



2018 National Order of the Arrow Conference

Cell Name: Advisers Roundtable
Session Name: Youth Leadership
Development and Retention of Members

Session Length: 45 Minutes

Through this session, you will:

- Explain** The challenges Lodge Advisers encounter in their positions
- Demonstrate** Effective methods and best practices of handling challenges
- Guide** Advisers through scenarios that allow them to grow in knowledge
- Enable** Advisers to become better leaders through shared knowledge and experience

Learning Outcomes:

- Outcome 1: Utilize effective mentoring techniques to inspire youth leaders to model exemplary service and leadership. More inspired youth leadership is the key to a dynamic lodge program and committed youth leadership. Inspirational youth leaders are the best at recruitment of future active lodge members.
- Outcome 2: Focus on brotherhood completion as a method to increase membership retention and deepened engagement in lodge activities. Reaching brotherhood membership solidifies a members' connection to the Order and lodge.
- Outcome 3: Planning exciting events that reflect the interests of today's youth members is crucial to increased attendance at lodge events. Increased enjoyment and attendance at lodge events increases the likelihood for greater membership 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:

- As adult leaders we should all make a decision to commit to continual betterment of skills and knowledge. We should seek out those who can help us formulate innovative solutions to lodge challenges. By sharing knowledge and becoming better advisers we will be better prepared to mentor the youth leaders we work with. Every day we should commit to being the best mentors we can be. The youth we mentor will positively shape tomorrow's reality.

This session will help the Lodge/Chapter with the Journey to Excellence Requirement(s): # 2, # 5, # 6 and # 16.

Required Materials:

- Computer with ability to access powerpoint
- Projector and projector screen to display powerpoint presentation



TRAINER PREPARATION

This session should be taught by an experienced trainer who has held key leadership positions in the Unit, Lodge, or Section. Understanding of the role and responsibilities of Lodge Advisers, the Lodge Key Three and Council Key Three is helpful. The trainer should have experience working with Lodge Chiefs, Advisers, Scout Executives, and Council Officers.

Prior to the course, review of successful mentoring and lodge retention experiences is recommended. Familiarity with mentoring best practices as well as concrete examples of lodge membership retention success will prepare you to answer the questions or concerns of the participants.

1. Review the syllabus and powerpoint presentations in order to become familiar with the hypothetical situations and small group breakout sessions.

Session Narrative

Introduction

5 minutes

Being a lodge adviser is a rewarding but challenging experience. Many lodges across the country encounter similar challenges. Sharing of knowledge can help advisers be better prepared to successfully handle challenges they face in the performance of their duties. This cell and session will facilitate this knowledge sharing. This session will specifically cover the challenges of youth leadership development and membership retention.

Trainer Instructions: If the group of participants is small enough ask them to introduce themselves as well. [Be aware of the participant's Lodge/Section roles as this will inform your later discussions]

Mentoring and Communication

12 minutes

Millennials look for mentors who are good listeners and can be reached through a variety of modes of communication. Good communication is critical to successfully inspire youth leaders. Communication is especially important to the millennial generation. They expect their mentors to be available through a variety of modes of communication. When inspiration strikes, they want to be able to benefit from your counsel whether through text, email, phone call, or social media application.

Trainer Instructions: Break the group into small groups of 5-10 participants. Have the group discuss among themselves how they would approach the hypothetical situation given to them. Then have one group member present the groups answer to the larger group.



Hypothetical situation: A Lodge youth officer cannot be reached prior to a meeting or event that needs to be properly planned. You as Adviser have made repeated phone calls and received no answer. How would you seek to get in contact with the officer?

Answers should include utilizing alternative forms of communication such as text, email, or social media application. The adviser should ask the officer at the beginning of his term his preferred methods of communication. Do not assume that your preferred method of communication will be the same as a youth officer.

Hypothetical situation # 2: A youth officer tells you that he does not need or want your opinion on an important Lodge decision. He states that the Order is youth led and therefore he does not require any input from adult leaders.

Answers should include helping the youth leader to understand that the Order is youth led but there is meant to be a partnership with the adults where youth can benefit from our experience and counsel. Sometimes it is best to act as a sounding board for youth. Let the youth use their enthusiasm and creative ideas to strengthen and grow the program. Having a conversation about expectations of both the youth and adult soon after an officer's election can help create a positive atmosphere of collaboration.

Brotherhood Conversion

12 minutes

Successful completion of Brotherhood membership is an important step toward active involvement in the Order and lodge. Through the brotherhood hike/quest process Arrowmen grow in knowledge, understanding and commitment to the program. This is a crucial step toward active and informed membership. National statistics state that a Brotherhood member is more likely to be an active member of the Order, has higher attendance at lodge/section/national events and is more likely to hold youth or adult positions of responsibility. Therefore it is important for us as advisers to encourage both youth and adult members to attain Brotherhood membership. A special emphasis should be placed on encouraging youth to attain Brotherhood membership.

Trainer Instructions: Break the group into groups of 2 participants. Have one participant act as an Arrowman interested in becoming a Brotherhood member and the other act as a lodge adviser who will counsel them on this decision. Half of the Arrowman interested in becoming Brotherhood members should act as youth and the other half act as adults. Hold a conversation regarding the decision to attain Brotherhood membership. Participants should then share with the group how the conversation went.

Answers should include excitement about the attainment of Brotherhood as well as a reasonable commitment to the Order based on the Arrowman's expertise, interest and time availability. Emphasizing that the hike/quest is a much different experience from the Ordeal is important. The hike/quest is focused on developing a fuller understanding of the Order and discernment of how you will serve the Order. Speaking about your own experience in attaining Brotherhood membership would also be helpful. Attention should be paid to camaraderie, exciting activities and personal



development opportunities when discussing with youth. When discussing with an adult camaraderie and the ability to make a difference in the lives of young people should be emphasized.

Planning Events

12 minutes

Planning fun, engaging and relevant events is crucial to lodge retention efforts. Often times when planning a lodge function, there are many different stakeholders in the process. Depending on the scope of the project, Council Board, Camping Committee, summer camp staff, and other key Council volunteers could all have a stake in the success of a project. Navigating these leadership layers could be difficult and unfamiliar to a youth officer. The following hypothetical situation will provide advisers an opportunity to mentor youth on how to effectively plan fun and relevant events, navigate leadership layers, work with different stakeholders and successfully manage a Council wide project.

As an adviser it is important to guide officers toward using SMART goals during goal setting and project planning. SMART goals are those that are specific, measurable, achievable, realistic, and time based. Youth officers may not initially incorporate each of these criteria without your guidance. During this process, it may be helpful to educate officers on how other council stakeholders' goals and timelines may differ from the Lodge's and how, when possible, aligning goals and timelines can achieve an optimal result.

Trainer Instructions: Break the group into small groups of 5-10 participants. Have the group discuss among themselves how they would approach the hypothetical situation given to them. Then have one group member present the groups answer to the larger group.

Hypothetical situation: The Lodge Chief has a conversation with the Council Camping Committee Chair who also is a member of the Council Executive Board regarding the possibility of creating a mountain biking program at the Council summer camp. Mountain biking is a very popular youth activity in the council and the Lodge Chief thinks this project would invigorate OA members as well as campers. The project would include trail creation, the purchase of equipment, the hiring of staff to run the program, and ongoing maintenance of the program. The Council Camping Committee Chair wants to know how the local OA Lodge could lead this initiative. He also mentions that he has heard something about the OA Service Grant program and that Council leadership would like the Lodge to consider applying for the grant to help fund this program.

How would you advise the youth officer to proceed? Answers should include proper delegation, how to identify and work with various Council groups, how to budget and fundraise, and how to effectively craft a grant proposal. An emphasis should be placed each year on a survey of OA youth members in order to ascertain their desired activities. This ensures that we as advisers are kept informed of recent trends in youth interests and desires.

Takeaway Challenge

4 minutes

Thank the group for their input and hard work during the session. I encourage you to reflect on our session today. What did you learn today that will help you in your role in the Order? I encourage each of you to write down two to three ideas learned during this session on youth leadership



development and retention. Make the decision today to share what you have learned with others in your lodge contingent.

Appendix: Resources and Source Material

- 2012 Lodge Adviser's Handbook, available online at:
<https://oa-bsa.org/uploads/publications/lodgeadviserhandbook-2012.pdf>
- 2012 Guide for Officers and Advisers, available online at:
<https://oa-bsa.org/uploads/publications/GOA-2012.pdf>
- 2018 Field Operations Guide, available online at:
<https://oa-bsa.org/uploads/publications/FOG-2018.pdf>
- 2012 Chapter Operations Guide, available online at:
<https://oa-bsa.org/uploads/publications/cog-2012.pdf>