



ADVENTURE FRIENDSHIPS COMMUNITY
 INVESTMENT CITIZENSHIP HOPE
 RELATIONSHIPS FUN
 CHARACTER EXPERIENCE LEGACY
 SERVICE EMPOWERMENT CONFIDENCE ACHIEVEMENT

For



LIFE

LAST FRONTIER COUNCIL

STRATEGIC POSITIONING PLAN 2022

Welcome

The Last Frontier Council has been a longtime advocate of the Strategic Planning process. Our focus on the future has allowed us to provide captivating outdoor programs to Scouting families in the Last Frontier Council for generations. Our goal in creating this Strategic Positioning Plan is to continue our vision to **“Get kids in Scouting and keep them in Scouting – for life.”**

Like all youth-serving organizations today, we face great challenges in attracting a diverse membership and retaining them with programs that provide a foundation to shape future leaders of our state and country. With the Scout Oath and Law as our foundation, along with these Aspirational Statements and the execution of the Strategic Positioning Goals, we will surely be successful.

The five platforms of this plan appear concise in print but are in no way modest in scope, importance, or implementation. We will be rolling up our sleeves at the unit and district levels across our council to accomplish the strategic goals included in this plan. In addition, the goals presented on the following pages will be augmented by countless tactical goals to guide us in the execution of this Strategic Positioning Plan.

This plan is the culmination of a process that began in late 2021 and entailed hundreds of hours of planning sessions attended by an inclusive and diverse group of Executive Board members, volunteer leaders, and council staff. We want to thank each of them for their dedication to the development of this plan, their commitment to the execution of this plan over the next three years, and their vision and unwavering support for the future of the Last Frontier Council, **“for life.”**



Doug Stussi | STRATEGIC POSITIONING PLAN CHAIR



Jerry Winchester | COUNCIL BOARD PRESIDENT



Jeff Woodsey | SCOUT EXECUTIVE & CEO



PLATFORM

The Scout Oath and Law

1

The Scout Oath and Law are the foundations for everything we do.

- The Scout Oath and Law are visible or recited in all meetings, activities, and events.
- Organizational decisions are based on 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 | LOYAL | HELPFUL | FRIENDLY
COURTEOUS | KIND | OBEDIENT | CHEERFUL
THRIFTY | BRAVE | CLEAN | REVERENT



PLATFORM

Safe Programs with broad appeal

2

Parents trust that our programs are safe.

- All registered volunteers and staff are Youth Protection Trained.
- We deliver appropriate trainings to assure all programs are safe.

Through traditional and innovative program delivery methods and strategic community collaborations, the organization is growing in numbers and diversity of Scouts served.

- Innovative programs are developed and broadly disseminated to meet the needs of underserved communities and today's diverse families.
- Our membership reflects the demographics of the communities we serve.
- We will attain top-quartile membership growth and diversity of Scouts served compared to all BSA local councils.
- We build and nurture collaborative relationships that increase membership capacity and program opportunities.

Scouting is embraced by our communities.

We enhance our branding and positive community perceptions by telling the Scouting story through:

- Strategic collaborations and partnerships
- Visibility of Scouting in the community
- Broad media exposure
- Recruitment and development opportunities



PLATFORM

Captivating Outdoor Adventure

3

We are the premier outdoor youth-serving organization.

Outdoor adventure is a core element of youth programming with:

- A majority of youth members participating in outdoor activities
- Outdoor activities are offered at all program levels of the organization

All council properties support our mission and provide captivating outdoor adventures.

Each property we operate:

- Meets its defined Scouting purpose
- Meets National BSA Camp Standards



PLATFORM

Inspirational and caring army of Volunteers and Staff

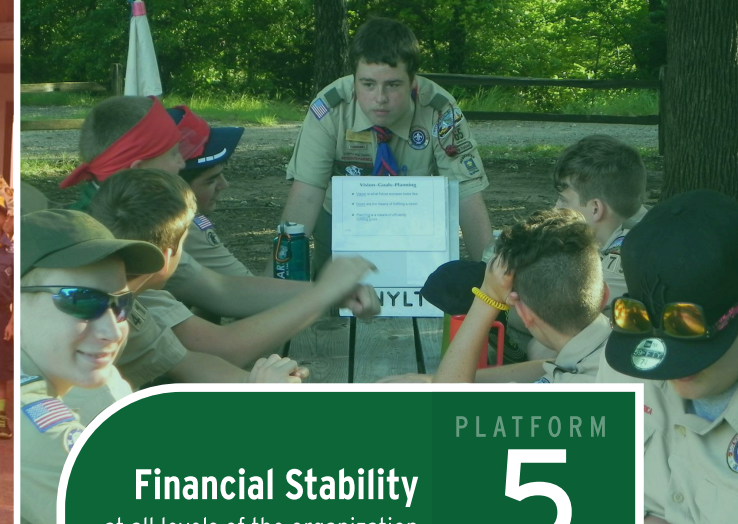
4

Our organization and programs are led by talented volunteers at all levels.

- Parents and community volunteers want to be part of our programs.
- Volunteer positions are well-defined and appropriate for today's volunteers.
- Succession plans are in place for top unit, district, council committee, and council officer leadership.

Our council maintains a staff of highly qualified and talented individuals.

- Staff needs are balanced against programs offered.
- We recruit to fill open positions quickly.
- Staff are retained through development, training, and fair compensation for all employees.



PLATFORM

Financial Stability

at all levels of the organization

5

Excellent fiscal management, development, and fundraising mechanics are in place.

- The Last Frontier Council operates with an annual audited budget surplus each year.
- We build a six-month meaningful operating reserve within the tenure of this strategic plan.

Opportunities for efficiencies and new income and revenue streams are continually explored.

- Our Council implements a rolling three-year budgeting process.



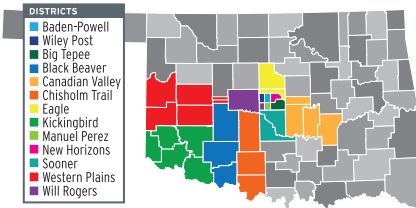
MISSION

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.

WHAT IS THE LAST FRONTIER COUNCIL?

Founded in 1914, the Last Frontier Council supports thousands of youth, families, and volunteers. Our purpose is to expand and support Scouting programs throughout 24 counties in central, western and southwestern Oklahoma.

It is our goal that all youth have the opportunity to hear about, join and enjoy all of the lifelong benefits of Scouting.



THE IMPACT OF SCOUTING

Research conducted by Harris Interactive and Tufts University shows:

TRUSTWORTHY: 75% of Scouts agree that Scouting has taught them to always be honest and to be a leader.

LOYAL: 88% of Scouts feel proud to live in the USA and 80% say spending time with family is important to them.

HELPFUL: 80% of Scouts believe that helping others should come before their own self-interest.

FRIENDLY: 80% of Scouts say that Scouting has taught them to treat others with respect and 78% to get along with others.

COURTEOUS: 87% of Scouts believe older people should be treated with respect.

KIND: 78% of Scouts say that Scouting has taught them to care for other people.

OBEDIENT: 84% of Scouts would inform a teacher or parent of a classmates potentially harmful actions.

CHEERFUL: Those who were Scouts as youth are generally more satisfied with their personal lives and their jobs.

THRIFTY: 82% of Scouts say that saving money for the future is a priority.

BRAVE: 80% of Scouts say that Scouting has increased their confidence, and 51% rate their self-confidence as excellent.

CLEAN: 95% of tenured Scouts say that Scouting developed a habit to take better care of the environment.

REVERENT: 83% of those who were Scouts for five or more years say attending religious services as a family is very important.



Cub Scouts:

The Cub Scout program encourages strong family relationships while developing social skills through fun and educational activities for youth grades K-5.



Scouts BSA:

The Scouts BSA program introduces the patrol concept to youth 11-18 where they learn self-direction with less parental involvement. Scouts BSA's objectives of developing character, citizenship, and personal fitness are met by focusing on outdoor activities.



Venturing:

Venturing is a youth development program for young adults who are 14-20 years of age. The purpose of Venturing is to provide positive experiences to help young people mature and to prepare them to become responsible and caring adults. Venturers get to experience a program that is fun and full of challenge and adventure.



Exploring:

Exploring is a youth development program serving the same ages of young adults as Venturing. The main difference between Venturing and Exploring is that Exploring is a career-focused program helping youth engage with professionals in areas that interest them for potential jobs or careers.

OFFICERS

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 Scout Executive/CEO: **Jeff Woolsey**

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LAST FRONTIER COUNCIL

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