**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**