



# National Sea Scout Committee



## 2026-2027 Goals





# Scouting America TRAIL MAP

A PATH TO ENTERPRISE STRENGTH  
AND MEMBERSHIP GROWTH

Our Destination:  
**2 Million  
Youth Served**



TRAIL MAP LEGEND



## Relentless Focus on Volunteers

-  Simplify Volunteer & Parent Roles
-  Implement February Renewal
-  Create First 90 Days On-Boarding for Unit Leaders
-  Clean-Sheet Approach to Volunteer Training
-  Empower Commissioners to Strengthen Units



## Simplify. Digitize. Scale for Growth.

-  Implement Unified Technology Platforms
-  Optimize Local Council Network
-  Simplify Committees and Structures
-  Reduce Cost to Drive Scale
-  Strengthen National Council Framework for Communication, Planning, and Risk



## Reinvest to Attract More Youth

-  Hire More Youth Serving Executives
-  Introduce the Brand to New Generations
-  Enhance First-Year Youth and Parent Experience
-  Grow School Access and National Partnerships
-  Expand Impact Through Philanthropy



Be a Leader in S.A.F.E.guarding Youth: Prevention First on Every Trail.





# Scouting America Trail Map

A Vision for Scouting's future growth and long-term impact.  
A Path to Enterprise Strength and Membership Growth.

1. **Focusing on volunteers**, by engaging and empowering those who deliver the program every day;
2. **Simplifying and refocusing**, by reducing complexity and bureaucracy so leaders can spend more time on what matters most; and digitizing operations for growth
3. **Growing the movement**, by investing in and expanding Scouting to reach more youth and communities.

Presented at the National Annual Meeting, May 2026

# National Boatswain (for National Quarterdeck)

## **Grow Communication**

National newsletters delivered every other month and monthly CST newsletters, supported by well-organized shared resources. Encouraging skippers to share these newsletters with their youth and send in their own activities.

## **Expand Digital Platform Awareness**

Achieve a 5% growth in social media engagement with 2-3 posts per week and launch a Tik Tok for increased media visibility with the youth.

## **Strengthen Community & Involvement:**

Ensure CST Support Leads are actively using their Instagram to establish regular communication with ships in their territories through online updates.

## **Build Program Helpers**

Produce an activity helper onto the website sourced from ships across the country and built on sharing ships/councils individually successful events to the rest of the nation.







# Membership

- Add 10 new Ships from Seabadge and other targeted marketing promotions. These are in addition to 'organic' Ships that start on their own accord.
- Retain at least 85% of the current Sea Scout Ships during the new change of renewal procedures implemented by Scouting America. This is particularly difficult because the retention process has changed 3 times in three years.
- Continue strengthening our role as the single best resource for membership related questions from Skippers and Sea Scouts. Institute an inquiry tracking system to determine the most often asked questions and best practices.



# Sea Scout Safeguarding Youth

- Build awareness for Incident Reporting procedures for injuries, including identifying resources for filing an incident report and accessing first aid materials.  
Measurable outcome: Material for selecting First Aid kits & Roundtable discussions for preparing incident reports.
- Record video PSA's for new Safety Moments with partners on boating safety, surveys for vessels larger than 50 feet, and annual water safety days.  
Measurable outcome: New videos and ask Ships to post Vessel Safety Check stickers on Instagram and tag @SeaScoutsBSA
- Encourage Sea Scout volunteers to participate in practical hands-on safe boat handling courses.  
Measurable outcome: Sea Scout leaders take safe boating courses of their choosing to build their skills in handling vessels specific to their program, whether it is paddle sports, sailing, or power boats.







# Training

- Revise and update the curriculum for IOWLS and/or AOWLS.
- Develop a 90-day backdated calendar for starting a new Ship with links to available information on [seascout.org](https://seascout.org).
- Develop a 90-day calendar for program ideas for the critical initial quarter year of a new Ship getting started.



# Marketing & Communications

- Work with Scouting.org team to build an up-to-date Sea Scout Advancement and Awards page similar to Awards page found at Scouting.org
- Continue to drive communications and improvements via Sea Scout website, Facebook and supporting the NQD Coms Team.
  - Locate and train a website replacement for Sea Scout webmaster.
  - Build up the Communications & Marketing team with additional staff to cover more areas.
- Grow the Movement by working with Lobbyists and Sal to get the Ships Act through Congress amending section 617 to include Sea Scouts.





# Partnerships and Relationships

- **Membership:** Partners will increase the number of Ships they sponsor by 10%. Partners will promote Sea Scouting via newsletter articles, social media feeds, and promotional videos.
- **Customer Service:** Partners will provide funding for the National Flagship competition and offer discounts on boating-related products. Partners will provide resources to support rank advancement and vocational exploration.
- **Safety:** Partners will provide boating training and co-branded instructional materials. Partners will co-produce boating safety videos.



# Awards & Recognition

- Assist in the annual update of the Sea Scout Manual; particularly for uniforms, insignia, and awards.
- Participate in the periodic updates of the Scouting America Guide to Awards and Insignia; particularly for the Sea Scout portions.
- Update the process for the Sea Scout Leadership Award.







# Materials & Literature

- Identify and reduce redundant requirements in ranks, not relevant, or a financial impediment.
  - Collect advancement survey responses from youth,
  - conduct focus groups,
  - collect adult input and propose changes to advancements.
- Continue working with the Advancement and Recognitions Committee to finalize, approve, and post the Quartermaster Leadership Service Project Workbook on [scouting.org](https://www.scouting.org).
- Work with the SCUBA Advancement Subcommittee to develop reasonable equivalent advancement requirements that are SCUBA specific.



# Resource Support

- Leverage our relationships with Territory Key 3s, Scout Executives and Council Sea Scout Activity Chairs to build membership and further the Sea Scouting Program
- Utilize our relationships with Territory Chairs, Scout Executives and Sea Scout Leaders to reach and hopefully exceed our 50% VOS Program target.
- Support the Membership Task Force when requested to ensure achievement of our overall Program membership objective of 4% growth.







**Photos are from and in celebration of the  
America 250  
Sail 250  
and the Commodores Cruise**



Find more information at

<https://CommodoresCruise.com>

<https://www.facebook.com/groups/219613075194389>

<https://www.facebook.com/hashtag/sail250>