTMENT IN CHARACTER

- Every unit should have a high-quality Family ICC presentation.
- Emphasis on Community Fundraising is necessary to diversify revenue sources.
- Growth of James E West Foundation continues to provide an operational foundation from where we grow and exceed

PRODUCT SALES

- Focus efforts on the leading indicators, most importantly unit level participation
- Constant communication to support units is critical to support volunteers. Unit success is our success.

PROGRAM DELIVERY

- Well executed and appropriately promoted events are key to retention of our youth
- Events should be posted on the council calendar 90 days prior to the event
- Annual summer camp attendance is critical to retention and the Scouting experience.

Scouting America
Mid-America Council