

# **Unit Commissioner Recruiting Culture Building Tips**

## **Building a culture where all commissioners feel responsible to recruit**

Review / Discuss at each monthly Area, Council, District & Other Commissioner Meetings

- Current and New ‘**Techniques for Commissioner Recruiting**’ Plus ‘**Current Progress Status Update**’
  - Share who does this ‘review’ so that someone different is delivering the message each time
  - Limit discussion to 5-10 minutes
- Share **Recent Recruiting Experiences** at each monthly meeting plus the following to show progress:
  - District Rollout Progress – Are ALL Districts Covered?
  - Number of Prospects per District Progress
  - Number of Candidates per District Progress
  - Number of Recent ASKs per District Progress
  - Number of New Unit Commissioners per District Progress
  - Unit Commissioner: Unit Ratio by District and Council

Celebrate Wins

- Progress towards above
- Bronze / Silver / Gold Certificates
- Mini-competitions among Districts within a Council
- Post Results in a Visible Location at Council Office
- Share Results / Wins / Message at Colleges, Commissioner Retreats, Council Board Mtgs, Etc.

Additional Name-Mining Sources – Share with District Commissioners

- Merit Badge Counselor List
- New Eagle Scout ‘Parents’ List
- Order of the Arrow ‘Parents’ List

WIIFMs

- More UCs Will Lighten Everyone’s Load, Improve Quality of Visitation and Reduce UC Burnout
- More UCs Will Enable a Commissioner for Every Unit
- More UCs Will Help Our Units to Succeed and Become Healthier
- More UCs Will Enable Every Unit to Recharter
- Will Always Need More Commissioners due to Attrition, Unit Growth, Etc.
- More UCs Bring Fresh Ideas, Energy, New Blood, More Diversity

Area & Council Commissioner Responsibilities

- As Leader Transition Occurs, Be Sure to Include this Process and other details with New Commissioner
- Need to Push this Process NOW so we don’t lose momentum
- Reinforce to EVERYONE that Unit Commissioner Recruitment is a TEAM Effort
  - Everyone Knows Someone that Could be a Commissioner
- Share WIFFMs With Commissioners Regularly
- Encourage Name-Mining on a Yearly Basis

Pitfalls

- Rollout Process to each District is not getting scheduled and organized consistently
- Leaders are not holding Leaders reporting to them accountable for Progress
- Council Commissioners are not following up with District Commissioners for ‘Vetting’ Process

Quotes – Sense of Urgency

- The Need for More Unit Commissioners is at a Crisis Stage, Let’s Not Let This Moment Go to Waste – Winston Churchill (paraphrased)
- Communicate and Don’t Let Up – John Kotter (World authority on Leadership and Change)

Author: Michael Weber – Central Region Commissioner