



## SCOUTS CANADA

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May 11, 2005

Dear Scouters:

I thought it timely to provide members with an update on the Strategic Planning process that is presently underway.

### **Background**

When the new slate of governors was elected in November 2000, the Board identified the need for a comprehensive visioning process. It was noted that the last such formal activity had been completed in 1985, looking forward to 2007. While Scouts Canada was following the existing Strategic Directions, it was felt that it was time for the organization to again “take stock,” particularly in light of continuing membership decline.

A sub-committee of the Board conducted a visioning exercise over the period of January 2000 to December 2002 by conducting extensive research which produced a series of consultation papers. The Board approved a final version, complete with a briefing package, in April 2002. It was used to solicit feedback via presentations to groups in Councils across the country, plus an article in *the Leader Magazine* seeking input from members at large. While much valuable feedback was obtained, it is safe to say that the initiative did not garner as wide attention as was hoped (i.e. we only received fifteen responses to *the Leader Magazine* article.)

A final report was approved by the Board in December 2002 and nine areas of strategic guidance provided to the CEO. An initial response to this guidance was contained in Scouts Canada’s June 2003 Operations Plan for 2003-2005.

Subsequently, the strategic planning sub-committee has been working to improve upon the visioning activity in a more comprehensive fashion. The Board felt that Draft 6 of the sub-committee’s work was sufficiently advanced to be distributed for wide consultation with Scouts Canada’s membership at large. This was done prior to Christmas 2004.

### **Update**

I am delighted to report that over 200 submissions to Draft 6 have been received from all Provinces and all levels of Scouting; indeed, submissions continue to trickle in. All are passionate, some are pointed, many are thoughtful, a variety of differing points of view are represented, and all are very useful. The sub-committee is now analyzing these submissions with the aim of presenting a Draft 7 for Board review at our May meeting.

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I want to assure all Scouters of two things:

First, Draft 6 as circulated was not an attempt to present a final plan – it is merely the first version that the Board felt was complete enough to present to members for feedback.

Second, your comments have not fallen on deaf ears. I remain committed to establishing and maintaining a dialogue that will make this **our** plan. I am equally committed to solving what has been referred to as a “democratic deficit”. It is obvious that we have a serious challenge in terms of internal communications. We have an internal issue with listening to each other. This will not be solved overnight, but I am confident that it will be solved.

I would like to personally thank all those who took the time to respond to our request for feedback and input. More details as to the results of that feedback will be forthcoming to you after the Board meeting in May.

Yours in Scouting,

A handwritten signature in black ink, appearing to be 'Mike Scott', with a stylized flourish at the end.

Mike Scott  
Chief Commissioner &  
Chair of the Board of Governors