

## 2014-2018 STRATEGIC PLAN

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### Plan Overview

The Daniel Webster Council will be developing a strategic plan for 2014-2018 throughout 2013. The strategic plan will set the vision and direction of the council for the next five years and will be a valuable tool to improve and grow Scouting in New Hampshire. Communication of the plan focuses the energy, resources, and time of everyone in the organization in the same direction and on the big picture rather than simply the day-to-day details of operating the council.

#### **Mission:**

The mission of the Boy Scouts of America is to prepare young people to make ethical and moral choices over their lifetimes by instilling in them the values of the Scout Oath and Law.

#### **Scout Oath**

On my honor I will do my best  
To do my duty to God and my country  
and to obey the Scout Law;  
To help other people at all times;  
To keep myself physically strong,  
mentally awake, and morally straight.

#### **Scout Law**

*A Scout is:*

Trustworthy	Obedient
Loyal	Cheerful
Helpful	Thrifty
Friendly	Brave
Courteous	Clean
Kind	Reverent

#### **Vision:**

The Daniel Webster Council will prepare every eligible youth in New Hampshire to become a responsible, participating citizen and leader who is guided by the Scout Oath and Law through quality, well-funded programs.

#### **Competitive Advantage:**

- Strong, broad-based programming
- Youth leadership development
- Service to communities
- Strong camp assets
- Training programs
- Consistent and stable programs
- Low cost/high value programs
- Family centered
- Dedicated volunteers
- Large alumni base
- Among the largest youth serving organizations in the region
- Financially stable

#### **Plan Co-Chairs:**

- **Scott Christensen**, Daniel Webster Council Executive Board Member  
*Managing Partner, The Northern New England Financial Group/Northwestern Mutual Financial Network*
- **Norman Silber**, Daniel Webster Council Executive Board Member  
*Attorney, Segall Gordich PA*

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## Focus Areas:

*Council Journey to Excellence Requirement #*

- **Membership Growth & Retention**  
*Focus Area Chair: Steve Vanasco, TURBOCAM International*
  - 1. Youth Recruitment #4, #5
  - 2. Relationships #5, #6
  - 3. Retention #6
  - 4. Marketing & Positive Publicity #4, #5, #6
- **Resource Development & Financial Stewardship**  
*Focus Area Chair: Jim Dunphy, CPA*
  - 5. Fundraising #2
  - 6. Capital Development
  - 7. Endowment Development #3
  - 8. Fiscal Management #1
- **Program Relevancy & Impact**  
*Focus Area Chair: Mike Ramshaw, NH Fisher Cats*
  - 9. Training #16, #18
  - 10. Outdoor Programs #9, #10
  - 11. Unit Service #13, #14
  - 12. Physical Resources
  - 13. Advancement #7, #8
  - 14. Community Service #11
- **Organizational Leadership**  
*Focus Area Chair: Kelly Gagliuso, Gagliuso & Gagliuso PA*
  - 15. Executive Board Development #16
  - 16. District Leadership #17
  - 17. Unit Leadership #18
  - 18. Human Resources #12
- **Innovation & Technology**  
*Focus Area Chair: Jim Buttafuoco, Contact Telecom*
  - 19. IT Infrastructure
  - 20. Online Resources
  - 21. Communication
  - 22. Continuous Feedback #15

## Customer Segments:

- 1. Executive Board Members
- 2. District Leadership
- 3. Chartered Organizations
- 4. Unit Leadership
- 5. Registered Youth
- 6. Parents of Registered Youth
- 7. Parents of Dropped Youth
- 8. Non-Members (youth and adult)
- 9. Alumni

[www.nhscouting.org/strategicplan](http://www.nhscouting.org/strategicplan)