
UNIT SERVICE

KEY CONCEPTS:

- ✓ IMPACT
 - Unit Service, and every commissioner, has impact by helping units deliver a quality program that attracts youth and adults to Scouting and increases their retention.
- ✓ UNIT RETENTION
 - Unit retention is the single best indicator of Unit Service impact.
 - Increased retention of new units is essential for membership growth.
- ✓ MEASURE WHAT MATTERS
 - Unit Service uses metrics that clearly assess impact.
- ✓ 2nd CENTURY SERVICE
 - The mission of unit service, helping units better serve more youth through Scouting, remains unchanged.
 - The tools and techniques we use in Scouting's second century must adapt to remain relevant and ensure impact.
 - The characteristics of 2nd Century Service:
 - Visioning
 - Continuous Improvement
 - Engagement
 - Collaboration
 - Linkage
 - Transparency

OUR VISION:

Unit Service will enable units to better serve more youth by providing an adequate number of trained commissioners who provide a link to district committees in support of a quality unit program.

OUR MISSION:

The mission of Unit Service is to help units better serve more youth through Scouting.

Retention of units is a key component of our mission and is best achieved by providing an adequate number of trained unit commissioners who provide a link to district committee resources in support of a quality unit program.

OUR OBJECTIVES:

1. Supporting unit growth through the Journey to Excellence
2. Contacting units and capturing their strengths and needs in Commissioner Tools.
3. Linking unit needs to district operating committee resources.
4. Supporting timely charter renewal.

OUR GOALS:

1. Unit Retention: Improve retention rate of traditional units.

2. Unit Contacts: Support implementation of the Unit Service Plan through detailed assessments and an increased number of significant unit contacts.
3. Unit Performance: Improve the performance rating of units using Journey to Excellence metrics.

OUR METHODS:

1. The Unit Performance Guide Methodology

The process of building sustainable units requires purposeful thought, study, and investment of time and people for success. The *Unit Performance Guide* presents unit development and growth as four pillars of high-performing units. Patterned after the stages of team development taught in National Youth Leadership Training (NYLT) and Wood Badge Courses, each pillar has a purpose and all are required collectively for success.

2. The Unit Key 3

Scouting serves youth best wherever there is a trained and engaged Key 3. That is just as true in our units as in our districts, areas, regions, and councils. A Unit Key 3 should include three individuals trained and registered to serve as unit leader, committee chair, and chartered organization representative. They should meet monthly and be supported by a unit commissioner.

3. The Unit Service Plan

The Unit Service Plan is a better way to provide unit service. It supports all four elements of excellent unit service (1. Supporting unit growth through the Journey to Excellence, 2. Contacting units and capturing their strengths and needs in Commissioner Tools, 3. Linking unit needs to district operating committee resources, and, 4. Supporting timely charter renewal), **and** also supports our approach to starting and sustaining high-performing units (detailed in the Unit Performance Guide).

Based on a *collaborative* assessment of unit health, commissioners develop a service plan that is *customized* to respond to a unit's strengths and needs and draws upon resources available within the unit, its charter partner, and through the district operating committee.

Through ongoing unit contacts, commissioners capture periodic updates of the collaborative assessment of unit health and ensure the plan for improvement is moving forward.

4. Commissioner Tools

The Unit Visit Tracking System provided valuable experience with applying technology to Unit Service. It became apparent, however, that UVTS wasn't capable of efficiently providing commissioners with actionable information, either through access to data collected elsewhere by the BSA or analysis of data input following unit contacts.

The primary objective of Commissioner Tools was **not** to provide a replacement for UVTS. Rather, it was developed to enable the delivery of 2nd Century Service: to provide commissioners with essential information about the units they serve (e.g., leadership, membership, training, Roundtable participation, etc.) and enable the collaborative development and management of a Unit Service Plan.