



Induction Rate

Converting Candidates to Members

Session Objectives

- **Explain** the induction rate metric and importance of making an impact on newly elected candidates.
- **Demonstrate** creative and innovative strategies to improve this metric.
- **Guide** participants in a reflection of their lodge's current actions, what their lodge can do in the future.
- **Enable** participants to innovate and improve their lodge's process of getting candidates to their induction.

Session Length: 50 Minutes

Appendix Resources

- Order of the Arrow Guide to Inductions
- Journey to Excellence Guide

Required Materials

- Induction Rate Power Point Presentation
- Flip Chart
- Marker
- JTE Report for the lodges/section that this session is being presented to

Trainer Preparation

- Become familiar with the JTE program: Refer to the Journey to Excellence Guide to learn more about the induction rate metric.
- Know your audience: This syllabus is intended to help section leaders train lodge leaders in strategies that they can employ to improve in the JTE metrics. The questions that lodge leaders should be asking as they hear this presentation is: "How can we, as lodge leaders, innovate and improve in these areas?"
- Have a general understanding of the election process and be able to give examples of how lodges successfully get candidates from election to induction. Have a personal story about your induction story that you can use to connect with participants. Be well versed in the new 2019 membership standards, Guide to Safe Scouting, and Order of the Arrow Guide to Inductions. Ensure that you are familiar with the full session and have in-depth explanations ready for each point made in the session if questions should arise.





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Session Narrative

Introduction

3 Minutes

Welcome, everyone. Thank you for joining me today as we discuss a topic that is critical to the continued health and future success of the Order of the Arrow: inductions. Did you know that over the course of the last five years, youth OA membership has declined by more than 10,000 Arrowmen? What's causing this? Today, we'll be talking about how to make changes to our induction processes in the goal of increasing induction rates, which will in turn can have a positive result on the future of the OA. We've finished our unit elections; Now What?

Why Focus on Induction Rate?

10 Minutes

Each and every one of us sitting here today who became members of the Order of the Arrow as youth had to do so in the same way: we were elected by the members of our troop. However, electing candidates doesn't do our lodges or the OA as a whole much good if we don't actually induct those candidates! One of the three benchmarks that indicates a High Performing Lodge is its induction rate; that is, the percentage of youth elected in any given year who complete their Ordeal and are inducted as members of the OA. As an organization, we don't do the best job of this. In fact, about 11,000 potential members go un-inducted each year! If we were able to figure out a way to induct every candidate that is elected each year, the OA's membership decline would be reversed almost immediately; within two years, we would see a great rate of membership growth. Our goal in this session — and our goal as an organization — is to decrease the number of elected candidates that go un-inducted each year. Why? Because every Scout, Venturer, and Sea Scout deserves the experience of OA membership.

Let's now focus on what is induction rate. Induction rate measures the percentage of Scouts elected to the OA who attend the Ordeal. Induction rate is equal to the number of candidates inducted over the total number of elected candidates.

How is Induction Rate Calculated?

5 Minutes

Trainer Instructions: Display the charts on how Induction Rate is Calculated. Have a strong understanding of how Induction Rate is calculated and how it fits into the three parts of High Performing Lodges.

To understand this metric conceptually, let's begin with the total number of elected youth candidates, that is, the number of youth that were elected into the OA by their unit. Of that figure, many scouts will actually take the initiative to sign up and attend an Ordeal. When they go through this, they become new youth Ordeal members. The induction rate is the ratio of elected youth candidates to new youth Ordeal members.





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The difference between elected youth candidates and new youth Ordeal members is what we call “no shows”, that is, Scouts who are elected in the OA but never sign up for or participate in an ordeal. The key to a good induction rate is to minimize the number of no shows. We should want as many elected candidates to go through their Ordeal as possible.

National Induction Rate Averages

3 Minutes

Let’s take a look at how the OA program is performing nationally at inducting elected youth candidates. The graph displayed on this slide shows the national average of induction rates between 2014 and 2016. These averages were taken and compiled from the JTE petitions submitted by all lodges for those years. It shows a shocking 2.3% decrease over those three years and we’re still on this steady decline.

Trainer Tip: Be sure to review the JTE program/JTE Guide on national statistics for induction rates. The graph shows the percentage of arrow men who are inducted from those who are elected.

Regional Induction Rate Averages

3 Minutes

This next graph shows the number of youth candidates that were elected in 2017 compared to those inducted in each region. This shows you the drastic amount of those who did not even show up. Out of the roughly 270 lodges in the Order, over 10,000 candidates elected did not go through an induction that year.

Trainer Tip: Have a good understanding of where we are at on induction rate regionally. Be sure to review the JTE program/JTE Guide on where we’re at regionally. This graph shows the amount of youth candidates elected compared to those inducted in each region.

Local Induction Rate Averages

6 Minutes

Now here’s how our section/lodges compare on induction rate averages.

Trainer Instructions: This section will require the trainer to obtain the JTE report for all of the lodges in the section. This can be accomplished by reaching out to section leadership. This is an important part of the session as it personalizes the information for participants. The information gathered can be entered into the accompanying session PowerPoint, or it can be displayed on the flip chart.





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Induction Barriers

15 Minutes

What are some barriers that prevent a Scout who's been elected from registering for and completing their Ordeal? To answer this question, let's do an activity. Take the next 5 minutes to discuss amongst your groups and come up with different barriers that can prevent a Scout from going through their induction.

Trainer Instructions: Divide the class into small groups that will allow all participants to contribute. Be sure to pair the different smaller groups up by Lodges.

Bring the class back together after 5 minutes. Begin the discussion by accepting one or two barriers from each group and write them on a flip chart/white board. After collecting responses, create resolutions with the class that addresses each barrier and what can be done to overcome them. Try to work through each barrier presented.

Examples of barriers:

1. Not having a ride to an Ordeal.
2. Money being an issue in registering for an Ordeal.
3. Parents not being comfortable with sending their child to this event.

Now that we know some of the barriers, what are some ways we can overcome them to help improve induction rates? Let's hear some of your ideas and see if we can work through them as a group.

Conclusion

5 Minutes

Take a moment now to evaluate how the induction process is offered by your own lodge. What does your lodge do in order to bring in the highest number of candidates possible to its Ordeals? How effective have you been in bringing candidates in? How can you improve? We've discussed a number of issues that can prevent Scouts from going through their induction and what can be done to overcome those barriers. Now it's time to bring this back to your lodges. Take the next 2 minutes and write down 3 ideas on how you will work to improve the induction rate in your own lodge.

I want to leave you all with this. Think about when you were inducted into the Order of the Arrow. What was it that brought you to an Ordeal in your lodge? What impacted your decision on taking the next step after being elected? That same feeling you had can be the deciding factor when trying to encourage another to go through their Ordeal. Think about how you're going to go home and make a positive impact to help induct Arrowmen.

Does anyone have any questions?

