

**COLBSA Strategic Priorities: June 2019 to December 2022**

*It is the mission of the Cradle of Liberty Council, Boy Scouts of America to continue to be a leader locally and nationally in preparing an ever-increasing number of young people to make ethical and moral choices over their lifetimes by instilling in them the values of the Scout Oath and Law, through the stated and unique aims of Scouting – character development, leadership, citizenship, and physical and mental fitness.*

*To accomplish this mission over the next three years, the Council will focus its efforts on achieving the following strategic priorities through the development and execution of the annual operating plans of its various committees:*

**Strategic Priority #1. Significantly increase the quantity and engagement level of volunteers and staff at all levels.**

- Increase the number of unit level volunteers engaging in providing quality programs for youth with an eye towards diversity.
- Ensure that volunteers possess the required professional expertise, behaviors, and commitment to be eligible to participate and effectively execute their roles within the Council's various committees.
- Through the year-round nominating committee process, ensure that the Executive Board, Executive Committee, and District Committees are filled with the right quantity of members who possess the appropriate skill sets to support the Council's achievement of its annual goals with an eye towards diversity.
- Ensure that the staff, at all levels, are deployed in a way that maximizes their ability as individual contributors and as a team to support the vast efforts of the Council's volunteers in delivering Scouting's promise to more youth and their families.

**Strategic Priority #2. Diversify the council's membership at all levels (youth and adult) by embracing the full implementation of Family Scouting, increasing efforts to reach the underserved urban centers, and to make Scouting programs available to any family desiring to participate.**

- Increase number of Scouts BSA Troops for girls annually.
- Create a Council-Wide culture of Diversity, Inclusion, and Equity (D. I. and E.), beginning with a comprehensive D. I. and E. study.
- Increase the diversity of each District Committee and Commissioner staff annually.
- Increase the diversity of unit level volunteers and professional staff annually.
- Increase the diversity of the Council Executive Board and Executive Committee.
- Develop strong ties with Philadelphia's diverse community-based leaders for long-term endorsement, advocacy, and engagement.

**Strategic Priority #3. Build state of the art facilities to support the COLBSA programs over the next 7-10 years and maximize income generated from those facilities by developing innovative and sought-after program opportunities.**

- Raise adequate capital funds to build out new facilities and maintain current facilities.
- Successfully build out and operationalize the Philadelphia Adventure Base.
- Successfully execute the build out and operationalization of Camp Garrison.
- Create and implement innovative programs to engage more youth and families in Scouting programs and at Council facilities.
- Develop and execute plans to maximize facility usage as a means of monetizing the Council's assets to support the programs of the Council.