

Status	Priority	National Strategic Plan for Sea Scouts STRATEGY MAP CURRENT PLAN	
		<b>Members &amp; Partners - "What member needs must we serve?"</b>	
		<b>MP1</b>	We ensure life changing experiences for our youth
		<b>MP2</b>	Strengthen our relationships with outside groups sharing common goals
O	2020	R MP2.1	Target specific objectives from our outside partnerships
O	2020	R MP2.2	Identify what we feel are reasons that outside groups would want to work with us, i.e. what do they get from working with the Sea Scouts?
O	2020	R MP2.3.1	Establish formal relationships with these individuals or organizations
O	2019TP	R MP2.3.3	Develop and promote internship opportunities for youth with our partners
O	2019TP	R MP2.3.4	Develop and promote scholarship opportunities for youth with our partners
O	2021	R MP2.3.7	Reach out to national level charter organizations to promote Sea Scouting, for example the National Catholic sub-committee
		<b>MP3</b>	Strengthen our relationship with the BSA
OA	2019	O MP3.1	Strengthen our relationship with other national BSA committees with common goals including Order of the Arrow
C		O MP3.1.2	Develop a systematic approach for building relationships with key national staff members
N	2020	R MP3.1.3	Assist in Koch Cup development and funding
O	2019	R MP3.2	Form a partnership with the BSA Aquatics system
O	2019	O MP3.2.1	Integrate Sea Scouting into council, district and local aquatic programs (e.g. waterfront camp staff)
O	2019	MP MP3.2.3	Create Sea Scouting resources that extend and enhance Boy Scout white water and paddling experiences.
O	2019TP	R MP3.2.4	Create specific scuba training/certification programs for Sea Scouts
C		C MP3.3	Achieve parity with other programs on the BSA's websites
N	2020	P MP3.4	Find a way to incorporate "Sea Scouting" in Cub Scouts and Boy Scouts
N	2019	MP MP3.4.1	Develop resources that show how Sea Scouts relate to other BSA programs
N	2017	MP MP3.4.1.1	Develop best practice guides that demonstrate how Sea Scouts are (or can be) a resource to their Councils
N	2019	P MP3.4.1.2	Adjust Sea Scout advancement requirements and the National Flagship application to include outreach to other BSA programs
N		M MP3.5	Establish a Sea Scouting marketing presence at the BSA high adventure bases (e.g. Prepare a presentation to be delivered to Scouts and Scouters attending Sea Base on Sea Scouts, our program and how to organize a Sea Scout ship.)
N	2019	M MP3.7	Develop resources to target market Sea Scouting for councils (Resources for the DE, Commissioners, etc. Why would a DE want to organize a ship? Why would a Scout Executive want to have ships in his council)
		<b>MP4</b>	Advertise and deliver on the brand: "High-Adventure on, in, under, or around the water"
		<b>Financial - "To satisfy our members and partners, what financial objectives must we accomplish?"</b>	
		<b>F1</b>	Ensure that all program events that NSSC runs are financially healthy
C		O F1.1	Identify budgets and sources of funding currently being appropriated for Sea Scouting
		<b>F2</b>	Promote unit fiscal responsibility throughout all Sea Scout training
O	2019	P F2.1.1	Educate ship leadership about financial best practices
O	2019	P F2.1.2	Provide written material on financial best practices to ship leaders
O	2019	P F2.1.3	Teach people to evaluate boat acquisitions
		<b>F3</b>	Provide suggested resources for local ships
O	2019	S F3.1	Encourage collaboration of resources and activities between ships
		<b>F4</b>	Grow national support in order to expand the program
O	2019	O F4.1	Explore the opportunity to establish an endowment fund
O		R F5	Provide support to councils and ships through national vendor partnerships to help secure discounts and good pricing for products to support the operations of aquatics programs
		<b>F6</b>	Support fundraising
N	2021	P F6.2	Develop guidance for meeting unit financial needs
		<b>Process - "To satisfy our members and partners, in which internal processes must we excel?"</b>	
		<b>P1</b>	Enhance Youth Recruiting
O	2019	M P1.1	Establish a best practices library for recruiting
O	2020	O P1.3	Evaluate/investigate changing the age requirements for joining Sea Scouts
N	2020	O P1.3.1	Conduct a pilot program to study the impact of lowering the age range to potentially include 8th Grade
N	2020	O P1.3.3	Work in parallel with the Venturing program; which may be developing a "Junior Venturing" program
O	2019TP	P P1.3.4	Build a Sea Scout feeder program based upon Maritime Middle School Explorer Clubs
C		C P1.4	Become fully integrated into BeAScout.org or investigate an alternative
		<b>P2</b>	Enhance retention
N	2019TP	C P2.1	Reach out to Scouts to find out why they stay involved, or why they left
N		P P2.3	Evaluate additional specialty awards to help in recognizing youth for excelling; similar to the Small Boat Handler, for programs like SCUBA, Paddle sports, etc.
N	2019	P P2.4	Evaluate the awards programs currently offered through Sea Scouts and Venturing for youth and adults to determine our plan for future offerings in the program
		<b>P3</b>	Be Responsive to youth and leader needs
O	2019TP	OC P3.2.1	Share best practices for recruiting, marketing, long cruises, and multi ship activities
O	2019	P P3.2.3	Develop resources to help leaders effectively manage their ship, allowing them to focus on providing a fun and exciting program
O	2019	C P3.3	Conduct surveys and focus groups to evaluate the needs of our youth and leaders
O	2019	P P3.4	Create a Skipper's Manual to guide skippers in providing an exciting program
		<b>P4</b>	Communicate effectively with our youth and leaders
A	2019	O P4.10	Establish a National Quarterdeck
		<b>P5</b>	Ensure relevancy of our programs to youth of today
C		C P5.1	Develop an online mechanism where youth and adults can share program ideas that are fun and productive
		<b>P6</b>	Establish a set of Standard Operating Procedures
O	2019	O P6.2	For national structure, outline minimum job descriptions, selection procedures and expectations for youth and adult positions with a standardized timeline in line with a current operating calendar
		<b>P7</b>	Establish a program to organize new ships
O	2019	S P7.1	Identify new ship organizers
O	2019TP	S P7.2.1	Create a "Mentor Manual/Toolkit" to train mentors
O	2019	O P7.3	Provide councils with expertise to help them organize new ships
N	2019	M P7.3.1	Create a "New Unit Organization Kit" for councils, focusing on commissioners and professionals. Include a value proposition for the council

O	2019	M	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
			<b>P9</b>	<b>Promote safe Sea Scout boating and maritime activities</b>
O	2019TP	P	P9.1.A	Incorporate new ANSI operator standards into Sea Scout Program
O	2019	P	P9.1.4	Incorporate NASBLA and USCG, or similar industry standards, into all Sea Scout program activities
			<b>People &amp; Technology - "To achieve our goals, what human resources and technologies must we leverage ?"</b>	
			<b>PT1</b>	<b>Achieve a membership and ship growth of 2.5% in Sea Scouts annually</b>
N	2019	M	PT1.1	Develop a national outreach campaign for recruitment
N	2019	M	PT1.1.1	Match recruitment strategies to the interests, needs and wants of the youth
O	2019TP	P	PT1.1.2	Add a page on Sea Scouts to the Scout Handbook. It will be seen by every Boy Scout and leader (integrate into all BSA literature)
O	2019	P	PT1.1.3	Add information regarding Sea Scouts to the Wood Badge, NYLT and NAYLE syllabus (also Exploring, Venturing - the whole family)
N	2019	M	PT1.1.5	Push a national recruiting month
O	2019	M	PT1.3.1	Develop marketing materials ships can adapt to advertise their program
N	2019	M	PT1.3.2	Produce instructional materials on best practices for marketing a unit
N	2019	M	PT1.3.3	Encourage local Scout Shops to dress a manikin in the New Century uniform
N	2018TP	C	PT1.5	Promote diversity in Sea Scouts
			<b>PT2</b>	<b>Adult volunteers in every unit, district, and council are sufficiently trained and actively engaged in providing an outstanding Sea Scout program</b>
C		SO	PT2.3.2	Recruit mentors for ship leaders
N	2019	PO	PT2.3.5	Add mentoring and collaboration with other ships as an element to the National Flagship application.
N	2019	P	PT2.5	Develop materials to assist councils with delivery and support of the Sea Scout Program
N	2020	P	PT2.5.1	Develop materials to assist charter partners with support of the Sea Scout program
O	2019	P	PT2.5.2	Develop and deliver Sea Scout specific commissioner training regarding our program and its delivery
O	2019	P	PT2.6.1	Provide position-specific web-based tools and information so adults can be successful leaders in their ship
O	2020	P	PT2.6.2	Strengthen and improve the accuracy of recording training
O	2019	PC	PT2.6.3	Provide an on-line leader resource center (on-line leader manual)
N	2019	C	PT2.7	Develop fact sheets and white papers explaining to new adult leaders how to locate boats, the ins and outs of donations, advantages and disadvantages of forming a 501c3, etc.
			<b>PT3</b>	<b>Sea Scouts build tomorrow's leaders through comprehensive youth leadership, curricula and opportunities</b>
O	2019	P	PT3.3	Promote National Youth Leadership Training (NYLT) and National Advanced Youth Leadership Experience (NAYLE) to all Sea Scouts
N	2020	P	PT3.4	Develop robust leadership strands in Sea Scout advancement
N	2020	C	PT3.6	Explore the opportunity to work with the teen leader council being developed by the national office
			<b>PT4</b>	<b>Boost volunteerism by building and expanding relationships with Sea Scout alumni</b>
O	2019	C	PT4.1	Develop and implement a plan to stay connected to 21 and older alumni
O	2019	O	PT4.4	Investigate the possibility of offering a Sea Scout device for the James West knot for an endowment donation of \$1000.
			<b>PT5</b>	<b>Adult volunteers, parents and youth are provided with innovative technology tools and resources that enhance the overall Sea Scout experience</b>
N	2019	C	PT5.4	Develop mechanisms for internal constituencies to communicate easily between themselves and with similar constituencies in other councils
N	2019	C	PT5.6	Develop a process for regular surveys and feedback from our membership to establish and meet the needs of our program
			<b>PT6</b>	<b>Sea Scouts continue to evaluate and leverage technology and social media to engage youth and connect them to Sea Scouts, to improve communication among our membership, and to communicate our message and brand to the public</b>
O	2019	C	PT6.2	Expand the use of social media where appropriate to communicate a positive Sea Scout message and provide important updates and information to our membership
N	2019TP	C	PT6.4	Provide innovative technology tools that will enhance the Sea Scout experience (i.e. iPhone/Smartphone apps)
			<b>LEGEND</b>	
			Each item in Status column is defined as one of the following:	
			A = Additional item to previously approved plan	
			N = Item from previously approved plan that has not been started	
			O = Item from previously approved plan that is ongoing and relevant	
			The reference sheets also contain Status column defined as follows:	
			I = Intuitive to the mission of the Group	
			C = Completed items from original plan	
			R = Removed items from previous plan	
			The priority Column indicates the expected year of emphasis for this item	
			The designation "2019TP" indicates a Top Priority item for the next year	
			Group Assignments are indicated in the third column as follows:	
			C = Communications	
			M = Marketing	
			O = Operations and Planning	
			P = Program Support	
			R = Relationships	
			S = Ship Growth and Membership	