

October 9, 2019

To: Southern Region lodge Key-3

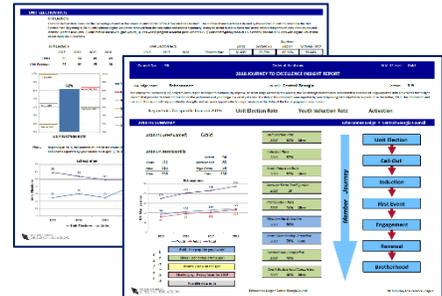
Southern Region - *Spirit of Excellence: PM Program Activation and Brotherhood Completion*

Fellow Arrowmen,

As we enter the final quarter of the year, let us take a few minutes to look over two very important objectives of the Performance Measurement Program: Activation and Brotherhood Completion. These two objectives help grow and maintain your lodge's membership. Activation is a key objective in growing membership and ensuring new members return to more activities and events. Brotherhood Completion is a crucial objective in keeping members involved and invested in your lodge. These two objectives seem like big tasks to take, but if you break them down into smaller, more manageable goals, you will find that they are much easier than you may have thought!

Insight Reports – 2018 JTE Data

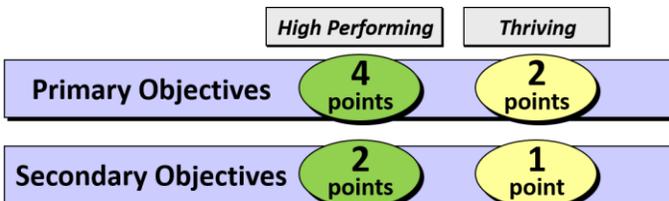
Detailed Insight Reports were distributed to all sections this past week. These Insight Reports provide in-depth evaluation of your lodge's performance on numerous metrics based on Journey to Excellence data. Each Insight Report shows current and historical information for each JTE and PM Program objective. It is strongly suggested that every lodge uses these Insight Reports to review previous strengths and weaknesses; ask yourself, "Where have we historically succeeded?" and "Where do we need to put in more effort?". Lodge chiefs will be able to track their lodge's performance and see whether it is improving or decreasing.



If you did not receive your Insight Report, please contact me or your section chief.

Activation Rate (Primary Objective #3)

Activation is a crucial element to membership retention, yet it is often overlooked or misunderstood. This objective is confusing to many lodges, but it is actually very simple. Newly-inducted members are "activated" when they return to attend a lodge or chapter event. Although this objective is new to the Performance Measurement Program, it is a very important focus for a lodge. Without high activation rates



a lodge will suffer in the Membership Retention (primary objective #4), Membership Growth (primary objective #5), and Brotherhood Completion (secondary objective #7) objectives.

Schedule an event within 6 months of the induction

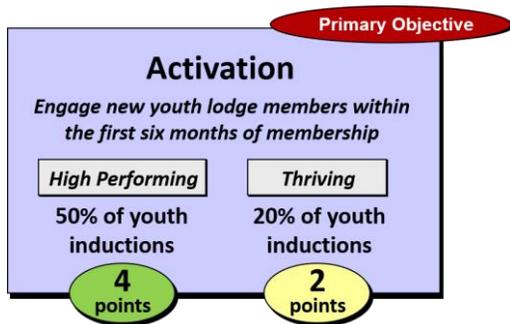
Statistics show that new members must be “activated” within six months of their induction; after this time period, it becomes more and more unlikely that a member will return to a lodge event. Consider this time period when you plan your lodge’s calendar. If you have an induction weekend, try to schedule a lodge or section event within a few short months of the induction.

Southern Region Activation Percentages*				
1-5 months	6-11 months	12-17 months	18+ months	Never
26%	7%	9%	2%	56%

* Based on 2016 inductions from lodges using Event Manager

Make it Fun!

Many lodges hold their spring induction weekend shortly before their section conclave, or their fall induction shortly before a fellowship event. This gives new members an opportunity to attend a fun event



that shows a whole new side to the Order of the Arrow. Without these enjoyable events, many members see the Order of the Arrow as merely a “working” group. While it is important to give service back to lodges and communities, it is also important to make sure your members are enjoying themselves.

Promote your events!

Another important aspect to remember is promotion – no matter how enjoyable and exciting your events are, new members will not come if they don’t know about the events! Promotion can turn a small attendance into a massive turnout.

OA LodgeMaster Event Manager

Finally, each lodge needs to remember to use the “Event Manager” tab of OA LodgeMaster. This is how data is collected for each lodge’s event attendance. Only lodges using the Event Manager module to record OA event attendance will receive an Activation score. All of your attendance data needs to be entered by December 31st of each year. In order to reach the Thriving benchmark, a lodge needs to activate 20% of youth members inducted. To meet the High Performing Standard, a lodge must activate 50% of youth members inducted in the past year.

High Performing Lodges in Youth Activation

Five Southern Region lodges activated more than 50% of the youth inducted 2018 and met the High Performing standard. They have done a great job providing and promoting enjoyable events for new members to come back to, and deserve our congratulations!

Activation – High Performing Lodges

Five Southern Region lodges met the high performing standard for Youth Activation. More than 50% of the youth inducted in 2018 attended an OA event within 6 months.

Tatanka	Midland, TX
Wisawanik	Ardmore, OK
Washita	Bartlesville, OK
Atchafalaya	Lafayette, LA
I-Tsu-La	Savannah, GA

Congratulations to these five lodges!

Brotherhood Completion (*Secondary Objective #7*)

Brotherhood is the next step of the OA membership transition.

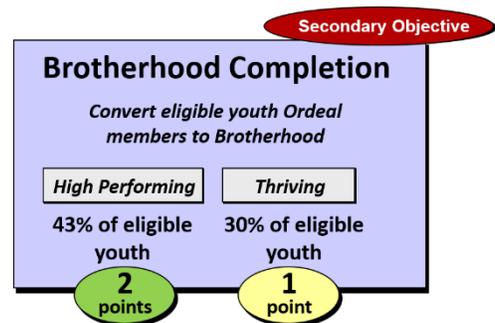
Why Brotherhood Membership?

Many lodges struggle with Brotherhood Completion for many reasons. Some lodges don't know how to promote the advantages of Brotherhood membership. Many Ordeal members find themselves asking "Why should I go through Brotherhood?" This can be a difficult question for a lodge to answer. Consider telling eligible members about the benefits of Brotherhood; you gain a better understanding of the Order of the Arrow and its traditions, you are eligible to participate in the Brotherhood ceremony, and it seals an Arrowman's membership in the OA.

Schedule Brotherhood Opportunities After 6 Months

This year, the time requirement was reduced from ten months to six. Try to schedule your lodge calendar in such a way that members are able to seal their Brotherhood as close to six months after their induction as possible.

In order to reach a Thriving requirement, the lodge must reach a 30% conversion rate of eligible youth members, but to reach the High Performing level, a lodge must convert 43% of their eligible youth members. Using 2018 data, thirteen Southern Region lodges reached the High Performing expectations. This goal is not easy, and required a lot of hard work from these lodges. Their dedication to Brotherhood Completion is commendable, and deserves the region's recognition and gratitude.



Brotherhood Completion – JTE Gold

Five Southern Region lodges earned JTE Gold status in Brotherhood Completion for 2018!

Washita	<i>Bartlesville, OK</i>
Wisawanik	<i>Ardmore, OK</i>
Wahinkto	<i>San Angelo, TX</i>
Echokotee	<i>Jacksonville, FL</i>
Itibapishe Iti Hollo	<i>Albemarle, NC</i>

Congratulations to these five lodges!

5 Years of High-Performing Brotherhood Completion

While Brotherhood Completion can seem to be a tough task to tackle, it is easy if you break it down into smaller sections. Jeremy Ferri, Lodge Chief of the Echokotee Lodge in Jacksonville, Florida, shared some advice that his lodge used to reach over 50% Youth Brotherhood Completion for each of the past five years:¹ advertisement, a meaningful process, and plenty of opportunities are all key components to successful Brotherhood rates.

Promotion

Echokotee does an amazing job of advertising. Arrowmen receive notification when they are eligible for Brotherhood, allowing them to sign up for the next event. Beyond written communication, Jeremy insists that word-of-mouth is effective: "I always encourage our lodge members to encourage each other," he

¹ 57% average 2014 – 2018 (49% in 2017)

said, “if you see someone at school, work, or church, ask them if they are coming to the next lodge event, or remind them that they’re eligible for Brotherhood.”

A Meaningful Process

In addition to advertising, the Echocotee lodge provides an in-depth process for Brotherhood: on Friday night, Brotherhood candidates act as Ordeal candidates for the final practice of the Pre-Ordeal team. On Saturday, the Brotherhood candidates are given in-depth classes about the Order of the Arrow, and all candidates are recognized throughout the weekend. Finally, Echocotee provides three opportunities each year for Brotherhood candidates to seal their membership, ensuring that all members have multiple chances to complete their induction.

Conclusion

As always, remember to break these objectives down into small, manageable steps. I urge you to use your lodge’s Insight Report to find areas where your lodge can improve, as well as areas to celebrate your success. As we enter the last quarter of 2019, and you host your last few lodge events, remember to enjoy them, and make them enjoyable for your members. If you strive to make an enjoyable program, the objectives will be easy.

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.

Yours in Brotherhood,



Nick Morey
Southern Region Youth PM Program Coordinator



Sid Salazar
2019 Southern Region Chief

Advisers: Larry Mobley, *PM Program Coordinator*
Charlie Harbin, *Vice Chair – Section Operations*

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>