

**TOPIC: New Member Coordinator (NMC) - Sustaining Strong Membership**

Participants will answer the following questions by the end of the session:

- Explain what a New Member Coordinator is.
- Understand the New Member Coordinator's relationship to the Crew's Vice President of Administration and the Vice President of Communications/Secretary.
- Understand the New Member Coordinator's responsibilities to the Crew.

**Presentation Method**

In planning the presentation, you should review the latest materials posted at the BSA New Member Coordinator Website. <https://scoutingwire.org/marketing-and-membership-hub/councils/new-member-coordinator/>. The most recent program information is posted there and is ready for your use.

A position description is available on the New Member Coordinator Website at <https://41zfam1pstr03my3b22ztkze-wpengine.netdna-ssl.com/wp-content/uploads/2017/05/NMC-Position-Description.pdf>

Use the discussion outline below to help you prepare your remarks. PowerPoint presentation slides were not prepared for use during this session. If you wish to use one, the content below will be helpful in constructing your presentation.

**The Roundtable team should present the New Member Coordinator YouTube modules.** They are both a little over 1 minute each and provide a great introduction to the position. They are both available at <https://scoutingwire.org/marketing-and-membership-hub/councils/new-member-coordinator/>. They may also be an effective "sales" tool for you.

**Resources**

What resources are there to help the new member coordinator get started? The New Member Coordinator webpage provides continuously updated resources on many related topics and in a variety of formats.

**OVERVIEW**

This session will provide the participants with a greater understanding of how the New Member Coordinator (NMC) position can support the recruiting and retention efforts of the Crew.

**INTRODUCTION**

Sustaining strong membership in a crew depends not only on having new members join the unit, but also on engaging youth and their families in the crew experiences so that they feel welcomed and want to stay. The role of the New Member Coordinator is to ensure that both keys to success take place.

**THE NEW  
MEMBER  
COORDINATOR  
POSITION IN A  
CREW**

Remember when you and your family joined Scouting? Were you excited? Confused? What makes Scouting a great experience in those first few weeks and months? How does a Scouting experience make a difference for a youth in the long term?

Would you like to give others the opportunity to experience Scouting? Would you like to decrease the number who leave soon after joining? Would you like to have more volunteers to help you? If so, a New Member Coordinator is for you.

The *New Member Coordinator* (NMC) position has been designed to:

- Be a FUN and engaging position.
- Form relationships with new members and their families.
- Use a team approach by encouraging more than one NMC in a unit, allowing them to tailor their work to individual interests/expertise, as well as to recognize the particular needs of the unit.
- Fit every type of unit, every age level and every program.
- Be recruited and supported by key unit leadership.
- Be provided with training both online and face to face.
- Be mentored by the District Membership Chair and become part of the District Membership team.
- Be visible and easily identifiable at unit gatherings by their *Welcoming* smiles and their BSA “Welcome” logo displayed on an activity shirt, on a hat or vest or in some cases, a pin on a field uniform.
- Work directly with the Crew Vice President of Administration and the Vice President of Communications/Secretary regarding Venturer recruiting and retention.
- Work with the parents of the crew members, as appropriate, to discuss family member involvement in the Venturing program.

**The benefits of having a New Member Coordinator can be substantial!**

The NMC position starts off as the “Welcoming Committee” member who will anticipate and answer questions and be a friendly face. As their knowledge and experience increases, they become a valuable resource to other areas, too. The NMC is in a unique position to see gaps in the crew and may gradually take on some additional assignments. The NMC position exemplifies the phrase “Share it, Shape it, and Own it.” Current NMCs are moving units forward in countless ways, including teaching parents how to use Scoutbook, establishing media connections for families, helping youth access donated gear for camping, and engaging parents to become a greater resource to the unit.

**Working with the Vice President of Administration and the Vice President of Communications/Secretary.**

The NMC is the perfect position to work directly in support of the Vice President of Administration in leading the recruiting and admission of new crew members.

The NMC can also support the Vice President of Communications/Secretary in their responsibilities to maintain crew membership records and publicize the recruiting efforts of the crew.

**The New Member Coordinator is a Flexible Position that can support the Crew.**

Multiple individuals can serve in the position of New Member Coordinator. If your crew selects this approach, each new member coordinator may choose their area of focus. Who in your crew might be just right for this position? Look for someone who is outgoing, friendly, always has a smile, and is helpful, available, responsive, tech-savvy, and good at follow-up. Select the best person for the role, and when you “make the ask,” have it be a personal invitation.

Recruit at least one New Member Coordinator. What a wonderful sense of community you’ll create in your Crew!

**NEW MEMBER  
COORDINATOR  
TRAINING**

**There are currently two New Member Coordinator training modules available on the My.Scouting BSA Learn Center site.**

1. The *New Member Coordinator Welcome Course*. This course module is an introduction to the NMC role in Scouting.
2. The *Elements of the Job*. This 3-part module features topics associated with sharing the benefits of scouting, coordinating unit recruitment, and how to guide the joining and welcoming process.

In addition, council support may feature printed materials, social media campaigns, and other recruitment assistance. The district committee and District Membership Chair can assist.

**ENGAGEMENT**

If possible, have a current New Member Coordinator available to participate in the presentation of this session.

**APPLICATION**

Challenge the Crew Advisors and Officers to utilize the New Member Coordinator position in their respective crews.

**DISCUSSION  
QUESTIONS**

- Why is it important for Crews to utilize the New Member Coordinator position?
- Which Crew Officer positions should work closely with the New Member Coordinator?

- How can your Crew best utilize the New Member Coordinator to help with Crew recruiting and retention?

**CLOSURE**

Wrap up conversation. Close by asking participants how they will use what they learned during this evening's roundtable to support their crew's program.

**ASSESSMENT**

Look for participant answers to the following questions by the end of the session:

- What is a New Member Coordinator?
- What is the New Member Coordinator's relationship to the Crew's Vice President of Administration and the Vice President of Communications/Secretary?
- What are the New Member Coordinator's responsibilities to the Crew?