

# New Member Coordinator Q&A



## 1. What is a New Member Coordinator?

New Member Coordinator is a Scouting America adult position whose purpose is to welcome youth and their families and help them become truly engaged in Scouting so that they feel a strong sense of belonging. The New Member Coordinator position is available for units, districts, and councils.

## 2. What types of unit should have New Member Coordinators?

Since all types of units (packs, troops, crews, ships, posts) need to grow membership and continuously have youth and families who are new to the unit's Scouting program, all units are encouraged to have New Member Coordinators.

## 3. What do New Member Coordinators do?

They promote Scouting, coordinate unit recruitment, and guide the joining and welcoming processes. New Member Coordinators are encouraged to choose areas of personal focus based on their own interests and the needs of the unit. See the job descriptions for more information.

## 4. Do New Member Coordinators work individually or as part of a team?

It's better to have a team of New Member Coordinators. Millennial parents prefer to work in teams, it's much more fun to be part of a team, and it's easier to recruit people for the position if they will be working with others. Team members collaborate so that action is taken on all parts of the promotion, recruitment, and engagement aspects of the job.

## 5. Who would make a good New Member Coordinator?

Anyone who is enthusiastic about Scouting, who is friendly and helpful, and who enjoys meeting people would make a good New Member Coordinator. The NMC does not need to have a great deal of Scouting experience. It's sometimes an advantage to be quite new to the program so that the memories of what it's like to be new are fresh in the mind.

## 6. Who recruits, oversees, and supports New Member Coordinators?

The unit Committee Chair has the primary responsibility for identifying potential unit New Member Coordinators, helping them to join, and mentoring/encouraging/supporting them along the way. Unit New Member Coordinators are supported primarily by their unit (committee, leaders, and sponsoring organization) and by the district (particularly the district membership chair and commissioners). The council supports the unit NMC by promoting and encouraging the position, ensuring

## 7. How does a person register for the New Member Coordinator position, and what should we know about the registration?

Use the position code "NM" to register as a New Member Coordinator. Multiple people from a unit can register in the position, but an individual cannot register as an NMC along with another unit position. The NM position can substitute for a required committee position in chartering the unit.

## **8. What training should New Member Coordinators take?**

Start by taking the NMC Welcome course, a short online training module explaining the concept and basics of the position. Later, to be fully position-specific trained, take one of more of the online Elements of the Job: 1. Share the Benefits of Scouting, 2. Coordinate Unit Recruitment, and 3. Guide the Joining and Welcoming Process.

## **9. Are any uniform designations or other visuals associated with the NMC position?**

New Member Coordinators are encouraged to wear the newly designed Welcome logo in some form – on a pin, nametag, hat, vest, or shirt. The NMC position does not require a uniform. Families new to Scouting feel more comfortable when they are greeted by someone dressed more like them, and the Welcome logo identifies New Member Coordinators as people who will reach out to engage new members. Shirts and hats can be ordered from national supply, and the logo is downloadable for local use on items of the unit's choice.

## **10. How would it benefit a unit to have a New Member Coordinator team?**

The unit should see more youth joining, youth and families staying instead of dropping out, and a larger pool of engaged adults. Having an NMC team makes it easier and more fun to be part of the unit.

## **11. How would supporting New Member Coordinators in units benefit districts and councils?**

The New Member Coordinator position can be a game-changer, leading to increased retention and recruitment. Inviting New Member Coordinators to join the district growth team (membership committee) fosters collaboration in achieving successful membership initiatives.

## **12. What strategies can councils and districts use to make the NMC position successful?**

It's crucial to inform all unit, district, and council volunteers and professionals about the position and encourage them to promote and support it. Give everyone the chance to help tailor the ideas to work for their unit, district, or council. Host frequent online or in-person gatherings of NMCs to share ideas and successes. Give all involved the power and agency to build personal success.

## **13. Where can I learn more about the New Member Coordinator position?**

Visit the [scouting.org/nmc](https://scouting.org/nmc) webpage and/or the New Member Coordinator Facebook group for more information and resources.