

TOWARD A SECOND CENTURY OF SERVICE

THE ORDER OF THE ARROW'S VISION, STRATEGY, AND ACTIONS FOR GREATER SERVICE TO SCOUTING IN THE 21ST CENTURY

OUR VISION FOR THE ORDER OF THE ARROW:

To be recognized as Scouting's National Honor Society and an integral part of every Council. Our service, activities, adventures, and training for youth and adults, are models of quality leadership development and programming that enrich, support, and help extend Scouting to America's youth.

OUR STRATEGY: *INCREASED SERVICE*

In support of our vision to be recognized as Scouting's National Honor Society and an integral part of every council, the Order of the Arrow (OA) intends to dramatically increase the level of service we provide to councils and to the national organization. We intend to do more, much more, to help the Boy Scouts of America fulfill its mission to serve our nation's youth

For more than 80 years we have been honoring Scouts who "best exemplify the Scout Oath and Law in their daily lives" with membership in the Order of the Arrow. We intend to ask these members to do more, much more, to assist their councils in helping young people better understand and live the Scout Oath and Law.

In the years ahead we will expand our reach beyond camping to include greater focus on leadership development, membership extension, adventurous programming, and broader service to Scouting and the community.

- / **Leadership Development:** We will, for example, expand the National Leadership Seminar so that this effective program can reach more Arrowmen. We will develop and deliver a leadership course for presentation to younger Scouts, offered and delivered by the Order of the Arrow as a special program in every council
- / **Membership Extension:** We will, for example, implement a membership growth program nationwide, helping every council to serve more boys. In conjunction with councils, we will mount a public relations campaign that lodges carry out locally to help communicate the many positive images of Scouting. We will increase support to Cub Scouting by assisting Scout troops with Webelos-to-Scout transition activities
- / **Adventurous Programming:** Even though we would drop the word *camping* from 'national honor camping society', we do not propose to diminish our focus on camping or the out-of-doors. Indeed, we intend to expand our support to camping even as we broaden our service to Scouting. We will, for example, continue and expand programs that enhance the *adventure* aspects of Scouting, such as the financial grants we provide local councils to help improve their outdoor programs, including support of outdoor programs for Cub Scouting at the district and council levels. We will continue and expand our focus on high-adventure camping, special programs for Arrowmen at Scouting's high-adventure bases, initiatives with the camping and conservation service, and our support for American Indian and other Scouts with financial needs. We will identify and promote new ways to help maintain Scouting's "camping traditions and spirit".

- / **Broader Service to Scouting and the Community:** We will broaden the Order of the Arrow's commitment to service. We will, for example, mentor Scout troops, helping them to develop better-quality and more creative programs. We will develop and give leadership to significant national, council, and local community service projects.

We will enhance the OA's operational effectiveness to better serve our lodges and membership. Specific initiatives will help strengthen and focus the work of sections to better support lodges, improve communication throughout our organization, and provide additional program resources to our members.

Finally, we will mobilize our lodges and membership to support the *21st Century Initiatives* developed by the Scouting into the 21st Century Task Force, with specific actions to enhance Scouting's leadership, quality, membership, and adventure.

OUR IMPLEMENTING ACTIONS:

1. Reposition the Order of the Arrow as Scouting's "National Honor Society".

- / We will strengthen our focus on the symbolism of the Arrow, as related to the individual and to leadership, so eloquently articulated in the Ordeal ceremony. To do this effectively we will de-emphasize our American Indian image, placing it in proper context – as one of the "tools" we use to enhance our program. We do not propose eliminating the Indian from our ceremonies or our activities.
- / We will develop a new logo, focused on the arrow rather than the Indian. The new symbol will be carefully and thoughtfully introduced, without forsaking the heritage of our current or former logos. It will be contemporary and have several variations, including one specifically conveying the tagline: "Order of the Arrow: *Scouting's National Honor Society.*"
- / We will update our publications and training to reflect our new vision for the Order and the various components of this strategic plan.

2. Reposition the Order of the Arrow "as an integral part of every council".

- / Broader support of and service to councils is a central part of our strategy. We will take the lead in developing meaningful, significant national, council, and local Scouting and community service projects.
- / We will redesign the Quality Lodge Award requirements, focusing greater attention on the lodge's relationship with the council and the overall support of the council's mission of service to youth.
- / We will review lodges as part of the council rechartering process. A checkpoint for assessing the lodges efforts to earn the Quality Lodge Award will be included in the *Council's Charter Review Self-Evaluation.*
- / We will redefine and enhance the role of the section to include a monitoring/mentoring relationship with lodges designed to guide lodges toward greater service to councils.

3. Support Scouting's 21st Century initiatives, with special focus on leadership, quality, membership, and adventure.

Leadership

- / We will develop and implement a lodge advisers' training program nationwide. Every lodge adviser should be trained within the first three to six months.

- / We will encourage the appointment of lodge advisers qualified to serve on council executive boards.
- / We will improve the information and communication about the Order of the Arrow provided to professional Scouters from entry-level professionals to Scout executives.

Quality

- **We will enhance the leadership skills of more of our members by expanding the number of National Leadership Seminars presented annually.**
- / We will develop and offer to provide a special one-day leadership course for young Boy Scouts in every council each year.
- / We will assist Scout troops in providing more exciting and adventurous programming.
- / We will expand the Order of the Arrow's presence on and use of the Internet.
- / We will publish a *Program Resource Book* annually, with suggested training sessions and program ideas focused around BSA and OA priorities and program emphases.

Membership

- / We will implement a membership growth program nationwide, helping lodges assist councils in reaching and serving more boys.
- / In conjunction with councils, we will provide resources to help lodges mount a public relations campaign conveying the many positive attributes of Scouting.
- / We will develop and promote activities for Arrowmen to use to encourage more Webelos Scouts to join Boy Scout troops.
- / We will pursue the addition of an *OA membership field* on BSA registration forms to ensure our members are registered, track their retention more effectively; and provide the opportunity for direct mail communication with them.

Adventure

- / We will continue and expand our financial grants to local councils, focusing more attention on projects that enhance the adventure of Scouting's experiences.
- / We will continue and expand our focus on high-adventure activities, special opportunities for Arrowmen at Scouting's high-adventure bases, and initiatives with Scouting's camping and conservation service.
- / We will increase our support for American Indians and other Scouts with financial needs to ensure their participation in Scouting's experiences.
- / We will identify and promote new ways to help maintain Scouting's "camping traditions and spirit."
- / We will increase our support of outdoor programs for Cub Scouting at the district and council levels.