

2012 Internal Communications Plan

2012 Internal Communications Objectives:

- Deliver a consistent and compelling Scouting story internally
- Build the capacity of councils to market themselves to the communities they serve
- Ensure all employees have access to the same information before it gets released externally

Opportunity

Outcomes

Timing

Local Marketing Support

Internal Communications Support

Volunteer Support

Membership Tools	Employee Benefits Changes	Unit-Focused Scouting	Youth Protection	Journey to Excellence	Performance and Career Development	Technology Upgrades	Community Growth Strategies
<ul style="list-style-type: none"> • Assist the Membership Impact Department in the development and implementation of their membership resources and services to councils by providing communications support and vehicles. 	<ul style="list-style-type: none"> • Increase employee understanding of the importance of making healthier lifestyle choices and their direct correlation to controlling costs for the self-insured BSA medical plan. 	<ul style="list-style-type: none"> • Drive awareness and clear understanding of viable alternative business models; in particular create an understanding nationally of the Area 2 project and its ramifications. 	<ul style="list-style-type: none"> • Reinforce the BSA's tradition of protecting youth among councils by providing them with education on how to recognize and report issues and their responsibility in understanding our Youth Protection programs. • Remember, "Youth Protection Begins With You." 	<ul style="list-style-type: none"> • Educate councils and volunteers on tools and resources, such as Voice of the Scout, that can help them improve their Journey to Excellence scores and deliver a quality Scouting experience. 	<ul style="list-style-type: none"> • Promote PDS, talent management, and career development tools and resources to strengthen employee engagement and reinforce the BSA's status as a great place to work. 	<ul style="list-style-type: none"> • Leverage upgrade projects to tell the story of technology-related growth and change at the BSA. • Spread awareness of the key projects that will affect the way employees collaborate and interact with electronic information, including: new employee intranet portal, new external-facing websites, and the HR and financials software upgrade project [PeopleSoft (PS) local council fiscals, PS local council fundraising, PS National Council fiscals, PS HR, Blackbaud] at the local and national levels. 	<ul style="list-style-type: none"> • Assist Council Operations in rolling out YSE-focused sales training designed to upskill the organization's front line in fundraising and recruiting youth members and volunteers.
<ul style="list-style-type: none"> • Develop communications efforts to support the 2012 Membership Impact goal of 80 percent of councils having an improved JTE score in membership and commissioner visits/contacts (marketing, training, conference calls, council visits, webinars, etc.). 	<ul style="list-style-type: none"> • Drive behavioral change by creating a high level of awareness of changes and the reasons behind them. 	<ul style="list-style-type: none"> • Achieve high awareness and understanding of available alternative business models for those councils in need of change. 	<ul style="list-style-type: none"> • Identify volunteers in each council who can assist in providing Youth Protection training. • Provide train-the-trainer sessions to facilitate their learning. 	<ul style="list-style-type: none"> • Ensure councils are aware of new tools and their uses. Employees, alumni, donors, and volunteers understand how Journey to Excellence can help them reach more youth. 	<ul style="list-style-type: none"> • Improve PDS completion rate and increase employee retention amongst new district executives. 	<ul style="list-style-type: none"> • Adopt new web and software tools. 	<ul style="list-style-type: none"> • Drive council adoption in support of YSE participation.
Q1	Q1	Q1	Q1	Q1—Q4	Q1—Q4	Q2	TBD
<ul style="list-style-type: none"> • Deliver customizable recruitment collateral and create new assets as the need surfaces. • Provide council support through the regional and area volunteer structures. • Continue to educate council staff and volunteers on available national membership resources and services. 	<ul style="list-style-type: none"> • Reinforce internal messages where applicable. 	<ul style="list-style-type: none"> • Deliver a library of communications for local use: newsletter articles, social media posts and strategies, talking points, PowerPoint presentations, etc. 	<ul style="list-style-type: none"> • Provide tools and/or templates for council use in communicating with volunteers regarding Youth Protection programs, updates, and requirements. 	<ul style="list-style-type: none"> • Create customizable creative materials around JTE criteria 2, 5, 9, 10, 11, 16, and 17. 	N/A	<ul style="list-style-type: none"> • Provide tools and/or templates for council use in communicating with volunteers regarding new technology initiatives. 	<ul style="list-style-type: none"> • Deliver a customizable communications plan template for council management use.
<ul style="list-style-type: none"> • Communicate BeAScout enhancements and other new national membership resources and services. 	<ul style="list-style-type: none"> • Create a communications plan and timeline for all benefits-eligible employees and retirees that integrates messaging into various media. 	<ul style="list-style-type: none"> • Help educate employees regarding the alternative models available and in use. 	<ul style="list-style-type: none"> • Develop internal communication messages that help reinforce our councils as the positive leader in Youth Protection. 	<ul style="list-style-type: none"> • Use various media to highlight tools and resources. 	<ul style="list-style-type: none"> • Create communication plans for PDS and talent management, including key messages, media, and timelines. 	<ul style="list-style-type: none"> • Execute communications plans outlining messaging, medium, and timing for all collaboration projects. 	<ul style="list-style-type: none"> • Reinforce local marketing messages and tactics where applicable.
<ul style="list-style-type: none"> • Provide communications to councils so they can train their volunteers—especially commissioners and membership committees of the council and district—about all national membership resources and services. 	N/A	<ul style="list-style-type: none"> • Help educate volunteers regarding the alternative models available and in use. 	<ul style="list-style-type: none"> • Identify and prepare select volunteers to be councils' trainers on Youth Protection. • Provide them with continual education on the topic. 	<ul style="list-style-type: none"> • Build awareness of council improvements through Journey to Excellence using appropriate media. 	N/A	<ul style="list-style-type: none"> • Drive awareness of volunteer-specific tools (Scouting.org, etc.) through appropriate media (Scouting magazine, etc.). 	<ul style="list-style-type: none"> • Provide communications to councils so they can inform their volunteers—particularly commissioners—of the new community growth strategy.



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