New Member Coordinator Training

A Foundation for Success

Share It! / Shape It! / Own It!
Agenda

- Goal - “What if’s” – Myths – Why - What
- Share It!
- Shape It!
- Own It!
- Closing thoughts / Q&A
It is the goal of the Pathway to Adventure Council to build and serve the healthiest and strongest units in the communities we serve.
YOU COULD STRENGTHEN SCOUTING IN A UNIT

BY REACHING MORE FAMILIES

& ENGAGING THEM MORE FULLY?
WHAT IF...

YOU COULD HELP MAKE SCOUTING EASIER & MORE FULFILLING FOR UNIT & DISTRICT LEADERS?
A **BIG, PARALYZING** MYTH

The BSA can grow Scouting by doing what it’s always done:
- depending on legacy Scouting families
- and sponsoring organizations for recruitment and retention.
MYTH:

New Member Coordinator is an add-on position that makes Scouting more difficult and takes focus away from membership growth and Family Scouting.
MYTH:

The BSA has such a strong program that:
“If we build it, they will come.”
Why…..

**NEW MEMBER COORDINATORS** can help our units to welcome our youth, both girls and boys, – and help them develop **roots and wings**.
WHAT do New Member Coordinators DO?

#1 SHARE THE BENEFITS OF SCOUTING

#2 COORDINATE UNIT RECRUITMENT

#3 GUIDE THE JOINING AND WELCOMING PROCESS

NMCs can also free up the Unit Leader and Committee Chair
is a MEMBER
of the unit

has its own
Position Code

has its own
LOGO

has a specific
FOCUS

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SPECIFICALLY TARGETS MILLENNIAL PARENTS

FLEXIBLE design for volunteer and unit

TEAM approach
Share It!
Share It!

Make sure EVERYONE is INFORMED
NEW MEMBER COORDINATORS

KEEP NEW FAMILIES FROM INFORMATION OVERLOAD!

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Share the BENEFITS OF SCOUTING

- DEVELOP & SHARE PERSONAL SCOUTING STORY
- PROMOTE SCOUTING BENEFITS THROUGH SOCIAL MEDIA
- SHOWCASE SCOUTING THROUGH COMMUNITY SERVICE
- HAVE INFORMATION AT EVERY COMMUNITY EVENTS
- IDENTIFY & ACCESS RESEARCH DATA & LOCAL EXAMPLES CONFIRMING FUN & VALUE IN SCOUTING TO YOUTH, FAMILIES & COMMUNITY
Shape It!
Shape It!

TAILORED the ideas to WORK for your unit
Coordinate UNIT RECRUITMENT

- Work with your DISTRICT MEMBERSHIP TEAM
- Build an informal UNIT TEAM & make it fun to be involved
- Enhance relationships with local schools & Communities
- PLAN the MARKETING the unit will use
- Access ONLINE RESOURCES
- Share print and electronic ‘BUSINESS CARDS’/POSTS
- Organize appealing JOINING EVENTS
- Use SOCIAL MEDIA and geofencing to promote joining
- Ensure your BeAScout Pin is active & up-to-date

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Create a sense of OWNERSHIP to build SUCCESS

Include Reflect / Assess:
What worked & where are your areas of opportunity & required support

Should strongly consider to include Tracking....

Own It!
Encourage youth and adults to GREET NEWCOMERS warmly
• Develop & assemble a Unit WELCOME PACKET
• Develop a list of SMALL PROJECTS to be ready to engage
• Assist families in completing APPLICATIONS
• Host informal ORIENTATIONS for new families
• Build EXCITEMENT about the unit program
• Promote FEEDBACK and sharing of ideas
• Reflect / Assess strengths & areas of opportunity
• Track Attendance & Advancement of your new Scouts
  • Key to new Family’s & Unit’s successful Retention
LEARN MORE AT

Scouting.org/NMC

ONLINE TRAINING AT

my.Scouting.org
BSA LEARN CENTER
NEW MEMBER COORDINATOR

Training Modules (Courses SCO-535 & SCO-536)

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NOTE: This New Member Coordinator Training Slide Deck and Job Description will be located on the following website – http://pathwaytoadventure.org/blast2019
In Closing

Scouting is a special place
That gives both roots and wings-
The safety of acceptance,
The chance to try new things.

The roots are the haven to count on,
The base that is sure and strong,
The sense of belonging and values,
The knowledge of right and wrong.

The wings are the opportunity
To follow dreams that soar,
To take risks and reach for stars,
To always aim for more.

Scouting is a special place-
Both haven and adventure,
A place to laugh and care and try,
Without ridicule or censure.

Scouting is a special place
Where it’s safe to learn and know,
To make great friends and have great fun,
To follow and lead and grow.

There are only two lasting things we can hope
to give our children:
One is roots;
the other is wings.
NEW MEMBER COORDINATORS

increase # of engaged families

= more parental volunteers/leadership

= better/more program

= A GREAT SCOUTING EXPERIENCE
YOU CAN HELP

NEW MEMBER COORDINATORS

Be a GAME CHANGER for your UNIT

Along with the YOUTH and FAMILIES within your Unit
Appendix

New Member Coordinator
Job Description
New Member Coordinator(s) – Job Description

• The New Member Coordinator (NMC) is a Cub Scout leader position created to help sustain strong unit membership by welcoming and connecting with new scouts and their families. The role of the New Member Coordinator is to serve as a welcoming ambassador for the unit. Remember your first pack meeting? How overwhelming and lost you felt being inundated with the wealth of new Scouting information?

• This role replaces the roles of Unit Membership Chair and Parent Coordinator, which are no longer available. The New Member Coordinator forms a connection with new members and their families. He or she is appointed by and reports to the Unit Committee Chair. Each unit should have one — or, ideally, more than one — a New Member Coordinator Team can make everything easier and more fun. Multiple NMC’s can take the responsibility of each task (ex. Spring & Fall Recruitment, Welcoming new families and Monitor / Coach). The NMC Team should work closely with their Unit Committee Members, Unit Commissioner, District Membership Chair, other District Volunteers and your District Executive.

• In general, all New Member Coordinators:
  – Serve as welcoming ambassadors for the unit
  – Work with the unit committee in developing and implementing the Unit Membership Plan
  – Participate in New Member Coordinator training and collaborate with the district membership team
    • NMC training Modules (Courses SCO-535 & SCO-536) are available within Scouting.org
  – The following website and embedded links will provide the NMC a source of current information:
    • https://scoutingwire.org/marketing-and-membership-hub/councils/new-member-coordinator/
  – Reflect / Assess: What worked and where are your areas of opportunity and required support
New Member Coordinator(s) – Job Description

- Specific responsibilities for each NMC should be determined by the unit’s New Member team that is driven on the needs of the unit. The tasks and opportunities listed below should help to guide the planning for the individual and shared responsibilities. Each of the three action elements listed should be included in the Unit Membership Plan developed with the leadership of the New Member Coordinators:

1. **Share the benefits of Scouting**
   - Develop and share your own Scouting story, showing the impact of Scouting on your family
   - Promote Scouting benefits through social media and other avenues of communication
   - Showcase Scouting through engagement in local community events and service
   - Identify and access research data and local examples confirming the fun and value of scouting to youth, families and community
New Member Coordinator(s) – Job Description

2. Coordinate unit recruitment
   - Oversee unit recruitment efforts such as joining events, informational presentations and peer-to-peer initiatives
   - Appeal to potential youth members and their families through well-designed and widely-distributed invitations shared through electronic media, handouts and personal contacts
   - Ensure that the unit’s BeAScout pin is up-to-date and that prompt follow-through takes place
   - Collaborate with local school representatives and community leaders, particularly in the chartered organization, to foster promotion of Scouting opportunities

3. Guide the joining and welcoming process for youth and their families
   - Help youth and adults to greet newcomers warmly and to establish friendly, enjoyable relationships so that new members form a strong sense of belonging
   - Develop a unit welcome packet, electronically and/or in print, to answer frequently asked questions and to provide resource and contact information
     - Please reach out to your District Membership Chair for available Family Welcome packet information
   - Ensure that youth and adult applications, transfers and payments are promptly submitted to the council service center
   - Build fun and excitement about your unit’s program and encourage youth and their families to take pride in Scouting accomplishments
   - Promote feedback and sharing of ideas through customer satisfaction surveys and other means
   - Track Attendance & Advancement: Key to Family’s & Unit’s successful Retention

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Together we’re making a huge difference!
WE ARE

PTAC