

Ideas for Using the Data in Council Membership Tools

Council Commissioners *Assistant Council Commissioners*

Council commissioners have dual functions as leaders of unit service and members of the Key 3 for their councils. As a member of the Key 3, council commissioners have the opportunity and duty to discuss membership with the Key 3 and ensure that the council develops and executes a membership plan, sets membership goals, and achieves or exceeds those goals. As the council leader of unit service, council commissioners have excellent opportunities to improve membership by (a) engaging in continuous improvement of retention of units, youth, and adults, and (b) helping commissioners across the council understand they have vital roles to play in growing existing unit membership as well as developing and retaining new units.



Council commissioners should engage with their Council Service Territory commissioners and counterparts in other councils to collaborate on best practices and develop new ideas for how to grow Scouting in their councils.

MEMBERSHIP PLANS

Each council is expected to develop and update a membership plan and membership goals each year. As a leader of the council, work with the appropriate professional(s) and, ideally, the council membership vice-president to ensure that the plan and goals are set and that they are both challenging and achievable. Council commissioners have the opportunity and responsibility to raise this topic and ensure execution.

- The membership plan and goals should be developed for and by both the council and each district.

- Review the Mosaic Handbook for demographics and other data with the professional partner to understand the demographics of the council and to identify potential target segments.
- Then, review the Mosaic Segment Marketing Guide to better understand the potential target segments.
See Membership Growth Tool => Resources.
 - When reviewing the Mosaic information, using Google Chrome is recommended.
- Also review the composition of the council’s membership.
See Membership Reports => Analysis and Membership Reports => Ethnicity.
- When reviewing the Mosaic information, using Google Chrome is recommended.
- Include the Council Membership VP in this effort.
- Although the plan does not appear in Council Membership Tools, the projections appear under Membership Growth Tool => Membership Projections.

MEMBERSHIP PROJECTIONS



Periodically review the membership projections and discuss when and how they will be reached with the other members of the Key 3 and the commissioner’s cabinet. These are also great times to discuss and ensure commissioner involvement and engagement in (a) creating new units; (b) recruitment activities of units, districts, and council; and (c) serving new chartered organizations. Communication and collaboration with the council and district

volunteer and professional membership leaders can also occur at this time.

See Membership Growth Tool => Membership Projections.

TRACK AND HELP FOSTER MEMBERSHIP GROWTH

Since membership is a crucial metric for councils, knowing whether the council is growing is essential for council leaders. Discuss the matter with the professional partner. Similarly, ask the council commissioner’s cabinet what commissioners can do to support and encourage successful membership growth.

See Membership Reports => Council Dashboard Summary or Dashboard tab.

Some Scout executives use the Monthly Membership Report, which provides similar information.

TRACK UNIT GROWTH

Increasing the number of units is a great way to increase membership. Each new unit should represent ten new Scouts. Plus, every unit provides an opportunity for new

Scouts to join. Tracking the growth and loss of units is critical to understanding the actual and potential growth of the council and each district. Information is available at the council and district levels.

See Membership Reports => Total Units tab.

DIVERSITY BECAUSE EVERY YOUTH DESERVES SCOUTING

Broadening the diversity of our membership is critical to the success of the movement. Review the TAY vs Ethnicity tab to understand the opportunity for growth by market segment. The Vision of the BSA is to “prepare every eligible youth in America to become a responsible, participating citizen and leader who is guided by the Scout Oath and Law.” This data motivates and helps the council develop and execute action steps focused on attracting members from specific market segments.

See Membership Reports => TAY vs Ethnicity tab.



SHARE MEMBERSHIP DATA WITH OTHERS

Leaders use snapshots and benchmarks to understand how an enterprise is doing. Show the commissioner’s cabinet, council executive committee, and council executive board excellent and easy-to-understand graphs of:

- Units by Program
- Program
- Gender
- Ethnicity
- ScoutReach
- Retention Rate (monthly only)

See Membership Reports => Analysis tab.

USING GRAPHS TO SHARE MEMBERSHIP, UNIT, AND DEMOGRAPHIC INFORMATION

- Graphs can help people visualize the information on a council level. Letting unit volunteers, district volunteers, council commissioner’s cabinet, and council board members know about the membership and demographics in the council and each district will help them understand the scope of the possibilities and the need for action. Sharing one graph at a time can focus attention on specific opportunities, challenges, and needs.

See Membership Reports => Analysis for great graphics; sort by council or district.



- Line graphs are great ways to share membership trends visually. Use the filters at the top of the page to show trend lines by gender, ethnicity, and program. See Membership Reports => 5-year Trend: Membership and 5-year Trend: Total Units tabs.

ASSESS THE COUNCIL'S PROGRESS

How well are the council and each district growing in membership and units? Why are some districts doing better or not as well as others? Discuss with other council commissioners, district commissioners, the council membership committee, professional partners, and others. Learn from each other. Brainstorm together. See Membership Reports => Dashboard tab.

ASK CRITICAL DIVERSITY QUESTIONS

Do the council and each district offer Scouting to girls and various ethnicities? See Membership Reports => Dashboard tab and filter by gender and ethnicity for answers to this question.

WHICH UNITS ARE AVAILABLE FOR GIRLS?

Options can be presented to prospective females if they want to join units with other girls.

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

SHARING SCOUTING WITH EVERY ELIGIBLE YOUTH

Broadening the diversity of the membership is critical to the success of the movement. The opportunity for growth by market segment can be found under the TAY vs Ethnicity tab. The Vision of the BSA is to “prepare every eligible youth in America to become a responsible, participating citizen and leader who is guided by the Scout Oath and Law.” This data can motivate and help the council develop and execute action steps focused on attracting members from specific market segments.

See Membership Reports => TAY vs Ethnicity tab.

SUPPORTING GROWTH OF CREWS, SHIPS, AND POSTS

Crews, ships, and posts might appreciate understanding which troops have older Scouts so they can decide whether to recruit from those troops.

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

SUPPORTING SCOUTREACH

If the council has Scoutreach units, work with the professional partner to identify opportunities for support and growth. Scoutreach units fulfill the mission and vision of Scouting. These units can benefit from unit service by commissioners or other volunteers. Commissioners might be positioned to help transition some Scoutreach units or Scouts to traditional units.

See Scoutreach Report.

See, also, ideas for council executive committees and executive boards at the [BSA Marketing and Membership Hub](#).