

# Ideas for Using the Data in Council Membership Tools

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## *District Commissioners* *Assistant District Commissioners* *Other Administrative Commissioners*

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



### *MEMBERSHIP PLANS*

Each council is expected to develop a membership plan and membership goals each year. As a leader of the district, work with the appropriate professional to ensure that the district has goals and a plan that are both challenging and achievable. District commissioners have the opportunity and responsibility to raise this topic and ensure execution.

- Review the Mosaic Handbook for demographics and other data with the professional partner to understand the demographics of the council and 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 membership.  
See Membership Reports => Analysis and Membership Reports => Ethnicity.
- When reviewing the Mosaic information, using Google Chrome is recommended.
- Include the district membership chair in this effort.
- Although the plan does not appear in Council Membership Tools, the projections appear under Membership Growth Tool => Membership Projections.

### *MEMBERSHIP PROJECTIONS*

Review the council's membership projections periodically and discuss when and how the district's share will be reached with the other members of the district Key 3 and commissioners in the district. 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. See Membership Growth Tool => Membership Projections.

### *TRACK AND HELP FOSTER MEMBERSHIP GROWTH*

Since membership is a crucial metric for districts, knowing whether the council and district are growing is essential for district leaders. Discuss the matter with the professional partner. Similarly, ask other commissioners in the district, individually and in the district commissioner's meeting, as well as the district membership chair and district committee members what commissioners can do to support and encourage successful membership growth.

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

### *TRACK AND HELP FOSTER 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. That means 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.

## *NEW UNIT FORMATION*

District commissioners can ensure that brand-new units are served by monitoring and supporting their development every month. It is also a tool to ensure quality communication among the council Key 3 and district Key 3s.

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



## *ASSESS THE DISTRICT'S PROGRESS*

How well is the district growing membership and units compared to other districts in the area? Why is the district doing better or not as well as others? Discuss with other district commissioners, the district membership committee, professional partners, and others. Learn from each other. Brainstorm together.

See Membership Reports => Dashboard tab.

## *USING DATA TO IMPROVE UNIT SERVICE*

Use unit-level data to discuss each unit at the district commissioner meeting.

Questions relating to each unit might include the following:

- Is the unit strong?
- Is it at-risk?
- Can it grow more?
- What challenges inhibit growth?
- What opportunities support growth?

Use the data for discussions about actions that produce results.

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

## *USING GRAPHS TO SHARE MEMBERSHIP, UNIT, AND DEMOGRAPHIC INFORMATION*

Graphs can help people visualize the information on a council or district level. Letting unit and district volunteers know about the membership and demographics in the 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 graphs; sort by council or district.

## *COLLABORATION*

Discuss with the other district commissioners, the district chair, and the district membership chair what is working and what can be improved.

## *ASKING CRITICAL DIVERSITY QUESTIONS*

Does the district offer Scouting to girls and various ethnicities?

See Membership Reports => Dashboard tab, filter by gender and ethnicity for answers to this question.

## *HELPING GIRLS FIND UNITS WITH OTHER GIRLS*

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

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

## *HELPING MINORITIES FIND UNITS WITH OTHERS OF THE SAME OR OTHER MINORITY BACKGROUNDS*

Options can be presented to minority members if they want to join units with members of their ethnicities, regardless of the program. See Membership Reports => Dashboard tab, filter by gender or ethnicity.

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

- Confirm whether and how much the district and each unit are growing month to month. Confirm the data on a unit-by-unit basis.  
See Membership Reports => New Registration by Month tab; click on the box next to the district to drill down to the unit level.
- Discuss with the other commissioners in the district, especially the unit commissioner, district membership chair, district committee, and district executive, as appropriate, to consider additional action steps.

## *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 district 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 district 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 also be positioned to help transition some Scoutreach units or Scouts to traditional units.

See Scoutreach Report.

**See, also, ideas for district committee members at the [BSA Marketing and Membership Hub](#).**