



2024 National Order of the Arrow Conference

Re-Engaging an Arrowman

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Session Length: 45 minutes

Session Description

Whether it's due to aging out, going to college, or even sash and dashers, there are many reasons an Arrowman may step away from the lodge. However, these Arrowmen can offer a lot of experience and insight. This session will discuss ways to engage and bring those Arrowmen back into the lodge.

Learning Outcomes

Outcome 1: Understand the reasons why an Arrowman may become disengaged from the organization or activities.

Outcome 2: Develop communication skills for initiating constructive conversations with disengaged Arrowmen to understand their concerns, interests, and motivations.

Outcome 3: Explore techniques for reconnecting disengaged Arrowmen with meaningful opportunities for involvement and leadership within the organization.

Theme Connection: Seek New Heights

The purpose of this session is to find ways to bring Arrowmen back into the program. Only an organization that changes and evolves can continue to grow. The perspective and experience of re-engaged Arrowman is vital in helping the Order of the Arrow understand how it may better serve its members and the larger Scouting movement. By changing our perspective and being inclusive of ideas from all Arrowmen, including those who are no longer part of the OA, we too can help bring the Order to New Heights.

Facility and Material Needs

Facility Needs

Is this session remote delegate-compatible? Yes
(ie. can the material be engagingly taught via live stream)

Does this session need audio/video (AV) capabilities? (ie. projector) No

Are there any other specific facility needs for this session? (ie. movable chairs, panel-style seating, etc.) No

Material Needs

Material	Quantity	Source
Dry Erase Markers	4	Trainer
Color Sticky Notes	6 Pads	Trainer
Permanent Markers	4	Trainer

Session Preparation Steps

Step 1: The trainer would ideally be a member who has “returned” to the Order after an extended period away. This can help provide perspective on the best methods to re-engage.

Step 2: The trainer can poll members of their own lodge to identify examples of why Arrowmen might step away from the program, as well as what steps can be taken to encourage their return.

Step 3: Prepare materials to record answers during class-wide questions. These can be sticky notes or note cards that can be put up onto a wall or flipchart that can be categorized and provide a reference for further discussion.

Additional Staff Members

No additional staff members required for class facilitation. Attendees of the class can be selected to assist in recording answers from open questions posed to the group.

Trainer Name	Email	Phone #

Lesson Plan

Helpful Templates:

Activity

Copy and paste this box wherever you have an activity in this session!

Materials Needed: [materials]

Length of Activity: # [min]

Activity Description: [description]

Trainer Action

If at any point the trainer needs to complete an action (play a video clip, prompt questions, etc.) copy paste this box and edit this text to specify what!

Introduction

6 minutes

- Trainer introduction
- How many people use Amazon? In 1997, Jeff Bezos sent out a letter to shareholders saying “this is day 1 for the internet.” Bezos built a culture around acting like a day 1 company, not being afraid to try new strategies, implementing those that work and learning from those that did not. In a 2016 letter to shareholders many years later Bezos said after being asked what day 2 looks like, “Day 2 is stasis. Followed by irrelevance.”
- When we have Arrowmen leave our organization, we lose out on the diversity of experiences and ideas that allow us to look deeper and put forward a stronger program. We move closer and closer to our own “day 2.”
- Membership growth and retention

Becoming Disengaged

10 minutes

- How many OA members here today have become re-engaged within the Order of the Arrow after being away for a time?
- What other reasons might a member no longer participate in the OA? (e.g. People, Program, Ideals)

Starting Conversations

6 minutes

- Be open and receptive to feedback. Opinions are formed by perception and not everyone has the same experience. If there's a perception of our lodge or about the OA as a whole that we don't know about, we can't begin the process to better others' view of us until we know what it is.
- "Seek first to understand..."
- There are two parts to effective listening, Active and Empathetic. Active listening reflects what a person is saying to confirm comprehension. Empathetic listening puts oneself into the speaker's place in a sincere attempt by a listener to understand in depth what a speaker is saying.

Re-Engaging

12 minutes

- What does your lodge do to bring OA members back into the fold?
- Give someone a purpose. People want to feel needed, and there's no better way than re-engage someone into the OA than giving someone a role or task to fulfill.
- Provide new program or activities for inactive members to be interested in. For youth, a goal should always be to include an activity that Scouts can't participate in at any other Scouting event. This helps increase a draw to attend OA events. For adults, this can be an activity or can include a specialized training seldom offered elsewhere. There are many trainings that can be provided by the OA or at OA events that adults are interested in. Providing specialized training for adults will also benefit local units and the local Scout camp.
- Special meals or receptions can be a way to bring Arrowmen together who have been away for a period. This gives previous members a way to engage together and find common ways to support the organization.
- While the OA already tends to act as an alumni organization for Scouting America, we've seen a focused effort by national OA to re-engage Arrowmen through OA Alliance. Lodges can also utilize on a local level, encourage former OA members to stay connected on lodge happenings, encourage them to be registered in Scouting, and have current membership with the lodge. Alumni can always support special projects to benefit the lodge, such as Vigil preparations or projects will benefit or support camp.

Conclusion & Takeaway Challenge

4 minutes

Please take out your notebook and pen. For the final few minutes, think about your current role in the OA and in Scouting. Write down three ways to take back to your lodge that can be used to engage with and help bring Arrowmen back into your chapter or lodge. These can

be special programs at a lodge event, or a dedicated alumni group with a communication chain. Later today, talk with leaders from your lodge to identify what are some key reasons why Arrowmen may step away from the lodge. Discuss with them your ideas on actively seeking to re-engage those members, and help bring your lodge to New Heights.

Appendix: Resources and Source Material

Resource	Link
Order of the Arrow, Mission & Purpose	Available online at: https://oa-bsa.org/about/mission-purpose