

Ideas for Using the Data in Council Membership Tools

Unit Commissioners

Unit commissioners think of themselves as being responsible for retention – retention of units, retention of youth, and retention of adult volunteers. While true, unit commissioners also have vital roles to play in forming and retaining new and older units.

IS THE UNIT GROWING OR SHRINKING?

Questions to ask include (a) what is the unit doing to grow, and (b) what can be done or changed to grow? These and related questions can lead to discussions about program, leadership, recruitment, training, etc.

- Use the data to kick-start a conversation about what the unit should continue doing that is working and what the unit might change to improve unit growth. This discussion can be part of a detailed assessment, an intermediate assessment, or a focused dialogue in a simple assessment. The commissioner should document the strategy in a unit service plan.
- Use the data with the unit leadership to discuss actions that might help the unit thrive.
- These questions are excellent reasons to have a conversation with the unit Key 3 and the New Member Coordinator – together or individually. See Membership Reports => Dashboard tab; export data to review unit-level membership data.
- Den-level information is also available to help ensure that each den is strong enough to serve the needs of the Scouts. See Membership Reports => Program Dashboard Summary tab; export the data to an Excel spreadsheet for den-level data.



IS YEAR-AROUND RECRUITMENT WORKING? DID A RECRUITMENT ACTIVITY WORK?

Confirm whether and how much the unit is growing month to month.

See Membership Reports => New Registration by Month tab; click on the box next to the district to drill down to the unit level.

IS A UNIT READY AND ABLE TO SERVE GIRLS?

Is the unit delivering a quality program to girls? Are there enough girls in the pack, crew, or ship to allow the girls to feel welcome and respected?

See Membership Reports => Dashboard tab; filter for Gender at the top.

IS A UNIT READY AND ABLE TO SERVE MEMBERS OF CERTAIN ETHNICITIES?

Are there enough young people and adults in the pack, troop, crew, or ship to allow them to feel welcome, respected, and a valued part of the unit?

See Membership Reports => Dashboard tab; filter for Ethnicity at the top.