Pillar 1: Leadership							
Goal 1: Increase the percentage of trained leadership by 12/31/25	Baseline 2021	2022 Target	2023 Target	2024 Target	2025 Target	Board Member	Responsible Staff
1.1 Achieve 90% Scoutmasters Trained	59%	75%	82%	85%	90%	Kathryn Hinds	Dale Musgrave
1.2 Achieve 90% Cub Masters Trained	75%	72%	78%	84%	90%	Kathryn Hinds	Dale Musgrave
1.3 Achieve 45% Tiger Den Leaders Trained	27%	30%	35%	40%	45%	Kathryn Hinds	Dale Musgrave
1.4 Achieve 56% Den Leaders Trained	32%	35%	40%	45%	50%	Kathryn Hinds	Dale Musgrave
1.5 Achieve 79% Webelos Den Leaders Trained	72%	75%	79%	83%	87%	Kathryn Hinds	Dale Musgrave
1.6 Achieve 90% Post Advisors Trained	29%	42%	59%	76%	90%	Kathryn Hinds	Dale Musgrave
1.7 Achieve 1:3 Commissioner to Unit Ratio	1 to 3	1 to 3	1 to 3	1 to 3	1 to 3	Stephen Snowden	Rob Gilkerson

Pillar 1: Leadership							
Goal 2: Increase Board Diversity	Baseline 2021	2022 Target	2023 Target	2024 Target	2025 Target	Board Member	Responsible Staff
2.1 5 new Executive Board members annually	10	5	5	5	5	Tim Sayler	Richard McCartney
2.2 30% Female Composition	7	9	11	13	15	Tim Sayler	Richard McCartney
2.3 10% Under 50 Composition	4	5	6	7	8	Tim Sayler	Richard McCartney
2.4 10% Minority Composition	3	4	5	6	7	Tim Sayler	Richard McCartney

Pillar 2: Community Awareness							
Goal 3: Improve Community Awareness	Baseline 2021	2022 Target	2023 Target	2024 Target	2025 Target	Board Member	Responsible Staff
3.1 Deploy billboards in all dense Population areas	8	8	8	8	8	Shawn Johnston	Richard McCartney
3.2 Run 1 or more Council-wide print ads in support of fall recruitment Campaign	1	3	3	3	4	Shawn Johnston	Richard McCartney
3.3 Conduct a FB boost for every Pack for Fall recruitment	102	109	116	123	130	Shawn Johnston	Richard McCartney
3.4 Purchase internet Radio Ads in every major market in each district in support of Spring Reruitment / Day camp	New Goal	$5,000	$7,000	$9,000	$11,000	Shawn Johnston	Richard McCartney

Pillar 2: Community Awareness							
Goal 4: Increase Fundraising in all funds	Baseline 2021	2022 Target	2023 Target	2024 Target	2025 Target	Board Member	Responsible Staff
4.1 Increase FOS to 409,000 by 2025	$332,852	$392,500	$412,125	$432,731	$454,368	Todd Simison	Rob Gilkerson
4.2 Increase Special Events to $124,000	$92,165	$96,773	$101,612	$106,693	$112,027	Doug Restemayer	Richard McCartney
4.3 Increase Foundation Income to $262,367	$57,143	$69,400	$76,340	$83,974	$92,371	Doug Restemayer	Richard McCartney
4.4 Increase Product Sale net to $670,000	$423,625	$504,900	$555,390	$610,929	$672,022	Steve Smith	Richard McCartney
4.5 Increase Total Endowment to $11.9 Million	$7,084,816	$7,184,816	$8,800,966	$10,417,116	$12,084,816	Doug Restemayer	Richard McCartney
4.6 Increase Capital fund to $10.2 Million	$9,460,471	$9,610,471	$9,760,471	$9,910,471	$10,060,471	Jim Blotsky	Rich McCartney

Pillar 3: Quality Program							
Goal 5: Increase membership in all programs	Baseline 2021	**Dec 2022 Target**	**Dec 2023 Target**	**Dec 2024 Target**	**Dec 2025 Target**	**Board Member**	**Responsible Staff**
5.1 Increase Cub Scout Membership to 3496	2,961	3,020	3,171	3,330	3,496	Morgan Forness	Rob Gilkerson
5.2 Achieve Scouts BSA membership of 1581	1461	1,490	1,520	1,550	1,581	Morgan Forness	Rob Gilkerson
5.3 Achieve Exploring Membership of 204	84	114	144	174	204	Morgan Forness	Rob Gilkerson
5.4 Achieve Total Membership of 5312	4,539	4,654	4,865	5,084	5,312	Morgan Forness	Rob Gilkerson
5.5 Increase Explorer Posts to 19	7	10	13	16	19	Morgan Forness	Rob Gilkerson
5.6 Increase Traditional Units to 246	206	216	226	236	246	Morgan Forness	Rob Gilkerson
5.7 Increase Total Units to 265	213	226	239	252	265	Morgan Forness	Rob Gilkerson

Pillar 3: Quality Program							
Goal 6: Increase Property Utilization	Baseline 2021	**2022 Target**	**2023 Target**	**2024 Target**	**2025 Target**	**Board Member**	Responsible Staff
6.1 Increase Camp Wilderness summer to 1300	823	1000	1100	1200	1300	Jim Blotsky	Missy Hendrickx
6.2 Increase Cub Resident Camp to 600	313	450	500	550	600	Jim Blotsky	Missy Hendrickx
6.3 Increase Day Camp to 1115	377	500	600	700	800	Jim Blotsky	Rich McCartney
6.4 Increase off season use of CW to 1800	1424	1500	1600	1700	1800	Jim Blotsky	Missy Hendrickx