

Sea Scouts

"High-Adventure on, in, under or around the water"

National Sea Scout Strategic Plan "SMART" Top Priorities - 2016 "Membership, Membership, Membership!"



S



M



A



R



T

S	SHIPS
M	MEMBERSHIPS
A	ADULTS
R	RETENTION
T	TECHNOLOGY

SHIPS

Establish a program to organize new ships

- ♦ Identify new ship organizers
- ♦ Provide mentors to leaders of new ships
- ♦ Provide packaged information for new leaders, new ships, new chartered partners and for councils that lack Sea Scout experience in order that they can deliver our program
- ♦ Establish a nationwide mentoring program for new Ships

MEMBERS

- ♦ Achieve a membership and ship growth of 2% in Sea Scouts annually
- ♦ Establish a national membership outreach campaign
- ♦ Expand the use of current technology and social media to attract new members to Sea Scouts (duplicate)

ADULTS

Recruit New Adults at ALL Levels

- ♦ Boost volunteerism by building and expanding relationships with Sea Scout alumni
- ♦ Develop and implement a plan to stay connected to 21 and older alumni
- ♦ Build a database for alumni tracking
- ♦ Enable alumni to register on seascout.org as former Sea Scouts, Quartermasters, SEAL and Koch Cup participants
- ♦ Publicize sub-committee needs and opportunities to serve for Sea Scout volunteers



Sea Scouts

“High-Adventure on, in, under or around the water”

National Sea Scout Strategic Plan “SMART” Top Priorities - 2016 "Membership, Membership, Membership!"



S



M



A



R



T

S	SHIPS
M	MEMBERSHIPS
A	ADULTS
R	RETENTION
T	TECHNOLOGY

RETENTION

KEEP EXISTING SHIPS AND MEMBERS

- ♦ Enhance retention
- ♦ Reach out to Scouts to find out why they stay involved, or why they left
- ♦ Develop and maintain a robust Sea Scout website (duplicate)
- ♦ Use innovation and technology to provide consistent, timely communication of national, regional, area events, programs, activities, etc

TECHNOLOGY

- ♦ Communicate effectively with our youth and leaders
- ♦ Develop and maintain a robust Sea Scout website (duplicate)
- ♦ Enable volunteers and youth to communicate, collaborate and share best practices and innovative ideas to enhance Sea Scouting in delivering its program
- ♦ Expand the use of current technology and social media to attract new members to Sea Scouts (duplicate)

Note: We'll talk more about the strategic plan in future editions of the Commodore's Corner.

NOTE Commodore's Corner is in FORUM attachments

