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## **Membership Impact Specialist**

### *Job Description*

#### Concept

The Membership Impact Specialist works in conjunction with Unit Commissioners, District Committee members and key unit level volunteers to improve the quality of unit level programs and increase the youth retention rate and Scout enrollment in their assigned District and/or assigned Scout units.

#### Specific functions include:

1. Unit Leader Selection Process – Teach unit committees the Scouting America approved process to select effective unit leaders. Ensure that trained, two-deep leadership is in place for all key leadership roles, and ensure that the best adults are recruited as Den Leaders. Teach techniques to improve parental involvement.
2. Unit Leader Training – Ensure that 100% of Direct Contact Leaders complete their basic training and youth protection training. Promote District training courses and directly conduct training as needed for committees & individual leaders.
3. Annual Calendar and Budget – Work with committees to ensure that an annual calendar and budget is developed by August of each year, and provide committees with tools to improve ongoing communications with parents.
4. Membership Recruitment & Retention – Provide assistance to each unit in developing a membership growth plan specific to their needs. Assist with spring and fall youth recruitment activities; Conduct youth talks at schools; Attend unit Open Houses & School Nights for new members; And teach unit leaders how to run effective School Nights. Coordinate Webelos to Scout transition. Attend assigned units regular meetings, ensure new families feel welcome and integrate well into the unit, and build positive relationships with new and existing members. Remain in close contact with new members for at least 3 months.
5. Camp Promotion – Promote fall and spring Family Camping for Packs as well as summer Day Camp & Resident Camping for all Scouts. Ensure that a camp promotion night is held for every assigned unit and summer camp leadership is recruited by January of each year. Coordinate BALOO training to prepare unit leaders for Pack campouts.
6. Advancement – Ensure that the Scout Advancement Program is being utilized during weekly meetings. Instruct committees on the proper use of online advancement and other tracking software, and ensure that youth are recognized for advancement at unit meetings.
7. Unit Fundraising – Assist units in the proper procedures and techniques to conduct their Popcorn/nut sales. Ensure that each unit holds an effective unit kick off, in which youth are encouraged to “pay their own way” through Scouting. Ensure parents receive the annual budget and are told a “fair share” goal for each Scout. Help unit leaders understand the importance of conducting a Family FOS presentation and coordinate dates for all presentations.