December 31, 2023

Progress Key:	Achieved	On Track	At Risk

Pillar 1: Leadership

Goal 1: Increase the percentage of trained leadership by 12/31/27

	YE 2022	2023 Target	12/31/23	Board Member	Staff
1.1 Achieve 95% SM Trained	58%	70%	56%	Kathryn Hinds	Ryan Hansen
1.2 Achieve 95% CM Trained	68%	70%	68%	Kathryn Hinds	Ryan Hansen
1.3 Achieve 95% Den Leaders Trained	34%	70%	35%	Kathryn Hinds	Ryan Hansen
1.4 Achieve 95% Crew Advisors Trained	50%	50%	50%	Kathryn Hinds	Ryan Hansen
1.5 Achieve 100% Sea Scout Skippers Trained	0%	0%	0%	Kathryn Hinds	Ryan Hansen
1.7 Achieve 95% Post Advisors Trained	0%	70%	14%	Kathryn Hinds	Ryan Hansen
1.9 Achieve 1:3 Commissioner to Unit Ratio	1 to 4.2	1 to 4	1 to 4.39	Steve Shark	Thomas Huether

Pillar 1: Leadership

Goal # 2: Increase Executive Board Diversity (Geographic, Ethnic Gender, Age)

	YE 2022	2023 Target	12/31/23	Board Member	Staff
2.1 Recruit 5 new Board members Annually	5	5	5	Tim Tello	Rich McCartney
2.2 30% Exec B. composition female	7	7	6	Tim Tello	Rich McCartney
2.3 10% Exec B. Composition under 50	5	5	11	Tim Tello	Rich McCartney
2.4 16% Exec. B Comp from ethnic minority populations.	2	2	2	Tim Tello	Rich McCartney

Pillar 2: Community Awareness

Goal # 3: Improve Community Awareness on Value of Scouting

	YE 2022	2023 Target	12/31/23	Board Member	Staff
3.1 Update billboards in all dense population areas	8	8	0	Shawn Johnston	Ryan Hansen
3.2 Increase the number of views on the Council Website by 10% annually	103,717	114,089	103,047	Shawn Johnston	Ryan Hansen
3.3 Increase the number of unique Visitors to the Council Website by 10% annually	39,313	43,244	42,251	Shawn Johnston	Ryan Hansen
3.4 Increase the number of "click throughs" on the council Facebook Page by 10% annually.	89,342	98,276	98,304	Shawn Johnston	Ryan Hansen
3.5 Increase the number of Instagram Impressions by 10% annually.	526	579	312	Shawn Johnston	Ryan Hansen
3.6 Increase the number of YouTube Channel Views by 5% annually	1,310	1,376	6,347	Shawn Johnston	Ryan Hansen
3.7 Increase the number of paid Ads in print & electronic publications annually	5	10	12	Shawn Johnston	Ryan Hansen
3.8 Increase the number of sponsored stories in print & electronic publications annually	0	2	1	Shawn Johnston	Ryan Hansen
3.9 Increase the number of Internet Radio Ads annually	0	8	0	Shawn Johnston	Ryan Hansen
3.10 Increase the number of Pod Cast Ads annually	0	8	0	Shawn Johnston	Ryan Hansen
3.11 Increase the number of organic / unsponsored stories in all local media annually	8	10	14	Shawn Johnston	Ryan Hansen

Pillar 2: Community Awareness					
Goal # 4: Increase Fundraising in Operating, Capital and Endowment					
	YE 2022	2023 Target	12/31/23	Board Member	Staff
4.1 Increase FOS to 422,267 by 2025	$320,747	$347,400	$334,604	Doug Restemayer	Huether
4.2 Increase Special Events to $130,181	$91,871	$107,100	$68,572	Doug Restemayer	McCartney
4.3 Increase Foundation Income to $120,214	$50,989	$98,900	$65,263	Doug Restemayer	McCartney
4.4 Increase In Kind Contributions to $39,438	$30,901	$32,446	$52,649	Doug Restemayer	McCartney
4.5 Increase Product Sale net to $856,665	$425,914	$489,801	$339,270	Steve Smith	McCartney
4.6 Increase Presidents Circle Annual contributions to $222,100 by 2027	$97,100	$122,100	$143,650	Doug Restemayer	McCartney
4.7 increse confirmed Estate Plan commitments to 45 by 2027	17	22	17	Tim Sayler	McCartney
4.8 Increase Wings of Eagles annual contributions to $170,000 by 2027	$45,000	$70,000	$78,751	Tim Sayler	McCartney
4.9 Raise $20,000 in Direct Support in fund 2 annually	$2,720	$20,000	$48,972	Tim Sayler	McCartney
4.10 Increase Total Endowment to $11 Million	$4,598,315	$6,000,000	**$5,646,542**	Tim Sayler	McCartney

Pillar 3: Quality Program					
Goal # 5: Increase Membership in all Programs					
	YE 2022	2023 Target	12/31/23	Board Member	Staff
5.1 Increase Cub Scout Membership to 4288	2961	3,528	3,366	Mike Briggs	Thomas Huether
5.2 Achieve Scouts BSA membership of 1820	1426	1,497	1,300	Mike Briggs	Thomas Huether
5.3 Achieve Exploring Membership of 110	86	90	118	Mike Briggs	Thomas Huether
5.4 Achieve Venturing membership of 55	43	45	33	Mike Briggs	Thomas Huether
5.5 Achieve Total Membership of 6273	4915	5,161	4,817	Mike Briggs	Thomas Huether
5.6 Increase Membership Retention to 77%	70%	72%	**65.14%**	Mike Briggs	Thomas Huether
5.7 Increase Total Units to 290	216	230	**214**	Mike Briggs	Thomas Huether

Pillar 3: Quality Program					
Goal # 6: Increase Camp Participation & Property Utilization					
	YE 2022	2023 Target	12/31/23	Board Member	Staff
6.1 Increase Camp Wilderness summer to 1,042	666	742	**742**	Jim Blotsky	Melissa Hendrickx
6.2 Increase Cub Resident Camp to 476	301	302	**302**	Jim Blotsky	Melissa Hendrickx
6.3 Increase Day Camp to 1,000	497	346	**416**	Jim Blotsky	Melissa Hendrickx
6.4 Increase off season use of CW to 3,000	2118	2081	**2665**	Jim Blotsky	Melissa Hendrickx