



Great Southwest Council **Council Commissioner**



Communicator



July 30th, 2021

VOLUME 4 ISSUE 7

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Our Mission

As commissioners, we share the BSA’s mission: To prepare youth to make ethical and moral choices over their lifetimes by instilling in them the values of the Scout Oath and Law.

Our Vision

Every member of the BSA has a great Scouting experience.

Council Commissioner Corner

- Key news for Commissioners:
 - For those of you that follow commissioner-related news on Facebook, be aware that on August 1st, 2021, the group **Commissioner Service (Boy Scouts of America)** will be archived and combined into a new official group: **Commissioner Development – BSA**
 - The National quarterly newsletter, *The Commissioner*, now uses a web-based format built right into [scouting.org](https://www.scouting.org) (<https://www.scouting.org/commissioners/newsletter/>). This change makes The Commissioner easier to access, easier to share, and promotes readership to the growing diversity in our corps. Plus, the online format allows us to provide real-time updates should the need call for it.
- Key news for Commissioners to pass onto their units:
 - New rechartering tools coming! More info will be available on September 1st
 - A new 2021 Guide to Advancement is available online at https://filestore.scouting.org/filestore/pdf/33088.pdf?utm_source=scoutingwire&utm_campaign=swvolunteer7212021&utm_medium=email&utm_content=
 - IOLS and BALOO Training at Gorham, August 21st and 22nd!
 - Lots of great recruiting, membership, and program news in the Headlines section this month, make sure it gets to your units! Also, information on popcorn sales and National & Council fee increases.
- The information for units on the **Headlines** pages is being sent directly to Unit Commissioners this month.
- Let's get ready for a successful recruiting season!

*Yours in Scouting,
Dale*

Dale Balmer
Council Commissioner

A Message from Brian Tolson, Assistant Council Commissioner for Older Youth Programs

- Request that during your routine unit visit the Unit Commissioner's encourage their Crews to start preparing nominations for the 2021 Venturing Leadership Award (VLA). Period of this award is January 1 through December 31, 2021. We can award the VLA to one Youth and one Adult in the Council who is nominated based on their demonstrated leadership potential. The criteria for nomination are minimum 1 year registration as a Venturer/Sea Scout/Explorer; held a leadership position and are nominated by the award. A Scout/Scouter can't strive to earn this award. Please let me know if you have any units interested and have any/all nominations sent to me.

Yours in Scouting.

Brian Tolson

Email: briantolson99@yahoo.com

Phone: 505-967-6139



JULY 2021 HEADLINES!!!!

Key information for units in the Great Southwest Council!

ALL UNITS

- New 2021 Guide to Advancement released! Copies are available at:
https://filestore.scouting.org/filestore/pdf/33088.pdf?utm_source=scoutingwire&utm_campaign=swvolunteer7212021&utm_medium=email&utm_content=
- A new internet rechartering tool will be available for use with this year's recharter. Information on the tool will be released on September 1st. For more information, see the *Internet Recharter Changes FAQ.pdf* file being sent with this newsletter.
- Lots of recruiting and membership ideas on the next three pages!
- Popcorn fundraiser information later in this newsletter!
- A reminder that many BSA training courses have expiration dates! See the list later in this newsletter. Please renew these courses before they expire; remember, 'every Scout deserves a trained leader'!
- National and Council fee increase information later in this newsletter!

PACKS

– BALOO Training August 21st and 22nd at Gorham

- To Register:

<http://www.gswcbsa.org/registration/calendardetail.aspx?activitykey=2825947&orgkey=45&ReturnURL=//www.gswcbsa.org/app/calendar/month/45/2021-08-01/45/0/>

TROOPS

– IOLS training on August 21st and 22nd at Gorham

- To Register:

<http://www.gswcbsa.org/registration/calendardetail.aspx?activitykey=2823095&orgkey=45&ReturnURL=//www.gswcbsa.org/app/calendar/month/45/2021-08-01/45/0/>

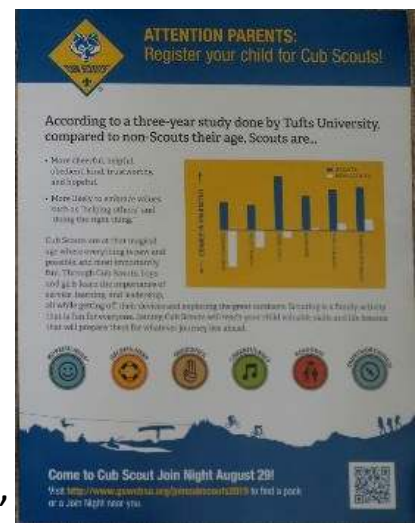
Membership Minute

Questions about recruiting and membership? Contact the Council Vice President for Membership, John Foley, at john.foley11@gmail.com

- In 2019, we had a very successful recruiting campaign, using a number of items in a kit. We have many of the resources from those kits that are available for units to pick up at the Scout Office. Some can be used 'as is', and others could be modified for this year's campaign. Here are the items that are available:



Trading cards for 8 different well-known actors, sports & public figures, astronauts, etc, that were involved in Scouting



Flier for parents on benefits of Scouting program. Bottom would need to be trimmed off due to it containing a date from 2019



Secret message and decoder; would need to trim off right half due to it containing a date from 2019

Notes from July 27 National Membership Webinar



(thanks to Lily Bray for providing these!)

- It is the time of year to be planning and holding Join Nights! There are some simple and helpful resources available to help you organize and hold a successful Join Night:
<https://scoutingwire.org/marketing-and-membership-hub/unit-recruiting/sign-up-night-unit-playbook/>
- When holding a Join Night, be sure to keep these **5 main points** in mind:
- **1 – PROMOTE, PROMOTE, PROMOTE!** – We should promote in all ways and at all times. The main thing families say about why they don't join Scouting is "I didn't know there was a Scouting unit near me" Ensure your Be A Scout "pin" is current! See the next page on how to update it!
- Use Facebook; geofencing, create events, share posts, and invite outside families not involved in Scouting to like your post.
 - Use Flyers, whether they are digital or print. Share with neighbors, friends, churches, schools
 - Ask Schools and churches if you can have a display or post to their bulletin.
- **2 – TIME WITH YOUR CHILD** – Don't forget to advertise that Scouting is a family program and it is an activity you do with your child. You learn alongside your child and help them achieve.
- **3 – TONE DOWN 'SCOUTING'** – On your join night, wear your unit T-shirts, make it **informal** and more inviting for the families. Use paper name tags highlighting you are a **VOLUNTEER**. Avoid titles like Cubmaster and Leader. Many families come in and see the nice neat uniform and shiny name tag and assume that means you are a paid leader. We need to let families know right from the start that we are all family volunteers.
- **4 – BE READY TO TAKE PAYMENT** – Offer options, not just cash or check. Be ready to take credit card payments or accept online applications. This shows your unit is organized, up to date, and legitimate. Don't send a family away with an application to 'come back later'.
- **5 – FOLLOW UP** – Remember to have your calendar prepared and ready for the new families. Assign someone to follow up after they register to make sure they have all the meeting details. A parent orientation meeting or fun family activity soon after is a great way to do this. Even just a quick "welcome" email or phone call is helpful.
- Additionally, there are numerous helpful resources available to make this easier:
- BSA marketing hub also has Scout Talk videos. These are professional videos and you have a selection to choose from. They can be used to promote Scouting on websites for school, churches and social media.
- There is a new recruiting and branding page full of updated resources to be used on all levels of Scouting, unit, district and council <https://www.scouting.org/recruitment/>
- USE the BSA Brand center. They have high quality professional images for all your recruiting needs; flyers, web page images, banners, posters, much more. These are for all branches of the Scouting program.
- New Scout Life mini mags. There is a digital mini mag to share with families and anyone interested in joining Scouts it is also printable. <https://scoutlife.org/freesampler/> You can access this in the Scout Life app as well.



Be A Scout PIN Updating

as of 7/30/2021

•The BeAScout.org website is a great way to do virtual recruiting. Unit “pins” that appear on the website are a way to provide information to individuals searching online for a Scout unit... but... **only if Unit Key 3 are actively managing it.** To access the tool, Key 3 need to log into my.scouting.org, select their unit, then Roster, and then click on the Unit Pin link on the left.

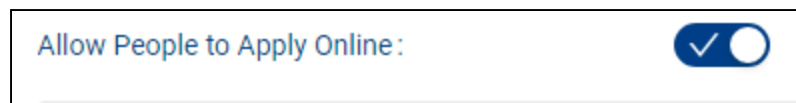
•Here is information for a unit Key 3 on how to implement a feature; if there are any questions, contact the Council Commissioner, Dale Balmer, dbalmer8@comcast.net

•Turn on Unit View:



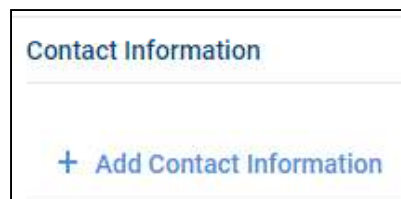
Appear on BeAScout:

•Activate Online Applications:



Allow People to Apply Online:

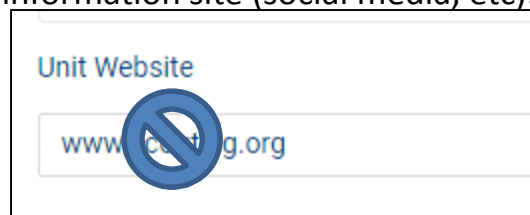
•Ensure a unit contact is listed:



Contact Information

+ Add Contact Information

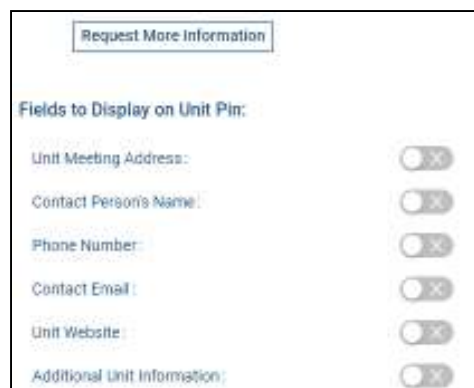
•List a unit ‘website’ or information site (social media, etc):



Unit Website

www.scouting.org

•And make sure to enable display of each piece of information:



Request More Information

Fields to Display on Unit Pin:

Unit Meeting Address:

Contact Person's Name:

Phone Number:

Contact Email:

Unit Website:

Additional Unit Information:

2021 Popcorn “Stuff”

- For units planning on selling popcorn this fall (and isn't that EVERY unit?!), here's some key information!

- 2021 Commission Structure:
 - 36% Base Commission
 - 3% Bonus for Exceeding 2020 sales
 - 3% Bonus for Total Sales Exceeding \$20,000
 - 5% Bonus for Partnership units



- Show & Sell orders due in the Trail's End system by August 13, 2021, for delivery to the Council office on August 30.
- Take Orders due October 21, 2021, for delivery to the Council office on November 8. Order forms are available at the Council Office, or call the office at 505-345-8603, x100, to have some forms mailed to you
- Online orders earn 1 ½ points towards Trail's End rewards.
- We will make arrangement for delivery to outlying districts – San Juan Mountains and Sangre de Cristo.
- Sign your unit up now at: www.trails-end.com/unit-registration to begin receiving important updates and notifications from Trail's End.



Training Expiration Timeframes

(Most of these are safety-related, so stay current!)

- Youth Protection—every two years
- National Camping School—good for five camping seasons
- Safe Swim Defense—every two years
- Paddle Craft Safety—every three years
- Aquatics Supervision/Swimming and Water Rescue—every three years
- BSA Lifeguard—every three years
- Visitation training—every two years
- Climbing Lead Instructor—every two years
- Climbing Instructor—every two years
- COPE/Climbing Inspector—every two years
- Safety Afloat—every two years
- Chain Saw Safety—every two years
- Trainer's EDGE—every three years
- Hazardous Weather—every two years
- Physical Wellness—every two years
- Climb On Safely—every two years
- Trek Safely—every two years
- Wilderness First Aid – every 3 years

BSA National and Council Fee Increases

(effective August 1st, 2021)

- Here are the National and proposed Council fees (council fees are pending Executive Committee approval):
- Updated National annual membership fees (prorated monthly) are ...
 - \$72 for Cub Scouts, Scouts BSA, Venturing and Sea Scouts participants
 - \$45 for Exploring participants
 - \$45 for all adult volunteers (includes cost of background check)
 - \$75 for a unit charter fee
 - The membership fees will take effect August 1, 2021, for the 2021-2022 program year.
 - The one-time \$25 joining fee for *new* program participants in Cub Scouts, Scouts BSA, Venturing and Sea Scouts is still required; however, there is no joining fee for Exploring participants, participants previously registered in any BSA program, those transferring from one program to another, or adult volunteers.
- Pending Board approval, the annual Council fees will be (also effective 1 Aug, and prorated monthly)...
 - \$66 for all youth
 - \$39 for all adult volunteers
- To summarize, the combined fees will be (pending Board approval) ...
 - \$138 per youth in Cubs, Scouts BSA, Venturing/Sea Scouts (plus \$25 if they have never been in Scouting before)
 - \$84 per adult volunteer
 - \$75 National recharter fee

Commissioner-Related Strategic Plan Goals

This page summarizes the commissioner-focus areas outlined in Section 4, *Unit Service*, of the Council's 2021 Strategic Plan, dated March 25th, 2021. With the pandemic and other challenges facing the council, and the elimination of District and Council JTE goals, the Strategic Plan for this year has been streamlined to focus on key components of the Council's operations, so there are fewer goal areas than in previous years. Subsequent pages in the newsletter look at each of these areas. All data is as of **July 30th, 2021**, unless otherwise noted. Results are shown for last month and the current month.

2021 Council Strat Plan Area	Goal	Last Month	Current Snapshot	Page
Strategic Plan Goals				
4.1.1	80% of unit recharterers to Council by 12/31/21	93.2%	93.2%	9
4.1.2	80% of unit charters posted by 1/31/22	92.3%	92.3%	10
4.2.1	50% of units have six contacts, including one Detailed Assessment	6.4%	6.4%	11
4.3.1	50% of units achieve Partner status by 1/31/22, under the Partnership for Scouting (PFS) program	Too early to measure	Too early to measure	12-13
Other Commissioner Metrics				
N/A	Commissioner Training	88.6%	88.6%	14
N/A	Units without Commissioners	Not Available	41.3% w/o Sandia	15
N/A	Units per Commissioner Ratio	3.4	3.4	16

Strat Plan Area: 4.1.1

Recharterers to Council

(Goal is to have 80% of recharterers submitted to the Council by 12/31/2021)

Recharter data current as of 6/18/2021.
No new charters have been posted since then.

District	Total Units	Units Dropping	Units Rechart-ering	Units logged into online tool	Units Submitted online	Pct @ Submitted
Rio Grande	53	12	41	41	41	100%
San Juan Mountains	27	4	23	23	23	100%
Sandia	43	7	36	35	34	94.4%
Sangre de Cristo	20	3	17	13	11	64.7%
Council Total	143	26	117	112	109	93.2%

With the closing of the online recharter tool at the end of April, all further postings are having to be done manually, with representatives from the unit working with the Council Registrar. As a result, the data above on units that have logged into the online tool or submitted online are not longer pertinent.

No units were posted using the manual method in July. There are still nine units that need to finish the process.

Strat Plan Area 4.1.2

Rechartering Process-Charters Posted

(Goal is to have 100% of recharterers posted by 1/31/2022)

Recharter data current as of 6/18/2021.

No new charters have been posted since then.

District	Units Rechartering	Charters Submitted	Pct Submitted	Charters Posted	Pct Posted
Rio Grande	41	41	100%	40	97.6%
San Juan Mountains	23	23	100%	22	95.7%
Sandia	36	34	94.4%	34	94.4%
Sangre de Cristo	17	11	64.7%	12	70.6%
Council Total	117	109	93.2%	108	92.3%

No charters were posted in July, leaving another nine to be posted manually. Units with any questions about their recharter status should contact the Council Registrar, Kathy Ferdig, at 505-345-8603, x100, or kathy.ferdig@scouting.org

Strat Plan Area: 4.2.1

Unit Contacts

(Goal: 50% of units have 6 or more contacts, including one DA)

This page looks at the critical unit-service area of unit contacts. The National goal is for at least six contacts per year for each unit, with one a Detailed Assessment. The Council goal is for 50% of the units to achieve the National goal, with a sub-goal that all units receive at least one contact. This chart helps determine how a district is doing on both contacts, detailed assessments, and the combination of the two which determines the success in meeting the National goal, as well as the sub-goal. Data is from a Council-level "District_Contact_Stats" report.

District	# Units	Total Contacts	# of Units with any contacts	Pct of units with any contacts	# of Units w/6 or more contacts	Pct of units with 6 or more contacts	# of Units with a DA	Pct of Units with a DA	# with 6 or more visits AND a DA	2021 Pct w/6 or more AND a DA
Rio Grande	41	221	37	90.2%	18	43.9%	14	34.1%	6	14.6%
San Juan Mountains	22	108	19	86.4%	14	63.6%	2	9.1%	1	4.5%
Sandia	34	115	29	85.3%	16	47.1%	0	0%	0	0%
Sangre de Cristo	12	47	9	75.0%	6	50.0%	0	0%	0	0%
Total	109	491	94	86.2%	54	49.5%	16	14.7%	7	6.4%
Council Goal (50%)									55	
Needed to reach Council goal									48	

While the number of units with six or more assessments AND a detailed assessment did not change from June, there was a significant increase in the number of units with 6 or more contacts. There were 20 units with six contacts last month, but that rose to 54 this month. This is a good first step towards accomplishing the detailed assessments that are also needed to meet the goal.

Strat Plan Areas 4.3

Partnership for Scouting (PFS)

The Council's Scouting Partnership initiative, started in 2017, is an effort to recognize those units that meet certain goals for program, camping, and financial support of the Council.

As the program hasn't been updated since it started over four years ago, revised guidance on the program should be released in August.

2021 Partnership Status Criteria

- \$175 per registered youth, via FOS contributions, popcorn or other product sales, Gondola Patrol, or other donations to the Council
- Attend a Council-sponsored day camp (packs) or attend Gorham for scout camp (troops) at least once every three years; Crews need to achieve Bronze or higher for Crew JTE Criteria #4, Adventure
 - **Note: Summer camp and day camps were cancelled in 2020 due to the pandemic, so that year won't be counted, unless a Troop attended a virtual Gorham sessions. In that case, they'll be given credit for camp attendance, but otherwise 2020 data in this area wasn't 'counted.'**
- Earn overall JTE Bronze or higher
 - **Note: BSA National released revised unit-level JTE criteria to reflect the impact of the pandemic on unit operations and increased virtual Scouting**
- Partner units must complete all recharter actions by Dec 15th, 2021

Partnership Status Recognition

- Rebate of Council program fee
- 10% rebate for day camps and Gorham Scout Ranch fees
- Free Eagle Scout/Summit Award presentation kits
- Free cloth and card for rank advancement
- Free use of Gorham Scout Ranch in the off-season
- 10% off camping gear at High Desert Scout Shop
- Free basic training for all adult leaders
- 10% off Wood Badge, Brownsea and NYLT training
- 5% bonus commission for take order popcorn sales
- Free Journey to Excellence patches
- Free Pinewood Derby Cars for packs

Strat Plan Area: 4.3.1

PFS Unit Percentage

(Goal: 50% of units qualify as Partner units)

The goal for this measure is to have 50% of our units qualify as Partner units.

District	# Units	Partners	Pct Partners
Rio Grande	41	TBD	TBD
San Juan Mtns	22	TBD	TBD
Sandia	34	TBD	TBD
Sangre de Cristo	12	TBD	TBD
Total	109	TBD	TBD

2021 units earning Partner status in 2022 won't be available until later in 2021. In the meantime, we've started an effort to update the program's guidance, with a target for having the revised guidance available in August. The initial 2021 Partnership report, showing membership data, FOS goals, and updated camping data based on this summer's camping season, should also be released in August.

Strat Plan Area: N/A

UCs are Trained!

(Goal: 80% or more of UCs have completed basic training)

A key component of providing quality unit service is having UCs that are trained in their role. This table looks at commissioner training data. Data is compiled from a Council-level Trained Leaders Report (“TrainedLeader_Great_Southwest_Council_412”) produced from Training Manager in my.scouting.

District	# DCs	# Trained DCs	# ADCs	# Trained ADCs	# UCs	# Trained UCs	# RTCs	# Trained RTCs	Total Comm	Trained	Pct Trained
RG	1	1	1	1	13	12	3	3	18	17	94.4%
SJM	1	1	0	0	7	5	0	0	8	6	75.0%
SA	1	1	2	2	9	8	2	2	14	13	92.9%
SDC	0	0	1	1	3	2	0	0	4	3	75.0%
Total	3	3	4	4	32	27	5	5	44	39	88.6%
Pct Trained		100.0%		100.0%		84.4%		100.0%			

To Goal	-0.6	-0.8	-1.4	-1.0	-3.8
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There was no change this month from the June data.

Strat Plan Area: N/A

Units without Commissioners

(Goal: minimize the number of units without a UC assigned)

To have effective unit-level commissioner service, there needs to be 'ownership' of a unit (or units) by a UC. While not a Strategic Plan goal, tracking units without a commissioner assigned provides feedback on either making sure a commissioner has been assigned administratively, or show the need to recruit additional commissioners. Data is from the Assigned_Unassigned_Units report in Commissioner Tools.

District	# Units	# Not Assigned a UC	Pct Unassigned
Rio Grande	41	12	29%
San Juan Mountains	22	10	45%
Sandia	34	*	N/A
Sangre de Cristo	12	9	75%
Total	109	*	N/A
Without Sandia	75	31	41.3%

***-district recharter actions have been completed, and UCs need to be re-assigned to their units.**

Strat Plan Area: N/A

Ratio of Units per UC

(Goal: 3.0 or less)

Having enough UCs to cover all units, without overburdening the UC with too many units to provide effective service, requires that we look at that ratio. This metric does just that! The data on number of units for the report is from looking at the number of units in the District_Contact_Stats report, and commissioner assignments from those shown as registered as UCs in the “TrainedLeader_Great_Southwest_Council_412” training report.

District	# Units	Goal # UCs	Actual # UCs	Ratio	# UCs to Meet Goal
Rio Grande	41	13.7	13	3.2	0.7
San Juan Mountains	22	7.3	7	3.1	0.3
Sandia	34	11.3	9	3.8	2.3
Sangre de Cristo	12	4.0	3	4.0	1.0
Total	109	36.3	32	3.4	4.3

There was no change this month from the June data.

GSWC District and Council Commissioners

as of 7/30/2021

District	Name	Email	Phone
Rio Grande	George Greenlee	Ltcg2@earthlink.net	505-681-7319-c
Sandia	Jerry Brenden	jabrenden@gmail.com	505-239-7656-c
Sangre de Cristo	Vacant		
San Juan Mountains	Matthew Griffis	matthewgriffis@gmail.com	510-427-3843-c
Assistant Council Commissioner for Older Youth Programs	Brian Tolson	briantolson99@yahoo.com	505-967-6139
Council Commissioner	Dale Balmer	dbalmer8@comcast.net	505-898-9076-h 505-554-8545-c