Members of our Scouting Alumni Relations Committee,

I hope you are well and excited as we begin this incredible new alumni outreach program within the Georgia-Carolina Council. Now more than ever, we need to engage our alumni in the adventurous programs within our Scouting movement today.

As we venture through our council’s centennial anniversary, we take a look back on the journey thus far. We remember the stories told around campfires, nights slept under a starry sky, trails hiked on a weekend backpacking trek, ranks achieved and merit badges earned as we embarked along the Trail to Eagle. Within each of our communities are alumni ready to be activated and engaged in Scouting again, and it is our job to reconnect with them and bring them back into the movement that has grown and developed the lives of thousands each and every year.

It is now our mission to grow Scouting through our alumni and bring them back into our circle of brotherhood. Recently, I spoke with my good friend and Vice Chairman of the National Alumni Committee and he told me a story of how a local Scouter in Kentucky had been gone from the movement for many years as he became an adult. After several years, the council’s alumni committee reached out to him to request his services as a merit badge counselor. Willing to be of service, he signed up and started again as a merit badge counselor. Looking forward to five years after that outreach, he was selected to serve as Council President. It all started with an outreach to a Scouting alumnus, and soon became a reengage member of our brotherhood.

Stories like this are found in councils nationwide, now it’s our time to find our alumni story and reengage them into the adventures and excitement Scouting presents today.

Once a Scout, Always a Scout...

Robert Bolton, Jr.

*BSA Alumni Relations Committee, Chairman*

*Georgia-Carolina Council, 93*
Strategic Plan

Each year, the Alumni Relations Committee will create its Strategic Plan to outline the objectives in-progress for the upcoming year. This plan serves as a road map to steer the committee in the proper direction, as well as informs non-committee members about the activities, goals and objectives of the alumni committee.

This report is published annually by the committee’s chairman, and is constructed by the National Initiatives & Special Projects Subcommittee in coordination with each of the subcommittee leads. This plan is presented to the Council Executive Board at the council’s annual business meeting in January and is available online via the website’s alumni page.

Committee Structure

In total, there are 35 (possible) seats within the Scouting Alumni Relations Committee. This committee is under the leadership of the Chairman, and is overseen by the Council President and Scout Executive. Within the alumni committee, there are six (6) subcommittees. Each of these subcommittees is led by a Subcommittee Lead, which is appointed by the Chairman. Within each subcommittee, members are appointed by the Chairman.

Membership on the alumni committee is structured in one-year terms, running from January 1-December 31 to coincide with the terms of the Council Executive Board. Members are appointed annually by the committee’s chairman. Once appointed, a letter is submitted to each committee member to secure their seat on the committee as well as understanding their goals, objectives and function while serving on the committee. New members can be appointed at any time during the year by the Chairman, and members may be removed at any time as such.
Leadership and Committee Roles
Outlined here will be the basic guidelines to each position within the alumni committee, along with the first round of goals or objectives that each subcommittee and member will be working to complete and achieve as a part of the current term’s strategic plan.

Chairman, Scouting Alumni Relations Committee
The committee’s chairman serves as the leader for the BSA Alumni Relations Committee, guided and steering the initiatives of each of the committee’s program objectives. As chairman, he/she serves a member of the Council Executive Board, recruits/appoints member of the committee, as well as serves as an advocate and spokesperson for the national BSA alumni relations program within the local council. It is the responsibility of the chairman to report all alumni committee business to the Executive Board, Council President and Scout Executive.
The committee chairman is selected/appointed by the Scout Executive and Council President.

Scouting Alumni Relations Committee
Structure and Organization
The objective of the awards subcommittee is 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 program within the local council. Within the awards subcommittee, the committee sits 3-4 members, including the team lead. Below is a list of the awards subcommittee’s objectives and tasks.

- 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 this subcommittee to host the selection of the award recipient, and to submit the application to the committee’s chairman and Scout Executive for final approval and submission to the national office.
  - This selection will be hosted in October, application submitted following the October meeting of the Alumni Relations Committee, and the award is presented by the alumni committee’s chairman at the council’s annual recognition banquet.

- Alumni Award Knot – This alumni award recognizes registered Scouters who help unregistered alumni rejoin the program.
  - It is the responsibility of this subcommittee to promote the alumni knot award program and review applications/requirements for those completing the award.
  - Alumni knot awards will be presented (with knot and certificate) at the council’s annual recognition banquet, or at the local district’s banquet.
**Engagement Subcommittee**

The objective of the engagement subcommittee is to coordinate with the council’s activities and program committees to develop alumni engagement activities and events throughout the year, and incorporating alumni initiatives into existing council activities. Share these opportunities with local organizations to engage alumni in activities and events throughout the year. Within the engagement subcommittee, sits 4-6 members, including the team lead. Below is a list of the engagement subcommittee’s basic objectives and tasks.

- **Events & Activities** – Engage alumni in council events throughout the year, including annual banquets (Eagle Scouts, Silver Beaver recipients) and alumni gatherings (Gathering of Eagles, Camp Staff Alumni Reunion, Centennial Gala).
  - The engagement subcommittee will coordinate event planning with coinciding subcommittees and affinity groups.
  - Council Banquet – Identify and contact past Silver Beaver recipients to attend the council’s annual recognition banquet, as a reunion of Silver Beavers.
  - Eagle Scout Banquet – Contact and invite Eagle Scouts to attend a “gathering of eagles” reunion, to enjoy an evening of fellowship among Eagles.
  - Camp Staff Alumni Reunion – Organize a summertime cookout for camp staff alumni to gather and celebrate the summer season at camp.
  - Lists of events will vary from year to year per the council’s program committee.

- **Networking** – In coordination with the communication subcommittee, contact local organizations to promote upcoming alumni events and promote the opportunities for alumni engagement within corporations or neighboring organizations.
National Initiatives & Special Projects Subcommittee

The objective of the national initiatives & special projects subcommittee is to assist the local council alumni committee in supporting and promoting national alumni initiatives and events or special projects, such as regional/area alumni gatherings. Within this subcommittee, the committee sits 5-8 members, including the team lead. This committee also serves as an ad-hoc committee or “task force” with adjusted duties assigned by the alumni committee’s chairman. Below is a list of this subcommittee’s objectives and tasks.

- Special Events – Promote national events to alumni, such as opportunities to serve on staff at a national jamboree or NOAC program. Share information on national events with alumni to promote engagement in the program.
- Special Projects & Promotion – Promotion of special projects (such as conservation initiatives, fundraising campaigns, etc.) or special events for alumni to engage.
- Training – Promotion of alumni training opportunities, such as online courses within the my.scouting learning center or at the Philmont Training Center, as well as local council alumni training (University of Scouting).
- Jamboree (ad-hoc) – Promotion of the National Scout Jamboree in 2021, as well as opportunities to serve on staff via the Jamboree Service Team (JST).
- Finance – Promote opportunities for financial contributions from alumni, such as camp scholarships, capital campaign donations, James E. West participation, Friends of Scouting annual donations, and major donor/gift opportunities.
Affinity Groups Subcommittee

The objective of the affinity groups subcommittee is to gather and share information on other Scouting associations, such as the National Eagle Scout Association (NESA), Philmont Staff Association (PSA), Summit Bechtel Reserve Staff Association (SBRSA), American Woodbadge Alumni, Alpha Phi Omega, Scouting Educators, etc. To promote their news, activities and initiatives for members to participate. To create avenues for cross promotion and participation between other Scouting associations.

Within the affinity groups subcommittee, the committee sits 6-8 members, including the team lead. This committee will also play home to the individual group leads to collaborate on growing each of the individual groups’ initiatives.

- Affinity Groups – Listed below, these affinity groups will recruit alumni to engage them in affinity activities, as well as alumni gatherings within the council. Each affinity group is led by an individual group lead and will collaborate with other affinity groups within the alumni committee to grow, develop and promote further affinity activities.
- Affinity Group Gatherings – In coordination with the engagement subcommittee, plan/execute affinity group gatherings through the year, such as banquets or meetings.
- National Eagle Scout Association – Recruit and communicate news with Eagle Scouts, and promote the opportunities for membership within NESA.
  - The local council’s NESA Committee is led by the NESA Chairman to grow the objectives of the national NESA program, which will be highlighted later in this booklet.
  - Eagle Scout Banquet – As a gathering of Eagles, hosted in April will be the Eagle Scout Banquet to welcome and recognize Eagle Scouts in the community and fellowship on the values, character and trail that carries with an Eagle Scout. This event is planned with the engagement subcommittee and NESA Committee.
- Camp Alumni Association – Recruit camp staff alumni and camp participants in current camp activities. The goal of this association is to promote, grow and develop the camp program/facilities within the local council.
  - Camp Staff Alumni Reunion – This camp staff gathering will be hosted during the KSR summer camp season in June as an alumni cookout for fellowship among camp staff past and present, while also keeping alumni informed on current camp development, special projects, and opportunities for camp program.
- Order of the Arrow – Recruit past members of the Order of the Arrow to reengage in OA fellowship activities, such as fellowship weekends, conclave and banquets.
  - Vigil Retreat & Banquet – This gathering is hosted during the Winter Fellowship in December to reengage recipients of the Vigil Honor with the current year’s class of Vigil Honor recipients. Attending recipients will enjoy fellowship, participate in the ceremonies, and observe a Vigil Rededication as well as closing the weekend with a Vigil Banquet on Saturday to close the year.
Communication Subcommittee

The objective of the communication subcommittee is to establish alumni association resources for online media, including the use of website and social media platforms, to share information with members of the council’s Scouting Alumni Association.

Within the communication subcommittee, sits 6-10 members, including the team lead. Below is a list of this subcommittee’s objectives and tasks.

- **Data Entry & Collection (Email & Phone Contact)** – This team 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 and updates to alumni members.
- **Outreach** – In coordination with the engagement subcommittee, contact alumni.
- **Newsletter (Alumni 93)** – This alumni association newsletter will be published quarterly and shared via social media, on the alumni website, and shared via email to all registered member of the council’s 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.
Membership Subcommittee

This objective of the membership subcommittee is to spread the word of the alumni initiative to outreach new members, including recruiting new members to join alumni affinity groups, attend alumni gatherings, and register with the council’s alumni association. Engage local organizations in the search for Scouting alumni and encourage growth of alumni association. Within the membership subcommittee, the committee sits 5-8 members, including the team lead. Below is a list of this subcommittee’s objectives and tasks.

- District Outreach – Identify individuals leads within each District to outreach alumni efforts within their geographic area.
- Retention & Activation – Continue promotion with alumni association members to ensure participation and activation in alumni gatherings and activities.
- Engagement – Identify ways to recruit new members to join the alumni association, join affinity groups, and promote organizations to join the alumni search.
National Eagle Scout Association
Local Council’s NESA Committee

Operating under the Alumni Relations Committee’s Affinity Groups Subcommittee, the council’s NESA Committee will focus on Eagle Scout driven initiatives within the local council. Outlined below are objectives of the NESA Committee as well as its structure and organization.

This committee is under the leadership of the appointed Chairman, and is supervised by the Alumni Relations Committee Chairman, Council President and Scout Executive. Within the NESA Committee are six (6) subcommittees operating the various programs.

- **Awards** – Presentation of the Eagle Scout Project of the Year and NESA Outstanding Eagle Scout Award (NOESA) at the annual council banquet. This subcommittee is responsible for the selection and application process, which is hosted each fall and submitted for application to national following the selection and committee approval.
- **Events** – Plans annual engagement events for Eagle Scout participation. This team coordinates with the alumni committee’s engagement subcommittee.
  - Gathering of Eagles (Eagle Scout Recognition Banquet) – An evening of fellowship among Eagle Scouts within the local community, to celebrate the values and opportunities throughout and beyond the Trail to Eagle.
  - Life to Eagle Seminar – Hosted for Scouts (ranking Star or Life) to serve as a resource stepping stone to navigate the Trail to Eagle. This one-day event will help give resources and tips to future Eagle Scouts from Eagle Scouts.
- **Service** – Communicate opportunities for potential service projects
- **Alumni** – Collect data and communicate with Eagle Scouts
- **Communication** – Eagle Scout outreach to alumni and current Eagles to share important NESA news and information. Provide a quarterly article in the Eagle’s Corner in the Alumni 93 newsletter. Send information on NESA membership to new Eagles.
- **Membership** – Promotion of NESA membership levels to Eagle Scouts.
Under the leadership of the Affinity Groups Subcommittee, the camp alumni association works to reorganize past and present camp staff members of the Robert E. Knox Scout Reservation and Camp Linwood Hayne for fellowship of new and current camp programs.

The goal of the association is to gather camp alumni to share camp news, spread the influence of camp programs, and fellowship among staff alumni. Membership within the Camp Staff Alumni Association is free, and includes reception of the Alumni 93 newsletter, where each quarterly edition includes news on camp programs.

- Camp Staff Alumni Reunion – Hosted during the KSR summer camp season in June, camp staff alumni will gather for a cookout reunion to fellowship among staff members, share exciting camp news, and rebuild connects between alumni and the camp experience.
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.