

MAGNETIC, OR TRUE NORTH?

The Scoutmaster of any unit we serve expects a Scout of Second Class Rank to know the difference. With training and forethought, either one will get you to your destination; but without it, magnetic north is a rough reference that will, at best, get you somewhere in the general area of your destination. Progress can be made using only magnetic north, but reaching a goal requires greater accuracy.

The same is true when recruiting unit commissioners: a 3 : 1 ratio of units to commissioners, is our magnetic north. Any council that achieves that ratio will likely be providing unit service that will help those units serve kids. But, 3 : 1 may not be good enough to provide "2nd Century Service" in your council. When recruiting commissioners, true north requires a more detailed assessment of local needs.

True north is the number of unit commissioners needed to engage and effectively serve every unit in your council. There are a number of factors to consider. For starters,

1. Individual skills (UC's with stronger organizational and communications skills may have greater capacity).
2. Experience (experienced UC's may be able to handle more units).
3. Schedule (some individuals have personal or professional commitments limit their time available to serve as a UC).
4. Turnover, an ongoing process, will require continuing recruitment of new UC's simply to hold your current ratio.
5. Geography (UC's in councils with large territories will likely spend more time traveling).
6. New units - and our commitment to assign a dedicated, experienced unit UC to each one - will require a lower ratio to provide "2nd century service."

And a characteristic of "2nd century service" must be *engaged* commissioners: commissioners who are (1) Supporting unit growth in the Journey to Excellence, (2) Linking district committee resources to the unit, (3) Visiting units and logging their visits into the unit visit tracking system, and (4) Supporting on-time charter renewal.

Identify true north for *your* council and use it to chart your course for recruiting *engaged* unit commissioners. Your units will serve more kids better as a result.