

Vision 2040: Arizona's Premier Youth Leadership Development Organization

OUR VISION GOALS:

- Families will look first to Scouting for leadership and character development
- Every youth will have the opportunity to participate and have meaningful growth experiences
- We will serve 65,000 youth
- We will fully endow our operational overhead
- We will contribute annually \$2,000,000 for property improvements
- We will have 100% of our adult volunteers engaged and trained
- Scouting will be the #1 provider of service to our communities

Grand Canyon Council 5-Year Strategic Plan

Our Initiatives: critical to fulfilling our mission and implementing our strategy

Membership

Ambition: Continuous growth and retention of our membership

Key Strategies:

- Build and strengthen relationships with community partners, existing charter partners and the educational community
- Create a culture of unit growth supported by appropriate volunteer and staff leadership
- Provide timely relevant resources to volunteers empowering them to welcome all youth and families into a fun, welcoming environment

Metrics: Indicators that reflect successful implementation of our strategy

By December 31, 2024 ...

- M1** By 2019 develop a Council Coordinated Recruiting Plan
- M2** By 2020 develop and deliver training on fall recruiting plans such as "Join Scouting Nights" to maximize youth/adult recruitment for all units
- M3** By 2021 develop a program for training packs to execute a high quality "Back to Pack Night" in late summer and serve as an adult recruitment strategy
- M4** By 2020 and every year thereafter, every unit will coordinate a recruiting event using the Council Coordinated Recruiting Plan
- M5** By 2020 unit retention will increase 10% and will remain above 90% thereafter
- M6** Beginning 2020 we will grow our number of units by 10% annually
- M7** Beginning 2020, emphasize the Exploring Program resulting in 10% annual membership growth

Program

Ambition: Deliver attractive, relevant programs that will be deemed best choice for youth leadership development

Key Strategies:

- Develop a proactive media strategy to establish a significance presence in our community and promote Scouting as a safe, inclusive place for everyone
- Develop a helpful hub of resources to support units
- Offer robust and exciting programs appropriate to all membership levels
- Establish comprehensive properties plan in support of program and financial needs

Metrics: Indicators that reflect successful implementation of our strategy

By December 31, 2024 ...

- P1** By 2021 using technology, develop helpful, relevant, readily available, and easily accessible resources that are reviewed and updated annually to support units
- P2** Beginning 2021 increase youth advancement and camp attendance by 3% per year
- P3** By 2020 develop a plan to promote and provide civic service opportunities for units

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- P4** By 2020 develop a media relations strategy (including unit tools) resulting in at least two positive publicity items per month
- P5** By 2021 develop an evaluation plan to continuously assess effectiveness and utilization of all program offerings (camping, advancement, civic service, training)
- P6** By 2021 develop a comprehensive usage plan for all Council properties

Human Capital

Ambition: Recognized as the organization with the best trained and most engaged volunteer and staff leadership team in the communities we serve

Key Strategies:

- Develop a comprehensive volunteer and staff development strategy resulting in enhanced capacity of council, districts, and units
- Our adult volunteer and staff leadership will reflect the communities we serve
- Provide tools to districts and units to help them more effectively achieve their missions

Metrics: indicators that reflect successful implementation of our strategy

By December 31, 2024 ...

- HC1** By 2020 all Nominating Committees will include at least 2 diverse members and at least one member currently not in Scouting
- HC2** By 2020 increase our community presence 15% annually by participating in community events to engage our presence and promote more community impact/influence
- HC3** By 2020 develop a plan to provide adult leader training during program events
- HC4** By 2020 develop strategies to strengthen on-boarding processes
- HC5** By 2021 provide opportunities for distance learning
- HC6** By 2021 offer a Council Leadership Coaching and Mentor Program to support growth, to sustain involvement, and invest in their role as volunteer leaders
- HC7** By 2021 complete the 100% trained initiative
- HC8** By 2021 develop a strategy for recruiting/retaining professional staff and volunteers
- HC9** By 2023 create human capital development strategy for recruiting volunteers through the Scouting Alumni Association
- HC10** Our district and council volunteer leadership and staff composition will evolve annually to more closely reflect the diverse communities we serve

Fund Development

Ambition: Secure financial resources to operate our organization in an environment of sustained growth

Key Strategies:

- Communicate financial positions transparently
- Establish a comprehensive operating, capital, and endowment fund development plan that includes well-designed and highly effective fundraising programs led by volunteers and guided by highly competent staff
- Build council and district human capital for fundraising

Metrics: indicators that reflect successful implementation of our strategy

By December 31, 2024 ...

- FD1** By 2020 the first quarter report is available and available every quarter thereafter
- FD2** Beginning in 2020 we will grow 10% in fundraising dollars and 10% number of donors and continue this growth annually
- FD3** By 2020 we will publish a comprehensive fund and donor development plan
- FD4** By 2020 we will have 100% of council and district Scouters participating at appropriate fundraising levels
- FD5** By 2022 we will revise and update the plan and share best methods