



2018 National Order of the Arrow Conference

Cell Name: Small Lodge Administration

Session Length: 45 Minutes

Through this session, you will:

Explain Various methods of communication to guest

Demonstrate The importance of effective communication among lodge members

Guide Guest to use new methods of communication to reach all members

Enable Guest to learn new methods of written and verbal communication

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

- Guest will learn the benefit of a creative/modern electronic newsletter
- Guest will learn how to effectively use social media to communicate their message
- Guest will learn the importance and effectiveness of personal communication

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:

- The theme will be relayed to the guest in a way that they will understand that through the use of effective communications, decisions that they make will decide their destiny and shape the future of their chapters and lodges.
- The theme will be relayed to the guest by assisting them in navigating their way through a “maze” of multiple communication methods which will allow them to use these methods to shape the future of their chapters and lodges.

This session will help the ****Lodge/Chapter/Section**** with the Journey to Excellence Requirement(s): #2, #5, and #6

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

- Computer / Projector / Screen
- Flipchart / Markers



NOAC 2018 TRAINING COMMITTEE
ORDER OF THE ARROW



TRAINER PREPARATION

1. Download PowerPoint (on USB Drive, if necessary)
2. Check Projector / Screen / PowerPoint Compatibility
3. Obtain Flip Chart / Markers

Session Narrative

Introduction

10 minutes

Slide #1 will be displayed on screen with Course Name when participants arrive.

Trainer Instructions: Trainer will need to judge the size of the group in order to determine if there is time for Guest introductions due to time constraints. If group is too large, simply do Trainer Introduction with brief background and move straight to the Ice Breaker. With a large group, have them cluster in groups of 5-7 in the location that they are sitting.

[Advance to Slide #2] Introduce yourself and share your background and experience. Based on the size of the group and time, have the participants introduce themselves, where they are from, lodge name, and how many members. [Advance to Slide #3]. Ice Breaker: Have the participants group together (from where they are) in groups of 5-7. Pass out a large paperclip and have the group get out a sheet of paper. Tell them you are going to time them for 90 seconds and that you want them to write down how many uses they can come up with for the paperclip in the allotted time. At the end of time, determine who had the most. At the end of the responses, remind them that, *“One’s mind, once stretched by a new idea, never regains its original dimensions” – Oliver Wendell Holmes, Sr.*

With that, remain open-minded about this session and the information we are going to cover today.

Trainer Instructions: In order to engage Guest, Trainer should solicit responses when asking questions by having “a showing of hands”. There are also times where verbal responses should be solicited by a random calling on individual Guest.

**First topic – Electronic Newsletter/Fact Blurb****10 minutes**

[Advance to Slide #4] Newsletters are an important part of our lodge communication. They communicate information about upcoming events, recap past events, provide contact information for officers and advisers, pictures, as well as provide a historical background. Are you wasting money sending them out through traditional mail? They are COSTLY with printing and mailing! I am not saying that they are not important, but why not store them [Advance to Slide #5] on your lodge web site where members can go and read them when they have time? Now, if you are tired of the same old boring newsletter that is way too long to read on the go and the font is way too small to read on your phone or tablet, why not change it? You want to get your message out in short, compact blurbs that will grab your members attention. Here are some examples of this “new style” that can be sent through traditional email, text message, and the various other forms of social media [Advance to Slide #6, #7, and #8]. These are fast to design and even faster to get your message out! The nice thing about these short, one page blurbs is that they are timely and on-point with what message you are conveying. With these, you don’t have to try and remember everything that is contained in a traditional news letter. But the real secret with these blurbs is that you are increasing your communication with your members and keeping their attention!

Trainer Instructions: The second topic is merely an introduction to social media and some of the most common platforms that are available for use. Trainer should not recommend one platform over another and should stress the importance of that decision being made in consultation with the Lodge Chief, Lodge Adviser, Staff Adviser, and with the Supreme Chief of the Fire, the Council Scout Executive, depending on Council Policy/Procedures prior to any social media accounts being established.

Second topic – Social Media**10 minutes**

[Advance to Slide #9] As the adage goes, “The world never sleeps.” With the advent on social media, that is even truer today than ever before. So where did this social media craze really start [Advance to Slide #10]? As you can see from this slide, the development of social media has been very fast moving and continues exponentially today. So the question becomes, “How do we use this in the Order of the Arrow and to our advantage to better communicate with our members?” Today, there is a tremendous variety of social networking sites. The good news is that all of these sites can be used independently, however, many can be linked together to allow cross-posting, or in other words, you can post to multiple sites at the same time. This creates an environment where users can reach the maximum number of people without sacrificing the intimacy of person-to-person communication. As you are well aware, your lodge and the Order has members from 12 years old up to...well, old! While we should use these various forms of social media to better communicate with our members, we must also take precautions in order to protect our younger members. While we are communicating our message, we need to make sure that the social media sites that we choose to spread our message are the safest that we can use to the best extent possible.

[Advance to Slide #11]

Trainer Instructions: At this time, the trainer should introduce the most current two-deep leadership policy of the Boy Scouts of America as found in the *Guide to Safe Scouting* which states the following: **Two-deep leadership and no one-on-one contact between adults and youth members includes digital communication.** Leaders may not have one-on-one private online communications or engage one-on-one in other digital activities (games, social media, etc.) with youth members. Leaders should copy a parent and another leader in digital and online communication, ensuring no one-on-one contact exist in text, social media, or other forms of online or digital communication. <https://www.scouting.org/health-and-safety/gss/>

While we are talking about social media, do not forget email. Some members not only prefer email, for some it is the only form of electronic communication that they may have. Just like linked social media accounts, mass emails can be sent through the Lodge Master program. If you are not familiar with it from school, there is another program called *Remind*, formerly known as *Remind101*, [Advance to Slide #12] that sends mass text. It is free and allows you to communicate in a quick, effective way. Once you sign up for the program, you simply enter anyone's phone number that you want to get the message, type your text, and press send...one message and it goes to everyone on your list!

Third topic – Personal Face-to-Face Communication

10 minutes

[Advance to Slide #13] Up until now, we have been talking about how to get our message out to the most people in the fastest amount of time. Now we are going to cover another platform that I like to call FACE TIME. In today's digital age the importance of face-to-face communication seems to be fading, as one can go almost an entire day without actually interacting with people. People rely heavily on the convenience of emails, text messages, and social media and while it is impossible to deny the importance of these different platforms and the way that they have revolutionized communication, we must learn to balance these online interactions with face-to-face communication. There is a saying that goes, "People don't care how much you know until they know how much you care." [Advance to Slide #14] Face-to-face communication is important when dealing with members, our stakeholders. This method of communication allows you to interact and socialize which builds trust and relationships which in turn build life-long, lasting relationships. How many of you have actually have been in one of those email "trains" that goes on forever or group text messages that have went on, and on, and on [Advance to Slide #15]? What are some of the reasons that you think they went on? Could it be that there was no emotion? No body language?



No personal interaction? Studies have proven that face-to-face communication allows group members to come up with more ideas and become more capable as a group when compared to these virtual meetings, online groups, or group text. How many of you have sent an email/text/group message soliciting input and did not receive a 100 percent response? Another benefit of face-to-face communication is that you can ensure that everyone speaks up and you can read people's body language which allows you to adjust accordingly. Little opportunity exists for extensive dialogue or follow-up questions when we communicate via technology. If you are using Twitter, your message is limited to 140 characters. Facebook users have a bit more with about 160 characters to use in your message. However, remember that characters are not words! So the question becomes, how much true communication, bonding, or relationship building can you really get in with just 140 characters? While time, distance, and conflicting schedules sometimes dictate that we communicate through email, text, and various other social media platforms, it is important that you do not forget about face-to-face communication.

Takeaway Challenge

5 minutes

[Advance to Slide #16] Today we have covered multiple methods of communication. In this text, tweet, twerk world that most of you have grown up in, communication is important. With that, I would like you to please take out your notebook and pen. For three minutes, I want you 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 communicates using social media platforms. Additionally, I would like you to write down three opportunities where you feel that you can improve your face-to-face interaction with other members. During your break time later today, share these with others in your chapter or lodge. By navigating through the maze of programs that are available for you, through proper use and good communication, you can "Decide Your Destiny"! [Advance to Slide #17]

Appendix: Resources and Source Material

RESOURCES:

- FaceBook, available online at <https://www.facebook.com/>
- Instagram, available online at <https://www.instagram.com/>
- Twitter, available online at <https://twitter.com/>
- Remind, available online at



<https://www.remind.com/>

- Boy Scouts of America *Guide to Safe Scouting*, available online at <https://www.scouting.org/health-and-safety/gss/>