

Vision Statement

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Fund Raising Development

- The council secures through innovative and sustainable funding sources the revenue needed to meet the annual program objectives established by the Executive Board.
- A multitude of sources that include: Friends of Scouting, Special Events, Foundation grants, online giving, capital funds, planned gifts, camp revenue, and other activities will need to be utilized to ensure success.
- Effective communications and marketing throughout the council is critical to financial success.
- Manage and leverage resources effectively throughout the council are an important element of fiscal success.

Membership Growth

- Scouting is a membership organization and a council should always seek innovative methods to attract more young people to our organization. As Scout Executive I give leadership to this emphasis. We should especially endeavor to make a significant impact the Hispanic/Latino community as well as other .
- Enable our volunteers to focus on membership recruitment and retention as a major priority of the council.
- Continue to develop strategies that will attract and retain an increasing number of the Cub Scout age youth each year.
- The continuing development of strong relationships should be a significant priority on an ongoing basis. This priority must involve the Executive Board, District leadership, and staff working in concert.

Outreach Emphasis

- Increase market penetration with our All Markets demographic.
- Understand and utilize the resources, both nationally and locally in order to serve more effectively our All Markets demographic.

- Develop programs and volunteer opportunities that will draw our All Markets demographic to Scouting.

Corporate Governance

- Commitment to the highest standards of transparency, stewardship and governance.
- The Executive Board should be aligned with all segments of the community that we serve to ensure the maximum exposure for the BSA brand.
- The Executive Board, council staff, and Key District leadership should be aligned and committed to the current strategic plan.
- Strong emphasis on fiscal and budgetary controls is critical to our success.

Program and Properties

- Ensure that the programs offered by the council are the highest quality.
- Training (both volunteer and staff) should always be a continuing priority. Trained volunteers and staff is the fuel that drives the train of Scouting. Training would include developing new methods for more effective service as well as honing our current skills.
- Maintaining first class first class camp and outdoor facilities is critical to the success of the program. This maintenance should insure that resources are available for ongoing annual needs.
- A strong summer camp promotion program is critical to instilling Scouting's values in our young people.