



**BOY SCOUTS  
OF AMERICA<sup>®</sup>**

**MOUNTAINEER AREA COUNCIL**

**MEMBERSHIP PLAN  
2023**

**March 2023**



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## **Executive Summary**

This Membership Plan outlines the steps that we must follow to ensure that the “volunteer-driven, professionally guided” membership committee of the Mountaineer Area Council can accomplish its stated task of “Growing the Program”. We will accomplish this primarily by:

- Recruiting new Scouts at all levels in all programs
- Retaining existing Scouts by emphasizing a quality program by trained leaders
- Starting new units in previously underserved areas
- Establishing strong Volunteer Membership Support
- Identifying New Member Coordinators in all units
- Increasing the diversity of our Scouts and Volunteers

We have analyzed the data provided in the 2023 *Market Analysis Report* and isolated key areas throughout the council that are prime for recruitment and new-unit start-up efforts. Additionally, we have identified those areas with superior market share and will attempt to exploit them for their best practices, to help use in other areas of the council.

We have also outlined strategies to be considered in light of the future demographic character of our council area. Finally, we have updated our plans to correspond to the diversity, equity, and inclusion plans with relation to recruiting girls into every program in the council and addressing the needs of the Asian and Hispanic communities that will continually increase in our council area over the next five years.

None of the goals set here can be accomplished by a single person or small group of persons (*i.e.*, professional Scouters), which is why we have embraced the concept of the “volunteer-driven, professionally guided” committee structure. We have started building this committee across the council. This will remain a priority in 2023 and beyond as we grow our team.

Finally, we have laid out the tasks necessary to conduct meaningful recruitment activities at the Cub Scouts, Webelos-to-Scout Transition, and Scouts BSA levels on a month-by-month schedule. This will enable the area focused volunteer chairs of the membership committee to monitor and work with other volunteer committees as we all work towards a common goal – expanding the impact of Scouting to more youth and families in the Mountaineer Area Council.



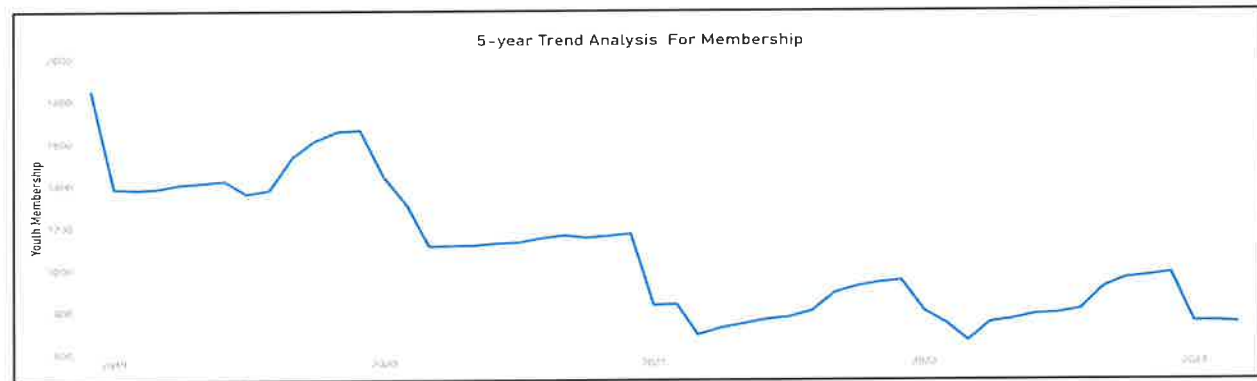
**Council Background**

The Mountaineer Area Council was formed in 1928 with the merger of the Fairmont and Morgantown Councils. Its geographic area encompasses Barbour, Doddridge, Gilmer, Harrison, Lewis, Marion, Monongalia, Preston, Randolph, Taylor, Tucker, and Upshur Counties in north-central West Virginia. In 2019, the council acquired eight of these counties from the former Allohak Council's dissolution, and two new districts were created to manage the new territory. In late 2022, effective 2023, the executive board approved a redistricting plan to merge the two districts into one service territory in order to more efficiently manage program implementation.

The year-end membership totals, by program, for the past six years is as follows.

*Note: pre-2019 numbers include historical Allohak Council units, despite acquisition date of January 2019.*

Year	Cub Scouts	Scouts BSA	Venturers	Explorers
2017	1,265	623	159	5
2018	1,111	587	64	0
2019	715	588	33	0
2020	681	477	17	0
2021	483	447	13	0
2022	521	448	8	0



As of the 2023 Market Analysis Report<sup>1</sup>, the Target Age Youth (TAY) in our Council area is 49,191 across all programs, segmented as follows:

Program	TAY
Cub Scouts	24,793
Scouts BSA	12,317
Venturers	12,081

The current membership numbers and their market share (as of December 31, 2022) are:

Program	Youth	Market Share
Cub Scouts	521	2.09%
Scouts BSA	448	3.63%
Venturers	8	0.06%

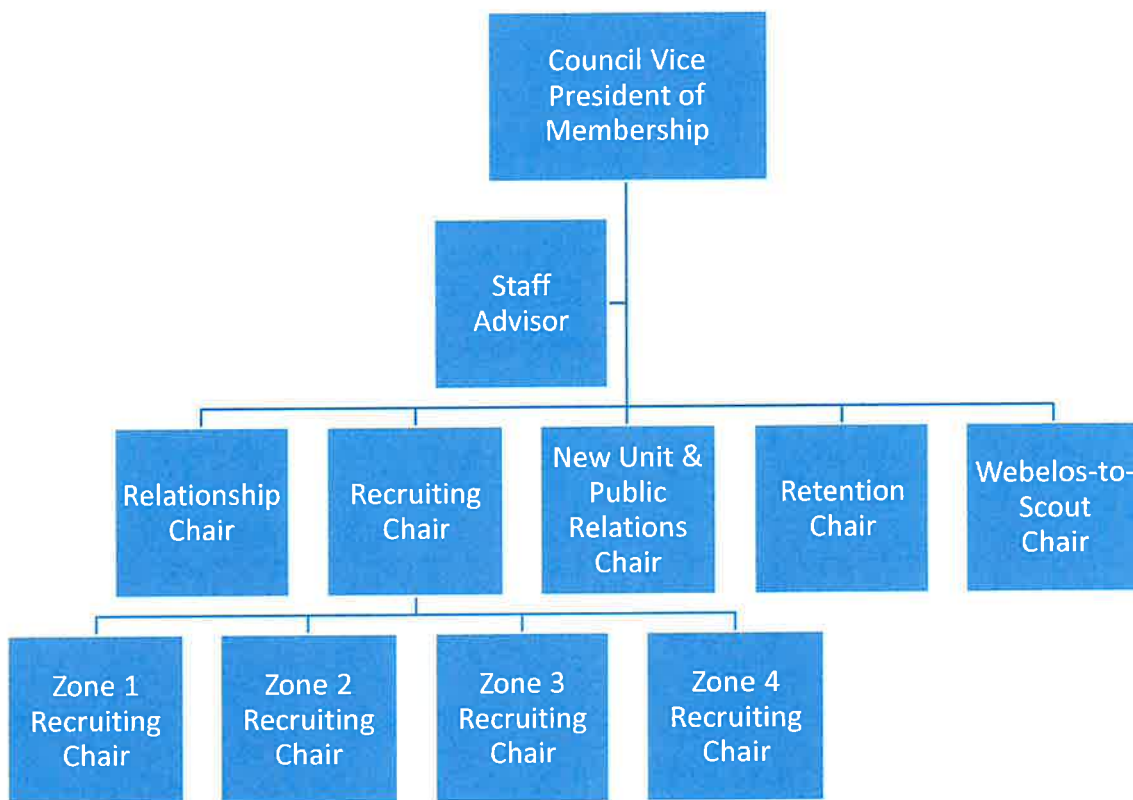
<sup>1</sup> 2023 Council Market Analysis Report



**Membership Committee Structure**

Our Council Membership Committee is an important part of this plan, as it provides the human infrastructure necessary to carry out the plan. With the recent redistricting of the council from two traditional districts to one single service area, we plan to divide the territory into multiple zones, likely by county borders, yet to be determined. Below is the targeted council membership committee structure:

**MOUNTAINEER AREA COUNCIL MEMBERSHIP COMMITTEE**



**Plan for Membership Growth**

Our plan to ***Grow the Program*** must encompass the four areas of recovery, recruitment, retention, and new unit formation. We must seek out the emerging ethnic markets within our council and offer new, innovative programs to attract members of those communities who will benefit from membership in Scouting.

**1. Recruitment**

Recruitment is the heart and soul of our membership strategy. Each unit in this council has to commit to conducting a spring and fall recruitment activity – to do only one or the other leaves too many potential youth members to seek out other activities instead of Scouting! The full recruitment plan for the Mountaineer Area Council is attached to this document.

**2. Retention**

Overall, our retention rate in the Mountaineer Area Council has been poor, due to a number of factors including unit health and loss of units. Units with excellent retention generally have a strong program, trained leaders, and excellent recruitment efforts.

Cub Scout Packs must ensure that every Webelos Scout has an opportunity to visit enough troops in the area to find the right “fit”. Troops must be proactive in inviting Webelos Scouts to unit activities and weekend outings in order to attract them to their programs. Finally, district retention chairs must work with Unit Commissioners to ensure that every Webelos transitions to Scouts BSA.

**3. New Unit & Recruitment Opportunities**

There are areas in our council that have been historically underserved as not having a viable Scouting presence. It is incumbent upon membership committees to seek out new potential chartered partners in these communities and establish Scouting units with the assistance of the Commissioner Staff and a dedicated New-Unit Commissioner. The top areas meriting consideration are:

<b>Location by Zipcode</b>	<b>Non-Scout TAY</b>
26554 Fairmont (Marion County)	2,911
26508 Morgantown (Monongalia County)*	2,688
26301 Clarksburg (Harrison County)	2,261
26201 Buckhannon (Upshur County)	1,243
26505 Morgantown (Monongalia County)	1,204
26501 Morgantown (Monongalia County)*	1,144
26330 Bridgeport (Harrison County)	1,080
26241 Elkins (Randolph County)	848
26354 Grafton (Taylor County)	678
26452 Weston (Lewis County)*	674
26416 Philippi (Barbour County)*	511

\*new unit opportunities



A full discussion of starting new units can be found at <https://scoutingwire.org/marketing-and-membership-hub/new-unit-development/>.

4. Emerging Markets

Our largest emerging market is still the female half of our population. With the addition of girls to Cub Scouts and Scouts BSA, we have the potential to substantially increase our current membership. The numbers from the first few years of girls in these programs are encouraging, and we must build upon the progress already made, especially with the Inaugural Class of Female Eagle Scouts in 2021, to improve the female membership of all our programs. At the end of 2022, Mountaineer Area Council was ranked 119<sup>th</sup> overall in female total membership which is 15.15% of our total youth.

5. Marketing / Public Relations & Unit Membership Software

The membership committee will assist in the creation, growth, and cohesiveness of the units' marketing, public relations, and social media presence. This will allow us to spread the word of what the Scouting movement is doing to the current generation of social media marketing platforms. In addition, the committee volunteers will work with each unit, thru their Unit Commissioners, to train and ensure the real-time My.Scouting software is being utilized on a weekly basis. This will gain us the ability to stay on top of any leads for each unit.

**Council Membership Goals**

The Mountaineer Area Council 2023 membership goal is 1,000 registered youth with 48 units. The month-by-month youth membership goals are as follows:

January: 655	July: 780
February: 665	August: 815
March: 675	September: 930
April: 750	October: 975
May: 770	November: 990
June: 780	December: 1,000

Spring (January-June) Recruitment Goal: 125  
2022 comparison: 78  
2021 comparison: 80

Fall (July-December) Recruitment Goal: 220  
2022 comparison: 197  
2021 comparison: 167



**Approval by the Executive Board**

At the meeting of the Executive Board on March 16<sup>th</sup> 2023, this Council Membership Plan was approved for execution by the Mountaineer Area Council Executive Board.

Signed:

  
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Scout Executive

  
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Council President (Chair)

  
\_\_\_\_\_  
Council Commissioner

