**JANUARY STAFF GROWTH PLANNING CONFERENCE**

**Sample Agenda**

**(Day One)**

|  |  |  |
| --- | --- | --- |
| **Item on agenda**  **Opening** | **Subject for Discussion/Presentation**  Purpose and importance of the growth | **Responsibility** |
|  | planning conference   * Why Scouting? * Why quality growth? * Council strategic plan and its focus | Scout Executive |
|  | * Journey to Excellence * Chartered organization concept * Selling community organizations/organizing units * Professional recognition program |  |
| **History** | Five-year history by program of youth and units |  |
|  | Districts and council summary |  |
| **How we grow** | Five basic ways: |  |
|  | 1. New units |  |
|  | 2. Youth recruitment/additional enrollments |  |
|  | 3. Program transitions |  |
|  | 4. Unit retention |  |
|  | 5. Youth Retention |  |
|  |  |  |

**Market area** Where is our opportunity?

* + “Membership growth opportunity”
  + Geographical areas
  + Opportunity to join
  + Present unit history (density or market share)
  + Current chartered organization inventory
  + Comparison of school enrollment with membership by geographical area

**Lunch**

**What’s in our future?** Setting objectives

* + Why?
  + Positive attitude
  + Stretch mentality
  + The overachiever
  + Complete Growth Workbook
  + Review and/or develop draft objectives per district
  + Council five-year projection based on maintaining density
  + Benefits to the district

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**Sample Agenda**

**(Day Two)**

**Item on Agenda Subject for Discussion/Presentation Responsibility**

**Planning** Develop and discuss implementation of the

growth plan to achieve your goals.

* + - * + How are we going to get there? (Month by month, quarter by quarter—discuss the importance of measuring success.)
        + How it relates to being a Journey to Excellence District
        + Review District and Council Market Analysis
        + New-unit campaign
        + Reducing the number of dropped units
        + Re-chartering units with an increase in membership
        + Individual youth recruiting plan
        + Renewal plan for separated Scouts
        + Year-round additional enrollments
        + Program transitions
        + Units listed in poor health during the most recent membership validation process
        + Council plan to retain or regain school access

**Lunch**

**Planning** Continue developing personal growth plans by district/division

**Support** Council support of districts

* + - * + Materials
        + Training aids
        + Demographic data
        + Council/District Key-3 membership growth opportunity meeting

**Service** District membership committee development

* + - * + Support to organize units
        + Plans to help units be successful
        + Recruitment of membership committee volunteers
        + Commissioner Service

**Closing Comments**