UNIT HEALTH ➡ MEMBERSHIP GROWTH AND RETENTION

Kurt Newman – Assistant Division Commissioner – Renewal

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313-300-3947

UNIT HEALTH ➡ MEMBERSHIP GROWTH AND RETENTION

MCC Unit Health Page:

MCC Dashboard 2 Page:

Be the heart Build relationships Change lives

MCC Unit Health Page:
michiganscouting.org/commissioners/unit-health/

MCC Dashboard 2 Page

UNIT HEALTH ➡ MEMBERSHIP GROWTH AND RETENTION

**Be the heart
Build relationships
Change lives**

Why is the Unit Health Index Score Important?
Unit Health Correlates to Recharter / Renewal and to Membership

Unit Health for Packs/Troops

	UNIT HEALTH INDEX	0	1	2	3	4	5	Total
Pack	**Total Count**	21	66	121	101	77	21	407
	Total %	5%	16%	30%	25%	19%	5%	
	Size	0%	9%	32%	61%	92%	100%	
	Growth	0%	27%	45%	57%	66%	100%	
	Training	0%	3%	21%	54%	69%	100%	
	Advancement	0%	58%	79%	85%	100%	100%	
	Camping	0%	0%	23%	42%	73%	100%	
	2023 Recharter	**65%**	**72%**	**91%**	**97%**	**99%**	**100%**	

Focus Units-Unit Health <3 (0, 1, or 2)	
208	**Count - Packs**
22%	Size
35%	Growth - YTY
13%	Key 2 Trained
64%	Advancement >30%
14%	Summer Camp

	UNIT HEALTH INDEX	0	1	2	3	4	5	Total
Troop	**Total Count**	7	36	121	164	130	57	515
	Total %	1%	7%	23%	32%	25%	11%	
	Size	0%	3%	10%	38%	82%	100%	
	Growth	0%	11%	18%	25%	52%	100%	
	Training	0%	3%	19%	46%	71%	100%	
	Advancement	0%	47%	79%	95%	98%	100%	
	Camping	0%	0%	74%	96%	97%	100%	
	2023 Recharter	**85%**	**73%**	**79%**	**96%**	**100%**	**100%**	

Focus Units-Unit Health <3 (0, 1, or 2)	
164	**Count - Troops**
6%	Size
13%	Growth - YTY
25%	Key 2 Trained
54%	Advancement >30%
50%	Summer Camp

Unit Health Page: *michiganscouting.org/commissioners/unit-health/* **click on** *MCC Dashboard 2* **then** *Summary* **tab**

UNIT HEALTH ➡ MEMBERSHIP GROWTH AND RETENTION

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Unit Health for Packs/Troops

	UNIT HEALTH INDEX	0	1	2	3	4	5	Total
	Total Count	21	66	121	101	77	21	407
	Total %	5%	16%	30%	25%	19%	5%	
Pack	Size	0%	9%	32%	61%	92%	100%	
	Growth	0%	27%	45%	57%	66%	100%	
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Unit Health for Packs/Troops

	UNIT HEALTH INDEX	0	1	2	3	4	5	Total
Pack	**Total Count**	21	66	121	101	77	21	407
	Total %	5%	16%	30%	25%	19%	5%	
	Size	0%	9%	32%	61%	92%	100%	
	Growth	0%	27%	45%	57%	66%	100%	
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Why is the Unit Health Index Score Important?
Unit Health Correlates to Recharter / Renewal and to Membership

Unit Health for Packs Troops

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(Pack)

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(Troop)

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Increasing the Unit Health Score even 1 or 2 or 3 points makes a big difference in unit retention

Unit Health Page: *michiganscouting.org/commissioners/unit-health/* click on *MCC Dashboard 2* then *Summary* tab

UNIT HEALTH ➡ MEMBERSHIP GROWTH AND RETENTION

Unit Health Metric Criteria Table

-- DRAFT --

Unit Health Indicator
Health Metric Criteria by Program Reference Table
Rev: January 25, 2023

Unit Health Metric	Cub Scout Packs	Scouts BSA Troops	Venturing Crews	Sea Scout Ships	Explorer Posts
1. Key Leaders Trained	Cubmaster + Committee Chair position trained	Scoutmaster + Committee Chair position trained	Advisor + Committee Chair position trained	Skipper + Committee Chair position trained	Advisor + Committee Chair position trained
2. Exceed Small Unit Threshold	20 or more Cubs in pack	12 or more Scouts in troop	7 or more Venturers in crew (1)	7 or more Sea Scouts in ship (1)	7 or more Explorers in post (1)
3. Year Over Year Membership Growth	Positive year over year membership growth OR Pack has 50 or more Cubs	Positive year over year membership growth OR Troop has 30 or more Scouts	Positive year over year membership growth OR Crew has 15 or more Venturers (1)	Positive year over year membership growth OR Ship has 15 or more Sea Scouts (1)	Positive year over year membership growth OR Post has 30 or more Explorers (1)
4. Rank Advancement / Youth Leadership	At least 30% Cubs have rank advancement in prior 12 months	At least 30% Scouts have rank advancement in prior 12 months	Crew lead by youth officers elected to their office and trained	Ship lead by youth officers elected to their office and trained	Post lead by youth officers elected to their office and trained
5. Outdoor / Super activity (2)	Pack participation in TBD outdoor activities in prior 12 months	Troop participation in long term outing in prior 12 months (3)	Crew participation in super activity in prior 12 months (4)	Ship participation in super activity in prior 12 months (4)	Post participation in super activity in prior 12 months (4)

Data provided by unit/other Scouter with "check the box" entry to Scoutbook or my.Scouting

Notes:
(1) Count both primary and multiple youth membership registrations
(2) Participation requirement can be from any combination of events in the past 12 months. All members participating in the same event is not required.
(3) Scouts BSA long term outing must be 5 consecutive nights of camping
(4) A super activity is a major trip, activity, or project requiring advanced planning and promotion by unit members. Participation in a super activity planned by another group qualifies for the health metric.

Units receive 1 point for meeting the criteria in a category

Unit Health Page: *michiganscouting.org/commissioners/unit-health/*

UNIT HEALTH ➡ MEMBERSHIP GROWTH AND RETENTION

-- DRAFT --

Unit Health Indicator
Health Metric Criteria by Program Reference Table
Rev: January 25, 2023

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3. Year Over Year Membership Growth	Positive year over year membership growth OR Pack has 50 or more Cubs	Positive year over year membership growth OR Troop has 30 or more Scouts	Positive year over year membership growth OR Crew has 15 or more Venturers (1)	Positive year over year membership growth OR Ship has 15 or more Sea Scouts (1)	Positive year over year membership growth OR Post has 30 or more Explorers (1)
4. Rank Advancement / Youth Leadership	At least 30% Cubs have rank advancement in prior 12 months	At least 30% Scouts have rank advancement in prior 12 months	Crew lead by youth officers elected to their office and trained	Ship lead by youth officers elected to their office and trained	Post lead by youth officers elected to their office and trained
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Rev: January 25, 2023

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	Cubmaster +	Scoutmaster +	Advisor +	Skipper +	Advisor +
	position trained	position trained	position trained	position trained	position trained
2. Exceed Small Unit Threshold	20 or more Cubs in pack	12 or more Scouts in troop	7 or more Venturers in crew (1)	7 or more Sea Scouts in ship (1)	7 or more Explorers in post (1)
	Positive year over year	Positive year over year	Positive year over year	Positive year over year	Positive year over year
3. Year Over Year Membership Growth	OR Pack has 50 or more Cubs	OR Troop has 30 or more Scouts	OR Crew has 15 or more Venturers (1)	OR Ship has 15 or more Sea Scouts (1)	OR Post has 30 or more Explorers (1)
4. Rank Advancement / Youth Leadership	At least 30% Cubs have rank advancement in prior 12 months	At least 30% Scouts have rank advancement in prior 12 months	Crew lead by youth officers elected to their office and trained	Ship lead by youth officers elected to their office and trained	Post lead by youth officers elected to their office and trained
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4. Rank Advancement / Youth Leadership	rank advancement in prior 12 months	At least 30% Scouts have rank advancement in prior 12 months	officers elected to their office and trained	officers elected to their office and trained	officers elected to their office and trained
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Unit Health for Packs/Troops

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	Total Count	21	66	121	101	77	21	407
	Total %	5%	16%	30%	25%	19%	5%	
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	Advancement	0%	58%	79%	85%	100%	100%	
	Camping	0%	0%	23%	42%	73%	100%	
	2023 Recharter	**65%**	**72%**	**91%**	**97%**	**99%**	**100%**	

Focus Units-Unit Health <3 (0, 1, or 2)

208	Count - Packs
22%	Size
35%	Growth - YTY
13%	Key 2 Trained
64%	Advancement >30%
14%	Summer Camp

3 →
1 →
2 →

	UNIT HEALTH INDEX	0	1	2	3	4	5	Total
	Total Count	7	36	121	164	130	57	515
	Total %	1%	7%	23%	32%	25%	11%	
Troop	Size	0%	3%	10%	38%	82%	100%	
	Growth	0%	11%	18%	25%	52%	100%	
	Training	0%	3%	19%	46%	71%	100%	
	Advancement	0%	47%	79%	95%	98%	100%	
	Camping	0%	0%	74%	96%	97%	100%	
	2023 Recharter	**85%**	**73%**	**79%**	**96%**	**100%**	**100%**	

Focus Units-Unit Health <3 (0, 1, or 2)

164	Count - Troops
6%	Size
13%	Growth - YTY
25%	Key 2 Trained
54%	Advancement >30%
50%	Summer Camp

Unit Health Page: *michiganscouting.org/commissioners/unit-health/* **click on** *MCC Dashboard 2* **then** *Summary* **tab**

UNIT HEALTH ➡ MEMBERSHIP GROWTH AND RETENTION

Why is the Unit Health Index Score Important?
Unit Health Correlates to Recharter / Renewal and to Membership

Unit Health for Packs/Troops

	UNIT HEALTH INDEX	0	1	2	3	4	5	Total
	Total Count	21	66	121	101	77	21	407
	Total %	5%	16%	30%	25%	19%	5%	
Pack	Size	0%	9%	32%	61%	92%	100%	
	Growth	0%	27%	45%	57%	66%	100%	
	Training	0%	3%	21%	54%	69%	100%	
	Advancement	0%	58%	79%	85%	100%	100%	
	Camping	0%	0%	23%	42%	73%	100%	
	2023 Recharter	**65%**	**72%**	**91%**	**97%**	**99%**	**100%**	

Focus Units-Unit Health <3 (0, 1, or 2)	
208	Count - Packs
22%	Size
35%	Growth - YTY
13%	Key 2 Trained
64%	Advancement >30%
14%	Summer Camp

3 → Size
1 → Key 2 Trained
2 → Summer Camp

	UNIT HEALTH INDEX	0	1	2	3	4	5	Total
	Total Count	7	36	121	164	130	57	515
	Total %	1%	7%	23%	32%	25%	11%	
Troop	Size	0%	3%	10%	38%	82%	100%	
	Growth	0%	11%	18%	25%	52%	100%	
	Training	0%	3%	19%	46%	71%	100%	
	Advancement	0%	47%	79%	95%	98%	100%	
	Camping	0%	0%	74%	96%	97%	100%	
	2023 Recharter	**85%**	**73%**	**79%**	**96%**	**100%**	**100%**	

Focus Units-Unit Health <3 (0, 1, or 2)	
164	Count - Troops
6%	Size
13%	Growth - YTY
25%	Key 2 Trained
54%	Advancement >30%
50%	Summer Camp

1 → Size
2 → Key 2 Trained
3 → Advancement >30%

Unit Health Page: *michiganscouting.org/commissioners/unit-health/* **click on** *MCC Dashboard 2* **then** *Summary* **tab**

UNIT HEALTH ➡ MEMBERSHIP GROWTH AND RETENTION

Unit Health Score

SIZE
Packs-More Than 20
Troops–More Than 12

GROWTH (Year to Year)
+Growth Year Over Year
or Packs over 50
or Troops over 30

KEY 2 TRAINED
Unit Leader and Committee Chair Position Trained

ADVANCEMENT
30% Rank Advancement In the last 12 months

'23/'24 Camping Packs- Outdoor Activities In The Past 12 Months Troop-Long Term Camping in the Past 12 Months

	District	Unit	#	Gender	Unit Health	Size	Growth - YTY	Key 2 Trained	Advance - 12 months	'23/'24 Camping	Trained UL	Trained CC	Total Youth	Primary YTY	New Unit	Unit Helth Group
2	Blue Star 21	Crew	1776		0	0	0	0	0	0	0	0	7		Feb-23	Low
3	Blue Star 21	Pack	42	F	4					0			32	▲20		High
4	Blue Star 21	Pack	125	F	1	0	0	0		0	0	0	21	▼2		Low
5	Blue Star 21	Pack	126	F	4		0						26	▼7		High
19	Blue Star 21	Troop	127	G	3	0		0			0	0	6	▲1		Medium
20	Blue Star 21	Troop	128	B	3	0	0						6	▼3		Medium

Summary   Units   **Unit_Health**   Coming   Recharter-New-Drop   Commissioners   Unit_Training

Unit Health Page: *michiganscouting.org/commissioners/unit-health/*   click on *MCC Dashboard 2* then *Summary* tab

UNIT HEALTH ➡ MEMBERSHIP GROWTH AND RETENTION

Case Study – New Pack – Opportunities for Commissioner Conversations
~Also, an opportunity to complete a *Simple Assessment* in Commissioner Tools~

District	Unit	#	Gender	Unit Health	Size	Growth - YTY	Key 2 Trained	Advance - 12 months	'23/'24 Camping	Trained UL	Trained CC	Total Youth	Primary YTY	New Unit	Unit Health Group
				0	0	0	0	0	0	0	0	7		Feb-23	Low
				4					0			32	▲20		High
				1	0	0	0		0	0	0	21	▼2		Low
				4								26	▼7		High
	Pack			1	0	0	0		0	0	0	15		Nov-21	Low
				0	0	0	0	0	0	0	0	9	▼19		Low
				1	0	0	0		0	0	0	11			Low

Unit Health Page: *michiganscouting.org/commissioners/unit-health/* click on *MCC Dashboard 2* then *Summary* tab

UNIT HEALTH ➡ MEMBERSHIP GROWTH AND RETENTION

"The only problem with Boy Scouts is, there aren't enough of them."

- Will Rogers

Web Sites Worth Bookmarking

MCC Unit Health Page

MCC Dashboard 2 Page

Questions?
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https://michiganscouting.org/commissioners/unit-health/

https://onedrive.live.com/view.aspx?resid=DA89E4B29F338FB5!5556&ithint=file%2cxlsx&authkey=!AFzX54JUeJjGphY