

# AAL-PA-TAH LODGE STRATEGIC PLAN 2008-2012



*"Living the Legacy"*

# *The 2008–2012 Aal-Pa-Tah Lodge Strategic Plan*

## *“Living the Legacy”*

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### ***PURPOSE OF THE ORDER OF THE ARROW***

*To recognize those campers – Scouts and Scouters – who best exemplify the Scout Oath and Law in their daily lives and by such recognition, cause other campers to conduct themselves in such manner as to warrant recognition.*

*To develop and maintain camping traditions and spirit.*

*To promote Scout camping, which reaches its greatest effectiveness as a part of the unit’s camping program, both year-round and in the summer camp, as directed by the camping committee of the council.*

*To crystallize the Scout habit of helpfulness into a life purpose of leadership in cheerful service to others.*

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### ***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 model of quality leadership development and programming that enrich, support, and help extend Scouting to America’s youth.*

### ***THE MISSION OF THE LODGE***

*The mission of the lodge is to achieve the purpose of the Order of the Arrow as an integral part of the Boy Scouts of America in the council through positive youth leadership under the guidance of selected capable adults.*

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### ***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.*

*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.*

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### ***DEVELOPMENT OF NEW STRATEGIC PLAN***

*Publication of Boy Scouts of America Strategic Plan 2006-2010  
“2010: When Tradition Meets Tomorrow”*

*Areas of emphasis outlined in BSA Strategic Plan:*

- ***Increase Membership Opportunities***
- ***Ensure Financial Security***
- ***Recruit More Volunteers***
- ***Identify and Strengthen Relationships***
- ***Place the Right People in the Right Positions***

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### ***DEVELOPMENT OF NEW STRATEGIC PLAN***

*Analyzed the BSA Strategic Plan and Identified Key Areas of Emphasis where the OA can make a difference:*

- ***Serve and Support Scouting***
- ***Develop Leaders of Character***
- ***Promote Outdoor Adventure***
- ***Be an Active Honored Brotherhood***

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### ***TO SERVE AND SUPPORT SCOUTING, WE WILL ...***

- *Forge meaningful relationships with other groups within Scouting by joining together on projects of mutual interest.*
- *Emphasize the historical success of the Order in retaining Scouts and Scouters, including a more active commitment to the Webelos to Boy Scout transition.*
- *Offer the Order of the Arrow program in every council.*
- *Strive to link the Quality Council and Quality Lodge processes to provide an excellent Scouting program.*
- *Integrate council leadership into the lodge annual planning process and quality lodge petition to better respond to local needs.*
- *Develop and maintain a strong financial base.*
- *Initiate and strengthen existing programs to motivate our volunteers to serve their unit, district, and council as well as other programs within the scouting movement.*
- *Provide support materials to create a more effective Troop/Team Representative program, including guidance on the role of the representative’s adviser, so the position becomes a more meaningful part of every Boy Scout unit.*
- *Engage Scouting professionals at all levels of the Order through training, leadership development, and other service opportunities.*
- *Strive to transition or re-introduce young adults into roles as volunteer Scouters.*

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### ***TO DEVELOP LEADERS OF CHARACTER, WE WILL ...***

- *Seek opportunities for leadership at the lodge, section, region, and national levels.*
- *Produce an Arrowman’s Guide to Servant Leadership and other resources aimed at encapsulating the ideals of servant leadership, and the Scout Oath and Scout Law in the daily life of every member.*
- *Encourage local councils to provide additional opportunities for Order of the Arrow leaders to be involved in other aspects of Scouting.*
- *Seek to involve all lodge chiefs and advisers in the decision-making processes of the local council by advocating appointment to the council executive board.*
- *Broaden the intended audience for the Lodge Leadership Development (LLD) program and other training to include more lodge youth and adult members.*
- *Improve the quality of adult volunteers through more systematic identification, recruitment, development, and retention of advisers with our desired qualifications.*

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### ***TO PROMOTE OUTDOOR ADVENTURE, WE WILL ...***

- *Continue our commitment to the national BSA high adventure bases, specifically the highly acclaimed OA Wilderness Voyage, OA Trail Crew, and the OA Ocean Adventure programs.*
- *Promote and deliver active, outdoor programs to make scouting’s aim of physical fitness a priority of the Order’s program.*
- *Assure appropriate BSA medical standards are followed at our national programs, and events to emphasize the importance of physical fitness.*
- *Support and incorporate state of the art conservation and ethical practices in the Order’s outdoor training and activities.*
- *Develop, promote, and conduct the Arrow Corps 5 national service project in partnership with the U S Forest Service during the summer of 2008 thereby demonstrating a model for OA-led conservation service projects for the local council.*
- *Recommend the use of the OA Camp Chief program and expand the Order’s summer camp presence, promotion, and service.*
- *Support the Cub Scout outdoor program.*
- *Support the implementation of high adventure programs in local councils through our national model and sharing of best practices.*

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### ***TO BE AN ACTIVE, HONORED BROTHERHOOD, WE WILL ...***

- *Meaningfully reduce member attrition by improving the registration and dues collection process, among other efforts.*
- *Ensure the accurate registration of our members through a robust membership verification system.*
- *Develop annual thematic based programs that are highlighted throughout the year and featured in the national program of emphasis.*
- *Enhance our capabilities to communicate directly with our members – both at the national and local council levels – largely through electronic means.*
- *Continue to expand our national historic archives and secure an appropriate national repository to make the Order’s memorabilia more accessible to the Scouting community.*
- *Examine the Order’s purpose, identity, and perceived role within the Scouting movement, and the mission of the lodge, as we prepare for the Boy Scouts of America’s centennial celebration.*
- *Undertake a deliberate examination of the Order’s commitment to programs and events to avoid overburdening our national and local councils.*
- *Achieve a total national endowment of Six Million Dollars.*
- *Reconnect with former members of the Order to re-engage and identify them as potential resources for their local councils.*
- *Grow the Goodman Society to 100 members.*

*The 2008–2012 Aal-Pa-Tah Lodge Strategic Plan*

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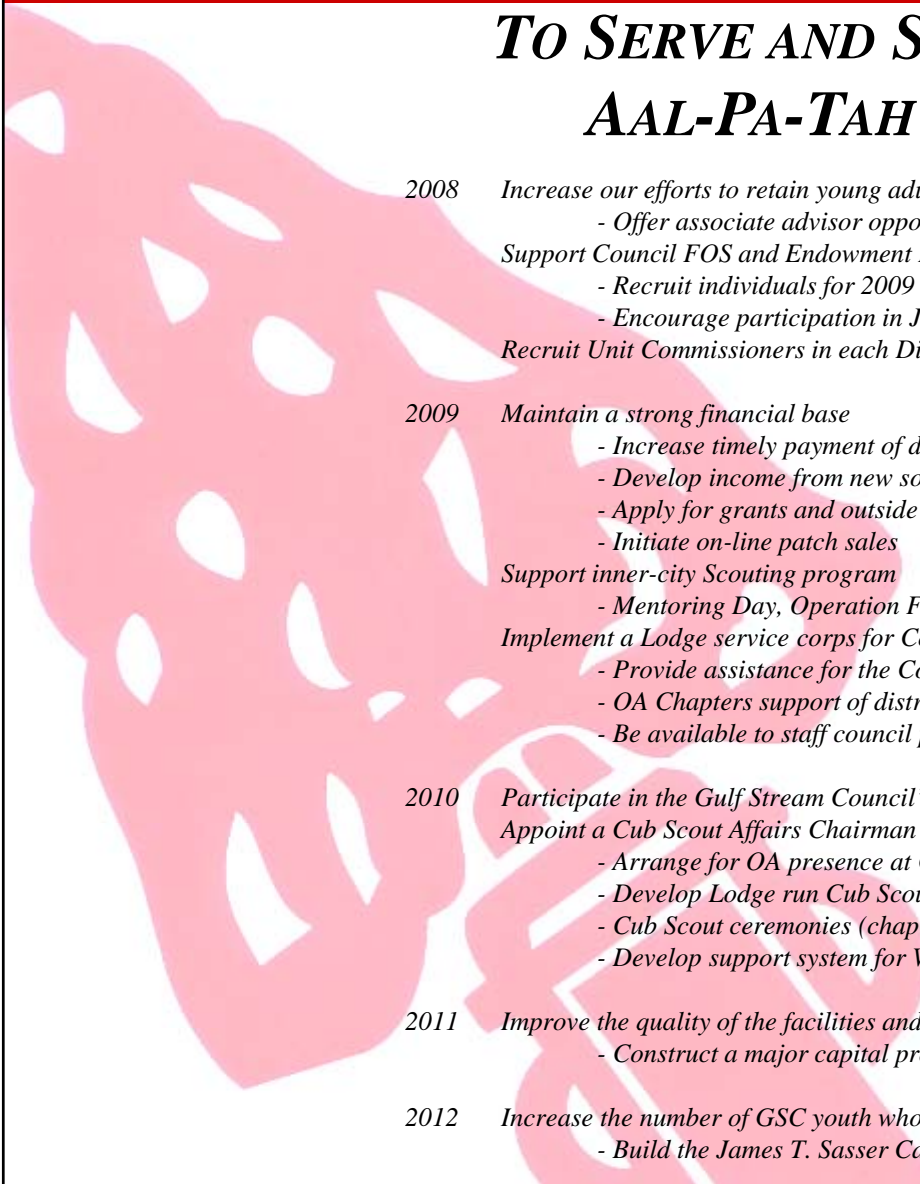


***AAL-PA-TAH LODGE 237  
2008-2012 STRATEGIC PLAN***

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### ***TO SERVE AND SUPPORT SCOUTING, AAL-PA-TAH LODGE WILL ...***

- 
- 2008**    *Increase our efforts to retain young adults*
- Offer associate advisor opportunities to young adults
- Support Council FOS and Endowment Programs*
- Recruit individuals for 2009 Friends of Scouting presentations
  - Encourage participation in James E. West Fellowship opportunities (presentations)
- Recruit Unit Commissioners in each District*
- 2009**    *Maintain a strong financial base*
- Increase timely payment of dues
  - Develop income from new sources (non-dues or lodge box)
  - Apply for grants and outside support
  - Initiate on-line patch sales
- Support inner-city Scouting program*
- Mentoring Day, Operation First Class Weekend
- Implement a Lodge service corps for Council Events*
- Provide assistance for the Council Camporee
  - OA Chapters support of district activities
  - Be available to staff council programs
- 2010**    *Participate in the Gulf Stream Council's Centennial Celebration*
- Appoint a Cub Scout Affairs Chairman and Advisor*
- Arrange for OA presence at Cub Scout events (Webelos Woods, etc.)
  - Develop Lodge run Cub Scout events
  - Cub Scout ceremonies (chapter run crossovers)
  - Develop support system for Webelos to Scout transition and Cub Scout camping
- 2011**    *Improve the quality of the facilities and programs available in the council*
- Construct a major capital project for Tanah Keeta Scout Reservation
- 2012**    *Increase the number of GSC youth who participate in long term camping*
- Build the James T. Sasser Campership Fund to One Hundred Thousand Dollars

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### ***TO DEVELOP LEADERS OF CHARACTER, AAL-PA-TAH LODGE WILL ...***

- 2008 *Aggressively promote training opportunities (NLS, NLTS, Section Seminars, NOAC, Section Conference)*  
*Promote National High-Adventure programs*  
*Lodge Chief and Advisor attend council Executive Board meetings*  
*Overhaul Troop Representative Program*
- 2009 *Promote leadership opportunities within chapters*  
*Promote National High-Adventure programs*  
*Supplement LLDC training sessions*
  - *Quality Lodge (utilizing current Southern Region planning document)*
  - *Program planning – step by step through an event*
  - *Officer description of duties*
  - *Running a business meeting*
  - *Strategic plan implementation*
- 2010 *Increase scholarship opportunities for National High-Adventure programs*
  - *OA Trail Crew*
  - *OA Wilderness Voyage*
  - *OA Ocean Adventure**Develop committee-based operations*
  - *Establish mentoring roles*
  - *Develop a “2-deep” leadership commitment to every LEC position*
- 2011 *Encourage OA leaders to be involved in other forms of Scouting*
  - *Recruit/promote involvement in District and Council event positions*
  - *Recruit Den Chiefs**Promote National High-Adventure programs*  
*Begin Planning of 2012 S-4S Section Conference*
- 2012 *Execute hosting of 2012 S-4S Section Conference*  
*Promote National High-Adventure programs*

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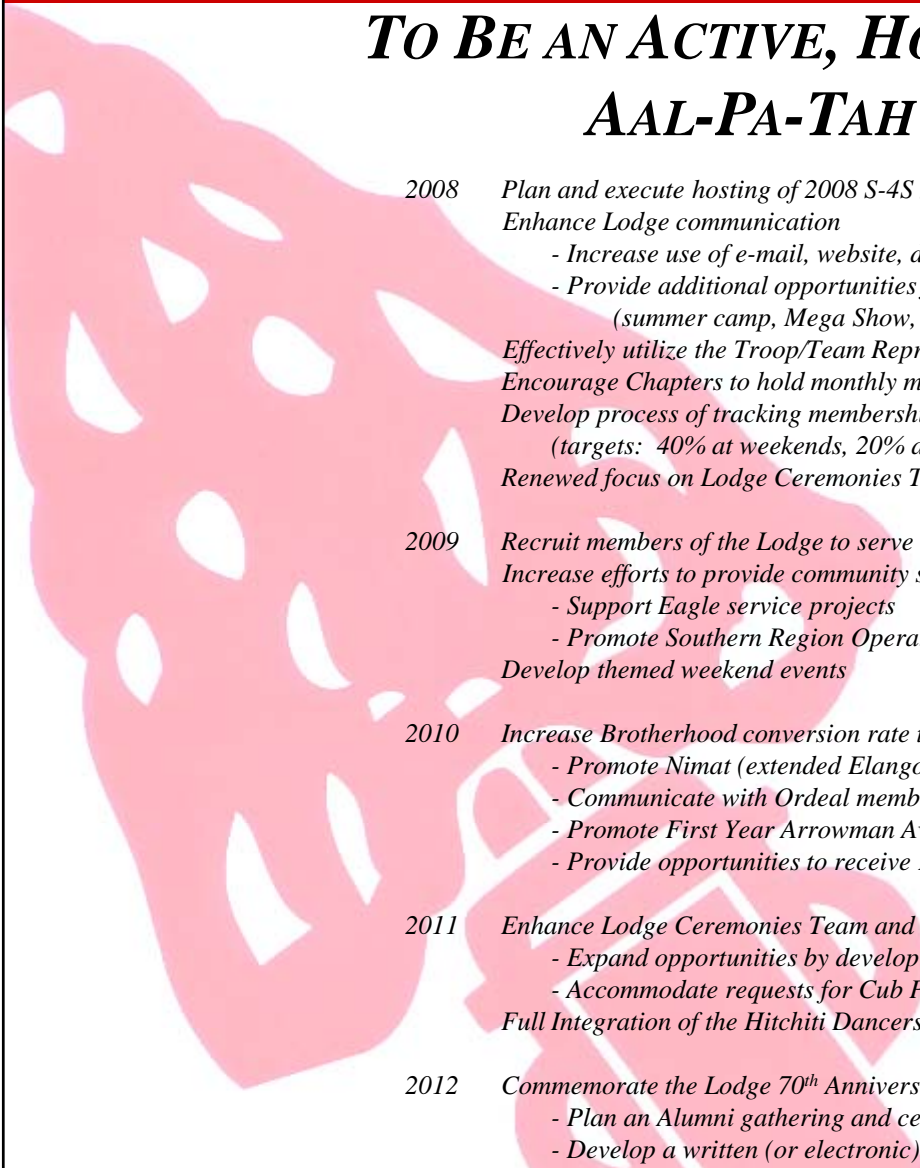
### ***TO PROMOTE OUTDOOR ADVENTURE, AAL-PA-TAH LODGE WILL ...***

- 2008 *Publish an updated “Where to Go Camping” guide (printed and on-line)*  
*Revitalize the Trail Crew for the Mike Machek Trail*
- *Trail Maintenance*
  - *Promotion*
- Attend ArrowCorp<sup>5</sup> (5 each to George Washington and Jefferson and Mark Twain National Forests)*  
*Promote NOAC 2009 and National High-Adventure opportunities*  
*Promote “Leave no Trace” principles*
- 2009 *Increase promotion and participation in National High-Adventure opportunities*
- *OA Trail Crew, OA Wilderness Voyage, OA Ocean Adventure*
- Increase Summer Camp promotion*
- *Sponsor a Camp rollout dinner for Scoutmasters*
  - *Create a new camp promotional DVD*
- Attend NOAC 2009 in Indiana (target 60 contingent and staff)*  
*Sponsor a new unit in the inner-city (i.e. Sea Scout Ship in Riviera Beach)*  
*Continue Promoting “Leave no Trace” principles*
- 2010 *Sponsor a new unit in the inner city (i.e. Sea Scout Ship in Riviera Beach)*  
*Promote NOAC 2011*  
*Continue Promoting National High-Adventure programs and “Leave no Trace” principles*
- 2011 *Publish an updated “Where to Go Camping” guide (printed and on-line)*  
*Develop plans for an Aal-Pa-Tah High Adventure Trip in Winter or Spring of 2012*
- *Ocala National Forest (Florida Trail) and Oklawaha River*
  - *Everglades National Park*
  - *Ten Thousand Islands*
- Attend NOAC 2011 (target 75 contingent and staff)*  
*Continue Promoting National High-Adventure programs and “Leave no Trace” principles*
- 2012 *Aal-Pa-Tah Spring Break High Adventure Trip*
- *Ocala National Forest , Oklawaha River, Everglades National Park, and/or Ten Thousand Islands*
- Continue Promoting National High-Adventure programs and “Leave no Trace” principles*

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### ***TO BE AN ACTIVE, HONORED BROTHERHOOD, AAL-PA-TAH LODGE WILL ...***

- 
- 2008 *Plan and execute hosting of 2008 S-4S Section Seminars*  
*Enhance Lodge communication*
- *Increase use of e-mail, website, direct mailings, phone calling*
  - *Provide additional opportunities for members to pay dues (summer camp, Mega Show, SAW, camporee, etc.)*
- Effectively utilize the Troop/Team Representative Program*  
*Encourage Chapters to hold monthly meeting and/or fun activity*  
*Develop process of tracking membership participation at specific events (targets: 40% at weekends, 20% at Section Conference, 40% at 237 Hosted events, 5% at Section Seminars)*  
*Renewed focus on Lodge Ceremonies Team and Hitchiti Dancers*
- 2009 *Recruit members of the Lodge to serve on Staff at the 2010 National Scout Jamboree*  
*Increase efforts to provide community service*
- *Support Eagle service projects*
  - *Promote Southern Region Operation One Day of Service in every Chapter*
- Develop themed weekend events*
- 2010 *Increase Brotherhood conversion rate to forty percent of eligible members*
- *Promote Nimat (extended Elangomat) program*
  - *Communicate with Ordeal members on a regular basis*
  - *Promote First Year Arrowman Award*
  - *Provide opportunities to receive Brotherhood at Tanah Keeta Summer Camp (Ten months following Ordeals)*
- 2011 *Enhance Lodge Ceremonies Team and Hitchiti Dancers*
- *Expand opportunities by developing additional team members*
  - *Accommodate requests for Cub Packs, crossovers, Eagle Court of Honor Ceremonies*
- Full Integration of the Hitchiti Dancers as an active and continuing presence in the Lodge*
- 2012 *Commemorate the Lodge 70<sup>th</sup> Anniversary*
- *Plan an Alumni gathering and celebration*
  - *Develop a written (or electronic) history presentation*

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### **IMPLEMENTATION AND EVALUATION**

*The 2008-2012 Lodge Chiefs of Aal-Pa-Tah Lodge shall be primarily responsible for the implementation of this Strategic Plan.*

*Additionally, it is vital that the Lodge Chiefs and their Lodge Executive Committees continually evaluate the success of implementation and to revise the implementation methods as necessary to increase the Lodge’s fulfillment of this Strategic Plan.*

*The 2008 Lodge Chief shall construct a folder specifying implementation goals and detailing strategies for implementation and evaluation. Each Lodge Chief thereafter shall upkeep the folder.*

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### **ACKNOWLEDGEMENTS**

#### 2007-2008 Officers and Advisors

<i>Lodge Chief:</i>	<i>Adam Taft</i>
<i>V-chief Program:</i>	<i>Ian McKay</i>
<i>V-chief Service:</i>	<i>Sam Taft</i>
<i>Secretary:</i>	<i>Michael Grove</i>
<i>Treasurer:</i>	<i>Justin Warnimont</i>
<i>Historian:</i>	<i>Salvatore Sodano</i>
<i>Lodge Advisor:</i>	<i>David Weda</i>
<i>Associate</i>	<i>Frank Taft</i>
<i>Associate</i>	<i>Bradley Ellis</i>
<i>Staff Advisor:</i>	<i>Timothy Bouchard</i>
<i>Associate:</i>	<i>Steve Steinmetz</i>
<i>Scout Executive:</i>	<i>Jeff Isaac</i>

#### Strategic Plan Committee

<i>Chairman:</i>	<i>Oakley Hammond</i>
<i>Advisor:</i>	<i>Bradley Ellis</i>
<i>Members:</i>	<i>Adam Taft</i>
	<i>Ian McKay</i>
	<i>Michael Grove</i>
	<i>Justin Warnimont</i>
	<i>Salvatore Sodano</i>
	<i>Bobby Weil</i>
	<i>Bob Poysell</i>
	<i>David Weda</i>



***APPROVED BY LODGE EXECUTIVE COMMITTEE:***

***ADOPTED BY EXECUTIVE BOARD:***