National Sea Scout Committee



2026-2027 Goals

Scouting America

Revised
11/3/26

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 and Retention

- Add 60 new ships utilizing the Approved Growth Plan and all other sources.
- 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.

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

- **Develop an Advanced Sea Scout Adult Leader Training Program** that builds upon the foundational concepts introduced in Sea Scout Adult Leader Basic Training. This program will feature in-depth instructional modules focused on practical applications and hands-on learning, including elective program opportunities, boating skills, seamanship, knot tying, sailing, kayaking, paddleboarding, and other activities that emphasize the on-the-water experience and bring the maritime aspects of Sea Scouting to life.

- **Establish a Course Directors Conference for Introduction to On-the-Water Leader Skills.** Develop and deliver training sessions that prepare individuals to effectively plan, organize, and conduct these courses, including guidance on curriculum content, instructional methods, and course administration. The goal is to expand the pool of qualified course directors and instructors, increase the frequency of course offerings, and make this training more accessible to councils.

- **Research and Develop Supplemental First Aid Training for On-the-Water Activities.** Identify and evaluate first aid training opportunities that address the unique challenges and safety considerations associated with aquatic and boating environments. This training would not replace Wilderness First Aid but would serve as a supplement, providing Sea Scout Ships with practical, relevant instruction tailored to their specific on-the-water activities and operational needs..

Marketing & Communications

- **Website Migration**--Work with National Scouting team to build and transition the entire Seascout.org website to Scouting.org.

- **Continue to drive communications and improvements** via Sea Scout website, YouTube Sea Scout Channel, Facebook, Roundtable, 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.
- Work with the SCUBA Advancement Subcommittee to develop reasonable equivalent advancement requirements that are SCUBA specific.

Resource Support

All Goals will be in Process All Year.

- Foster relationships with other Scouting program committees, Council Service Territory leadership and local councils to support membership growth and the extension of the Sea Scouting program.
- Leverage 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