



# Area Position Descriptions

## POINT MAN

### Key Responsibilities

- Be the Area main point of contact for online inquiries, and in communications with the Regional Team Leader and Home Office.
- Identify and recruit enough of the right people as Operating Committee Chairmen—see Position Descriptions in Point Man Basic Training. DSAs are your most important role to support Troops—so having a Direct Service Chairman to recruit those guys is key.
- Once you have Operating Committee Chairmen on board, plan and preside at monthly Area Team meetings (all of these subcommittees meet together); Gather progress reports from all Chairs at the Area Committee meeting each month.
- Develop, with your Operating Committee Chairmen, plans for ensuring sustainable growth in all facets of the program. Communicate with them, as needed, between monthly Area meetings.
- Maintain a contact list of volunteers serving as Area Team members.
- Establish communication channels with Troops, and communicate Trail Life USA policies. This can be done by emails, newsletters, an Area website or Facebook group, and/or monthly Area Trail Gatherings (Troop leaders' "roundtable" meetings overseen by your Area's Direct Service Chair and his DSAs).
- Coordinate an annual Area calendar planning process (to provide support and supplemental programming for your Area's Troops). Can be conducted by a DSA!
- Although it is not an "official" Area position, ask the local American Heritage Girls Ministry Expansion Lead (M.E.L.) to join your Area Team. This partnership will greatly benefit the growth and service impact of both organizations!
- Serve as liaison to your Regional Team, reporting your Area's progress monthly to your Regional Team Leader and seeking guidance from him regularly.
- Participate in online webinars/meetings, attend Area, Region, and Home Office events, and stay current on TLUSA program and field operation information.

## AREA MEMBERSHIP CHAIR

### Key Responsibilities

- Set membership goals for your Area. Consider population and the number of churches in each community. Delegate duties to Membership Committee members as needed. Our objective is to give every boy a realistic opportunity to join Trail Life—so Troops must exist close to his home.
- Develop and oversee strategies for achieving your goals, including, but not limited to, Pastors' gatherings, church rallies, and campaigns to identify good churches to plant Troops in.
- Recruit a Retention Chair, who will understand and assure implementation of proven retention strategies (see "Best Methods for Retaining Trailmen").
- Advise DSAs how they can best help their Troops conduct their annual Join the Adventure Open Houses.
- Report progress monthly at Area Committee meetings.

## **AREA DIRECT SERVICE CHAIR**

### **Key Responsibilities**

- Ensure that Trail Life Troops receive the needed support to deliver a quality program.
- Recruit enough Direct Service Advisors to give each Troop adequate attention. Idea ratio to work toward is 3 Troops per Direct Service Advisor (DSA).
- Plan and preside at monthly meetings of the DSAs. The purpose of this meeting is to share information about Troops (reporting challenges and devising solutions); and continued training for DSAs. Hold it right before the monthly Area Committee meeting, so what's going on with Troops will be fresh on your mind as you attend that meeting.
- Appoint DSAs to plan, promote, and coordinate a monthly Area Trail Gathering for Troop leaders, which includes training topics and discussion to encourage and prepare leaders for the next month. Ideally, direct contact leaders will attend breakout sessions specific to their level (i.e. Woodlands Trail, Navigators, Adventurers); have a separate breakout for Troop Committee members.
- Report progress monthly at Area Committee meetings.

## **AREA MARKETING & COMMUNICATIONS CHAIR**

### **Key Responsibilities**

- Get the word out to the community. Make sure everyone gets an accurate picture of Trail Life!
- Create a stir using social media—Facebook, YouTube, InstaGram, X, and others.
- Assemble a list of “friendly media” contacts from newspapers, radio and television stations. Regularly communicate Trail Life happenings, especially action-oriented or service activities. Take them a few Heart & Soul candy bars!
- Start an Area website to promote your Area’s full calendar of activities. Also e-mail notifications of upcoming events to all volunteer leaders.
- Coordinate information distribution with existing ministries within local churches (Upward sports, AWANA, Sunday School classes, gift bags to visitors, etc.). Churches can also link to your social media and website, display TLUSA signage on their property, and spread the word in the community at large. Empower churches! This team should work closely with the Membership team.
- Just as important is setting up INTERNAL communications—regular information going out to Troop leaders, volunteers, and parents via Area newsletters, social media, emails, and podcasts.
- Report progress monthly at Area Committee meetings.

## **AREA ADVANCEMENT CHAIR**

### **Key Responsibilities**

- Become familiar with the many levels and recognitions offered within Trail Life Connect (TLC). Assure that each Troop understands Trail Life advancement opportunities and policies.
- Track the advancement progress of each Troop, offering assistance as needed to Troops not advancing. Work with the Area Service Team Chair, who will appoint Direct Service Advisors to further assist those Troops.
- Serve on (or delegate to others to serve on) Troop Freedom Award Boards of Review. Review Freedom Award application checklist and approve service projects.
- Report progress monthly to the Program Support Chair. Attend (and give reports, if asked, at) Area Committee meetings.

## **AREA TRAINING CHAIR**

### **Key Responsibilities**

- Ensure that all Trail Life volunteer leaders are trained in their current positions. Recruit specialists in the various programs to host training sessions.
- Recommend future Course Directors, and make sure they attend TTT.
- Maintain a contact list of which leaders (whether available in Trail Life Connect (TLC) or not) are/are not position-specific trained.
- Invite all untrained leaders to attend upcoming sessions.
- Lead the Training Committee to schedule and implement a year-round training plan for training modules that will be delivered (Peaks 1-3, TLC Basecamp, and any additional training programs as they are developed).
- Report progress monthly at Area Committee meetings.

## **AREA OUTDOOR ACTIVITIES CHAIR**

### **Key Responsibilities**

- Oversee Area-wide events and activities. Organize special meetings, gatherings with multiple Troops. Know what's going on in your community—parades, Veterans Day or Memorial Day remembrances, National Day of Prayer. Get connected to what's already happening and get Trail Life Troops involved in it! Empower these folks to structure program plans
- Select and recruit a team of experts in the fields of planning, promotion, physical
- arrangements, etc., for every event. Ensure that a sufficient volunteer staff is recruited to coordinate all activities during the event.
- Be a resource for Troops; remember, it's your job to supplement, not provide, a Troop's annual program
- Report progress monthly at Area Committee meetings.

## **AREA CAMPING CHAIR**

### **Key Responsibilities**

- Identify and recommend places local Troops can camp, whether just locally for the weekend, or nationally for their Summer Adventure.
- Hold a "how-to" session once a year on camping at the leader Roundtable gathering.
- Plan supplemental campouts (Camporees) to involve Multiple Troops—one in the spring, and one in the fall. Make it program-specific, including age-appropriate "Forest Adventure" for Woodlands Trail boys; and plenty of action for older Trailmen.
- Assist Troops with suggestions and planning their own high adventure activities.
- Assist Training team, as requested, teaching outdoor skills

## **AREA COMMUNITY SERVICE CHAIR**

### **Key Responsibilities**

- Challenge Troops to serve others outside of Trail Life (1 Peter 4:10; Ephesians 2:10), informing them of local service opportunities they can do as a Troop.
- Create and coordinate special Area-wide projects, bringing Troops together once or twice each year to meet a specific community need.
- Projects may include a food drive, roadside clean up, neighborhood repairs, parks, nursing homes—use your imagination! Anything that Trailmen can do to better their communities. Need help? Google "99 Community Service Ideas".
- Work with the Area Marketing Chair to get the word out!
- Report progress monthly at Area Committee meetings.

## AREA ADVISOR TO TROOP CHAPLAINS

### Key Responsibilities

- Ensures that:
  - Troops keep the spiritual development of youth in the forefront of their programs (Faith is one of the six Program Emphases).
  - Youth are encouraged to complete Faith-Building Activities
  - Area leaders, Troop leaders, youth members, and participants are supported and encouraged in their faith (keeping in mind that some have not come to faith yet).
- Is familiar with, and faithfully presents, the various faith-building options such as Worthy Life.
- Respects denominational distinctions of the charter organizations involved.
- Suggests activities for Troops (and the Area) which emphasize spiritual awareness and development (such as planning devotions for campfires or Sunday morning worship services).
- Mentors Troop Chaplains in their role; teaches Troop Chaplains to mentor, delegate, and duplicate; provides training as needed.
- Keeps leaders informed of opportunities to connect with other ministries within the Area, and encourages participation in community outreach.
- Guides Troop leadership on how to reach out to fathers who are just “hanging out” at Troop meetings—impact their lives through mentorship, encouragement, and prayer.
- In general, provide constant encouragement, prayer, and faith resources.