

DRAFT 7 June 2005

List of Priority 1 Action Plans

- 1.1.1 Review the Scout Program to ensure a romantic, adventurous, community-based and outdoors-focused experience in line with the Scouting Mission. Work the concept of “fun” into all material, eliminate or minimize the amount of content which is included in school curricula – create a memorable experience that differs from a day in school.
- 1.1.4 Reduce costs, keep National fees to a minimum, and ensure that program participation remains affordable in all parts of the country.
- 1.1.5 Be transparent on where activity fees are spent.
- 1.2.1 Focus retention efforts at transition points (particularly the Cubs/Scouts transition) (understand & fix problem).
- 1.2.4 Encourage and give incentives (discounts?) for early membership renewal in the May/June timeframe, with reminders to returning members.
- 2.1.1 Sponsor “National Leaders Forums” of randomly selected leaders from the section level, to reexamine current approaches for attraction/retention. Identify and eliminate “pain points” or inhibitors that make the Scouting experience negative and frustrating.
- 2.2.3 Review the role and requirements of Service Team to ensure a focus on providing direct support, encouragement for leaders (vs. inspectors).
- 2.2.6 Reduce needless paperwork and bureaucracy, including fixes to the MMS.
- 2.2.8 Develop a short and basic standard curriculum with standardized texts for the trainers.
- 3.1.1 Produce and use national promotional materials to ensure consistent branding, building on feedback on local effectiveness.
- 5.1.1 Develop “templates” for meeting processes and leadership behaviors at the National, Council and Area level to ensure concerns of Scouters at all levels are heard and acted upon.
- 5.2.1 Ensure a public relations position/responsibility within Councils so that an effective National Office/Council partnership exists to discuss and implement communications activities. (Sponsored Nationally – driven locally).
- 5.2.5 Ensure clear communications with section leaders on key issues. (E.g. If introducing new policies, be frank about the reasons for doing so and provide a number of examples or case studies to make clear how they are applied in various situations.)
- 6.1.1 Ensure no policies or procedures inadvertently create barriers/hindrances to recruitment in cultural/religious communities.
- 6.1.2 Identify diversity as a characteristic for succession planning in the selection of Officers, members for the Board and its committees, the CEO, members of the Operations Advisory Committee, and staff and volunteer managers.
- 7.1.1 Establish Council procedures to elect Voting Members to the Annual General Meeting.
- 7.1.2 Establish a process to enable nomination to the Board of Governors by members at large.