

Roundtable Hot Topic

Leadership Position: New Member Coordinator

When a new family arrives at a unit meeting, first impressions happen quickly. Adults in uniform may appear intimidating, and position titles on sleeves may be unfamiliar. Youth leadership may look more like chaos to the untrained eye. There may be no clear place for a newcomer to begin and no familiar face to approach. For your New Member Coordinator, this is their time to shine!

The New Member Coordinator (NMC) is the Welcome Ambassador for your unit. They are there to greet and connect with new Scouts and their families, make introductions, and be ready to answer questions to make your unit feel approachable and inviting. Here are some tips on using this position to its fullest potential:

- NMCs should be recruited and approved by the key leadership of your unit. They should have a good knowledge base of the Scouting program and an in-depth understanding of the unit's structure.
- After completing training online, NMCs should be coached and mentored by the district's or council's membership chair and be part of the membership team.
- NMCs have the option to wear the field uniform or have a more casual but professional look. There are several options for shirts, pins, patches, and more available online. This helps the NMC stand out to new families.

There are many ways to use the NMC position to boost membership growth and retention within your unit. Units may also choose to assign multiple NMCs who will work as a team to coordinate duties. Here are ways the NMC can help:

- Social Media and Online Presence – NMCs can take the lead on creating and updating pages on social media platforms and unit websites, including your unit pin on Be A Scout
- Keeper of the Calendar – Keeping an updated calendar handy will make it easy for new families to a clear picture of all the fun and exciting things your unit has to offer
- ScoutBook Guru – Providing Scouts and their families with details on events, outings, camping activities, advancement opportunities, and service projects on ScoutBook is one of the best ways to keep them involved. An NMC can complete both the data entry for unit leaders and the how-to for new members.
- Continuing to Feed the Flame – Unit growth happens by bringing in new members and sparking their interest in Scouting, and then by adding kindling to that fire. NMCs can check in with families periodically to get feedback on what they think of the program and help address any questions and concerns.

For additional resources on how New Member Coordinators can create a welcoming and inclusive environment in your unit, visit these pages:

Scouting Wire New Member Coordinator

<https://scoutingwire.org/marketing-and-membership-hub/councils/new-member-coordinator/>



Welcome Logo

<https://scouting.webdamdb.com/bp/#/folder/4922256/>



Scout Shop New Member Coordinator Merchandise

<https://www.scoutshop.org/search/?q=new+member+coordinator>

