



To: Strategic Plan Committee Chairs, Executive Board, Scout Professionals, and District Leadership

From: Mark Skillestad, Council President; Connie Bowes, Council CEO; Kirk Setzer, Council COO, and Warren Hollar, Strategic Planning Chair.

Re: Piedmont Council Strategic Plan

Date: July 11, 2022

At the June 23, 2022, the Piedmont Council Executive Committee approved the Strategic Plan for our council which will be used until 2026 as a guide for council activities. The plan is a fluid document that will be modified as needed to address current needs and trends in the council.

The planning process was led by volunteers throughout the Piedmont Council who gathered thoughts from scouting volunteers, community members and scouting professionals. The Council Executive Board provided guidance to the development of focus areas for discussion. Local committees were then engaged in planning committees led by a committee chairperson.

The Boy Scouts of America has undergone many changes in the last several years. Our council has evolved and continued to serve our service territory through changes to membership standards, service to a more diverse and inclusive population, changes to make our program safer, changes to insurance requirements that have driven our membership fees ever higher, a global pandemic that resulted in units not meeting, virtual meetings and significant reductions in financial support, the National Council bankruptcy and reorganization, and the need to address membership issues resulting from the proliferation of other youth serving organizations.

The goal of the strategic planning process is to bring a better understanding of the needs of all scouting publics in the Piedmont Council. Our goal is to bring the values of Scouting and its leadership development skills to as many youth as possible. To do this we must engage volunteers and provide them with the skills to serve in every area of the Piedmont Council.

The document that is being sent to you includes the 5 pillars of scouting recommended from national standards. These standards have been modified to include broad goals that impact our council. A second part of the printed plan are specific goals and strategies associated with the Pillars.

Pillar I - Membership/Diversity/Marketing

Pillar II -Finance/Endowment/Fund Development

Pillar III - Volunteer Leadership Recruitment, Development, and Succession - Commissioner Service/Council Staffing And Training

Pillar IV - Quality Programs including general strategies - Cub Scout Program, Camp/Outdoor Program, Scouts BSA Venturing, Order of Arrow and Exploring Programs.

Pillar V - Quality Facilities and Safe Programs (Piedmont Council Scout Reservation/Council Office) Property and Risk Management Committee

Although not printed as part of the Council Strategic Plan, the attached list of activities suggested from many sources may serve as a supermarket of ideas for committee action. The plan and activities list are key components for each committee to use as a resource in focusing, directing, and achieving specific actions to operate the scouting program in the Piedmont Council. Please understand that the Strategic Plan is a flowing document and must be regularly modified to address the conditions and issues that arise in the council.

Thank you so much to the team who developed this plan and to the even bigger team that will help us execute it with the goal of improving the lives of youth and their families in our 11 counties of the Piedmont Council.

1222 East Franklin Boulevard
PO Box 1059
Gastonia, NC 28053
Phone: 980.888.8649
Fax: 980.888.8646

www.piedmontcouncilbsa.org

Prepared. For Life.™

