

Commissioners Play Key Role in Membership Support

We are all in the membership business, but let's talk about how to use the Commissioner Corps to support your membership efforts. The role of the commissioner in membership will be an evolving one. The commissioners "own" unit retention, and the commissioners will continue to deliver unit service while we all work together to recruit and empower volunteers to lead the membership drive.

Commissioners serve as the key link between the many resources of a functional district committee and the unique needs of each unit. In the absence of a strong district committee, the unit commissioner often is asked to fill many unit needs that should, in the best of all worlds, be provided by subject matter experts. Where those subject matter experts do not yet exist, our commissioners should support the efforts of the district Key 3 to recruit and deploy the right resource specialists. We have built this concept of linkage into our "simple and unified" mission statement and job description, outlined below. The concept of linkage is critical to our mission execution.

The retention mission of the Commissioner Corps is best achieved by providing an adequate number of trained unit commissioners who provide a link to district committee resources in support of a quality unit program.

We are asking our unit commissioners to focus on the following four primary areas:

1. **Supporting unit growth in the Journey to Excellence criteria:** JTE measures performance characteristics that unlock the door to a successful unit. Unit commissioners should analyze the unit's program and identify JTE areas where help is needed to move the unit to a higher level of JTE success.
2. **Linking district committee resources to the unit:** Unit commissioners should support the district committee's delivery of a "catalog of services" to

support the specific JTE elements needed for a particular unit's health and success.

3. **Visiting units and logging the visits into the Unit Visit Tracking System (UVTS):** Our core task remains visiting the unit. Input into UVTS feeds critical information to the district committee to help link resources to the unit.
4. **Supporting on-time charter renewal:** The commissioner's focus is the retention of the unit, though we should be especially mindful of supporting new youth membership efforts as we move more toward a volunteer-led, professionally guided approach to increasing membership.

Finally, the Commissioner Corps is fully supportive of the concept of the new unit commissioner, as outlined in the Unit Performance Guide. The concept of assigning a new unit commissioner on a one-on-one basis to each new unit, through the first two recharter cycles, is a proven and approved best method that results in dramatically increased new unit retention.

Together, we can bridge the gap to increased membership in the BSA.