

June 30, 2019

To: Southern Region lodge Key-3

Southern Region - *Spirit of Excellence: **The New Performance Measurement Program***

Fellow Arrowmen,

We are excited to announce a new program for lodges to use for self-evaluation. Effective immediately, the **Performance Measurement Program** (PM Program) replaces the previously used Journey to Excellence program. The PM Program challenges lodges to become “High Performing” by focusing on the most important efforts that will positively impact our organization.

## PM Program Levels

PM Program is divided into two parts; Primary and Secondary Objectives. The Primary Objectives focus on the characteristics of a high performing lodge, while the Secondary Objectives measure other key targets of our mission and purpose. Each division has 5 objectives, meaning there are 10 objectives total. Each objective can be scored in one of three ways: “None”, “Thriving”, or “High Performing”. Each objective outlines the requirements for Thriving and High Performing levels.

## PM Program Scoring

For Primary Objectives, completing the Thriving requirements will earn the lodge 2 points, while completing the High Performing requirements will earn the lodge 4 points. The points for the Secondary Objectives are worth half as much; completing the Thriving requirements will earn the lodge 1 point, while completing the High Performing requirements will earn the lodge 2 points. If the requirements for neither level is met, the objective will be scored as having earned no points. After all objectives are scored, the points will be added together. In order to become a High Performing lodge, the lodge must earn at least 24 total points, 12 of which must be from Primary Objectives. To be considered a Thriving lodge, the lodge must earn at least 16 total points, 8 of which must be from Primary Objectives.

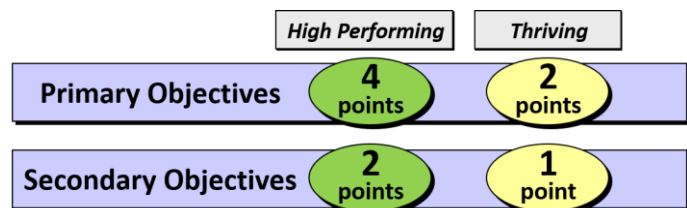
### PM Program Levels

- **High Performing**
- **Thriving**
- **None**

### 10 PM Program Objectives

- **5 primary objectives**
- **5 secondary objectives**

The ten objectives in this first year of PM Program exactly match the ten objectives in the 2019 JTE program, so your lodge’s planning for 2019 JTE is a perfect fit for preparing for the 2019 PM Program.



### 2019 PM Program Requirements

Here is the link to the new 2019 Performance Measurement Program:

- <https://oa-bsa.org/resources/ucl-support/performance-measurement-program>

## Unit Elections (*Primary Objective #1*)

Unit elections are an integral part of the induction process. Without elections, your lodge will not have any candidates to induct! It is never too early to begin contacting units. Begin reaching out to Scoutmasters, Venture Crew Advisors, and other unit leaders in your area early. By contacting units in advance, you give yourself and your chapters time to answer questions, update units on new membership policies, and allow the unit to update its members.

Include information about your lodge; including fun activities, past service projects, and leadership opportunities, among other things. In order to have successful elections, it is crucial that all members of the units know about the Order of the Arrow, and are aware of what being elected entails. On the day of the election, come prepared with ballots of all eligible Scouts, an election report, and election materials (a script, video, or other “plan of action” to give information about our Brotherhood).

### ***Venturing Crews and Sea Scout Ships***

*For the first time, OA unit elections may now be held in crews and ships. These unit leaders may have little knowledge of the OA, so be prepared!*

*Here is the new policy:*

<https://oa-bsa.org/about/membership>

*Crews and ships will be included in your lodge’s Unit Election Rate calculation.*

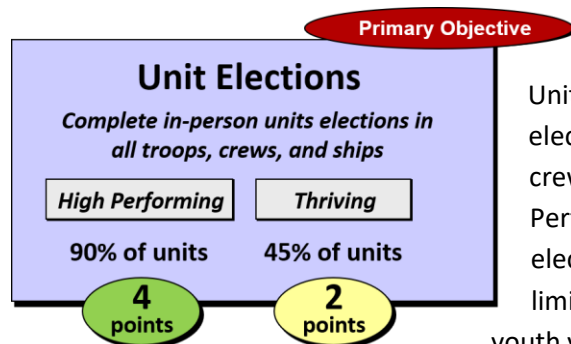
Our job does not end after the unit election. Work with your Chapters to ensure they have a plan to stay in contact with elected candidates, make sure they have information for induction weekends, answer any

of their questions, and encourage them to seal their

membership. In order to achieve a Thriving mark on the Unit Elections Objective, your lodge must hold in-person elections in at least 45% of all units (including troops, Venture crews, and Sea Scout ships) in your council. To reach the High Performing mark for this objective, you must hold in person elections in at least 90% of all units in your council. There is no

limit on the number of eligible youth elected, but the more youth you induct, the better you will perform under the

Membership Growth Objective (Primary Objective #5) later in your PM Program evaluation.



## Lodge Event Participation (*Secondary Objective #6*)

Many lodges host at least one lodge wide event in the late fall or early summer time frame. For the Lodge Event Participation objective, you must average at least 10% of lodge membership at all lodge events in order to reach the Thriving benchmark. To reach the High Performing level, however, your lodge must average at least 30% of lodge membership at all lodge events throughout the calendar year. Many lodges struggle to reach these goals, as unit activities, extra-curricular events, and other distractions frequently take priority over lodge events. Though it is difficult to increase event attendance, it is not impossible. It is important to evaluate how you schedule your events; do they conflict with large events in your area? Towards the end of summer, many youth are preparing to go back to school- take this into account when scheduling your yearly events. Planning a campout or other event right after or right before the start of

your local school year could have a negative effect on your attendance. Take holidays and important activities into consideration while planning can make a huge difference in the number of Scouts that come to lodge events.

**Secondary Objective**

**Lodge Event Participation**

*Improve lodge membership participation at full-lodge events*

<b>High Performing</b>	<b>Thriving</b>
30% of lodge at events	10% of lodge at events
2 points	1 point

However, planning your events for convenient times will not completely change your attendance; strive to plan fun and enticing activities, and then promote them to your lodge. To plan more appealing events, take constructive criticism and suggestions from your members. Is there anything they think would be more enjoyable? Is there anything your lodge dislikes? While it is impossible to make everyone love your events, it is easy to make them appealing to most. While hosting a service

weekend, many lodges include fun activities, such as “Chapter vs. Chapter” friendly competitions, exciting campfires, or even merchandise giveaways. It is important to make your events fun and exciting, in order to motivate your members to come to them.

Effective promotion of events can turn a small attendance into a large crowd. Try to find new ways to communicate with your members, and use those platforms to share relevant information. Most lodges use social media, such as Facebook, Instagram, or Twitter, to post information about upcoming events, give updates on recent events, or give updates on the lodge’s performance. Include date, location, cost, and registration locations for your events, but consider answering Frequently Asked Questions (FAQs) for your activities. By answering questions, you can ease some stress of the members of your lodge.

**First Time Gold JTE**

*Five Southern Region lodges earned Gold JTE for the first time ever in 2018!*

<b><i>Echeconnee</i></b>	<i>Macon, GA</i>
<b><i>Abooikpaagun</i></b>	<i>El Dorado, AR</i>
<b><i>Osceola</i></b>	<i>Fort Myers, FL</i>
<b><i>I-Tsu-La</i></b>	<i>Savannah, GA</i>
<b><i>Wahunsenakah</i></b>	<i>Newport News, VA</i>

*Congratulations to these five lodges!*

Remember that Lodge Event Participation is not just an objective on for the PM Program, however; it is an opportunity to evaluate your lodge’s events. If your membership has been declining, are there any issues that stand out to you? Use this objective as a time for reflection of how your lodge can improve your events, and make them more enjoyable for all your members.

**Southern Region Units**

*There are 8,187 units in the Southern Region:*

- ***8,187 troops***
- ***1,488 crews***
- ***124 ships***

## Conclusion

Above all, it is important to remember that PM Program is not just a form to be filled out at the end of the year, it is a tool for lodges to use to evaluate themselves, and set goals for membership, service, participation, and many other factors that can affect how successful a lodge is. Though it may seem daunting to constantly evaluate your lodge, continuous reflection is a key element to improving your lodge. While each Objective may seem confusing, or difficult to tackle, it is important to remember that you are not alone. Throughout this year, we will be offering insight and advice for how to approach the Performance Measurement Program. It is our hope that with support from the Region and your Section, each lodge can reach the High Performing standard.

If your lodge leadership ever has any questions or concerns, please feel free to reach out to our team at [pmp@southern.oa-bsa.org](mailto:pmp@southern.oa-bsa.org).

Yours in Brotherhood,



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Sid Salazar  
2019 Southern Region Chief

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