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