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New Member Coordinator Connection Recap

3 messages

Michael Yorg <mikeyorg@gmail.com> Thu, Jun 4, 2026 at 8:40 PM
Bcc: larubiasuprema@gmail.com

Thank you for expressing interest in learning more on how we can better welcome families and scouts into our units!

Below are the meeting notes from last night's New Member Coordinator Connection. Please let me know what you thought of the Connection and ask any questions you may have about how we can create a warmer welcome into Scouting.

New Member Coordinator Connection Meeting Notes

Date: June 3, 2026
Topic: Welcoming new Cub Scouts and families into your Pack
Facilitator: Mike Yorg

Recording
Slide Deck
Sample Welcome Guide

Attendees

Name	Scouting Role / Unit
Yogesh Parmar	Recruitment Coordinator, Pack 110
Rashmi Joshi	New Member Coordinator, Pack 110, Fremont
Rachel Davis	Incoming Recruitment Coordinator, Pack 765
Steve Rodriguez	Silverado District Chair
Mike Yorg	Former Cubmaster, Pack 202; Chartered Organization Representative
Wendy LaBerge	Silverado District Commissioner
Ken Lambert	Chartered Organization Representative, Pack 118, Vallejo; Unit Commissioner
Anthony Shannon	Committee Chair, Troop 7012; District Roundtable Commissioner
Eric Hardin	Membership Coordinator, Troop 378
Lina Valencia	Pack 66, Monrovia, Greater Los Angeles Area Council
Martin Sargent	Troop 7012
Lorraine Tretsven	Scouting role not stated in chat
Alyssa Padia	Participant / Scouting support; specific role not stated in chat

Purpose of the Meeting

The New Member Coordinator Connection focused on practical ways Packs can welcome new Cub Scouts and their families. The session emphasized that retention begins during the very first interactions a family has with the Pack.

The central message was that families are more likely to return when they feel:

- Welcomed
- Informed
- Connected to other families

- Clear on what happens next

The New Member Coordinator role was presented as a way to reduce confusion, support new families during their first 30 days, and protect Cubmasters and Den Leaders so they can focus on delivering a fun program for the Scouts.

Meeting Goals

The session focused on four main goals:

1. Make the first meeting feel easy and welcoming.
2. Reduce confusion in the first 30 days.
3. Help families build connections quickly.
4. Protect Cubmasters and Den Leaders so meetings stay fun and organized.

Role Play #1: The “Bottleneck Cubmaster”

The first role play showed a common problem: a new family arrives two minutes before the Pack meeting starts, has several questions, and goes directly to the Cubmaster.

In the scenario, the Cubmaster was already trying to start the meeting and could not provide the time, reassurance, or detailed answers the new parent needed.

Observations from the Group

The new parent may feel:

- Neglected
- Lost
- Unsure where to go
- Unclear about whether they belong
- Frustrated that they did not get the information they needed

The Cubmaster may feel:

- Overwhelmed
- Rushed
- Pulled away from the Scouts
- Unable to provide a good welcome while also starting the meeting

Key Takeaways

- New families often need reassurance as much as information.
- A busy Cubmaster may unintentionally make a new family feel unwelcome.
- Friendly parents sitting nearby may not realize a new family needs help.
- If this experience happens repeatedly, the Pack risks losing new families.
- The bottleneck can be prevented by assigning someone specifically to welcome and orient new families.

Ken Lambert noted that the solution is to clearly assign someone the job of welcoming people, answering initial questions, and allowing program leaders to focus on the Scouts.

Role Play #2: The “NMC Intercept”

The second role play showed the same situation, but with a New Member Coordinator ready to greet the family near the door.

In this version, the NMC welcomed the family, confirmed the Scout’s grade, explained what a den is, and helped introduce the Scout to the correct den.

Observations from the Group

This approach felt:

- More welcoming
- More organized
- Less stressful for the parent
- Less disruptive for the Cubmaster
- Better for the Scout, who was quickly connected with children their age

Key Takeaways

- The NMC does not need to answer every question immediately.
- The first goal is to help the family feel seen, welcomed, and oriented.
- The NMC should introduce the Scout to kids their age as soon as possible.
- The Cubmaster and Den Leader are protected from being pulled away from the meeting.
- A short, warm welcome can be more effective than a long information dump.

What the New Member Coordinator Role Is Really For

The New Member Coordinator’s role is to reduce friction during the first month and help new families feel connected quickly.

The NMC should help new families understand:

- Where to go
- Who to talk to
- What their Scout’s den is
- What happens next
- How the Pack communicates
- Who can answer specific questions

The role is not meant to replace the Cubmaster, Committee Chair, Treasurer, or Den Leader. Instead, the NMC should know enough to answer basic questions and redirect deeper questions to the right person.

Helpful Qualities for an NMC

A strong NMC is usually someone who is:

- Friendly and approachable
- Comfortable talking to new people
- Familiar with how the Pack works

- Good at communication
- Able to connect families with other parents and leaders
- Willing to follow up after the first meeting

The group also discussed that the NMC does not necessarily need to be in uniform. A friendly, non-uniformed parent may feel less intimidating to new families.

Best Practices Discussed

1. Welcome Families at the Door

Packs should make it difficult for a new family to feel lost.

Ideally, the NMC or another welcoming adult is near the entrance or check-in area for the first 10 minutes of the meeting.

Recommended Steps

- Greet the family warmly.
- Confirm the Scout's grade.
- Assign the Scout to the correct den.
- Walk the family to the den.
- Introduce the Scout to other Scouts their age.
- Introduce the parent to the Den Leader.
- Introduce the parent to one or two other parents.

Name tags were suggested as a simple way to help new families and leaders connect more easily.

Lorraine Tretsven also suggested making sure new families know basic facility information, such as where the bathrooms and drinking fountains are. This is especially helpful for families with elementary-aged children.

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2. Use a Buddy Family System

For larger Packs, one NMC may not be enough. A buddy family can help carry the relationship beyond the first welcome.

A returning family in the same den can:

- Sit with the new family.
- Make introductions.
- Answer quick questions.
- Explain uniforms, calendar items, and meeting flow.
- Send reminders before the next meeting or event.

The buddy family should feel like a friendly connection, not another formal leader.

Example message:

"We're your go-to family for the first month. Text us anytime."

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3. Give Families the Basics Before They Leave Night One

Before a new family leaves their first meeting, they should know the basic next steps.

Night One Checklist

- Den assignment
- Den Leader contact information
- Calendar link
- How the Pack communicates
- What to bring or wear next time
- The next fun event they should attend
- Who will follow up with them

The group discussed sending a 24-hour follow-up message after the first visit.

Example message:

“Great meeting you — here are the links and next steps.”

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4. Hold a New Parent Huddle

A short new parent huddle during the meeting can help parents understand the basics while the Scouts are already engaged with their dens.

Suggested Topics

- Difference between den meetings and Pack meetings
- How adventures and advancement work
- Calendar and where updates live
- Parent expectations
- How families can help
- Who to contact with questions

The tone should stay friendly and conversational. Deeper questions can be handled later.

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5. Make the Calendar Unavoidable

Several participants emphasized that families often ask, “What’s next?” The calendar should be easy to find and repeated often.

Recommended Approaches

- Maintain a rolling 90-day calendar.
- Share the calendar as a handout.
- Include a QR code.
- Provide a digital calendar link.
- Send a simple monthly “what’s next” message.
- Put upcoming dates on flyers and reminders.

Lorraine Tretsven shared that she uses the monthly Roundtable PDF as a foundation for calendar updates, keeping useful council dates and editing out items that are not relevant to her unit.

The goal is for parents to never have to guess what is happening next.

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6. Create Early Momentum Through Recognition and Fun

New families are more likely to stay when they quickly see progress and fun.

Recommended Practices

- Recognize Scouts regularly at Pack meetings.
- Award adventures soon after they are earned.
- Personally invite new families to a “hook” event in the first month.
- Choose events that are low gear, low cost, and high fun.

Examples discussed included:

- Hikes
- Rocket launches
- Campouts
- Pinewood Derby
- Other simple, fun Pack activities

The group emphasized that personal invitations are much more effective than simply putting events on a calendar. Families are more likely to attend when someone says, “We’re going to the campout — are you planning to come?”

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7. Follow Up When Families Miss Meetings

The group discussed the importance of not letting new families quietly disappear.

If a new family misses two meetings, someone should reach out in a friendly, low-pressure way.

Example message:

“We missed you. Everything OK? Here’s what’s coming up next.”

The group also discussed 30-, 60-, and 90-day touchpoints as a helpful way to check in with new families and keep them connected.

These touches can be shared between the NMC and the buddy family.

Additional Discussion Points

Financial Questions

Steve Rodriguez noted that some families may feel uneasy when costs come up.

The NMC does not need to handle every financial detail, but should know when to connect a family with the Treasurer or another leader who can discuss dues, uniforms, camperships, or financial assistance privately.

This is especially important when families ask questions such as:

- Do we need to buy the full uniform right away?

- What costs are required?
- Are there camperships or financial assistance options?
- How do Pack dues or activity fees work?

Non-Uniformed Welcomers

Alyssa Padia shared that a New Member Coordinator may be especially effective as a friendly, non-uniformed parent.

Uniforms can be intimidating for some new families. A regular parent who asks inviting questions, learns about the family, and builds a friendly relationship can help new parents feel like they already have a friend in the unit.

The NMC's role is not only to provide information. It is also to build a relationship.

Helpful questions include:

- What brought you to Scouting?
- What grade is your Scout in?
- What does your child like to do?
- Do you have other children?
- Are you planning to come to the next campout or event?

Parent Involvement Challenges

Anthony Shannon and Martin Sargent discussed the challenge of getting parents to step into volunteer roles in a troop.

The group discussed that asking parents to take on large jobs immediately can be difficult. It may be more effective to start with smaller, more manageable roles.

One example shared was asking each parent to register as a merit badge counselor for one badge, especially for Eagle-required badges. This can help identify which parents are willing to help and may later grow into larger roles.

For Cub Scouts, a similar approach might be:

- Asking a parent to help with one activity
- Asking a consistent parent to assist a Den Leader
- Encouraging that parent to register as an Assistant Den Leader
- Eventually helping that parent grow into a larger leadership role

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Common Questions New Families Ask

Packs should be ready with simple answers to these common questions:

- What is the difference between a den meeting and a Pack meeting?
- How does advancement work?
- What are adventures?
- What happens if we miss a meeting?
- How do we catch up?
- What does the uniform cost?

- What is required versus optional?
- How much parent time is expected?
- Where is the calendar?
- How does the Pack communicate?
- Who do I contact with questions?

Minimum Viable NMC vs. Gold Standard

Minimum Viable Approach for Small Packs

For smaller Packs, the starting point can be simple:

- Welcome families at the door.
- Introduce the Scout to their den.
- Provide a calendar link.
- Send a 24-hour follow-up message.

This alone can significantly improve the new family experience.

Gold Standard for Larger Packs

Larger Packs may benefit from a more structured onboarding process:

- Buddy family system
- New parent huddle
- 30-, 60-, and 90-day touchpoints
- Missed-meeting outreach
- First-month hook event
- Consistent calendar reminders
- Clear parent onboarding materials
- One-page handout or welcome guide

The group emphasized that Packs do not need to implement everything at once. The goal is to iterate to success by starting with one improvement, seeing what works, and building from there.

Suggested Action Items for Packs

Each Pack should consider adopting at least one improvement before the next recruiting cycle.

Possible action items:

- Assign someone to welcome new families at the door.
- Create or update a one-page new family handout.
- Share a rolling 90-day calendar with a QR code.
- Pair each new family with a buddy family.

- Hold a short new parent huddle during the meeting.
- Send a 24-hour follow-up message after the first visit.
- Personally invite each new family to one fun event in the first month.
- Reach out when a new family misses two meetings.
- Identify friendly returning parents who could serve as NMCs or buddy families.
- Prepare simple answers to common new parent questions.

Closing Theme

The session reinforced that retention begins immediately.

Families often decide whether they belong in the Pack during their first few meetings, not at renewal time. A warm welcome, clear next steps, personal relationships, and simple follow-up can make the difference between a family trying Scouting once and a family becoming part of the Pack community.

The New Member Coordinator does not need to do everything. But every Pack should make sure someone owns the welcome.

Lorraine Wallis <larubiasuprema@gmail.com> Wed, Jun 10, 2026 at 10:03 AM
To: Pierre Landry <landryph888@gmail.com>, Pierre Landry <Pierre.Landry@vhcbsa.org>, Lorraine Tretsven <lorraine.tretsven@vhcbsa.org>, Pierre Landry <landryph@aol.com>, Amy Taylor <Amy.taylor@scouting.org>, Brandon Fuster <brandon.fuster@scouting.org>

Hello Pierre, Amy, and Brandon,

I wanted to share this CUB SCOUT LEVEL information which was compiled on a zoom on JUNE 3.
The facilitator --Michael Yorg, was generous enough to send all the notes and hotlinks on the next day.

I am happy to go over Michael Yorg's inforamtion as it was directly targeted at Cub Scouts---for the Cub Scout Breakout Room zoom.

Pierre, regarding the ROUNDTABLE tomorrow night.
Did you already select a CUB SCOUT LEVEL break out room topic?
Anyway, I am able to attend the RT Zoom 6/11, and discuss any Cub Scout Level breakout topics.

Was Maureen Brown going to attend the RT Zoom tomorrow? She provided a HOT TOPIC and handouts.

Let me know if you need any more organizing assistance.

The Pinewood Derby event at Verduo Park was a lot of fun! But I don't have any pictures. *SAD*

Talk with all of you soon.

Yours in Scouting,
Lorraine Tretsven
Cubmaster Pack 176
818-634-1312
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Pierre Landry <pierre.landry@vhcbsa.org> Wed, Jun 10, 2026 at 11:09 AM
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Lorraine, thank you. Yes, this will make a great topic for the Cub Scout Leader RT breakout session. Maureen will be covering the Hot Topic.

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