



Cell Name: Medium Sized Lodges
Session Name: Successful Communications

Session Length: 50 Minutes

Through this session, you will:

Explain - Understand the importance of quality communications.

Demonstrate - How to design and determine clear lines of communication.

Guide – Understanding a Communications Plan.

Enable – Lodges to implement a Communications Plan.

Learning Outcomes:

- Define effective communication.
- Understand formal and informal lines of communication.
- Understand internal and external lines of communication.
- Identify resources and technology available for communicating.
- Know what constitutes a Communications Plan.

Theme Connection:

The theme of NOAC 2018 is “Decide Your Destiny,” emphasizing the message that today’s decisions shape tomorrow’s reality. This session will relay this theme in the following ways:

- A Lodge that clearly communicates with all its’ members engages and includes their membership in the future of the Lodge.
- Lodge sustainability is achieved when all members are informed of Lodge activities and expectations.
- Quality communication relays to Arrowmen expectations for the future.

This session will help the Medium Sized Lodge with the **Journey to Excellence Requirement(s):** Membership, Program, Leadership and Governance.

Required Materials:

Tear Away, Sticky Back, Flip Chart Paper Permanent markers
Power Point White Board
Dry Erase Markers Dry Eraser
Easel Extension cord
Internet Access



TRAINER PREPARATION

Set up PowerPoint projector. Set up Screen/Presentation background. Set up and test computer. Arrange room in so all seats can see, preferably a semi-circle

The session will be conducted in discussion/participatory format accented with multi-media and/or hands-on exercises.

Trainer Tip: The General flow of the course should include identification of how lodges are communicating with their members.

Welcome everyone to the session as they arrive and ask them to inter-mix as they sit down.

Session Narrative

Slide 1 – Course and Instructor

This slide is to be shown while participants enter the classroom and take a seat.

Slide 2 – Welcome and Introduction

Introduction

5 minutes

Instructor will open the session by self- introduction (Name, Lodge, Home State, OA Position). Each participant will follow suit with a self-introduction. This will give the instructor a sense of their audience so as to guide the remainder of the session appropriately.

Slide 3 – What is effective communication?

Effective

Communication

10 minutes

The instructor to point out that communication is a process.

There must be four elements in order to have effective communications: Transmitter, Receiver, Medium, and Message.

Discuss with participants what is Verbal and Non-Verbal Communication – Voice Tones and Body



Language

Slide 4 – Formal and Informal Lines of Communication

**Formal
and**

Informal Lines of Communication

5 minutes

Instructor notes Formal Lines of Communication involve an Organizational Chart and/or a designated Medium. Need to Know information travels this route! Always remember 2 Adults must be included when utilizing with Youth.

Informal Lines of Communication involves non-designated Mediums. Nice to Know information travels this route!

Instructor asks participants if their Lodge has other Formal or Informal Lines approved for use.

Slide 5 – Internal and External Communication

Internal and

External Communication

5 minutes

Internal Communications utilized Formal Lines of Communication and Mediums that restrict access to non-members. Need to Know information travels this route! Always remember 2 Adults must be included when utilizing with Youth.

External Communications utilize Mediums where everyone in the World has access. Nice to Know information travels this route!

Instructor asks participants if their Lodge has other Internal or External Lines approved for use.

Slide 6 – Resources and Technology for Communicating

**Resources
and
Technology**

for Communicating

10 minutes

Resources:

Technology:

Website

Computer – Microsoft or Apple

Email (Group and Individual)

Apps – Android or Apple

Text (Group and Individual)

Telephone – Land Line or Cell

Phone Tree

USPS – Snail Mail

Print – OA National Bulletin, Newsletters

Face to Face

Social Media (Snap Chat, Instagram, Twitter, Facebook, YouTube, Pinterest, Google+, Vimeo)

Augmented Reality-Metaverse

Word of Mouth – Chapters and Unit Representatives

Lodge Master (Event management, labels for mailing, mass e-mails)



Instructor reviews resources and the technology associated with each resource.
Instructor asks participants if they know of other resources.

Slide 7 – What is your Communication Plan

What is your Communication Plan

10 minutes

Every Lodge is Required to have a plan.
Appoint a Lodge Publications Chairman
Identify your Audience and Purpose
Define Formal Lines of Communication and approve Mediums,
Think your Links (National, Regional, Council, Chapters, Units)
Define Internal Lines of Communication and approve Mediums
Always include the 5 Ws (Who, What, Where, When, & How)
Receive Feedback for Improvement
Keep It Simple!
Remember - Arrowmen cannot participate in what they do not know!

Instructor asks participants to give Best Practices from their Lodge's Communication Plan.

Slide 8 – Take Away Challenge

**Takeaway
Challenge**

5 minutes

Please take out your notebook and pen. For the final five minutes, think about the role that you will be playing next year in the OA, or the role you hope to play. Write down three key ideas related to this session that you could help improve the way your chapter or lodge works / budgets / plans programs During your break time later today, share these with others in your chapter or lodge.

Slide 9 - References

Show this slide once participants begin the Take Away Challenge.

Appendix: Resources and Source Material

- 2012 Guide for Officers and Advisers, available online at <http://www.oa-bsa.org/pages/content/publications#goa>



- Chapter Journey to Excellence Workbook, available online at <http://www.oa-bsa.org/pages/content/printable-forms>
- Order of the Arrow Handbook
- Order of the Arrow National Website <http://www.oa-bsa.org/>
- Order of the Arrow website guidelines www.oa-bsa.org/resources/wsguide.htm