



THE UNIT SIZE AND MEMBERSHIP GROWTH METRICS (Fourth and final article in a series on unit metrics.)

By Three Fires Council Commissioner Brian Caputo

Over the past few months, *The Flame* included articles on the unit metric system, the Adult Leader Training metric, the Outdoor/Super Activity metric, and the Youth Advancement metric. This article discusses the fourth and fifth unit metrics: the Unit Size and Membership Growth metrics.

The status of a unit's metrics appears on its dashboard in My.Scouting. If a unit has achieved a metric, a Scouting fleur-de-lis appears in the unit's dashboard beside the metric caption concerned. If not, a null sign is present. Unit metrics are intended to provide an objective view of a unit's health.

The Unit Size metric reflects whether a unit has the minimum number of youth members to maintain a viable program and sustain itself. After all, without registered Scouts, the Scouting program cannot impact the youth in our communities. The recognized unit membership minimums are:

- Packs: 20 Cub Scouts.
- Troops: 12 Scouts.
- Crews, Ships, and Posts: 7 members.

When a unit achieves its respective membership minimum, a fleur-de-lis is shown on its My.Scouting dashboard for Unit Size.

Motivational speaker and author Tony Robbins once said, "If you're not growing, you're dying." Scouting America generally subscribes to that notion – and the Membership Growth metric recognizes it.

To achieve the Membership Growth metric, a unit must have a year-over-year increase in youth membership. A net gain of only one Scout is enough to achieve the metric. Moreover, a unit can achieve the Membership Growth metric even if the unit does not have the minimum number of Scouts to achieve the Unit Size metric. For example, if the youth membership of a pack grows from 17 Cub Scouts in October of 2025 to 18 Cub Scouts in October of 2026, the unit will achieve the Membership Growth metric even though it has less than 20 youth members (i.e., the minimum to achieve the Unit Size metric).

At the same time, Scouting America recognizes that large units can deliver a meaningful program and sustain themselves without expanding their membership. Units of these sizes will achieve the Membership Growth metric even if they do not have year-over-year growth:



- Packs: 50 Cub Scouts.
- Troops: 30 Scouts.
- Posts: 30 Scouts
- Crews and Ships: 15 members.

If a unit has a year-over-year membership increase or attains the applicable large-unit threshold indicated above, a fleur-de-lis is shown on its My.Scouting dashboard for Membership Growth.

A unit need not do anything to populate the Unit Size or Membership Growth metric. Rather, these metrics are automatically populated by Scouting America based upon youth registration records.

The Unit Size and Membership Growth metrics are not all about statistics. Most importantly, they are about bringing more youth to Scouting so that they may benefit from the extraordinary program that we offer. As we move into our prime recruiting season, let's get out into our schools, churches, and communities and tout the Scouting program and its benefits. It is critical that adult leaders mobilize during this season to tell the amazing story of Scouting.

If you have questions about the unit metric system, contact your Unit Commissioner or District Commissioner.

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