

Using Council Membership Tools

Unit Commissioners

Unit commissioners help new and existing units keep Scouts and adults, grow their membership, and stay active. They partner with unit leaders in support of Scouting units.

IS THE UNIT GROWING OR SHRINKING?

To find out if a unit is growing, ask unit leaders these questions:

- What is the unit doing to grow?
- Does the unit want to grow?
- What changes can help the unit grow?



These questions can lead to discussions about growth for year to year, programs, leadership, recruiting, and training. It is a good idea to talk with the unit Key 3 and the new member coordinator together.

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

MEMBERSHIP REPORTS

- Share this data with unit leaders to discuss actions that might help the unit thrive.
- Use the data to start a conversation about what the unit should keep doing and what it might change to improve growth and retention of youth and adults. This discussion should be part of a unit connection, and the outcome could lead to a unit goal.
- Check den-level information to see if each pack and its dens are meeting the needs of the Scouts.

See Membership Reports => Program Dashboard Summary tab, export the data to an Excel spreadsheet for den-level data.

- Use this information along with the data on the unit dashboard in Commissioner Tools. If the data seems different across tools, talk with your District Commissioner or Assistant District Commissioner before connecting with the unit.

See Roster => Unit Dashboard.

- Refer to the Membership Growth & Unit Size and the Retention Connection Guides to help facilitate conversations.

See: <https://www.scouting.org/commissioners/connections>

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

Check in with the unit from time to time to see if it is growing and celebrates its successes, or if it is facing challenges in keeping youth and their families engaged. *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? Check the unit pin in BeAScout.org to see if it is designated as family, boy only, or girl only. If it is family or girl only, verify their success in recruiting and retaining girls over the past year. Then, ask how you can help.

See Roster => Unit Pin (Pin set-up verification)

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

DOES THE UNIT REFLECT THE DEMOGRAPHICS IN ITS AREA?

Is the unit ready to serve all current and future members? If not, ask the unit Key 3 and New Member Coordinator how you can help with recruiting and serving more members.

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