2019 DENVER #61 Council Strategy Map

**Outcomes: Character – Leadership – Citizenship – Fitness**

**Member Partners – Needs**

"We Deliver Life Changing Experiences for our Members."

**Finance – Goals**

"We are Financially Healthy"

- **Increase Revenue**
  - JTE 1: Positive Fiscal Management
  - JTE 2: Increase council-generated fundraising
  - JTE 3: Endowment Growth & Stability

**Process – Excel at Internal Processes**

"Our Units have FUN Programs with Positive Outcomes."

- **Enhance Recruiting;**
  - JTE 4: Community – Increase Market Share + .6%
  - JTE 5: Increase Youth Membership + 3%
  - JTE 6: New Member Recruiting +1%
  - JTE 14: Unit Growth & Retention +10%

- **Effective Marketing & Communications**
  - JTE 16: Council Leadership Strategic Plan

- **Great Member Care**
  - JTE 7: Improve Youth Retention +2%
  - JTE 13: Youth-serving Executives 1 TSA: 24,000 TAY
  - JTE 14: Unit Growth & Retention 90%
  - JTE 15: Unit Contacts 45% Units/6 Assessments

- **Provide Relevant Programs**
  - JTE 8: Cub Scout Advancement +9% VPY
  - JTE 9: Scouts BSA Advancement +10% VPY
  - JTE 10: Cub Scout Camping 60% Participation +2%
  - JTE 11: Scouts BSA Camping 72% participation +2%
  - JTE 12: Community Service 6.6 → 7.0 HPY

**Leverage – People & Technology**

"Through Selection and Training, we have Effective Leaders."

- **Develop Competent, Capable, Diverse Leadership**
  - JTE 16: Council Leadership Strategic Plan
  - JTE 17: Evaluate & Update District Leadership
  - JTE 18: Increase Unit Leadership +2.5%