

2022 GSWC Membership Plan

About the Great Southwest Council:

The Great Southwest Council was chartered by the National Council in 1924, serving youth in northern New Mexico (from Socorro north), southwestern Colorado, and the four-corners region of Arizona and Utah. 2020 was the 100th anniversary of the Great Southwest Council and its predecessor councils.

Environmental Context:

The Great Southwest Council has been impacted by intense external pressures and factors over the past few years, including the National BSA bankruptcy, a global pandemic, and the Church of Jesus Christ of Latter-Day Saints ending their 100+ year relationship with BSA. As a result, the Great Southwest Council has experienced significant losses in membership, volunteers, professional staff, and financial resources.

Overall youth membership entering 2022 is approximately one-quarter of the Council's youth membership totals of a few years ago. The Council is weathering the storm and 2021 was a bounce back year for membership that saw the Council's totals grow for the first time in at least two years.

2022 appears to be another pandemic impacted year, but the promise of resolution of the bankruptcy should offer some modest relief. The Council is still operating with limited financial and personnel resources, which will strain our ability to fully execute the membership strategies and plans listed below.

The 2022 Plan

Reflective of the factors and constraint discussed above (especially people resources, both volunteer and professional), the plans below are divided into two parts – one indicating what can be achieved with current resource levels, and another laying out actions that would be pursued if resource levels can be increased.

For the purposes of establishing accountability, only the parts of the plan associated with current resource levels are intended to be considered for approval by the Board. If approved, the Council Membership Committee will work to achieve those goals in 2022, while looking for opportunities to enhance beyond the approved plan as resources allow.

Long Term Membership Strategic Objectives (Approved in 2021 GSWC Strategic Plan):

- Meet or exceed council youth membership levels as of December 31, 2020 (Target = 2,548)
 - Grow female membership by 5% from end 2020 levels
- Meet or exceed council youth unit levels as of December 31, 2020 (Target = 140)
 - Visit 50% of the school principals in GSWC area

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Guiding Principles & Strategic Approach:

- The most effective recruiter in Scouting is a Scout who is enthusiastic about their unit
- The Council Membership VP and Committee are responsible for setting goals and council wide strategies. The committee looks to share information, ideas, best practices, and resources/materials for district and unit membership activities
- Most membership activity execution occurs at the unit level through personal interaction
- Every Scouting activity has the potential to be a membership activity – be creative
- Membership (recruiting and retention) is an all-year focus, not just during spring and fall campaigns

2022 Goals and Strategies

Goal: Recruit 500 new youth members (all programs) by December 31, 2022, exceeding 2021 by 15%.

Council Strategies At current resource levels (volunteer and professional):

- Support unit level membership activities via regular communications and sharing of resources with unit commissioners and unit key three
 - Examples:
 - Provide timely points of emphasis for membership topics – i.e., reminders and resources for planning campaigns and join events, leveraging crossovers, using programs as recruitment tools, community engagements, etc.
 - Provide link to national resources on the Council webpage and monthly reminder in the trail marker. Promote resources during roundtables.
 - Encourage culture of executing Council program activities with a membership focus
- Interface monthly with NST2 membership committee for best practices and ideas
- Work across the Council Vice Presidents to ensure a coordinated focus on membership in all Council activities

District/Unit Strategies

- Re-recruit dropped youth and invite them back to unit activities
- Execute program activities with a membership focus – all unit activities are potential recruiting events!
- Each unit develops an annual membership activities plan, to include proactive recruiting of scouts transitioning between age-level programs
- Encourage units to take full advantage of membership-oriented resources available from BSA National

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Council Strategies (if additional volunteer resources and funding can be allocated):

Goal: Recruit 610 new youth members (all programs) by December 31, 2022, exceeding 2021 by 40%.

- All the above, and:
- Recruit and engage ~3-5 new volunteers for the Council Membership Committee to be responsible for executing council level membership growth activities, including planning, promotion, and execution of at least six events in 2022
- Strengthen (and build new) community partnerships with youth serving organizations and entities via council professional outreach
- Sponsor council wide membership growth-oriented incentive program, with regular membership unit and individual level competitions
- Utilize Council Membership Budget Allocation to support membership events with marketing (i.e., geofencing, advertising, signage, etc.)
- Develop and implement specific engagement plan for Cub unit and membership growth

Monthly New Youth Membership Targets:

Month	2021 Actual	2022 Planned (15%)	2022 Planned (40%)
January	15	17	21
February	15	17	21
March	46	53	65
April	25	29	35
May	27	31	38
June	21	24	30
July	21	24	30
August	51	59	72
September	66	76	93
October	101	117	141
November	13	15	18
December	33	38	46
Total	434	500	610

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(Tentative) Monthly Membership Tactics & Activities:

January:

- Monthly Membership Committee Meeting
- Participate in Monthly NST2 Membership Meeting
- Develop and submit Council membership goals and plans
- Council Message theme: Now is the time to begin planning spring membership events
- Share resources/webinar information through Council Commissioner Communicator / Trailmarker
- Recruit and engage new membership committee members

February:

- Monthly Membership Committee Meeting
- Participate in Monthly NST2 Membership Meeting
- Districts/Units finalize spring membership events & plans
- Council Message theme: Troops reach out to Packs/Webelos to leverage crossing over
- Share resources/webinar information through Council Commissioner Communicator / Trailmarker
- Recruit and engage new membership committee members

March:

- Monthly Membership Committee Meeting
- Participate in Monthly NST2 Membership Meeting
- Begin conducting spring recruiting events (district/unit level)
- Council Message theme: Marketing resources for recruiting events
- Share resources/webinar information through Council Commissioner Communicator / Trailmarker
- Recruit and engage new membership committee members

April:

- Monthly Membership Committee Meeting
- Participate in Monthly NST2 Membership Meeting
- Finish conducting spring recruiting events (district/unit level)
- Council Message theme: Membership is all-year activity. Summer outdoor/camping activities are membership opportunities
- Share resources/webinar information through Council Commissioner Communicator / Trailmarker
- Recruit and engage new membership committee members
- Begin planning Fall Recruitment Campaign

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May:

- Monthly Membership Committee Meeting
- Participate in Monthly NST2 Membership Meeting
- Finalize plans for Fall Recruitment – set dates for join events
- Council Message theme: Membership is all-year activity. Summer outdoor/camping activities are membership opportunities
- Share resources/webinar information through Council Commissioner Communicator / Trailmarker
- Hold training for Fall Recruitment/Recruiters

June:

- Monthly Membership Committee Meeting
- Participate in Monthly NST2 Membership Meeting
- Share/Communicate Fall Recruiting Campaign plans and details with Districts and Units
- Council Message theme: Details of Fall Recruiting Campaign – start planning Districts and Units
- Share resources/webinar information through Council Commissioner Communicator / Trailmarker

July:

- Monthly Membership Committee Meeting
- Participate in Monthly NST2 Membership Meeting
- Districts/Units develop & finalize plans for Sign Up/Join night events in August
- Begin marketing & promotion of Fall Recruitment Campaign
- Council Message theme: Marketing resources for Fall Campaign
- Share resources/webinar information through Council Commissioner Communicator / Trailmarker
- Begin planning Scout Adventure Day(s)

August:

- Monthly Membership Committee Meeting
- Participate in Monthly NST2 Membership Meeting
- Execute Fall Recruitment Campaign
- Council Message theme: New Member Support. First meeting within 2 weeks. Rank advancement within 30 days.
- Marketing and Promotion of Fall Campaign / Highlight successes
- Share resources/webinar information through Council Commissioner Communicator / Trailmarker
- Finalize plans for Scout Adventure Day(s)

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- Begin promoting Scout Adventure Day(s)

September:

- Monthly Membership Committee Meeting
- Participate in Monthly NST2 Membership Meeting
- Council Message theme: New Member Support. First meeting within 2 weeks. Rank advancement within 30 days.
- Marketing and Promotion of Scout Adventure Day(s)
- Execute Scout Adventure Day(s)
- Press notification about new membership success/growth from August
- Share resources/webinar information through Council Commissioner Communicator / Trailmarker

October:

- Monthly Membership Committee Meeting
- Participate in Monthly NST2 Membership Meeting
- Council Message theme: Membership is all-year activity. Summer outdoor/camping activities are membership opportunities
- Share resources/webinar information through Council Commissioner Communicator / Trailmarker

November:

- Monthly Membership Committee Meeting
- Participate in Monthly NST2 Membership Meeting
- Council Message theme: Re-chartering
- Share resources/webinar information through Council Commissioner Communicator / Trailmarker

December:

- Monthly Membership Committee Meeting
- Participate in Monthly NST2 Membership Meeting
- Council Message theme: Re-chartering
- Share resources/webinar information through Council Commissioner Communicator / Trailmarker