

# The Future of Unit Service

## Commissioner Moments - Special Edition #3



Time allotted	20 minutes
Teaching format	Instructor-led discussions with PowerPoint support

### Resources

Handouts	<ul style="list-style-type: none"><li>• CM Special Edition #3 - Unit Metrics January 2025 – 1 per person</li></ul>
Equipment and materials	<ul style="list-style-type: none"><li>• CM Special Edition #3 – Discussion Guide</li><li>• CM Special Edition #3 – The Future of Unit Service PowerPoint presentation</li><li>• Computer and Projector</li></ul>
Resources for additional participant learning	<ul style="list-style-type: none"><li>• National Commissioner Website (<a href="https://www.scouting.org/commissioners/">https://www.scouting.org/commissioners/</a>)</li></ul>

### Course Connections

Connections to other courses	
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### Presentation Outline

#### Introduction and Course Objectives – 2 minutes

Introduce the learning objectives, noting that by the end of this session, each participant should...

- **Understand** the renaming of the organization and the new Roadmap
- **Define** the future of unit service
- **Be familiar** with new Commissioner Connections and Commissioner Tools

#### Renaming of Organization and New Roadmap – 5 minutes (slides 3-4)

## Scouting America

For more than 114 years, our organization has been dedicated to serving the youth of our country. As our country has evolved, so has our organization, which has led to this: The Boy Scouts of America rebranding its name to Scouting America. The change was made to reflect the organization's ongoing commitment to welcoming every youth in America to experience the benefits of Scouting.

Scouting America is the reflection of years of work to create an organization where we prepare every youth in America to lead a life of purpose and impact. Our new name is representative of the path we want Scouting to chart for the next century. Our organization welcomes all youth. Scouting is an environment where everyone should feel respected and valued.

**“Though our name will be new, our mission remains unchanged: we are committed to teaching young people to be Prepared. For Life. This will be a simple but very important evolution as we seek to ensure that everyone feels welcome in Scouting.”**

***--Roger Krone, President and CEO***

## New Roadmap

The rebrand is part of an effort to be more inclusive and welcome all members of America's youth.

Let's start by reviewing the new Roadmap and how the priorities identified affect unit service. All of Scouting America will follow the new Roadmap.

The new roadmap shows how we believe we can rebuild this organization we all love. It identifies what we believe to be Scouting's value, how we want to be seen, what we need to do, our leadership's imperatives (what they believe is crucial), and key metrics we can use to assess progress. It emphasizes the importance of focusing on membership, our people (both volunteers and professionals), and enabling technology to address our imperatives.

While commissioners' work with unit leaders is focused on enabling the delivery of highly relevant programs, we must remember that our efforts can – and should – impact all five imperatives.

Commissioners want to help attract more youth to Scouting. We can only do that through high-quality programs at the unit level. If commissioners are going to have an impact, unit leaders need to be able to rely on us to be the single, best resource.

Unit service ties in closely with the 2nd and #3<sup>rd</sup> imperatives – “Change the Way We Work Together” and “Make Our Programs Highly Relevant for Today's Youth”. The Roadmap clarifies ‘why’ we are making changes.

## The Future of Unit Service – 5 minutes (slides 5-10)

The future of unit service will require many partnerships between our commissioner corps and other leaders. Such as partnering with and involving the district-level resources, and partnering

and helping units by building and reinforcing relationships with unit leaders through candid and open communication. These partnerships will make a positive impact that will lead to more youth serving as our leaders of tomorrow.

### **Relationship Drives Partnership**

We need to emphasize Partnership and the impact that can have on the way we operate. For commissioners to be successful, the foundational relationships must be emphasized.

This graphic shows a few mileposts for strong relationships/partnerships. It is intended to point out that these relationships can mature over time with consistent effort. Without the relationship firmly in place, we can't help units. Notice the last question in each box... "How can I help?" This question is appropriate at every stage of a commissioner's relationship with the unit leaders and the unit.

### **Unit Serving Commissioners**

There are 3 separate components to the unit service concept:

- **Key Metrics** – objective and remove/reduce assessing and scoring. Objective metrics better support helpful interaction with unit leaders and help identify where to deploy our commissioners.
- **Connections** – help guide the commissioner in developing partnerships with unit leaders and guide conversations toward areas where commissioners can have an impact.
- **Commissioner Tools Update** – will change but do not envision a complete system rewrite. The Technology Team has started the process of identifying updates that are needed to show Key Metrics and to document Commissioner Connections in Commissioner Tools.

Metrics, Connections and Tools are all built on the foundation of commissioner culture, our priorities and the relationships we build with unit leaders (and others in the district/council).

### **Unit Service Evolution**

- As the transition from a system of assessing and scoring units to an environment of objectivity and support began, changing the culture of commissioners was foundational to enabling commissioners to have a greater impact on the units they serve.
- In 2021, commissioners began using the culture statement "Be the heart. Build relationships. Change lives". Recent issues of the Commissioner Newsletter explain this statement.
- In 2023, priorities were streamlined to align with key focus areas of the BSA organization. We are now focused on three priorities.
  - Single, Best Resource...
  - Great S.A.F.E. Programs... (Supervision/Assessment/Fitness and Skill/Equipment and Environment
  - Significant, Sustainable Growth...

Three significant initiatives are underway. All are connected and would be rolled out together:

- Key Metrics

- Commissioner Connections
- Commissioner Tools update

In addition to the Future of Unit Service initiatives that will roll out in the near future, plans are in place to update related information:

- Commissioner Awards and Recognition
- Commissioner Training
- Manuals
- Website

Implementation support and communication will be ongoing. Release dates are dependent on multiple factors and are estimates only.

### **Unit Service Contrasts**

Unit service is in a transition period:

This chart uses short phrases to compare where we are today and where we believe we need to go in the future. If you think about it, you will see that some foundational changes to how we operate will be needed. Some specific areas will be discussed to help us move the ball forward.

A couple of qualifiers:

- We need to have continued conversations in the coming months to get aligned on the updated concepts.
- We are starting with a focus on frontline unit serving commissioners. Later, we will discuss how administrative commissioners lead and support them.

### **The Future of Unit Service – Administrative Commissioners**

Most of our future unit service conversation has centered on how to make front-line commissioners have a greater impact when we service units.

If we think about **administrative commissioners** in the context of the future of unit service, there are really 3 roles that we play:

- Leading and inspiring
- Inviting and Engaging
- Deploying and Enabling

## **Commissioner Connections and Tools – 5 minutes (slides 11-16)**

### **Unit Metrics**

Unit Key Metrics are simple, objective indicators of a unit's status. They are a starting point for discussions and are not intended to compare one unit to another. Instead, they provide insight into a unit's overall status so you and unit Scouters can work together to improve their ability to deliver the promise of Scouting. The unit metrics chosen provide an objective and useful means of identifying how a unit is doing and enable commissioners a convenient method to provide focused help where needed.

Objective metrics are determined using thresholds established for average expectations. Variation from these thresholds is not necessarily 'good' or 'bad.' Metrics are not 'scores.' They

identify opportunities to ‘connect’ with unit leaders and understand how best to provide helpful guidance where needed. Discussing only one or two metrics with a unit leader to explore where help might be needed could be very beneficial.

As you can see, we are moving away from an emphasis on tracking data to a system that supports impact. Objective data helps us emphasize people and processes and utilizes technology to support that initiative.

## **Objective Unit Metrics**

### **Handout – Unit Metrics January 2025 – 1 per person**

There were several reasons for how and why this was developed.

- **First**, we wanted to use an objective data process vs. the subjective nature of how we currently identify a unit health score which is developed during a Detailed Assessment review today.
- **Second**, we wanted a method of identifying data for **all** units, even those where a commissioner is not available to meet with a unit.
- **Third**, we wanted a process that would be simple and relatable to a unit’s ability to renew its charter and thereby continue with providing the Scouting experience for our youth.

On this chart, you will note the data categories chosen, how they are measured, and how there are subtle differences between the traditional programs and the Older Youth Programs.

All the data **not** shaded is available through the national BSA systems and is easily retrievable for displaying on a unit and district dashboard. There are two exceptions, and they are noted in the shaded areas, which will be covered next.

Note that Retention has no measurement listed. That is because youth retention at the unit level has never been available before. Therefore, since there is no history with this metric, we will need time to understand its relationship to the other metrics and with unit renewal. Youth Retention will be displayed. Retention will be evaluated yearly and as with JTE, changes may occur.

It is important to note that this chart will be reviewed periodically to determine if changes are needed.

## **Benefits of Unit Connections**

Unit Connections is a Tool for commissioners to assist in meaningful conversations with the unit.

- **Building Relationships:** Connections facilitate establishing strong relationships based on trust, respect, and shared goals. These relationships form the backbone of successful teamwork and collaboration.
- **Enhancing Conversations:** Strong connections begin with knowledge to enable open communication channels. When individuals feel connected, they are more likely to express their thoughts, concerns, and ideas freely, leading to better understanding and problem-solving.

- **Driving Collaboration:** Connected individuals and groups are more inclined to collaborate effectively towards common objectives. They leverage each other's strengths, resources, and expertise to achieve shared outcomes that benefit everyone involved.
- **Fostering Support:** Connections create a support network where individuals can seek help, guidance, and encouragement from one another.
- **Create & Grow Partnerships:** Connections lay the groundwork for establishing and nurturing partnerships. These partnerships, built on mutual trust and shared interests, can lead to new opportunities, innovative solutions, and long-term success.
- **Change Lives:** Connections have the power to transform lives by providing access to new resources, perspectives, and opportunities. Through meaningful interactions and relationships, individuals can achieve personal growth, overcome challenges, and reach their full potential.

**Instructor Note:** *Have the class scan the QR code on the slide*

**Note:** *These are DRAFT versions*

### **Unit Conversations**

Conversations are the focal point of our operations and where important opportunities have been overlooked.

While we may not have the opportunity to have deep discussions at every interaction, commissioners should Be Prepared to discuss any of the Unit Metric data as necessary, particularly if the unit leader has a question.

How frequently do you encounter contacts associated with a unit, yet discern little evidence of their contributions to its service or support? For example, a single-line comment indicating the unit's participation in an event is sometimes copied and pasted.

While the engagement of units in such events is appreciated, these updates and comments do little to advance the progress of our units.

We need to build relationships by having focused conversations to better understand unit dynamics and operations. This will enable commissioners to better serve and support the unit by meeting its needs and offering help.

### **Commissioner Tools**

As mentioned, assessments will be replaced by a new and more friendly Unit Connection process that will include guides for commissioners to help them prepare for meaningful discussions with unit leaders. With the elimination of subjective unit scoring, another change to Commissioner Tools will be a process to capture unit goals as the Unit Service Plan and Priority Needs are retired.

Each of these changes will impact what Commissioner Reports will be available. These are the estimated “planned release dates.

## **Summary/Conclusion – 1 minute**

Remember moving forward and with all these changes:

- Mission remains unchanged
- Committed to ensuring young people are prepared
- All are welcome in Scouting

### **How Can We Help?**

This should be the first question a commissioner asks; it should guide all we do; it will enable us to partner with the unit leaders we support to serve more youth better through Scouting.

Let's talk...

## **Questions? – 2 minutes**