



# **COUNCIL MEMBERSHIP TEAM COMMITTEE**

## **PLAN OF OPERATION**

### **2025 Program Year**

#### **2025 Committee objectives and goals**

##### **Primary Objectives**

1. Youth and family recruitment/additional enrollments
2. Program transition (Cub Scout to Webelos Scout, Webelos to AOL's, AOL's to Scouts BSA, Scouts BSA to Venturer)
3. New units/locations

##### **Secondary Objectives**

1. Marketing material development and production
2. Public-facing Scouting presence via community events
3. Fully staffed Membership Committee with representation from Each District

#### **Committee action plan to meet objectives and goals.**

### **SUPPORT OF UNITS, VOLUNTEERS AND YOUTH**

##### **How will the committee and their actions support units and volunteers:**

Foster collaboration between council commissioning, district executives, and other council committees to ensure a unified approach. Prioritize strong unit programs that are essential in retaining scouts and families. Recognize that unit leaders and parent volunteers are the backbone of our success. Inspire unit leaders to comprehend the importance of year-round recruitment. Build robust relationships with leaders, parents, youth, and volunteers by providing consistent communication and support. Deploy council resources to all units to help in their membership efforts. Provide support, mentorship, coaching, connections, knowledge, encouragement, and recognition to unit leaders and volunteers to help them achieve membership growth. Guide unit leaders and volunteers through the membership planning process, setting goals for growth three months ahead, and ensuring seamless transition for AOL's to troops. Bring community commissioning to our units to make them more successful. Share expertise and best practices with our units and learn from their ideas to drive progress throughout the council.

##### **How will the committee and their actions support youth and adult retention and recruitment:**

See above.

##### **What are the committee's plans to increase the diversity of the committee members?**

We are always looking to increase diversity on our team as well as helping out units look for ways to engage others. We partner with the diversity team to ensure we are on top of inclusion and diversity in all we do.

##### **Measure of success that demonstrate support of units, volunteers, and youth:**

1. # of youth has grown year to year
2. The number of units increased
3. AOL transitions have increased
4. Community engagement activities have increased
5. Retention and recruitment of district membership chairs



**Other Council Committees we need to work with to accomplish the above:**

We have teamed with the commissioner team and diversity team. We typically meet 6x throughout the year to ensure we are all on the same page.

## **COMMITTEE FUNCTIONS**

**Annual activities/events of this committee:**

1. University of Scouting
2. Mayhems
3. Kickoffs
4. High performing packs

**Intermittent/new activities: (Assign committee members and research tasks)**

1. AOL follow-up
2. University of Scouting teaching
3. Working with Key 3 in various ways

**Event, committee meetings, and sub-committee meetings needed:**

Monthly meetings at basecamp are held on the 4th Wed of month. Individual get together with district membership chairs or new team members.

## **COMMITTEE'S COMMUNICATION PLAN TO SUPPORT UNITS, VOLUNTEERS AND YOUTH**

**Objectives**

To ensure we have the right and relevant recruiting resources for our units.

**Communications volunteer(s) - who helps with the communication plan:**

Erin Bloxham, Deb Lerdon

**Social media/print/mailings/etc. plan – how will we get information to units and members:**

Mayhems which include training on the recruitment guidebook & recruitment materials & methods, We meet with unit leaders to provide recruitment training each May. We provide an extensive recruitment guide with information and best practices to help our units be successful.

## **COMMITTEE MEMBERS**

**Chair:** Deb Lerdon

**Vice Chair(s):**

**Members:**

Districts A, E-Q: Greg Scheder, Brian Peterson, Ross Dahlin, Craig Flor, Pat Frankenfield, Jamie Dunn, Mark Duncan, Robert McNeil, Amy Lewison, Angella Hansen, Christine Michels, Liz Miller

**Sub-Committee Members:**



**Staff Advisor:** Greg Ball

## **Position Descriptions:**

### **Committee Member:**

**Committee member's estimated time commitment:** 10-15 hours/month

**Committee members organizational relationship to Committee Chair and Staff Advisor:** Reports to Council Membership Team Chair

**Committee Chair:** Deb Lerdon

**Position concept:** Responsible to meet goals set forth by staff advisor.

### **Chair responsibilities:**

- Provide leadership, encouragement, direction, support, and accountability to the district membership chairs and their teams.
- Leads monthly meetings, council membership activities, and other activities.
- Prepares relevant presentations for monthly team meetings and training unless otherwise specified by staff advisor.
- Oversees council-wide membership plans to ensure district teams are executing on those plans.
- Assists with establishing goals and outcomes for district membership chair.
- Creates/updates yearly Plan of Operation and Job Descriptions.
- Helps recruit, vet, and onboard new district membership chairs.
- Enable communication tools, like GroupMe, to help develop and build a dedicated team.
- Helps with succession planning for those coming up to the end of their 3-year term.
- Support staff advisor with any needs or requests.
- Collaborate with council commissioner, staff advisor, and other leaders/staff once per month.
- Meet and collaborate with council board members to share membership results, plans, and direction.
- Look for new ways and ideas to grow membership.
- The council membership chair, district membership chairs, and staff advisor convene monthly, on the fourth Wednesday of each month. Additional workshops or meetings may be needed. Meeting dates may be altered based on holidays/other council events that affect that day.
- Hosts and facilitates in-person membership training at the University of Scouting and online extension classes.
- Helps with communicating ideas and concepts to both staff and volunteers. Utilizing our marketing folks for their expertise.
- Makes best use of budget focusing on greater potential opportunities for membership growth. Approval must be given in advance of districts events to utilize funds in budget.

**Chair's estimated time commitment:** 20-25 hours/month

**Chair's organizational relationship to Council Volunteer(s) and Staff Advisor:** The council membership chair reports to the Staff Advisor.

## **CALENDAR DATES (Printed in the Council Calendar)**

**Committee Meetings:** 4<sup>th</sup> Wednesday of each month 6:30 pm at base camp

**Activities/Events:** Mayhems May, Kickoffs August, UoS-tbd

**Other:** High Performing Pack Leader Meeting



Return Calendar Dates to:

Director of Marketing and Communications by January 15, 2025

Return Entire Council Committee Plan of Operation to:

Deputy Scout Executive by February 1, 2025

### Membership Meeting Dates:

Jan 1/22

Feb 2/26\* High Performing Pack Dinner

March 3/26

April 4/23

May 5/28

June 6/25

July 7/23

Aug 8/27

Sept 9/24

Oct 10/22

Nov 11/19

Dec 12/17

District Mayhems To be scheduled between 5/1 and 5/18