



**National Sea Scout Strategic Plan**  
**Top Priorities - 2016**  
**"Membership, Membership, Membership!"**

**New Ships**

- P7 Establish a program to organize new ships
- P7.1 Identify new ship organizers
- P7.2 Provide mentors to leaders of new ships
- P7.4 Provide packaged information for new leaders, new ships, new chartered partners and for councils that lack Sea Scout experience in order that they can deliver our program
- PT2.3 Establish a nationwide mentoring program for new units

**New Members**

- PT1 Achieve a membership and ship growth of 2% in Sea Scouts annually
- P1.2 Establish a national membership outreach campaign
- PT6.3 Expand the use of current technology and social media to attract new members to Sea Scouts (duplicate)

**Keep Existing Ships and Members**

- P2 Enhance retention
- P2.1 Reach out to Scouts to find out why they stay involved, or why they left
- PT5.1 Develop and maintain a robust Sea Scout website (duplicate)
- PT6.1 Use innovation and technology to provide consistent, timely communication of national, regional, area events, programs, activities, etc.

**Recruit New Adults at All Levels**

- PT4 Boost volunteerism by building and expanding relationships with Sea Scout alumni
- PT4.1 Develop and implement a plan to stay connected to 21 and older alumni
- PT4.2 Build a database for alumni tracking
- PT4.3 Enable alumni to register on seascout.org as former Sea Scouts, Quartermasters, SEAL and Koch Cup participants
- PT6.2.1 Publicize sub-committee needs and opportunities to serve for Sea Scout volunteers

**Communications**

- P4 Communicate effectively with our youth and leaders
- PT5.1 Develop and maintain a robust Sea Scout website (duplicate)
- PT5.5 Enable volunteers and youth to communicate, collaborate and share best practices and innovative ideas to enhance Sea Scouting in delivering its program
- PT6.3 Expand the use of current technology and social media to attract new members to Sea Scouts (duplicate)

Note: The line numbers, such as PT6.3, are from the strategic plan strategy map. We'll talk more about the strategic plan in future editions of the Commodore's Corner.