Grand Canyon Council Commissioner Conference April 13-14, 2018

**Commissioners’ Role in Membership Recruitment and Support**

4.13.18 **Presentation Notes**

**Slide 1 Introduction/Title**

**Slide 2**

Essential to understand that **first comes Scouting membership**; without membership there can be nothing else!

A movement like the **Boy Scouts of America must grow**; without growth the entire movement is in decline. If decline continues eventually there will be no movement!

Membership numbers had been recovering in past 2-3 years; prior to that membership numbers in steady decline (since 1972!). Unfortunately the decline in membership in BSA declined in 2017!

**Four Functions of Councils and Districts:**

1. Finance

2. Program

3. Membership

4. Unit Support (Commissioner Service)

**Slide 3**

**Who Leads the Membership Function?**

* Council Membership Committee
* District Membership Committee
* Commissioners’ role is to SUPPORT

**Retention & Growth** – commissioners’ **support**, not lead

**How can commissioners help units (districts and councils) grow and retain youth and family membership?**

**Slide 4**

**Five Primary Responsibilities of Unit Commissioners** (following comments relate to UC responsibilities – DC’s & ADC’s must provide appropriate leadership to UC’s to fulfill their responsibilities)

**Slide 5**

The answer is straight forward: **Just do what we promise to do!**

**Units (and districts and councils) will grow if their leadership works to provide the very best programs possible! Unit Commissioner involvement and support are vital to successful unit programs!**

**How Commissioners Can Support the Membership Function**

**Slide 6**

**1. Support Unit Growth by means of Journey to Excellence Criteria (JTE)**

* Units: Build membership, retain existing members, Webelos to Scout transition
* District & Council: Market share increase, grow Scouting, New member recruiting, retain existing members

**Short Term (Immediate) Opportunities to Support Membership Growth**

* Help unit leaders develop plan and execute steps to maximize JTE scores for 2018 including the membership goals
* Districts, Councils will realize their JTE achievements if units achieve their goals

**Long Term (Next 5 Years) Opportunities to Support Membership Growth**

* Complete a unit JTE review for previous year and develop unit JTE goals for the coming year no later than the end of January each year including membership goals
* Personal commitment to support Unit Membership goals (Unit Commissioners)
* Personal commitment to support District Membership goals (District Commissioners and District Administrative Commissioners)
* Personal commitment to support Council Membership goals (Council and District Commissioners and Council and District Administrative Commissioners)
* Personal commitment to encourage and support development of annual unit membership plans

**Slide 7**

**2. Link District Committee and Sub-committees Resources to Units per the Unit Service Plan (USP)**

**Short Term (Immediate) Opportunities to Support Membership Growth**

* Become familiar with district and council membership plans and goals for 2018
* Become the link for units served and the district committee, membership subcommittee
* Make sure units who need help and support from the district committee receive that help promptly!
* Ensure there is a 2018 Unit Service Plan for every unit served! If one does not currently exist, commit to developing a USP for the remainder of 2018.

**Long Term (Next 5 Years) Opportunities to Support Membership Growth**

* Personal commitment to ensure unit membership plans can be achieved with support from District Committee programs (i.e. training, camping, activities and civic service, advancement and so forth) and the efforts of a District Membership Subcommittee
* Personal commitment to complete an annual Unit Service Plan for all units served to be complete no later than the end of January of each year.
* Review USP’s with your ADC.

**Slide 8**

**3. Visit Units Regularly and Log Visits on the Commissioner Tools Tracking System (CT)**

* Complete simple and detailed assessments
* Record assessments and unit contacts

**Short Term (Immediate) Opportunities to Support Membership Growth**

* Schedule a meeting with unit leadership to review their 2018 membership growth plans
* Help unit leaders establish their 2018 membership priorities
* Encourage fulfillment of 2018 unit membership goals

**Long Term (Next 5 Years) Opportunities to Support Membership Growth**

* Personal commitment to be in regular contact with unit leadership, make personal visits, attend district and council activities with unit leaders served
* Personal commitment to record regular (monthly) unit contacts, complete and log BOTH simple and detailed assessments

**Slide 9**

**4. Support Units in Their On-Time Recharter**

**Short Term (Immediate) Opportunities to Support Membership Growth**

* Schedule a meeting with unit leadership to review 2019 unit recharter plans
* Complete membership, leadership and leader training inventory no later than the end of September
* Help unit leaders prepare for their 2019 unit recharter process
* Confirm district recharter working meetings for the coming months; commit to attending these meetings with unit leaders assigned to recharter process
* Assure unit leaders that they will complete the 2019 unit recharter process in a timely manner

**Long Term (Next 5 Years) Opportunities to Support Membership Growth**

* Help unit leaders be current with their record keeping, ensuring all participating youth and adults (leaders, parent committee members) are properly registered and trained for their positions
* After each annual charter renewal process, complete a Start, Stop, Continue analysis with unit leaders

**Slide 10**

**5. Encourage Unit Leaders to Attend Monthly District Roundtables Regularly (new, added in 2017)**

**Short Term (Immediate) Opportunities to Support Membership Growth**

* Confirm dates, times and locations for district roundtable meeting nights for the balance of 2018 – many district RT’s will be reviewing recharter details in the coming months
* Commit to attending monthly District Roundtable meetings with unit leaders served (invite them “to go with you!”)

**Long Term (Next 5 Years) Opportunities to Support Membership Growth**

* Encourage unit leaders to include monthly District Roundtables in their unit annual calendars and newsletters
* Make a personal commitment to attend every monthly roundtable and invite unit leaders served to go with you!
* Consider incentive/recognition program to enhance RT participation

**Additional Opportunities for Commissioners to Support Membership Growth and Retention (resource links in blue)**

**Slide 11**

1. Two most important tasks for commissioners supporting membership:

* Build a positive relationship with the unit(s) served
* Make a personal commitment to help units find best possible opportunity to retain and grow membership

**Slide 12 – Unit performance Guide Cover**

**Slide 13**

2. Become familiar with the Four Pillars of Membership Growth (included in Unit Performance Guide): http://www.scouting.org/filestore/pdf/Four\_Pillars\_of\_High-Performing\_Units.pdf

* Know the Market
* Make the Call
* Build the Team
* Grow the Unit

**Slide 14**

3. Become familiar with current BSA membership initiatives: http://scoutingwire.org/marketing-membership/

* Lions Pilot http://scoutingwire.org/?s=Lions+pilot
* STEM (Science of Scouting) https://stemscouts.org/about-stem-scouts/
* Build An Adventure http://scout-wire.org/2014/09/05/build-an-adventure-with-new-national-recruiting-campaign/
* Hooked on Scouting http://scout-wire.org/2014/07/24/are-boys-in-your-council-hooked-on-scouting-they-should-be/
* Rocket into Scouting http://scoutingwire.org/marketing-and-membership-hub/councils/rocket-into-scouting/
* Exploring Explosion http://scoutingwire.org/exploring-tools/
* The Unit Performance Guide (UPG) http://www.scouting.org/filestore/membership/pdf/522-025\_WB.pdf
* New Member Coordinator (new unit-level leadership position) <http://scoutingwire.org/marketing-and-membership-hub/councils/new-member-coordinator/>
* Become familiar with findings of Tuft’s study

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4. Council Commissioners make a personal commitment to meet and get to know the Council Membership VP/Chair. Become familiar with the Council Membership Growth Plan. Ensure District Commissioners understand their personal role in supporting membership growth and retention.

**Slide 16**

5. District Commissioners make a personal commitment to meet and get to know the District Membership Subcommittee Chair. Become familiar with the District Membership Growth Plan. Ensure Assistant District Commissioners and Unit-serving Commissioners understand their personal role in supporting membership growth and retention.

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6. Unit Commissioners

* Make a personal Commitment
* Ensure Packs have Spring and Fall Roundups
* Encourage Troops to provide Den Chiefs to neighboring packs
* Make sure youth applications are being processed in a timely manner.
* Watch for vital signs in assigned units! Membership decline
* Log all unit visits in Commissioner Tools

**Slide 18**

7. Make a personal commitment, no matter what your commissioner role, to take at least one action (3 would be better and still do-able!) that will help your council, district and/or unit served grow in membership between now and the end of this year!

**Slide 19**

8. Commissioner’s role in support of new units clearly defined in the Unit Performance Guide) including:

* Most experienced and accomplished UC’s assigned only one new unit
* Service to that unit 3 years
* New Unit Commissioner on-line training nearing completion

**Slide 20**

9. Work to develop positive relationship between all Cub Scout Packs to Boy Scout Troops and that all Boy Scout Troops have a relationship with at least one Cub Scout Pack.

**Slide 21**

10. Commissioners’ role in supporting membership should focus on Retention & Growth.

**Slide 22**

11. Encourage all unit-serving commissioners to earn **Commissioner Award of Excellence in Unit Service.**

**Slide 23**

**Questions? Thank you for your service to Scouting units**