

CTI 2014

CENTURIES OF SERVICE: THE 100TH ANNIVERSARY OF THE ORDER OF THE ARROW

Session Length: 60 Minutes

Through this session, you will:

Explain the purposes behind the 100th anniversary plans. What does the Order seek to accomplish in this celebration?

Demonstrate opportunities to become involved in the centennial celebration.

Guide Arrowmen to discover methods to implementing the centennial celebration into their unit, chapter, and lodge program.

Enable Arrowmen to participate in the centennial celebration and play an active role in its organization.



Appendix Resources:

- Trainer key word outline
- Power Point presentation file if desired. Open the file, and follow the directions to fill in custom information.

BACKGROUND

The Order of the Arrow's 100th anniversary marks a significant milestone in the organizations rich history and certainly deserves a lot of celebrating. The celebration has already begun, and will grow in size and scale as we approach the 2015 National Order of the Arrow Conference. With tens of thousands of Arrowmen attending a Conclave in 2014, section Conclaves represent the largest venue available to offer national training. With the immense amount of information and logistics to share with lodges in relation to the centennial, our 2014 Conclaves will be a crucial opportunity to disseminate information. Through the delivery of this Conclave Training Initiative session, you will be working to make the 100th anniversary a celebration in which every Arrowmen can participate.

In addition to the delivery of this presentation, discuss ways to implement the centennial celebration into your Conclave program. The following are a few options to get started:

- A lodge historian's coffee where those interested in organizing the lodge history book can gather, chat, and ask a facilitator questions.
- Offer a centennial trivia contest as a participant activity.
- Integrate promotional videos into shows and use promotion materials at meal times.
- Create a 100th anniversary display booth with information on our celebration.

This session will be continually updated to reflect the latest information available on the centennial celebration. Check back often for updates.

TRAINER PREPARATION

The Arrowmen training this session should be an experienced trainer familiar with the 100th anniversary celebration. The trainer should be prepared to answer questions about the anniversary, or capable of tracking down answers if needed.

Prior to rehearsing this syllabus, review the information available on the 100th anniversary and centennial webpages so that he you are prepared to answer any questions that arise. Print copies of the session handout appropriate for the number of participants in your session. Follow the directions on the PowerPoint as it pertains to your section.

SESSION NARRATIVE

Introduction

Thank you for attending today's session on the Order of the Arrow's 100th anniversary. My name is _____ and I will be facilitating this presentation.

Today, you will have the opportunity to learn about why the 100th anniversary represents an awesome opportunity for growth, both on a personal and organizational level. You'll learn just how the 100th anniversary is already playing out in various lodge-driven initiatives. And above all, you'll learn about the next steps in our 100th anniversary. "What's next?" "What lies down the road as we move into 2015?"

Before we begin, I want you all to embrace the notion of "Centuries of Service". You saw it on the title page of the session. In 2013, this slogan was selected as the official theme for the 100th anniversary. As our theme, it captures both the service orientation of our organization and the timeless value that it carries. A hundred years later, although our circle has widened and the scenery has changed, the fire still burns cheerfully. I encourage you to think on this concept and how "Centuries of Service" can impact your own legacy as an Arrowman and how your lodge can use it to make a meaningful impact in your community. Think about how we can rekindle the flame in our own spirits and ignite the spark in the spirits of others.

Purpose

5 Minutes

The 100th anniversary is not just a celebration of reaching the centennial milestone. Rather it is a launching point from which we can strengthen the brotherhood as we move into the next century of service to Scouting. Let's break down, for a moment, how the 100th anniversary fits into the larger narrative of our mission and purpose.

The centennial of any human institution is unusual. As such, it provides **an opportunity to look back on the first 100 years**, enrich ourselves with its history, learn about exemplary servant leaders, and codify that learning for the future generations. At the same time, the celebration is **a pivot point towards the next century** of our organization – informed by that historical understanding.

A purpose of our Order is to "Recognize those who best exemplify the Scout Oath and Law in their daily lives and through that recognition cause others to conduct themselves in a way that warrants similar recognition." Similarly, the special marker of our institution's centennial provides a special opportunity to **recognize those among us who are exemplars of the ideals of the Order.**

Service is one of our core ideals (WWW) and our program provides opportunities to engage in serving others. Thus the 100th anniversary manifests a once-in-a-lifetime chance to **promote the ideal of service** and the program of the Order with a special branding, image, and enthusiasm.

Just as the BSA's 100th anniversary presented a unique opportunity to share the message of Scouting, the Order's anniversary presents a similar marker. Sharing this visibility is not about touting our accomplishments but, rather, providing a chance for us to start discussions, gain the attention of youth Scouts, and potentially **increase the positive reach and influence of our unique program** in service of the Scouting movement.

Given the historic marker of 100 years, the anniversary is an opportunity to **reach out and engage our alumni** in the programs of the Order. Given the forward-looking strategy of deepening our relationship and broadening the involvement of these stakeholders, this purpose has meaningful value in the context of our current Strategic Plan and the programs of the National Committee.

The Legacy Project

10 Minutes

Each of your lodges should have participated in the 2015 Legacy Project in some manner, ideally by submitting a lodge rock in 2012 and the legacy lid in 2013. This is an opportunity for youth to participate in the celebration right now. Each lodge has been asked to submit a rock from their local area that has been engraved with their lodge name. These rocks are currently being used to help construct a new ceremonies ring at the Summit, which will serve as this next generation's Treasure Island. The lid of each crate distributed is to be painted by the lodge on one side to reflect your lodge's legacy. Images of the lid are to be uploaded to the established DropBox, and painted lids brought to the 2015 NOAC.

This year each lodge is requested to submit a lodge history book that will come together in a national collection of lodge histories. Part of our Obligation as members of the Order of the Arrow is to "observe and preserve the traditions of the Order of the Arrow," and the heart of those traditions is found in the history of each individual local lodge. The national OA history has been recorded, but most of what happens in the Order of the Arrow occurs at the lodge level. The lodge history book is both the opportunity and place for each lodge to record its unique story and the story of its Arrowmen. This story is not limited to your lodge as you know it now, but any other Order of the Arrow history from your area. This includes the history of any lodges that have merged or dispersed. By capturing a complete lodge history the story will be preserved and shared for the benefit of Arrowmen in the Order's next century.

Your lodge has been asked to select a youth to lead this project and it is highly recommended that they gather a group of lodge members to come together as a committee. The more Arrowmen you have working on creating your lodge's history the easier time you will have with finishing it. It is recommended that your lodge continue to have a history committee after you finish this portion of the legacy project so that the story of your lodge can continue to be recorded in an on-going effort to preserve the Order's history.

One of the things you'll want to determine early is what sort of format your history book will take. There are a couple of common structures for lodge history books including chronological or by topic. It is entirely up to those working on your lodge history to decide the format. [Examples of different formats can be found at <http://www.oa-bsa.org/100th/legacyproject2015/historybinder.pdf>

Divide up research between members of your committee and assign adults to help your youth researchers find the information that will make your lodge history book interesting. There is a good chance someone in your lodge has already been archiving lodge history. Some places to look for information include: past officers, patch collectors, documents such as agendas and minutes, newsletters, event programs, and others. Finding a lodge archive of newsletters can be especially helpful in that it is a wonderful primary source of your lodge's history. You might have to dig deep for information but it will be well worth it to see a thorough history come together.

You will be submitting your lodge history books via the Order of the Arrow's Dropbox; further details about how to submit your completed project to the Dropbox are located at <http://www.oa-bsa.org/100th/legacyproject2015/> If your lodge publishes a book and wishes to submit a hardcopy to the OA Archives, then bring it with your contingent to the 2015 NOAC!

There is a great resource in an instructional manual at the following link: <http://www.oa-bsa.org/100th/legacyproject2015/historybinder.pdf>. It includes tips on building a committee, researching and writing, lists of things you might consider including in your own history book, and other lodge history books that can be used as models while creating your book. If you have questions you can reach out to the team at lodge_history@email.oa-bsa.org.

Lodges are asked to bring wood from their locality to place in the **Centennial Fire** being held at the 2015 NOAC. It is important to follow all applicable state and local laws about transporting wood across state lines. Do **not** transport ash or pine. It is suggested that lodges utilize this as a tool to teach Arrowmen about environmentalism, invasive species, and the protection of natural resources. Each lodge will go home with a vial from the fire with the promise of leaving a united and environmentally sound legacy.

100th Anniversary Branding

5 Minutes

The 100th anniversary brand consists of the **100th anniversary logo, 100th anniversary totem, and 100th anniversary theme “Centuries of Service”** that will continue to be integrated across all centennial programming and memorabilia. While the yearlong centennial branding and the NOAC branding will each be standalone designs, the totem and logo is available for lodges to include within their centennial materials.

For those that celebrated the Order’s 75th anniversary, they will remember the chosen totem, a turtle. For the centennial, we are following a similar structure with the new circular totem. We are asking lodges to incorporate this new totem on all 100th anniversary and the NOAC memorabilia. Additionally, we strongly encourage each lodge to submit a copy of its 100th anniversary memorabilia to the national Order of the Arrow archives so that we may preserve a complete nationwide set.

Simply, the totem is a wheel, representing a circle of unity and forward motion into our next century of service. Additionally, the spokes of this wheel together form WWW, which remind us of the three principles of our Order: brotherhood, cheerfulness, and service. Please note that this totem is different from the NOAC 2015 logo. The NOAC brand will be released at a later date.

To assist you in the utilization of the totem and logo, a branding guide is now available on the national Order of the Arrow website. Be sure to pay particularly close attention to the sizing and color schemes for this totem when incorporating it into your designs. Feel free to reach out to branding@oa-bsa.org with any questions regarding the use of the centennial anniversary branding guidelines.

ArrowTour

5 Minutes

ArrowTour: Our National Centennial Experience is different than any program the OA has ever hosted. In the summer of 2015, a caravan of Order of the Arrow representatives will visit local councils throughout the season. The caravan will consist of national and regional officers, section chiefs, as well as other Order of the Arrow leaders.

During their trip the staff will share the message of our Order’s century of service and the plans we have for our next century! The caravans will stop at ~1 to 2 councils per week and conduct an afternoon and evening program that will engage participants in our centennial celebration. ArrowTour stops will incorporate help from local lodges and councils and will be tailored to meet the uniqueness of each locality. Program will include an interactive walkthrough of Scouting and the Order’s history, fun hands-on activities, and a thematic closing program.

In addition to inviting their own Arrowmen, some lodges may choose to invite Arrowmen from nearby councils and potentially alumni to visit the event.

At the end of the summer, the four tour vans will convene at Michigan State University for the 2015 National Order of the Arrow Conference.

Recognition Programs**5 Minutes**

Earlier we spoke about *Inspiring Arrowmen through Recognition of Exemplars* as one of the fundamental principles of the Order's 100th anniversary. The Order will seek to recognize those Arrowmen who follow closely the concept of service underlying our centennial. The Centennial Recognition Programs currently include the Arrowman Service Award and the Centurion Award. The Arrowman Service Award will launch on the Order's 99th birthday, July 16, 2014.

The **Arrowman Service Award** is a self-paced achievement designed to engage Arrowmen of all ages in the exploration of the Order of the Arrow's 100th anniversary. This award will be manifested through the earning of a patch that can be placed on the sash. The purpose of the Arrowman Service Award is to encourage Arrowmen to participate in 100th anniversary activities, re-commit themselves to the ideals of the Order, and increase their level of service to their unit and council. The aim of this award is to attract Arrowmen who are currently not active and boost their participation and service. The criteria for the award will be very broad in order to facilitate involvement of a wide-cross section of our brotherhood.

The second program is the **Centurion Award**, whose purpose is to provide lodges an opportunity to highlight Arrowmen who are examples of servant leadership in local lodges, and in doing so, inspire others to follow in their footsteps. Lodges can engage important alumni and current members while providing additional information for their history book. This award is a one-time recognition associated with the 100th anniversary.

Lodges will be able to nominate and select Centurions based off of lodge population, using a quota mechanism similar to that of Vigil selections. When considering an Arrowman's service record, lodges should present the award for the service primarily as youth or adult. If a member selected for youth service is now an adult, this should be counted towards the youth ratio. These honorees will be recognized at the National Conference, highlighted on the National OA website, and provided with a special item to commemorate their service.

Additionally, in an attempt to recognize and promote those attending the centennial NOAC, conference participants will each be presented with a **red sash with a white arrow**.

The Centennial Challenge**5 Minutes**

To celebrate the 100th anniversary of the Order of the Arrow in 2015, plans are being made to host the biggest and most exciting National Order of the Arrow Conference in history. The goal is to provide as many Arrowmen as possible the chance to hang out with 10,000 of their closest friends; in this spirit, the Order is launching its Centennial Challenge! Lodges are encourage to choose between one of two attendance goals for the conference.

The first is the Chiefs' Circle, which challenges your lodge to either A) double its attendance from its NOAC 2012 attendance OR B) Bring 15% of your lodge's re-charted membership.

The second is the 100 Plus Club, which challenges your lodge to bring 100 or more members as part of your lodge's contingent.

Several resources are available to assist lodges in achieving the Centennial Challenge.

First, every lodge every lodge has been assigned a Centennial Guide who, like Kitchkinet, can "guide" your lodge throughout the Centennial Challenge. This guide will work with lodge leadership on goal setting and planning for the 2015 Conference.

Second, on a regular basis, "fifteen blazes" will be sent out to lodge leadership. These updates will be packed full of the best ideas from around the country on how to recruit more lodge members for NOAC. They will also include promotional materials for lodges to use.

Third, the **Centennial Cache** is a unique toolkit with various resources that will be released and exists to support lodges in the preparation of locally based programming. All of these are meant to assist with promotion and execution of lodge activities geared around the 100th Anniversary. Included in this “Centennial Cache” will be videos and presentation materials that can be shown at lodge events, as well as content for lodge newsletters and social media outlets. The Cache, which will be accessible online, is designed to support lodges in their on-going centennial commemoration, outside of the three national events taking place in 2015.

Year of Service**5 Minutes**

The Order of the Arrow and the Boy Scouts of America will team up to deliver one of the largest community service programs in the history of the United States. We have an opportunity to rise up and make a difference in our nation. It can only be successful if lodges and councils make service priority in the fall of 2015. This culminating activity will celebrate the Order’s 100th anniversary in over 300 unique venues across the country and will be the ultimate vehicle expressing the unified message and program of our “Centuries of Service” theme.

Breakout: Your Role in the Centennial**10 Minutes**

To reach the goal of 10,000 Arrowmen at the 2015 NOAC, it will take the work of all Arrowmen to promote. We will take a few minutes to brainstorm how we can all work to promote the National Order of the Arrow Conference in a unique manner. I would like you first to break up in groups of 7-10 Arrowmen. Please take 5 minutes and discuss answers to the following questions:

1. How can my lodge incorporate the 100th anniversary into our program?
2. What promotional methods can my lodge use to increase participation in centennial events such as the 2015 NOAC?
3. How can we make all of Scouting, not just the lodge, aware of our celebration?

Conclusion**2-3 Minutes**

As we reach the end of our time today, I hope each of you will use this session as a starting point in your personal 100th anniversary journey. This is a once in a lifetime opportunity for the Order of the Arrow to reflect and, more importantly, engage on the message of service that runs deeply through our Brotherhood. As Kichinet taught us, “[w]e will let the spirit fill us with the gladness of a dawning, of a springtime, of beginning.” Let us embrace this spirit and use it to further the Order as we begin a new Century of Service.

All of the information contained in this presentation is readily available online. I would encourage you to visit oa-bsa.org/100th to learn more about the 100th anniversary and how to get involved. In addition, if you have specific questions, please email oa100@oa-bsa.org.

APPENDIX: SOURCE MATERIALS AND RESOURCES

100th Anniversary Information

<http://oa-bsa.org/pages/category/category/100th-anniversary-celebration>

2015 Legacy Project

<http://www.oa-bsa.org/100th/legacyproject2015/historybinder.pdf>

2015 Legacy Project: History Books

<http://www.oa-bsa.org/100th/legacyproject2015/>

NOAC 2015

<http://oa-bsa.org/pages/content/2015-national-order-of-the-arrow-conference>

100th Anniversary Branding Guide & Assets in PNG & EPS Format

<http://www.oa-bsa.org/pages/content/centennial-update-2014-04-1>

TRAINER KEY WORD OUTLINE

Introduction (3-5 Minutes)

- Introduce Trainer
- Introduce theme of “**Centuries of Service**,” this slogan was selected as the official theme for the 100th Anniversary

Purpose (5 Minutes)

- **Explain** the purposes behind the 100th anniversary plans. What does the Order seek to accomplish in this celebration?
- **Demonstrate** opportunities to become involved in the centennial celebration.
- **Guide** Arrowmen to discover methods to implementing the centennial celebration into their unit, chapter, and lodge program.
- **Enable** Arrowmen to participate in the centennial celebration and play an active role in its organization.

The Legacy Project (15 Minutes)

- Each lodge should have already submitted its **lodge rock** and **legacy lid**.
- Lodges are asked to create a **lodge history book** in 2014.
 - Form a committee with a chairman and adviser to help create it.
 - **Sample history books** can be found here: <http://www.oa-bsa.org/100th/legacyproject2015/historybinder.pdf>
 - Consult past officers, patch collectors, documents such as agendas and minutes, newsletters, event programs, and others for content.
 - An **instruction manual** for developing this guide can be found at the above link. Email lodge_history@email.oa-bsa.org with **questions**.
- Lodges are asked to bring wood from their locality to place in the **Centennial Fire** being held at the 2015 NOAC. Each lodge will go home with a vial from the fire.

Branding (5 Minutes)

- The 100th anniversary brand consists of the **100th anniversary logo, 100th anniversary totem, and 100th anniversary theme “Centuries of Service”** that will continue to be integrated across all centennial programming and memorabilia.
- We strongly encourage each lodge to submit a copy on its 100th anniversary memorabilia to the national Order of the Arrow archives so that we may preserve a complete nationwide set.
- To assist you in the utilization of the totem and logo, a branding guide is now available on the national Order of the Arrow website.

ArrowTour (5 Minutes)

- A region-based lodge visitation, called ArrowTour: Our National Centennial Experience, will visit councils to generate excitement nation-wide for the 100th anniversary. Ultimately, the caravans will converge at Michigan State University at the start of the National Order of the Arrow Conference in 2015.
- The ArrowTour regional committees, spearheaded by youth leadership, will design a program that will work alongside of lodges to commemorate the 100th anniversary.

Recognition Programs (5 Minutes)

- The purpose of the **Arrowman Service Award** is to encourage Arrowmen to participate in 100th anniversary activities, re-commit themselves to the ideals of the Order, and increase their level of service to their unit and council. This award will be manifested through the earning of a patch that can be placed on the sash.
- The second program is the **Centurion Award** which will provide lodges an opportunity to highlight Arrowmen who are examples of servant leadership in local lodges, and in doing so, inspire others to follow in their footsteps. These honorees will be recognized at the National Conference, highlighted on the National OA web site, and provided with a special item to commemorate their service.
- Arrowmen attending the 2015 NOAC will receive a **red sash with a white arrow**.

The Centennial Challenge (5 Minutes)

- **Chiefs' Circle**, which challenges your lodge to either A) double its attendance from its NOAC 2012 attendance OR B) Bring 15% of your lodge's re-chartered membership.
- **100 Plus Club**, which challenges your lodge to bring 100 or more members as part of your lodge's contingent.
- Every lodge has been assigned a **Centennial Guide**.
- **Centennial Updates** will be emailed to key lodge leadership to provide the latest information on the conference.
- The **Centennial Cache** is a toolkit will be released in 2014 to assist lodges in commemorating the 100th anniversary at the local level. It will be filled with resources that can be included in lodge programming or communicated through lodge newsletters/social media.

Year of Service (5 Minutes)

- Led by the Order of the Arrow in association with the Boy Scouts of America.
- Culmination of a yearlong celebration that will be held in the fall of 2015.
- Will be a large-scale community service project delivered in over 300 locations.

Breakout Activity: Your Role in the Centennial (10 Minutes)

Answer the following questions in groups of 7-10:

1. How can my lodge incorporate the 100th anniversary into our program?
2. What promotional methods can my lodge use to increase participation in centennial events such as the 2015 NOAC?
3. How can we make all of Scouting, not just the lodge, aware of our celebration?

Conclusion (2-3 Minutes)

- Our centennial celebration has opportunities for everyone to get involved.
- Visit www.aa-bsa.org/100th to learn more about the 100th anniversary and how to get involved. In addition, if you have specific questions, please email aa100@aa-bsa.org