

Unit Service Core Concepts

OUR MISSION

As commissioners, we share Scouting America's mission: To prepare youth to make ethical and moral choices over their lifetimes by instilling in them the values of the Scout Oath and Law.

OUR VISION

We also share Scouting America's vision: Prepare every eligible youth in America to become a responsible, participating citizen and leader who is guided by the Scout Oath and Law.

OUR GOAL

Prepare America's youth for lives of impact and purpose.

OUR CULTURE

- **Be the Heart**
Scouting's units are its heart. Their success is dependent on them; they deliver the program to youth. Commissioners support unit leaders in developing a safe, welcoming environment and effectively delivering the program. We exist to support Scouting's heart.
- **Build Relationships**
Commissioners must develop relationships with the unit leaders they serve based on mutual respect, candor, and trust. Without that, the communication and collaboration required to effectively support units is impossible. Great relationships enable effective partnerships in serving youth.
- **Change Lives**
Scouting changes lives – of the youth it serves and the adults who support it (both volunteers and professionals). As they adopt Scouting's values, they become engaged citizens who strengthen our communities, nation, and world.

OUR PRIORITIES

- **Being unit leaders' single, best resource**
That doesn't mean commissioners know the answer to every question a unit leader asks; it does mean they are the first-person unit leaders turn to when they have a question they can't answer and that commissioners find the answer and deliver it in a timely manner.
- **Supporting unit leaders in delivering great S.A.F.E. programs**
When delivered well, our programs attract and retain youth – and adult volunteers – to Scouting. They must also be delivered in a manner that ensures the safety of the youth Scouting serves.
- **Enabling significant, sustainable growth of units and membership**
To thrive and fulfill its mission and vision, Scouting must grow. Commissioners can help unit leaders who want to serve more kids do that; they can provide the support new leaders and leaders of new units need.

OUR OBJECTIVES

- **Membership retention**
- **Membership growth**

While many commissioners may not be **directly** involved in recruiting and retaining youth and adult members, all commissioners **enable** membership growth by working directly with units to ensure the unit's success. Growing Scouting requires commissioners to partner with volunteers throughout Scouting America, and if we do that well, Scouting's growth will be significant **and** sustainable.

OUR METHODS

- The Scouting America Roadmap
- Objective metrics
- Unit Connections
- The Key 3
- Impact, not activity

The methods include the steps in the Roadmap, assisting the units we serve in recruiting and training key unit leaders and new member coordinators, and collaborating with the unit Key 3 to ensure the unit's success. We also encourage using the MyScouting tools suite to stay up-to-date on the status of the units we serve. We never have enough commissioners, so we continuously assign the resources we have to units with the greatest need for support.

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