

Spring 2014

THE COMMISSIONER

A PUBLICATION FOR COMMISSIONERS AND PROFESSIONALS



www.scouting.org/commissioners

Connecting Commissioners Through Communication

How do you get your information? If you are like most people, you probably don't rely on just one source, but in this era of instant and constant communications, information dissemination is an important function every organization needs to manage and hopefully lead. In part, it was the process of how commissioners communicate that led National Commissioner Tico Perez and National Commissioner Service Chairman Scott Sorrels to ask me to fill a new national commissioner support staff position dedicated to communications.

In my opinion, commissioners have been one of the best organizationally connected groups in Scouting; commissioners know how to spread the word very well. As demonstrated repeatedly through media such as Facebook, one of the fastest means to communicate today is the Internet. And it is this communication speed that works to both our advantage and our disadvantage. As commissioners, we need to take charge of the process and not let the process take charge of us. To that extent, I will suggest some effective commissioner Internet communication methods that you should consider.



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- **Facebook** (the leading social networking site according to comScore.com):

—**Commissioners of the Boy Scouts of America**—

This is a “closed” group that you can join and is an official means of communication of the BSA, meaning the posts are less frequent but arguably of greater importance. Every commissioner should join this group. I will use this as my primary official information outlet. <https://www.facebook.com/CommissionersOfTheBoyScoutsOfAmerica>

—**Commissioner Service (Boy Scouts of America)**—

This is an unofficial and “open” group, meaning the posts are frequent and can be on a wide range of topics, which requires moderators to ensure the posts are appropriate. <https://www.facebook.com/groups/bsa.commissioners>

- **LinkedIn** (similar to Facebook but a business-oriented social networking site):

—**Commissioners of the Boy Scouts of America**—

This is a “closed” group that you can join. Members keep up a lively discussion on various topics of interest to commissioners, almost making it a virtual nonstop commissioners roundtable. https://www.linkedin.com/groups?home=&trk=anet_ug_hm&gid=92833

In my new communications role, I will work hard to keep information—especially important, timely, and official communications—flowing to you through the above Internet outlets. I will also do my best to promptly respond to personal emails or, like any good commissioner, use my resources to get the information needed.



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