

# Making Scouts Canada bigger and more vibrant than ever before.

At Scouts Canada, our Mission is clear: to help develop well-rounded youth, better prepared for success in the world. We do this by enabling thousands of young Canadians to engage in safe, youth-led, adventurous programs in hundreds of communities across this great country. As Volunteers and staff supporting these programs, our aim is to ensure Scouting remains vibrant and continues to expand its reach: providing more youth with an opportunity to learn and to experience things at Scouts that they cannot experience elsewhere.

In order for Scouting in Canada to be as impactful as possible, we have identified five key areas of focus and associated measures of success that will guide our work over the next 3 years.

MEMBERSHIP GROWTH	We are committed to ensuring that every child has an opportunity to participate in Scouting, and we will work together to meet or exceed an annual <b>10% growth in full-time youth membership</b> . To achieve this goal, our Sections and Groups must engage regularly in recruitment activities and keep a close eye on member attendance and retention. In practical terms, we can exceed our growth goal by adding one youth to each of our Sections across the country every year.
SAFETY LEADERSHIP	We are committed to safe Scouting for all members. To achieve this, we will ensure that <b>all major safety incidents are reviewed rapidly</b> , that learnings are shared regularly, and that <b>100% of volunteer applicants have met all membership requirements within 90 days of applying for membership</b> . Our focus will remain on being prepared, engaging youth, and doing things the “right” way.
PROGRAM QUALITY	We are committed to a program that meets the needs and aspirations of today’s youth. The Canadian Path is our path to success: ensuring that all four elements (Youth-led, Plan-Do-Review, Adventure and SPICES) come to life is our fundamental focus. Success will be marked by at least <b>50% of our Sections reviewing their programs at least three times annually</b> using the self-assessment contained in the Program Quality Standards.*
VOLUNTEER SUPPORT	We are committed to providing meaningful support to our thousands of outstanding Volunteers. Our goal is to establish meaningful relationships with our Scouters, ensuring we understand their needs and that we are providing the support necessary to improve volunteer engagement. We will regularly obtain volunteer input on engagement and are aiming for <b>an increase in the willingness of our volunteer Scouters to recommend Scouts Canada to others as a great place to volunteer</b> .
GROUP CAPACITY	We are committed to strong and healthy Groups that enable our Section Scouters to maintain focus on what matters most – our youth. Healthy Groups have the capacity to seek out and obtain the resources necessary to support a high quality program (e.g. facilities, Volunteers, finances, community). They recruit Volunteers regularly and maintain a strong focus on program quality. To support healthy Groups, our aim is to ensure that there are a minimum of <b>3 dedicated non-Section Scouters on each Group Committee</b> .

\*this target is specific to the 2015-16 Scouting year; this changes to 65% in 2016-17 and 80% in 2017-18.

