

**2015 JOURNEY TO EXCELLENCE INSIGHTS**

OA lodge: **Takachsin**

Council: **Sagamore**

Section: **C-6A**

The Journey to Excellence (JTE) program encourages OA lodges to continuously improve. To aid in this growth, the national JTE team has assembled insights for each lodge based on the 2015 JTE data reported by lodges with the OA LodgeMaster program. The information and metrics in this report will help each lodge identify strengths and opportunities in its program, and work to improve them over the coming year.

**Membership Retention**

Key metrics for specific focus in 2016:

**Unit Elections**

**Lodge Event Participation**

This year several OA Best Practices are highlighted and directly available through this report. In addition, the **JTE and OA Best Practices** document identifies numerous best practices and links these to specific lodge functions and key JTE metrics.

**MEMBERSHIP RETENTION AND GROWTH**

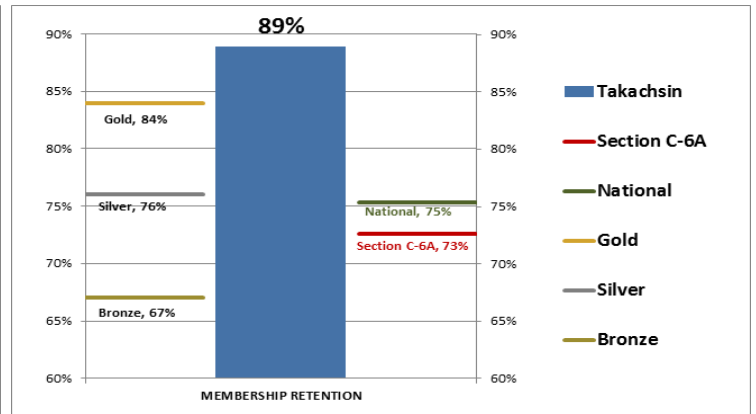
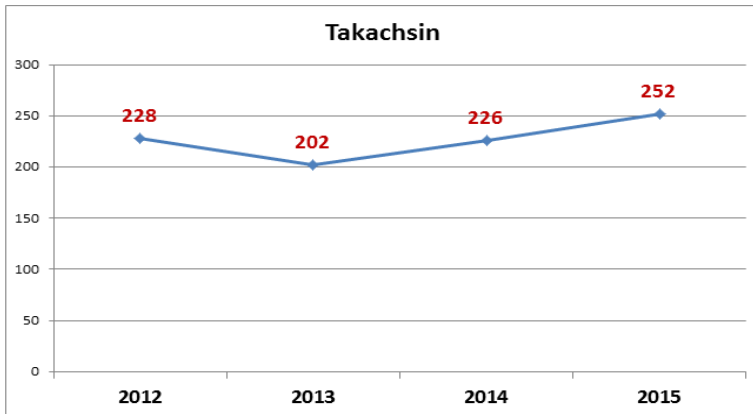
**Retention and Growth**

Membership retention and growth are the two most basic membership statistics available to lodges. Growth represents the total membership change from one year to the next. Membership retention measures the percentage of current, active OA members who return the following year and continue their active membership. Together, these two metrics account for the lodge's ability to provide an attractive and relevant program. Low marks in this category may indicate that lodge events are not attractive enough to members. To strengthen retention, consider reviewing the best practices for event planning and promotion.

	<i>Membership</i>	
	2014	2015
Youth	126	114
Young Adult		18
Adult	100	120
<b>Total</b>	<b>226</b>	<b>252</b>

	Lodge	Central Region	National average
Membership Retention	<b>88.94%</b>	75.89%	75.35%
Growth	<b>11.50%</b>	-2.87%	-1.64%

Youth Membership Retention	<b>76.19%</b>	66.15%	64.29%
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*Links to OA Best Practices*

**Best practices for membership retention**

[www.oe-bsa.org/pages/content/best-practices#MR](http://www.oe-bsa.org/pages/content/best-practices#MR)

**New members and new members' parent video (2014)**

[www.oe-bsa.org/pages/content/lodgeledger-2014-07-05](http://www.oe-bsa.org/pages/content/lodgeledger-2014-07-05)

**New member dinner**

[www.oe-bsa.org/uploads/resources/bestpractices/NewMemberDinnerIdea.pdf](http://www.oe-bsa.org/uploads/resources/bestpractices/NewMemberDinnerIdea.pdf)

The national JTE team exists to support lodges in understanding these findings and aiding in actions to improve future performance. If your lodge would like assistance in understanding these metrics and how to use them to improve your program and performance, contact [jte@oa-bsa.org](mailto:jte@oa-bsa.org) or the JTE coordinator for the Central Region: Brian Chrzanowski <[brian.chrzanowski@gmail.com](mailto:brian.chrzanowski@gmail.com)>.

Additional detailed JTE data for your lodge and section can be obtained from the JTE coordinator for your region.

*Links to OA JTE resource documents*

**2016 JTE Guidebook**

[www.oe-bsa.org/pages/content/publications/#jteg](http://www.oe-bsa.org/pages/content/publications/#jteg)

**JTE and OA Best Practices**

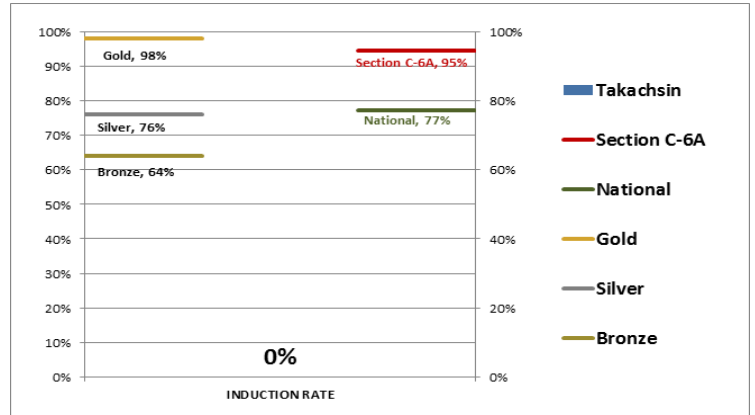
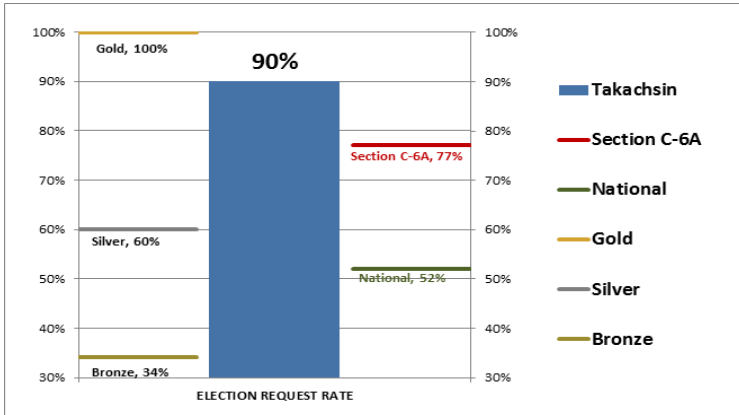
[www.oe-bsa.org/pages/content/bestpractices/jte-BestPracticesLinks.pdf](http://www.oe-bsa.org/pages/content/bestpractices/jte-BestPracticesLinks.pdf)

# UNIT ELECTIONS AND INDUCTIONS

## Unit Elections and Inductions

Increasing the number of units holding OA elections is one key to driving new membership growth. Reducing the number of elected Scouts who do not complete the Ordeal is the second key. There are several factors that effect these two indicators, but ultimately a lodge should provide each unit in the council an opportunity to have an OA election, and the ordeal must be affordable and meaningful to candidates so that they see value in the OA experience. For best practices in these areas, look for ideas on improving your Elangomat and OA Troop Rep programs.

Unit Elections			Inductions			Unit Election Rate		
	2014	2015	2014	2015	Lodge	Central Region	National average	
Units	77	50	Youth elected	76	90.00%	68.17%	51.94%	
Unit Elections	77	45	Youth inducted	68	0.00%	81.37%	75.98%	



Possible data error: Induction Rate > 110%

Links to OA Best Practices

Unit election team training video

[www.oa-bsa.org/uploads/resources/lodgeresourcepak/lodge\\_unit\\_elections.mov](http://www.oa-bsa.org/uploads/resources/lodgeresourcepak/lodge_unit_elections.mov)

Unit election video for unit

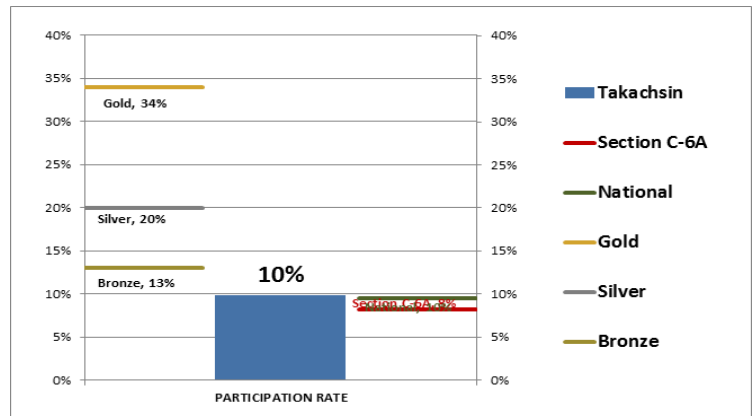
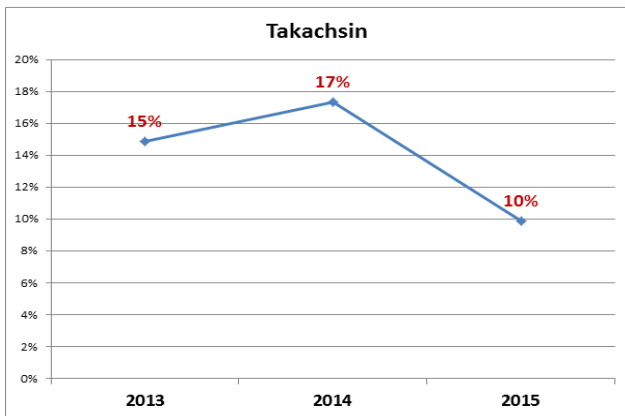
[www.oa-bsa.org/uploads/resources/lodgeresourcepak/lodge\\_conducting\\_unit\\_election.mov](http://www.oa-bsa.org/uploads/resources/lodgeresourcepak/lodge_conducting_unit_election.mov)

# PROGRAM

## Engagement

Engagement metrics measure how active the lodge membership is in the OA program. Engagement looks at lodge event participation and service rendered by lodge members during the year. This metric directly relates to the lodge's ability to plan and conduct a successful program. There are many ways to provide programs that are attractive. Review the best practices to find event guides and service ideas to increase participation and engagement.

Average Event Participation			Service Hours			Event participation		
	2014	2015	2014	2015	Lodge	Central Region	National average	
	39	25	14925	2699	9.88%	8.36%	9.52%	
					10.7	6.2	8.7	



Links to OA Best Practices

Best practices for events and promotion

[www.oa-bsa.org/pages/content/best-practices#Events](http://www.oa-bsa.org/pages/content/best-practices#Events)

Best practices for service

[www.oa-bsa.org/pages/content/best-practices#Service](http://www.oa-bsa.org/pages/content/best-practices#Service)

Service ideas

[www.oa-bsa.org/pages/content/service-ideas](http://www.oa-bsa.org/pages/content/service-ideas)