

## Link 2018: Link Focus Area Presentation for Lodges

### Induction Rate

**Session Length:** Recommended 30 minutes

#### **Link Program Purpose Statement:**

The purpose of the OA's Link program is to strengthen local OA programs across the country and improve the Order of the Arrow's membership position nationally. This will be achieved through the national, regional, section, and lodge level of the organization working together to create, share, and implement training material and best practices informed by annual JTE data and sourced from top-performing lodges.

#### **Learning Objectives:**

At the end of this session, each participant will be able to:

- Calculate the Induction Rate metric
- Understand the importance of this metric as it pertains to growing active membership in the Order of the Arrow
- Use creative and innovative strategies to improve in this metric

#### **Required Materials:**

- Link 2018 Induction Rate Power Point Presentation
- Flipchart and Marker

#### **Trainer Preparation:**

- Become familiar with the JTE program: Refer to the JTE guide to learn more about two of the three focus areas discussed in this presentation. Information on unit election rate can be found on pages 19-22. Information on induction rate can be found on pages 23-25. The guide can be accessed here: <https://oa-bsa.org/uploads/publications/jteguide-2016.pdf>. Additionally, review this year's JTE scorecard to familiarize yourself with current JTE requirements. The scorecard can be accessed here: [https://oa-bsa.org/uploads/resources/forms/2018\\_JTE\\_points.pdf](https://oa-bsa.org/uploads/resources/forms/2018_JTE_points.pdf)
- Know your audience: This syllabus is intended to help section leaders train lodge leaders in strategies that they can employ to improve in the Link metrics. The key question lodge leaders should be asking as they hear this presentation is: "how can we, as lodge leaders, innovate and improve in these areas?"

- Review best practices: many of the best practices contained within this presentation are sourced from the Order of the Arrow's best practice repository. Review the repository here: <https://oa-bsa.org/resources/ucl-support/lodge-ideas/best-practices>
- Practice, Practice, Practice: This syllabus walks you through the narrative of the presentation, matching key points to the slides of the accompanying power point presentation. Take some time to practice delivering this narrative with the power point presentation
- Ask any questions: E-mail [link@oa-bsa.org](mailto:link@oa-bsa.org) with any questions you may have. This e-mail forwards to the writers of this syllabus who can answer any of your questions.

### Session Outline:

- I. Link Presentation at SOS, Part Two: Induction Rate – 30 Minutes
  - a. Induction Rate (10 Minutes)
    - i. Why is Induction Rate Important?
    - ii. How is Induction Rate Calculated? With data on national performance
  - b. How Can Lodges Improve Their Induction Rate? With a discussion on "barriers" to elected candidates completing their induction. (20 Minutes)

### Session Narrative: Link Presentation Part Two

**Note to Trainer:** Part Two of the 3 part Link training has the least content. Be sure to take your time with this module.

Flip to Slide 2: Focus Area #2

### Focus Area #2: Induction Rate

**10 Minutes**

Once Scouts are elected into the Order of the Arrow, they must go through the induction experience to gain full membership. A lodge's induction rate, also called "ordeal completion," measures the percentage of youth candidates elected into the OA that go through their ordeal. The focus on youth is new for 2018: this year and beyond, induction rate will emphasize getting *youth* elected candidates to attend an Ordeal. This segment of the presentation will discuss the importance of a lodge's induction rate, how induction rate is calculated, and offer some strategies that lodges can use to encourage elected Scouts to attend an Ordeal.

[Why is Induction Rate Important?](#)

A lodge puts so much work into electing youth candidates each year—they train unit elections teams, contact Scoutmasters, and travel to all corners of the council to conduct elections. But the work of inducting new members and growing your lodge membership doesn't stop there. Lodge leadership must ensure, in the time between the end of unit election season and the first induction weekend, that elected candidates receive information about induction opportunities, and sign up to participate in one. The induction rate measures how successful a lodge is with getting elected candidates inducted into the Order of the Arrow. Their purpose behind this metric is to encourage Ordeal attendance by your elected youth candidates.

Moreover, a strong induction rate indicates that Scouts and leaders in a council view the Order of the Arrow as an excellent outlet for leadership development, cheerful service, and outdoor adventure. In other words, they view the OA as something worth the time and effort it takes to join. All lodges should seek to embody these traits—leadership, service, and adventure—and a strong induction rate proves that they do.

Flip to Slide 3: How is Induction Rate Calculated?

To understand this metric conceptually, let's begin with the total number of elected youth candidates, that is, the number of youth that were elected into the OA by their unit. Of that figure, many (ideally ALL) Scouts will actually take the initiative to sign up for and attend an Ordeal. When they go through this, they become new youth Ordeal members. The Induction Rate is the ratio of elected youth candidates to new youth Ordeal members.

The difference between elected youth candidates and new youth Ordeal members is what we'll call "no shows," that is, Scouts who are elected into the OA but never sign up for or participate in an Ordeal. Is this significant? Absolutely. The key to a good induction rate is to minimize the number of no shows. We should want as many elected candidates to go through their Ordeal as possible. Really, the ideal induction rate is 100%, and the ideal number of no shows is zero.

Flip to Slide 4: Induction Rate Averages

Let's take a look at how we're doing, nationally, at inducting elected youth candidates. The graph on this slide shows the national average of induction rate between 2014 and 2017. As you can see, we averaged 78, 77.2, 75.7, and 73.5 percent, respectively, during these years. Not only are we electing about half the number of candidates that we could be (as we saw in the first section of this presentation), but we're only inducting about three-quarters of the candidates we do elect! Let's quantify these percentages a bit.

Flip to Slide 5: 2017 Inductions: Regional Figures

This next graph records the number of youth candidates that were elected in each region in 2017, and compares those figures to the number of candidates that were actually inducted. The difference between the blue bar and the red bar is what we will call “no shows”—elected youth candidates that did not go through an induction. Nationally, we had a total of 10,683 no shows. In other words, we missed out on adding more than 10,000 people to our membership books last year. That’s 3,000 more people than attended the 2018 NOAC!

A note on data quality: calculating a precise induction rate metric requires lodges to input precise numbers of elected candidates AND inducted members each year in OA LodgeMaster. Sometimes, this doesn’t always happen. In order for us to improve our insights, we ask you to stress to your lodge leaders the importance of recording accurate numbers in lodge master, especially the numbers of candidates elected and members inducted in a calendar year. Because of this, the percentages and figures presented about induction rate represent estimates.

Flip to Slide 6: How Can Lodges Improve Their Induction Rate?

### How Can Lodges Improve Their Induction Rate?

**20 Minutes**

To answer this question, let’s do a bit of an activity. I’d like to do a 5-minute buzz session, where you work with your table to come up with some answers for a question which I will give you. Let these buzz sessions model the type of conversations that you should have among your own lodge leadership to help you strategize how to grow in each of the three Link metrics

The question is: What are some barriers that prevent an elected Scout from registering for and completing his Ordeal? Take 5 minutes to come up with as many answers to that question as you can, and we’ll discuss after the 5 minutes is up.

*Trainer Tip:* After 5 minutes, take one or two ideas from each table. Write them on a flip chart as they’re said. The next slide will present strategies for improving lodge induction rate. Try to tie in these strategies to the barriers mentioned during this activity, and offer a few words on how the strategies might solve some of the barriers.

Flip to Slide 7: Improving Induction Rate

Here are some best practices that your lodges can employ to overcome some of these barriers:

- Maintain several forms of contact with the Scout after their election
- Maintain dialogue with the Unit Leader
- Use snail mail
- Lodge rideshare
- Recognize the power of call-out ceremonies

Let's dig into these a bit deeper.

Flip to Slide 8: Maintain Several Forms of Contact

#### Maintain Several Forms of Contact with the Scout After the Election

You should maintain contact with three groups of people after the election: the Scout, their parents, and their unit leader.

After the unit election has concluded, unit election teams should sit down with the elected Scouts to communicate the dates of the induction weekends with them. One lodge recommends doing the following during this time when you sit down with the elected Scouts:

- Solicit their personal e-mail addresses as well as parent e-mail addresses. At the end of the election, follow up with both the Scout and the parents about induction weekend information
- Ask the Scouts take out their phones and follow your lodge on all of its social media accounts. Be sure your lodge posts information about the induction weekend frequently on social media
- At some point after the elections season has ended and before the first induction weekend, organize a calling party to call each of the candidates elected that have not yet registered for an induction

#### Maintain Dialogue with the Unit Leader

After the unit election has concluded, the team should tell the unit leader when induction weekends are. Encourage unit leaders to organize a carpool for their unit's elected Scouts to attend an induction weekend together. Solicit the unit leader's e-mail, and send them the list of elected Scouts from their unit and induction weekend registration information at some date following the Unit Election.

Flip to Slide 9: Use Snail Mail

### Use Snail Mail

One way you can contact the Scout and his parents is by using snail mail. Generally, it's a nice gesture to reach out to the Scouts and his parents via a personalized letter. The letter to the Scout can provide some basic expectations and preparation notes about the inductions weekend. One lodge also writes a letter to parents explaining to them the significance of the induction weekend, which often convinces those parents to register their Scout for the experience. You can access this letter here:

<http://bit.ly/BestPracticesOrdealLetter>

Flip to Slide 10: Lodge Rideshare

### Lodge Ride Share

One lodge maintains a ride share service to help get members to lodge events. The same concept can be applied to helping candidates to travel to induction weekends. This lodge created a webpage on their lodge website where Arrowmen needing rides can easily connect with other Arrowmen to offer seats in their car. Arrowmen are able to plan ahead and request or offer rides to all the lodge's functions for the year including Conclave. Arrowmen usually help the driver with gas money, providing a benefit to a driver who was already planning to attend a lodge function with extra room in their car.

If you are interested in starting a rideshare program in your own lodge or chapter, consider creating a program that is user friendly and heavily promoted. You don't need to create a fancy website to have a rideshare program. Lodge and chapters can simply set up a group on Facebook where Arrowmen can connect with each other. Check out this best practice about ridesharing here: <http://bit.ly/BestPracticesLodgeRideshare>

Flip to Slide 11: The Power of Callout Ceremonies

### Recognize the Power of Call Out Ceremonies

In a national survey conducted last year, OA members nationally were asked to choose which of three options—their unit election, their call out ceremony, or their pre-ordeal ceremony—was most meaningful to them. An overwhelming 94% of respondents said that the call out was the most meaningful. At a date between the end of the lodge's unit election season and the first induction weekend, the lodge should plan and execute a meaningful call out ceremony. Summer camp and district/council camporees are a great place to do these. Once the call out has concluded, it's a great opportunity to remind the called-out Scouts to register for their induction experience.



*Trainer Tip:* If you have some time, take 5 minutes to discuss best practices for callout ceremonies. Ask the group, “how does your lodge run call out ceremonies? What makes them special?”

Flip to Slide 12: Questions?

We are happy to answer any questions you may have about this presentation, and we also encourage you to send your questions to the writers of this presentation at [link@oa-bsa.org](mailto:link@oa-bsa.org). Thank you for your attention! This concludes the second of three Link presentations.

**-End of Link Presentation Part Two: Induction Rate-**