



THE DIRECTION

In July 2014, the Strategic Planning Committee of the Texas Council began the process of creating a new plan to guide the Council.

The committee reviewed the 2011-2014 Strategic Plan, changes in the communities we serve, new programs and materials offered by BSA National and the changing needs of our Scouts, leaders and parents.

The Scouting program is needed today more than ever before as our youth are faced with challenges and need strong values to guide them on the road to adulthood. This Strategic Plan is designed to guide us on the path of ensuring that Scouting stays viable and relevant for our youth. Each year this plan will be reviewed and updated to determine if changes are needed as we deliver on this promise.

The volunteers and staff of the Texas Southwest Council are committed to ensuring that Scouting remains strong for generations to come.

To view details of each of the focus areas of the strategic plan, visit the Texas Southwest Council website at www.tswcbsa.org.

COMMITTEE

PROPERTIES/PROGRAM: Charlie Farmer, Darrin Fentress, Kye Franke, Don Griffis, Carla Mogford, Dean Paret, Russell Pehl, Ken Roberts, Scooter Scott, Vonnie Sharp, and Butch Simpson

MEMBERSHIP: Jason Calhoun, Ramon Castro, Mike Dixon, Al Fierro, Michael Jenike, and Mary Payton.

MARKETING/LEADERSHIP: Ami Flint, Boomer Kingston, Connie Gonzalez, Debbie Velasquez, Ted-dye Read, and Harold Sharp

DEVELOPMENT: Ken Buchanan, John Gilbreath, James Huffman, Michelle Dodd, Carl Frenz, and David Kemp



Strategic Plan 2015-2018



Texas Southwest
Council,
Boy Scouts of America

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DEVELOPMENT

1. Secure \$300,000 from new contributors for our operating and endowment funds.
2. Grow revenue needed to fund the operating needs of the Council through full utilization of properties, maximizing e-commerce and growth of popcorn sales and trading post sales.
3. Develop a donor directed fundraising program to better communicate with donors and constituents.



MARKETING / LEADERSHIP

1. Work to constantly market ourselves, our goals, as well as constantly work to improve our public image.
2. Establish ourselves in the eyes of our communities and our community leaders.
3. Establish a diversified board of directors that represent our 23 1/2 counties and the needs of our 1,600 registered youth.
4. Review current District organization to ensure that the needs of units, leaders, Scouts and parents are being served in the best ways possible given resources available.



MEMBERSHIP

1. Achieve and maintain the Gold Standard in Membership Impact by increasing market share by December each year.
2. Achieve and maintain the Gold Standard in Membership Growth by increasing the number of youth registered by December of each year.
3. Achieve and maintain the Gold Standard in Youth Retention by December of each year.



PROPERTIES / PROGRAM

1. Develop a fiscally sound-self supporting Outdoor Scouting program utilizing council approved properties.
2. Achieve and maintain the Silver Standard in Cub Scout and Boy Scout Camping by December each year.

