

Patriots' Path Council

2023 GAME PLAN



BOY SCOUTS OF AMERICA®
PATRIOTS' PATH COUNCIL

2023 Game Plan Concept

With both internal challenges such as the BSA bankruptcy and external challenges like the lingering effects of the pandemic still having an impact on operations, it is imperative to have both short-term and long-term goals to remain on a sustainable and growth-oriented track.

In order to address these challenges, our executive board has adopted a second short-term business plan that will serve as a road map until we are able to fully understand the effect of these challenges and develop a full strategic plan. Brevity and focus are the priorities; thus our emphasis is on initiatives that will impact membership retention and growth. Collaboration and joint meetings between focus areas will be prioritized to ensure work plans are aligned and applicable initiatives are consistent.

Our volunteers and staff were diligent in selecting five areas of focus that will drive this game plan, which was approved by our executive board on February 27, 2023.



Garrick J. Stoldt
Council President



Gerard DeBoey
Council Commissioner



Marc T. Andreo
Scout Executive

2023 Game Plan Focus Areas

RECRUITING

RETENTION

**CHARTERED
ORGANIZATION
RELATIONSHIPS**

**MARKETING &
COMMUNICATIONS**

**CAMPING &
PROGRAM IMPACT**

RECRUITING

Patriots' Path Council Membership Plan

1. Develop robust, board approved membership plan
2. Cub Scout focus on recruiting Lions & Tigers
3. Improve diversity efforts within community (emphasis on ethnic and gender)
4. Ensuring that each unit has a new member coordinator
5. Establish strong and adequately staffed district membership committees

Enhance Unit Engagement

1. Continue to grow New Member Coordinator position focus / training
2. Ensure spring and fall unit recruiting events
3. Trainings / Kickoffs / Roundtables for unit engagement
4. Succession planning for units
5. Develop template for hyper local marketing materials for units

Grow Volunteer Person Power (District / Council)

1. Continue to grow council / district level recruiting sub-committee
2. Develop strategies for long term unit relationships
3. Add PT staff member to focus on membership support to units
4. Incorporate membership recruiting into council events / trainings



RETENTION

Engage Commissioners

1. Further engage Commissioner Cabinet for effective strategies
2. Develop and launch unit assessment initiative
3. Utilize 2024 Council camporee to engage Commissioners
4. Establish local Commissioner training / mentoring programs

Grow Volunteer Person Power (District / Council)

1. Establish formal recruiting program
2. Add Webelos to Scout Transition team
3. Recruit female assistant council commissioner
4. Analyze and potentially redefine ACC role

Increase Unit Engagement & Participation

1. Engage / empower Commissioners as unit customer service representatives
2. Emphasize adult recognition programs
3. Expand SPL Roundtable
4. Develop top key unit leadership FAQ



CHARTERED ORGANIZATION RELATIONSHIPS

Enhance Current Chartered Organization Engagement

1. Maintain chartered organization page on www.ppcbsa.org
2. Conduct 2nd Annual Month of Service
3. Conduct in-person cultivation with Institution Heads
4. Develop and conduct a training for Institution Heads. Conduct BSA training for Chartered Organization Representatives.
5. Continue to expand unit resources/ best practices
6. Address chartered organization challenges caused by Covid, BSA Bankruptcy and Facility Use Agreements

Develop New Chartered Organization Engagement

1. Initiate in-person cultivation
2. Engage BSA digital resources series to highlight Youth Protection
3. Utilize resources and local manpower to develop new units or develop new relationships to spark membership opportunities
4. Develop strategies to market benefits of chartering Scouting in traditional and nontraditional ways
5. Engage Scouting alumni to open doors in new organizations



Grow Community Outreach

1. Highlight best practices of current chartered partners support of Scouting to engage communities

MARKETING & COMMUNICATIONS

Establish Marketing / Communications Plan to Tell the Story of Scouting

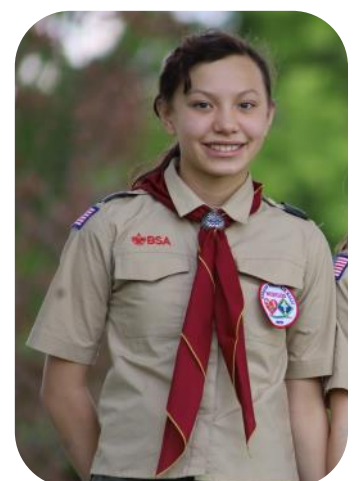
1. Finalize marketing initiatives and tools to increase interaction with units, districts, families and stakeholders
2. Determine and engage a robust social media campaign
3. Develop editorial calendar to keep initiatives on track
4. Identify, enhance and engage media relationships
5. Re-establish a New Jersey Report to the State

Launch PPC Ambassador Program to Re-Introduce Scouting to the Community

1. Develop messaging materials
2. Set goal and execute PPC Ambassador Program
3. Recruit ambassadors to deliver presentations

Invest Time and Dollars Into Marketing Initiatives

1. Engage volunteer resources to determine further strategy
2. Secure grants for outreach
3. Explore government affairs opportunities
4. Engage professional photographer to enhance local marketing tools
5. Utilize marketing budget to invest in resources



CAMPING & PROGRAM IMPACT

Camping - Year Round

1. Expand PPC Adventure Programs brand and programs
2. Increase family camping opportunities
3. Expand marketing / communication programs
4. Support and grow outside group usage
5. Execute Council Camping Committee strategies

Camping - Summer

1. Expand Cub Scout Participation
2. Expand Scouts BSA Participation
3. Expand marketing / communication programs

Program Impact

1. Implement training strategies and tools
2. Execute Cub Scout advancement strategies
3. Execute Scouts BSA advancement strategies
4. Identify and implement Council advancement strategies
5. Review program impact strategies





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