

INNOVATION & TECHNOLOGY STRATEGIC PILLAR

OUR VISION

Scouting uses innovation and technology to support the strategic pillars and to increase the impact and potency of the Scouting movement. All members of Scouting are connected with the right information and technology tools anywhere, anytime, to any device.

STRATEGIC OBJECTIVES & GOALS

Objective I: **The BSA continues to upgrade and improve its enterprise-wide technology platform to meet the ongoing program objectives and business needs of the organization by defining supported standards and providing offerings that benefit from economies of scale.**

Strategies to Achieve the Objective:

- Invest in technological tools to harness and capitalize on information and resources.
- Establish standards that ensure security, cost-effectiveness, and economies of scale.
- Reach beyond the National Council and utilize open-source tools throughout the organization.

Specific Goals:

1. We have created an affordable technology road map that identifies release dates, infrastructure changes, and security improvements, with ongoing review, updates, and communication of updates to the organization by the end of each year.
[February 2011]
2. We have engaged volunteers and supporters by building an open-source initiative to create technological tools and services of interest to the Scouting community.
[January 2012]

Objective II: **Youth, adult volunteers, and employees are provided with innovative technology tools and resources that enhance the overall Scouting experience and help them do their jobs more effectively.**

Strategies to Achieve the Objective:

- Identify and track the technologies being used by today's youth.
- Enable volunteers, employees, and youth to communicate, collaborate, and share best practices and innovative ideas to enhance Scouting and its services.

- Make resources and tools accessible and easy to use by focusing on usability and the business needs of the Scouting community.
- Partner with local volunteers who have current and innovative technological expertise.

Specific Goals:

1. We have established an interactive methodology for the National Key 3 to regularly communicate with local council Key 3s. [June 2011]
2. We have established ongoing usability testing across our enterprise-wide suite of tools and applications to identify areas in need of improvement. [March 2011]
3. We have identified those Scouting processes that require the most time and effort for adult volunteers, and have determined which can be streamlined and simplified using technology. [June 2011]
4. We have introduced an easily accessible, Internet-based innovation and resource center from which people can learn and to which people can contribute. [June 2012]
5. We have established processes so that the National Council has up-to-date digital contact information for all constituents, thus enabling proactive communication and research. [December 2011]

Objective III: The BSA uses innovation to ensure that it stays market-focused and relevant to today's youth, and to continuously improve the ways in which it delivers programs, manages the organization, and serves as an advocate for youth.

Strategies to Achieve the Objective:

- Identify and keep foremost the interests, needs, and concerns of contemporary youth.
- Use innovation to simplify and streamline processes and programs.
- Encourage new thinking and risk-taking.

Specific Goals to Achieve the Objective:

1. We have started an innovation grant program to enable any local council, unit, employee, or volunteer to experiment with ways to more effectively achieve the BSA's designed future. [June 2011]
2. We have established an ongoing process to learn new approaches and techniques from other successful organizations that effectively use innovation to fulfill their missions. [December 2012]
3. We have developed and implemented innovation and creative-thinking training modules for BSA employees and adult volunteers. [June 2012]