



Date: 25 June 2005

To: Robert Webb

From: Nick Glover

Subj: Sea Scouts Development Plan

Bob: as promised, here are my thoughts on putting together a development plan for the Sea Scout program. This is not intended to be all inclusive or comprehensive but just to give you an outline of how you might want to think about developing the program you want. I have found this approach to be useful in developing other non-profit programs, but I certainly understand that you need to approach the program in a way that works for you. So please feel free to use or not use any of this as you see fit. Good luck!

Nick

Sea Scouts Development Plan

Mission

To instill the values of a Sea Scouts program into interested young adults in the greater Charleston area.

Objective

To create an active Sea Scouts troop of at least 50 members by year end 2005.

Strategy

1. Establish a core group of adult volunteers and young adult scout leaders to develop scouting programs, recruit scouts and oversee scout activity.
2. Create an exciting, easy to communicate sea scouting program which will attract members and volunteers
3. Recruit members from throughout the Charleston area
4. Recruit volunteers to assist in programs
5. Acquire financial and other resources necessary to execute programs.

Development Plan

1. Determine the essential resources/talents necessary to launch a sea scouts program. For example:
 - a. Overall mission and leadership
 - b. Program development
 - c. Volunteer acquisition
 - d. Membership acquisition
 - e. Resource acquisition
 - f. Community outreach (public relations, government relations, etc.)
 - g. Nautical/marine expertise
2. Acquire an adult/young person team (one adult/one young person per team) to head up each of the areas noted above.
3. Have each team develop a specific plan for accomplishing the objectives of their area. (See attached examples.)
4. Have monthly staff meetings to approve and track the development of plans.



Sea Scouts Development Plan

Development Plans Outlines

a. Overall mission and leadership

- i. Establish a core group of adult volunteers and scouts to develop a mission statement and oversee the execution of this plan.
- ii. Set a specific timetable of accomplish of the above.

b. Program development

- i. Establish Program Objectives and criteria
 1. For example: each program activity should be intriguing, involving, enriching and have a specific learning goal attached to it.
- ii. Develop an annual schedule of "ideal" activities which includes both monthly learning and involvement programs as well as major annual events.
- iii. Assign a team to each monthly program and each annual event with the responsibility of making it happen.

c. Volunteer acquisition

- i. Determine how many volunteers with what areas of expertise are required to have a successful program.
- ii. Identify likely sources (non-profit volunteer help groups, church groups, military groups, senior citizen groups, etc.) of volunteers.
- iii. Assign a team with the responsibility of acquiring volunteers.

d. Membership acquisition

- i. Establish a monthly goal for membership recruiting.
- ii. Begin with a top notch young person to head up the membership recruiting effort, with the support of an adult advisor.
- iii. Identify likely sources of members (high school NROTC programs - do these still exist?, church groups, high school counselors, etc.)
- iv. Put together membership recruiting advertising materials (brochures, posters, etc.) designed to attract young people and address their needs.

(Note: These types of programs often put too much emphasis on the theories and values of the program rather than on addressing the young people and their priorities.)



Sea Scouts Development Plan

e. Resource acquisition

- i. Determine all resources that will be required to achieve the mission and objectives of the program throughout year one.
- ii. Determine the alternative ways to acquire each essential resource.
- iii. Assign a team to be responsible for acquiring each resource.

f. Community outreach (public relations, government relations, etc.)

- i. Determine what, if any, community outreach is necessary.
- ii. Assign a team to be responsible for achieving the desired community awareness

g. Nautical/marine expertise

- i. Determine what areas of nautical/marine expertise will be essential to having a successful program.
- ii. Determine likely sources for acquiring this expertise.
- iii. Assign a team to be responsible for acquiring the necessary expertise.

