

Module 13: Building a Strategic Plan

Video time allowed

3:12 minutes

Facilitator

Council president or other key council officer with assistance from the Scout executive

Learning objectives

This module explains what a strategic plan is, why it is so important, and when it should be done. The module also details the seven focus areas, their impact, and how to incorporate them in the local council plan. In addition, it discusses the importance of asset management, service centers, and the expansion of Scouting programs to rural and lower-income areas and how to incorporate these areas into the long-range planning of the council's program.

After completing this module, board members should

- Understand the benefits of a well-focused, long-range strategic plan and how it enables the council to meet its area's youth needs in the future.
- Understand how a strategic planning chair is selected, the makeup of the strategic planning committee, and the role of strategic planning subcommittees.
- Have a working knowledge of the seven focus areas, what they are, and how they help to create the vision of a strong council.
- Understand the need for and the methods of reaching rural and lower-income areas in the council through a strong Scouting program.
- Understand the importance of marketing to ensure good membership growth.

Materials needed

- Laptop, projector, and screen
- Council executive board handouts or binders—one for each participant—that can be printed in advance locally from the [online appendix](#)
- Whiteboard, flip chart, or overhead projector to facilitate discussion and presentation
- Strategic Plan Training Manual

Introduction of Module 14

- Explain to your council that the strategic plan is your roadmap for the future.
- Let them know that, in your council, the planning process begins in spring (or when it actually does).

- Review the existing plan and determine what year you're currently in—i.e., one, two, three.
- See if we're on track or determine what needs to be adjusted.
- If appropriate, give an example of some change that happened or goal that was achieved because of the last plan.
- For example, "We saw that we had an influx of Hispanic youth in our market, so we started the Soccer and Scouting program in specific high-population areas.
- The participation by this group increased by 30 percent and grew our overall membership by 10 percent.

This module gives you a clear understanding of the strategic planning process, and the seven focus areas around which it is structured. Take a look.

Show [Module 13](#).

Any questions?

- Ask if there are any questions and address them.

(Estimated discussion time will vary, depending on the board level of experience and participation.)

- Seven Focus Areas of the Strategic Plan
 - Program
 - Membership
 - Unit Service
 - Marketing
 - Administration
 - Finance
 - Leadership and Governance