Remember.
Rekindle.
Reconnect.
Reinvest.

2020-2021
Strategic Plan

BSA Alumni Relations Committee
Georgia-Carolina Council, 93
Boy Scouts of America
This document serves as the first official Strategic Plan for the BSA Alumni Relations Committee within the Georgia-Carolina Council, BSA.

This year-long strategic outline serves as a guiding road map to the program offered through this committee. It will provide insight, focus and guidance towards completing each year's goals and objectives appropriately and timely.

As the details of this plan unfold, it will take the dedicated and combined effort of the alumni committee's entire membership to achieve each goal to serve our Scouting community.

This plan will begin effectively in August of 2020, following the official formation of the committee, and will close on December 2021.

As a living document, changes will be made throughout, and progress will be updated to the committee monthly as we develop, build and grow a successful alumni engagement experience.

Robert Bolton, Jr.
BSA Alumni Relations Committee, Chairman
Keith Milburn
Council President
Daniel Rogers
Scout Executive, Georgia-Carolina Council
In the following pages you will find a list of focus areas and goals within the GACA Alumni Relations Committee. These goals and objectives are derived from council and national BSA programs and goals. Each focus area for our plan is accompanied by specific goals a list of strategies to achieve the appropriate objective. Each goal and objective is paired with a specific subcommittee within the alumni committee. Each subcommittee is led by a team lead or chairman who is responsible for leading the committee to complete and develop each appointed goal.

**GACA ALUMNI RELATIONS COMMITTEE - STRUCTURE**

- Awards & Recognition
- Engagement
- Alumni Affinity Groups
- Communication
- Membership
- National Initiatives & Special Projects

**GACA ALUMNI RELATIONS COMMITTEE - LEADERSHIP**

Robert Bolton, Jr.
GACA Alumni Relations Committee, Chairman

Keith Milburn
Council President

Daniel Rogers
Scout Executive/CEO, Georgia-Carolina Council

www.gacacouncil.org/alumni
www.scoutingalumni.org
FOCUS AREA 1
MEMBERSHIP

Objective: To increase the membership of the alumni engagement program within the Georgia-Carolina Council during the first year of the alumni association’s operation.

Goal 1: Form a complete and operational alumni relations committee between August 1, 2020 and January 1, 2021.

Goal 2: Identify leads in each District (3) to serve as an alumni outreach coordinator within their respective district.

Goal 3: Recruit one alumni per committee member to re-engage in Scouting. Ways to re-engage include registering as an adult leader, attending a council/alumni gathering or event, or making a financial contribution to the BSA.

Goal 4: Identify ways to engage alumni, local corporations or companies, and organizations to join alumni search.

Goal 5: Establish the basic membership opportunities of the Scouting Alumni Association - GACA by September 1, 2020.

LED BY THE MEMBERSHIP SUBCOMMITTEE
GOAL PROGRESS WILL BE REPORTED AT MONTHLY ALUMNI COMMITTEE MEETINGS.
FOCUS AREA 2
ALUMNI AFFINITY GROUPS

Objective: To engage alumni in various affinity groups within the local community. Recognize individuals outstanding in their fields. And connect/network with alumni through each of the alumni affinity groups.

Goal 1: Form a GACA Camp Staff Alumni Association to engage with camp staff from the Robert E. Knox Scout Reservation, Camp Daniel Marshall, and Camp Linwood Hayne.

Goal 2: Create an OA affinity group to engage OA alumni in current programs, including Vigil Honor recipients and past lodge officers.

Goal 3: Reorganize the local NESA chapter to further engage Eagle Scouts in the local area. Reconstruct the local NESA Committee to follow the outline of the NESA/Alumni National Committee.

LED BY THE AFFINITY GROUP SUBCOMMITTEE
GOAL PROGRESS WILL BE REPORTED AT MONTHLY ALUMNI COMMITTEE MEETINGS.
**Objective**: To use communication resources to share information, connect with alumni and members, and outreach our alumni programs.

**Goal 1**: Update the online website page for Alumni within the council’s website to give updated information on the alumni committee/association. This will be completed by September 1, 2020.

**Goal 2**: Publish a quarterly alumni newsletter - *Alumni 93* - starting in August of 2020.

**Goal 3**: Create a Facebook social media platform to share alumni information via the new page *GACA Alumni Relations - BSA*.

**Goal 4**: Create an online spreadsheet database to store alumni contact information (phone, email, address) to communicate with members for future information and events.

LED BY THE COMMUNICATION SUBCOMMITTEE
GOAL PROGRESS WILL BE REPORTED AT MONTHLY ALUMNI COMMITTEE MEETINGS.
FOCUS AREA 4
ENGAGEMENT

Objective: To locate, contact, and engage alumni in the various engagement activities and events hosted each year by GACA.

Goal 1: Host a successful Eagle Scout Recognition Banquet in April of 2021 to recognize those who have achieved the rank of Eagle Scout in 2020. This will be co-planned alongside the NESA Committee.

Goal 2: Organize a Camp Staff Reunion in the summer of 2021 to engage past camp staff of KSR/CLH to currently active camp programs within the council. This will be co-planned by the GACA Camp Staff Alumni Association.

Goal 3: Engage alumni during the Centennial Gala in August of 2020. Host a promotional booth to share alumni news and encourage alumni to sign-up with the GACA Scouting Alumni Association or an affinity group.

Goal 4: Host a successful OA Reunion and Vigil Banquet during the Bob White Lodge’s Winter Fellowship in December. This will be planned by the Bob White Lodge leadership.

LED BY THE ENGAGEMENT SUBCOMMITTEE
GOAL PROGRESS WILL BE REPORTED AT MONTHLY ALUMNI COMMITTEE MEETINGS.
ALUMNI SUBCOMMITTEES
AWARDS & RECOGNITION

Objective: To identify, recognize, and nominate alumni for significant advancement in service and activity within their profession and their community. To nominate alumni for the Alumnus of the Year Award by completing and submitting the application. Promotion of the Alumni Award knot within the council.

Alumnus of the Year Award: This is a national recognition presented on the council-level to recognize those who have given outstanding service to the engagement, promotion and growth of alumni programs within the local council and community.

It is the responsibility of the Awards & Recognition Subcommittee to host the selection of the award recipient, promote the nomination of alumni for this award, and to submit the application to the committee’s chairman and Scout Executive.

Alumni Knot Award: This alumni award recognizes registered Scouters who help unregistered alumni rejoin the program. This task is broken down into four categories:
- Alumni identification and promotion
- Alumni engagement
- Personal participation
- Personal education

It is the responsibility of this subcommittee to promote the alumni knot award program and review applications/requirements for those who have completed the award.
ALUMNI SUBCOMMITTEES
ENGAGEMENT

Objective: In coordination with the council’s activities and program committees, be involved in developing alumni activities and events throughout the year, and incorporating alumni initiatives into existing council activities. Share these opportunities with local corporations and organizations to engage local alumni in these activities and events throughout the year.

Events & Activities: Under the leadership of the Engagement Subcommittee, each year events will be hosted to engage alumni such as banquets (Eagle Scout Recognition Banquet, OA Winter Banquet, Council Banquet) and alumni gatherings (Gathering of Eagles, Camp Staff Alumni Association, Centennial Gala).

Networking: In coordination with the Communications Subcommittee, contact local organizations to promote upcoming alumni engagement initiatives and events.
ALUMNI SUBCOMMITTEES

ALUMNI AFFINITY GROUPS

Objective: To gather and share information on other Scouting associations (NESA, PSA, SBRSA, etc.) and their news, activities, and initiatives for members to participate. To create avenues for cross promotion and participation between other Scouting associations. To conduct annual affinity group meetings/activities to gather alumni.

Affinity Groups: Examples of alumni affinity groups can include the National Eagle Scout Association (NESA), Philmont Staff Association (PSA), Camp Staff Alumni groups, Law Enforcement Affinity groups, OA alumni, Jamboree reunion programs, etc.

Affinity Group Gatherings: In coordination with the Engagements Subcommittee, plan/execute affinity group gatherings, such as banquets, roundtable meetings, etc.
ALUMNI SUBCOMMITTEES
COMMUNICATION

Objective: Establish alumni association resources for online media, including the use of website and social media platforms.

Email & Phone Contact: This subcommittee will maintain an active email and phone contact list of all members of the GACA Scouting Alumni Association, as well as use email resources to communicate news, information and other important alumni updates.

Outreach: In coordination with the Engagement Subcommittee, contact identified alumni to share news, updates and information.

Alumni 93: This alumni association newsletter will be published quarterly by the Communication Subcommittee and shared on social media platforms, on the alumni association website, and shared via email to all registered members of the alumni association.

Website: Located on the council’s website, the alumni page will share the most updated information about the alumni association and news from the alumni committee.

Social Media: Operated by this subcommittee, the alumni association will share information via the committee’s Facebook page, open as a public page for interested alumni to engage in committee/association news.
Objective: To spread the word of the alumni initiative to outreach to new members, including recruiting members to join alumni affinity groups, attend reunion gatherings, and register with the council’s alumni association. Engage organizations in the search for Scouting alumni. Encourage alumni to join the alumni organization.

District-level Outreach: Identify individual leads within each District to outreach alumni efforts within their areas.

Retention & Activation: Continue promotion with alumni association members to ensure participation and activation in alumni gatherings and activities.

Engagement: Identify ways to recruit members to join the alumni association, engage in affinity groups, and promote organizations to join alumni search.
ALUMNI SUBCOMMITTEES
NATIONAL INITIATIVES & SPECIAL PROJECTS

Objective: Assist the local council committee with supporting national alumni initiatives and events or special projects.

Special Events: This subcommittee will promote national BSA events to alumni, such as opportunities to serve on staff at a national jamboree or NOAC program.

Special Projects & Promotions: Promotion of special projects (such as conservation initiatives) or special events (such as a major donor recognition, FOS donations, James E. West participation, etc.)

Training: Promotion of alumni training opportunities, such as online (my.scouting) courses as well as conferences hosted at the Philmont Training Center or University of Scouting (local and neighboring councils).

Note: This subcommittee is an ad-hoc committee overseen and designated by the alumni committee's chairman. Operations and performance of the National Initiatives & Special Projects group will vary depending on current program needs, national events or announcements, and program of the local council. In many cases, this may serve as a temporary task force to accomplish or execute short-term specific initiatives.
BSA Alumni Relations is the best way to connect Scouting alumni with what is currently happening within the Boy Scouts of America, and it's a chance to reconnect and engage alumni in the exciting new programs that Scouting offers youth today!

**Remember** the memories of campfires on a troop campout, or cooling down at the waterfront during summer camp, and reliving the feeling of achieving the next rank advancement.

**Rekindle** the memories by creating experiences for the next generation of leaders giving energy to programs that bring Scouting to life.

**Reconnect** with old friends from Scout camp, within your old troop, or those who worked alongside you as you approached the Trail to Eagle. Reconnect with the values and fun of Scouting!

**Reinvest** personally or professionally to generate new Scouting opportunities. Reinvest passion and enthusiasm for Scouting as a champion ambassador of the BSA. Reinvest time or financial resources at whatever level comfortable, or register as a leader.