



## Retention of New Members, Older Youth, and Adults: What is an “OA Program”?

### Session Length: 45 Minutes

Through this session, you will:

#### **Explain**

- Definition of Induction
- Definition of Activation

#### **Demonstrate**

- Give an example of Activation

#### **Guide**

- Discussions on importance of inductions and activation

#### **Enable**

- When they all go back to their home lodges or sections, they will have the tools and knowledge to have a positive impact on Membership Growth and future Membership Retention and will help the new members know what to do after they are inducted.

### **Learning Outcomes: [create a brief list of what participants should take away with them]**

- State the definition of Inductions
- State the definition of Activation
- Bring examples of activation back to their lodge or section to have positive impacts on their membership growth and retention

### **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:

- “What is an OA Program?” relates directly to “Decide Your Destiny” because each Arrowman decides what kind of positive impact through programs and community service they will have on the future of the OA with arrowmen

This session will help the **\*\*Lodge/Chapter/Section\*\*** with the Journey to Excellence Requirement(s): Item Number 2 (Membership Retention)

### **Required Materials: [tailor specifically for this session after the syllabus is done, e.g. handouts, flipcharts, projector, screen]**

- Flipcharts / Dry Erase Board
- Projector



- Computer to connect with projector or permission to connect my computer to the projector

## TRAINER PREPARATION

1. Have an understanding of the JTE requirements regarding membership, membership retention, and induction rates.
2. Have an understanding of activation when related to the Order of the Arrow.
3. Have an understanding of the induction processes for Ordeal and Brotherhood.
4. With the above two understanding, share how chapters, lodges, and sections can engage with all members with exciting and meaningful program help them meet their personal goals and fulfill their promise of meeting the obligation

## Session Narrative

### Introduction

5 minutes

Briefly, introduce yourself and have each Arrowman introduce them (name and lodge)

### What is Program?

5 minutes

Ask the question of what a program is. Relate it to your unit. Answers may include:

- Activities
- Games
- Service projects at camp
- Community Service
- Community Outreach
- Skills instruction
- Unit engagement (Packs, Crews, Ships, and Troops)

Ask if the Scouts in their home units like the program elements. What if they don't like it?

- They might leave
- They might change it

Ask "How do they change it?" Through the Patrol Leaders Council or similar planning processes

### What is an OA Program

5 minutes

Now ask "What about an OA Program? What do you do in your chapters and lodges?"

Write down the answers; it may include the following:

- Ceremonies
- Dance and Drum
- Camping Promotion
- Patch trading
- Games



Could we do other activities? What about skills instruction (like making American Indian Activities related items)?

### How does your home unit know what the program is?

**5 minutes**

How does your home unit know about the upcoming events and activities?

**Trainer Instructions:** Write the answers on a dry erase board or flip chart

The answers could include:

- Website
- Social media
- Newsletter
- Annual plan flyer
- Calendar
- Monthly updates

Ask the question: Is the same true in your lodge?

### Why Is Communication Important?

**5 minutes**

Ask why communication is important. The answers should include:

**Trainer Instructions:** You don't need to write these answers down

know what is going on

- So people

### Communication ⇔ Program

**15 minutes**

So, we've talked about Communication and a lot about Program. But how do they inter-relate?

If you have an awesome program and no one knows about it, is it effective?

If you publicize an event and the program stinks, will anyone come back?

If you have 15 youth and 10 adults at your chapter meetings each month, what is you ask them to bring a friend next month because you have a special guest (anything cool would work). If everyone does that, then that's awesome. But even if one person does that, that's cool.

So, what if you put together a good program that is meaningful (community service ideas, how to reach out to packs, wilderness survival, creating AIA items) and after a few meetings, have an activity that highlights on the previous meetings (chapter community service activity, pack crossover, chapter wilderness survival campout, dance and drum recruiting event) all the while telling everyone about it and showing (with pictures and video) what you are doing through social media, newsletters, emails, etc.

Start with an accomplishable goal and then continue to communicate and continue to deliver the program. As soon as you stop either of those elements (effectively publicizing/communicating or delivering a solid program), your numbers are likely to fall.



Go into a discussion of “Details and Desserts” where the chapters invite candidates and parents to a chapter event. Lodge budgets \$100 per chapter to fund the event.

For 5 minutes, have them meet with someone who they do not know to exchange ideas of chapter or lodge program ideas and how they would communicate it.

### Takeaway Challenge

**3 minutes**

Write a letter to your Lodge Chief or Adviser (or to yourself if you are one of the above) to ask that three of the above items (be extremely specific) could be incorporated into your induction processes and describe how you would do it.

## Appendix: Resources and Source Material

- Inductions Portal, available online at <https://oa-bsa.org/resources/inductions>
- <https://oa-bsa.org/resources/ucl-support/journey-to-excellence>