



DREAM INITIATIVE

Embracing Tomorrow, Today

Introduction

The Boy Scouts of America is an organization that has not grown in membership since 1968. With every year the decline continues these stories of kindness become few and far between when stories of war, crime, and injustice flood the media. Scouting's story has been a positive voice in the lives of so many for so long, but the unfortunate truth is that the Boy Scouts of America could very well not exist 15 years from today. We cannot let this happen. Now is the time to reverse the downward spiral by making scouting more accessible to every youth in the world. Failure is not an option.

The Order of the Arrow was founded upon the principle that not only should Arrowmen live up to the values of the Scout Oath and Law, but they should encourage others to do the same. As "Scouting's National Honor Society" – Arrowmen are best equipped with the leadership, skills, and spirit to reverse this spiral. The Order of the Arrow has the opportunity to grow Scouting as it is more important to do in this day and age than it ever has been before. At the inaugural New England Fellowship; Arrowmen will collaborate, innovate, and think differently as we dream of ways to Embrace Tomorrow.

- ❖ This common understanding that the Order of the Arrow is the group best equipped to change the direction of the BSA's membership crisis drove the council of chiefs to have this discussion and decide on the theme - Embrace Tomorrow.

DREAM big: Embrace Tomorrow, Today

The concept of the DREAM Initiative is for each lodge to take the opportunity to reflect on their strengths, weaknesses, opportunities, and threats within each aspect of the program. By doing so, lodges will analyze what they do well and where they have room for improvement. Utilizing the tools they acquire at the Lodge Excellence Summit and the New England Fellowship, they will set goals and create action plans to set each lodge on a perpetual path for improvement.

QUOTE: "All men dream, but not equally. Those who dream by night in the dusty recesses of their minds, wake in the day to find that it was vanity: but the dreamers of the day are dangerous men, for they may act on their dreams with open eyes, to make them possible." - T. E. Lawrence

Here's how it works

Each month, lodges will set aside 10 minutes during either an executive committee meeting or an event that may be taking place to conduct a SWOT (Strengths-Weaknesses-Opportunities-Threats) Analysis.

What makes SWOT particularly powerful is that, with a little thought, it can help you uncover opportunities that you are well-placed to pursue. And by understanding the weaknesses of your lodge, you can manage and eliminate threats that would otherwise catch you blindsided.

More than this, by looking at your lodge and other lodges using the SWOT framework, you can start to craft a strategy that helps to set the lodge on a path for perpetual improvement and a quest to innovate.

STRENGTHS

- ❖ What advantages does your lodge have?
- ❖ What does your lodge do better than anyone else?
- ❖ What unique resources can your lodge draw upon that other lodges can't?
- ❖ What do other stakeholders (Arrowmen, parents, unit leaders, etc.) see as your strengths?

TIP: Consider your lodge's strengths from both an internal perspective, and from the point of view of your stakeholders (Arrowmen, parents, unit leaders, etc.). Also, if you're having any difficulty identifying strengths, try writing down a list of your lodge's characteristics. Some of these will hopefully be strengths!

WEAKNESSES

- ❖ What could your lodge improve?
- ❖ What should your lodge avoid?
- ❖ What is likely to be seen as a weakness?
- ❖ What factors lose your lodge membership?

TIP: Again, consider this from an internal and external basis: Do other people seem to perceive weaknesses that you don't see? It's best to be realistic now, and face any unpleasant truths as soon as possible.

OPPORTUNITIES

- ❖ What good opportunities can your lodge spot?
- ❖ What interesting trends is your lodge aware of?

TIP: A useful approach when looking at opportunities is to look at your lodge's strengths and ask yourself whether these open up any opportunities. Alternatively, look at your weaknesses and ask yourself whether your lodge could open up opportunities by eliminating them.

THREATS

- ❖ What obstacles do you face?
- ❖ What are outside organizations doing (Venturing, school clubs, sports)?
- ❖ Could any of your weaknesses threaten your lodge's program?

TIP: Think about anything that could possibly interfere with your lodge's program that may or may not be in your lodge's control.

Using this in your lodge

Each month, your lodge will have a topic to focus on in a SWOT Analysis. The topics will be as follows:

1. Inductions
2. Communications
3. Administration
4. Internal program
5. Service

During the actual analysis, the lodge chief (or designee) will conduct the exercise and will assign a scribe to take notes on the workbook (DREAM_SWOT_Workbook.pdf). Shortly after the analysis, the lodge is asked to type up the compilation of responses in a Google form and submit it.

NOTE: With the monthly section update, the section secretary will distribute both a document with "points to consider" for each topic along with a Google form for the respective topic.