

2019-2021 Base Camp Strategic Plan Draft

Version 4 – 4/8/19 *plan will be evaluated in 3rd quarter and 2020 tactics added

Base Camp Purpose: Inspire Active Learning

TeamBuilding Center Positioning: *Team work & problem-solving skills benefit all youth and contribute to success in the classroom and in real life.* (draft/placeholder)

Leadership Center Positioning: *All youth in the community benefit by understanding basic leadership skills and understanding their leadership strengths.* (draft/placeholder)

1. Inspiring Leadership & Team Building

- a. Develop Next generation youth curriculum
 - i. 2019: Evaluate current programs, brainstorm new ideas with staff and gain committee input and approval.
 - ii. 2019: Meet with current leadership portal vendor to discuss next steps for immersive leadership program.
- b. Expand outdoor program experiences at and from Fort Snelling Campus
 - i. 2019: Complete outdoor climbing tower facilities, train staff and launch program.
 - ii. 2019: Research outdoor low ropes options that are both permanent and movable fixtures
 - iii. 2019: Promote Ft. Snelling State Park Campsite as opportunity for Northern Star units
- c. Create Standard & consistent school & community programs at all camps
 - i. 2019: In coordination with Camping Department, review, evaluate and standardize administration and logistics for community and school users across all Northern Star properties.
 - ii. 2019: In coordination with Camping Department, review, evaluate and standardize program content for community and school users across all Northern Star properties
- d. Complete Design Leadership Development training for community members
 - i. 2019: Develop a program for community members in working youth leadership and pilot first session.
- e. Grow the number of Leadership Lab users year over year
 - i. 2019: Develop promotional plan and materials for Leadership Lab.

2. Extending our Community Impact

- a. Design a 'Summer Scouting' Program as a traditional Pack alternative
 - i. 2019: Draft business plan and program model for program
 - ii. 2019: Set 2020 dates on Base Camp calendar
 - iii. 2019: In coordination with marketing committee, find best promotional opportunities to fit program.
- b. Prepare Homeschool Pack Program for 2020 Launch
 - i. 2019: Focus group with current home school contacts
 - ii. 2019: Draft business plan and two quarters of curriculum plan
- c. Develop a Family Leadership Training
 - i. 2019: Modify Leadership Adventure curriculum to fit youth and adults completing the program together.
 - ii. Evaluate potential partnerships with other organizations who already do family and adult programming
- d. Track the development of new programs
 - i. 2019: Implement a tracking tool for all programs under development.

3. Supporting our User Experience

- a. Develop Reservation, payment & tracking system
 - i. 2019: Investigate payment portal for Base Camp website with IT and accounting departments
 - ii. 2019: Switch all paper reservation forms to Google Forms by June 2019
 - iii. 2019: Participate with council task force on evaluation of all council processes and systems as part of New Way Pilot
- b. Review & update process evaluation (post event survey)
 - i. 2019: Review and revise existing post event surveys with input from committee.
- c. Develop an outcomes evaluation model application for our program & user groups
 - i. 2019: By year end, explore consulting resources to help conceptualize a model.
- d. Utilize a common tool with Grey Wolf for annual program/staffing/facility third party safety and quality review
 - i. 2019: Create a task force with Base Camp staff, Gray Wolf staff advisor, and volunteers from Gray Wolf, Base Camp, camping/properties and risk management to develop assessment program
 - ii. 2019: Site visits to Gray Wolf and Discovery Day Camp at Base Camp
 - iii. 2019: Task Force Develops standards for each camp.

4. Building our Future Staffing Capacity

- a. Standardize operating procedures for staff roles & responsibilities
 - i. 2019: Identify all the procedures & activities that require an SOP.
 - ii. 2019: Gather current SOPs in one location.
 - iii. 2019: Prioritize work and timeline the order in which each SOP will be developed and evaluated.
 - iv. 2019: Start development of SOPs.
- b. Develop Adjunct Faculty Volunteer Corps
 - i. 2019: Committee creates purpose and operating procedure for volunteer corps
 - ii. 2019: Staff identifies 2-3 2019 opportunities for involvement
 - iii. 2019: Recruit volunteer corps.
- c. Create a Base Camp culture that exemplifies our programming (handbook)
 - i. 2019: Hold Retreat for Base Camp Guides, staff and interested volunteers to discuss culture and identify outcomes that we want all participants to receive at Base Camp
- d. Create Staffing model & job descriptions for 2021 programs
 - i. 2019: Potentially no action 2019 – dependent on timing of 3c and focus area 2 (those need to come first)
- e. Assist with the Council HQ staff engagement plan
 - i. 2019: Base Camp staff provides and coordinates volunteer opportunities for council employees to participate with youth participants in plan that is created in coordination with engagement committee.

5. Enhancing the Success of the Scouting Brand

- a. Facilitate Scouting's brand awareness/mission education for user groups across the campus
 - i. 2019: Develop and implement a policy of adult orientation to Base Camp programs to ensure all adults visiting the campus have an awareness of Base Camp Programs.
- b. Coordinate with Marketing Committee to increase Base Camp Awareness among key community influencers
 - i. 2019: Joint meeting with Marketing committee to align goals and plan work together.
 - ii. 2019: Hold at least one annual event that gives leadership/provides service to elementary and secondary school educators