

Del-Mar-Va Council Strategic Plan 2026-2027

1. *Safeguarding Youth*

- a. Continue to build a zero-tolerance culture where serious incidents are concerned. Preventing serious harm will be a core value we uphold every day**

2. *Build Effective District Committees in Each of Four Districts*

- a. Fill committee roster positions with the best available candidates to ensure district operations success**

3. *Improve Unit Service Delivery with Commissioners*

- a. Recruit 25 additional unit Commissioners for a total of 50 across the Council**
- b. Redefine the Commissioner role to one of relationship and mentorship for unit service**

4. *Improve Marketing Efforts Throughout the Communities in Del-Mar-Va Council*

- a. Rebuild the brand message that Scouting is Good**
- b. Engage communities with the Campaign in a Box tools**
- c. Align Scouting values and benefits with community leaders**
- d. Add marketing staff support with additional peoplepower**

5. *Grow Number of New Members Each Year by at Least 9% to 886 in 2026, and Improve Overall Member Retention by 6% from 59% to 65% in 2026*

- a. Each district needs a fully staffed membership team, answerable and directed by district leadership. The council operations team will:
 - i. Create a robust membership committee and engaged support team in each district by June 1**
 - ii. Each district to create and implement a tactical membership plan (advised by the goals, strategies, metrics and best practices from VP membership) by Aug 1****
- b. Create a Retention Task Force to develop and implement a plan, implemented at the unit level, to improve member retention by 6 percentage points throughout the council by year-end 2026.**

6. *Grow Financial Resources Available to Improve Financial Stability of Council*

- a. Build an IC5 style board level campaign to grow Board & Council FOS by \$50K each year**
- b. Grow endowment commitments by \$3M by year-end 2027**
- c. Employ a Council Director of Development to provide leadership to the Development team**

7. *Develop Program & Properties*

- a. Develop a long-range comprehensive facilities master plan**
- b. Obtain \$2M for Akridge Scout Reservation to open as operational Cub Scout Summer Resident Camp**
- c. Rebuild the brand image and programs of Henson Scout Reservation**
- d. Obtain \$5M for Lenape Lodge replacements at RSR**