

Task	Overall Volunteer Champion	Over Allstaff Advisor	National Alignment	Measurable Outcomes	Strategic Initiatives/Tactics	Volunteer Assigned	Staff Assigned	2022 Result	2023 Status
Membership	Cheryl Parson, VP Membership	Jim Mason	Revitalizing the BSA Brand/Exceptional Experiences	Increase councils market share to 3.5%, with a year-end goal of (3142) youth.	A report of each elementary school in council is published for council executive board, district committees and lists the Cub Scout Pack "connected" to the school along with the market density.	Cheryl Parson	Jim Mason	n/a	
				Increase female diversity to 10%	Each district organized at least 2 new Cub Scout Packs with focus at schools without a Pack	Cheryl Parson	Jim Mason	AW: 1; CH 0; GO 0; OS 1	
				Increase council retention to 75% (in 2023 or for 2024)	Dynamic district membership kick offs conducted with 75% of Cub Scout Packs in attendance	Michelle Waggoner/Cheryl Parson	Jim Mason	27	
					All Cub Scout Packs have a joining night by September 16.	Cheryl Parson	Jim Mason	33	
					Marketing plan for all recruiting is developed and followed.	Cheryl Parson	Jim Mason	638 youth recruited	
				Expand the Exploring Program in the council	Organize 5 new Exploring Post in the council	Chase Hatfield	Jim Mason	6	

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Volunteers	Karl Heminger VP District Operations	Jim Mason/Marc Kogan	Culture of Safety/Exceptional Experiences	Fully Staffed District Committees with Key Leadership Positions (District Chair, Vice Chair, Membership Chair, Development Chair, Program Chair, FOS Chair, and Popcorn Kernel)	District nominating chair person is recruited by June 1.	Karl Heminger	Jim Mason	AW: 1; CH 1; GO 0; OS 0	AW: 1; CH 1; GO 1; OS 0
					Council conducts nominating committee training by Sept. 1 for the districts	Karl Heminger	Marc Kogan		
					Have a full team of 5 district executives supporting the recruiting of volunteers and youth, and supporting district fundraising campaigns.	n/a	Jim Mason	3	4
				Increase number of Den Leaders in council	Each Cub Scout Pack attends training on how to recruit leaders (if the training needs to go the Pack Committee meeting, that is acceptable)		Drew DeMull		
					Develop Youth Protection Plan where YPT is current entire time individual is reregistering	Mike Yeo	Drew DeMull		
					Have council board of directors representative from across council geography and gender	Sherri Garner Brumbaugh	Marc Kogan		
					Council nominating committee recruits additional board members from underserved areas				

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Development	VP Development (TBD)	Jennifer Treece/Marc Kogan	Financial Stability	Council balances operating budget	2024 FOS cabinet recruited by Oct. 1; includes council FOS chair, council family chair, 5 district FOS chairs	Aaron Doty	Jennifer Treece	BSAC: 1; CH: 5; GO 0; OS 0	
				Council has active development committee and FOS cabinet with engaged reps from each district	Each district conducts a special event generating revenue	Sherri Garner Brumbaugh	Jim Mason	3	
				Create new streams of revenue to help overcome projected budget gap in 2024	Create program for implantation in 2024 rewarding units that sell coffee, popcorn, attend council camp and host a Friends of Scouting presentation	Sherri Garner Brumbaugh	Jim Mason / Jennifer Treece		
					Active Camp Alumni Association and NESA chapter established and led by VP of Alumni	Grant Russel	Marc Kogan		
					Recruit Marketing VP & committee (min. 4), who begin monthly meetings by June	Sherri Garner Brumbaugh	Marc Kogan		
					Published monthly news story on an Eagle Scout, Explorer, and general Scouting story		Jennifer Treece	each month had a story published	
				Council developed an enhances fiscals reporting process to show how individual areas of the council operation are preforming	Operating statements are created for each district and Administration and Council level program.		Mary Houtz		

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Product Sale	VP Development (TBD)	Jennifer Treece/Jim Mason	Relevant Program/Exceptional Experiences/Financial Stability	Increase revenue to unit treasuries and council operations from product sales	Popcorn sale has increase to \$392,995, with increase in units selling to at least 56	Ted Blum	Jennifer Treece	\$254,736, with 55 units ordering	
				Engaged product sales volunteer committees with representatives from each district and council chair	Press releases and publicity created for each product sale campaigns		Jennifer Treece		
				Increase number of Units participating in product sales	Volunteer product sale committees engaged for campaigns, with each district represented	Ted Blum	Jennifer Treece		
					Popcorn steering committee is developed for Fall sale	Dan Meffley	Jennifer Treece		
					Each district has 50% of units selling popcorn	Ted Blum	Jim Mason	37%; 55 of 148 ordered	
					Each district has 20% of units participating in the coffee sale		Jennifer Treece	AW 5; CH 10; GO 5; OS 0	

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Camping/Program	Dave Thompson VP Program	Drew DeMull	Relevant Program/Exceptional Experiences/Financial Stability/Culture of Safety	Expand off season opportunities for Scouts at camps with structured program	Off season weekday events are held, and increase the amount of Scout and non-Scout opportunities for Scouting and the community at large.	Jenny Graham	Drew DeMull		
				Create opportunity for charter organizations and community groups to use council camps	Expansions of Shooting Sports Weekends	Harry Colvin	Drew DeMull		
				Increase Troops and Scout attending Scouts BSA Summer Camp at both camps and reach 1,000 camper weeks between both camps	Council publishes an annual program calendar and conducts an annual program kick off.	Dave Thompson	Drew DeMull		
				Increase attendance at Adventure Camp to 250 camper weeks and an increase in attendance at district/community day camps	All in council Troops receive council summer camp promotion and out of council units that have camped at our camps in the past 5 years receive a promotional packet.	Cale Spiels	Drew DeMull		
					Increase communications about Cub Scout camp programs	Dave Thompson	Drew DeMull		

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Unit Service	Michelle Waggoner, Council Commissioner	Jim Mason	Relevant Program/Exceptional Experiences Culture of Safety	Develop a resource to support unit leaders that historically was provided by in person roundtables	Each Pack provides its yearly calendar at the membership kickoff	Michelle Waggoner	Jim Mason	n/a	
					New roundtable delivery plan is developed and implemented in 2023	Tom Masterson	Jim Mason	n/a	
					100% of units are using Scoutbook to record Advancement and service hours	Wayne Dukes	Jim Mason	n/a	
				Increase number of unit contacts by unit commissioners	Each district recruits minimum one new unit commissioner per county	Mike Metzger	Jim Mason	2022 YE: AW 8; CH 2; GO: 3; OS 1	AW 8; CH 2; GO: 3; OS 1
					Every unit has a commissioner conduct unit health assessment	Michelle Waggoner	Jim Mason	2022YE: 59 units visited; UC visits-AW 72; CH 50; GO 103; OS 9	April 5: Units Visited- 17; UC visits: AW 22; CH 0; GO 29; OS 0
					All unit recharter submitted by Dec. 15 and Posted by Dec. 31	Michelle Waggoner	Jim Mason	Posted On 12/15: 1 of 151 units; On 12/31: 49 of 150 units	
				Increase communication with unit leaders, including welcome email from the council	Welcome email is sent monthly as new leaders and families join Scouting.		Jim Mason	n/a	
				Strength relationship with charter organizations	All Charter Org heads visited by District Executive following prescribed outline	n/a	Jim Mason	16	