

# Using Council Membership Tools

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## *District Commissioners* *Assistant District Commissioners*

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District Commissioners (DCs) play a crucial leadership role in helping new and existing units. They work with commissioners and unit leaders in support of units and assist their districts alongside the district committee chair and district executive.



### **MEMBERSHIP PLANS**

Each council is required to develop a membership plan and goals annually. DCs may assist with ensuring that the district's goals align with the council's plans and goals.

- Review the Mosaic Handbook and Segment Marketing Guide to better understand the potential target segments within the district. Obtain the data from the professional partner.

*See Membership Growth Tool => Resources.*

- Check if the district's membership matches the community's makeup so all groups are included.

*See Membership Reports => Analysis and Membership Reports => Ethnicity.*

### **MEMBERSHIP PROJECTIONS**

Join monthly meetings to review membership projections and progress with district leaders like the membership chair and Key 3. Discuss how the district's goals will be achieved and ensure commissioner involvement in creating and supporting new units, recruitment activities, and new chartered organizations.

*See Membership Growth Tool => Membership Projections.*

## TRACKING MEMBERSHIP AND UNIT GROWTH

It's essential to track and foster membership and unit growth. This involves engaging district leaders and using data to encourage and support growth, while understanding the challenges within the council and district.

*Membership Growth: See Membership Reports => Council Dashboard Summary or Dashboard tab.*

*Unit Growth: See Membership Reports => Total Units tab.*

## NEW UNIT FORMATION

DCs monitor and support the development of new units monthly through communication with the district Key 3 and the district committee to ensure the units are well served.

*See the Membership Reports => New Units by Month tab.*



## ASSESSING DISTRICT PROGRESS

DCs should track the district's progress toward growth and retention goals and discuss results with the district committee, professional partners, and other DCs if possible. Learn from each other. Brainstorm together.

*See Membership Reports => Dashboard tab.*

## USING DATA TO IMPROVE UNIT SERVICE

Use unit data to discuss each unit at the DC meeting. Questions about the unit's retention, growth, challenges, opportunities, and interest in growing should be raised.

*See Membership Reports => Dashboard tab, then export data to see unit-level membership data.*

## SHARING SCOUTING WITH ELIGIBLE YOUTH

The Ethnicity tab shows which groups of youth in your area might not have access to Scouting. This information can help your district plan ways to reach out and include them.

## USING GRAPHS FOR INFORMATION SHARING

Graphs help show membership trends. Sharing membership and demographic information with unit and district volunteers helps them understand the need for action.

*See Membership Reports => Analysis for great graphs, sort by council or district.*

## HELPING GIRLS AND UNDERSERVED POPULATIONS FIND UNITS

Options should be provided for prospective females and underserved populations to join units that fit their needs.

*See Membership Reports => Dashboard tab, filter by gender or ethnicity.*

## SUPPORTING GROWTH OF CREWS, SHIPS, POSTS, CLUBS

Knowing which troops have Scouts age 14 or older can help older-youth programs recruit more effectively.

*See the Membership Reports => Dashboard tab, use the Age filter on the right side.*

## SUPPORTING SCOUTREACH

Scoutreach units can benefit when they get support from commissioners, other volunteers, and professional partners. DCs can help Scoutreach units attract more members by ensuring that those units have an assigned commissioner and the support they need.

*See Scoutreach Report.*

## YEAR-ROUND RECRUITMENT

DCs should confirm whether and how much the district and each unit are growing month to month. They should work with commissioners and other stakeholders to determine action steps based on the results.

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