

NOTES on **Engaging Millennial Parents in Scouting** (using the New Member Coordinator position)

It is crucial that we understand millennial moms if we are to attract and involve them, as we need to do in order to grow Scouting membership and parental volunteerism.

What We Know About Millennials (especially Moms)		How Scouting Can Welcome & Retain Them
Demographics & Distinctions	Came of age in the year 2000 or after – oldest now in late 30s	<ul style="list-style-type: none"> ✚ Move beyond the barriers of negative stereotyping that have haunted this generation, misinformed the Scouting community, and prevented success. ✚ Teach and model inclusion and cultural outreach, showing everyone that Scouting really is for families like theirs. ✚ Help unit members to learn welcoming strategies that embrace diversity and build relationships.
	Now the largest generation in the U.S. (& most stereotyped ever)	
	Most diverse generation in history (45% of moms are non-white, with many multi-cultural) and at the forefront of dramatic U.S. population shift, with projected growth of 167% for Hispanic, 142% for Asian, 56% for black, and 1% for white by 2050.	
	Largest and most mobile segment of the labor force (only 32% of millennial parents and 24% of non-parents expect to be with current employer in 5 years)	
	Best educated generation in history	
	Diversity of family structure, with nuclear family the exception	
	Stronger volunteer history and current involvement than previous generations at same age (57% of millennial moms volunteered for a nonprofit and 91% donated in 2016) - projected to be most active volunteers ever (though few see themselves as “joiners” or part of organized religions, political parties, or other traditional groups)	
	Most have no family legacy of Scouting	
Youth with millennial parents are under-represented in Scouting		
Experience & Expectations	Have never known world without internet (makes huge difference in perspective, just as never knowing world without TV did for baby boomers)	<ul style="list-style-type: none"> ✚ Update BSA technology, designing state-of-the-arts apps and electronic joining processes. ✚ Redesign websites at all levels to highlight why families would want to join Scouting. ✚ Develop a positive presence on national social media and teach unit parents to share the fun and learning in online communities. ✚ Encourage multiple registrants for Den Leader and New Member Coordinator positions.
	Expect immediate internet access to information and connection - record and share family life via smart phone and social media - see technology as essential contributor to family life. On average, spend 17 hours a week on social media, mostly Facebook (81% of moms) and Pinterest (65%)	
	Twice as likely to turn to internet for parenting advice as to consult friends or family – develop sense of community online	
	Moms are the major decision-makers for families	
	80% of millennial moms say they expect themselves to be super-moms	
	Have been volunteering for organized community service since childhood – ready to volunteer in meaningful ways on short-term projects where others are taking the lead	
	Have always worked and learned as part of an organized group - expect teaming and collaboration in all that they do	
	Being “prepared” is part of their DNA	
Values & Volunteering	Focus on family more than any other generation at the same age; prioritize family in achieving work/family balance	<ul style="list-style-type: none"> ✚ Establish relationship-based processes for welcoming new families into the unit. [See NMC info below.] ✚ Showcase how Scouting benefits the community and builds character in youth. ✚ Require training before registration in leadership positions. ✚ Have welcoming, trained leaders in place when families join – do not expect new parents to become den leaders immediately.
	Tend to view life as all about relationships, particularly heart-to-heart connections	
	Seek groups that promote family involvement in helping others	
	Want children to develop respect for everyone and interact with wide variety of cultures and ages (no silos, no stereotyping)	
	Expect leaders of children’s groups to be trained and experienced, prioritizing safety	
	Feel most comfortable and productive collaborating as part of a team	
	Are glad to help when they feel a sense of belonging, are given advance information, and are invited to take on purposeful small tasks at first	
	Value developing personal leadership skills step-by-step, taking required training before taking on a new role	
Are reluctant to have their children join an organization that would expect them to be leaders immediately with no prior training or preparation – likely to feel discouraged and leave quickly if do join		

✚ Establishing and supporting New Member Coordinators in all units can help millennial families to feel truly welcomed. New Member Coordinators share the benefits of Scouting, coordinate unit recruitment, and ensure that families feel a strong sense of belonging.

✚ Being part of a New Member Coordinator team in their child’s unit is a great position for millennial parents. Visit www.scouting.org/nmc.