

# **SR 2-3 SOUTH**

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*COMMUNICATION PLAN*



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# PREFACE

The OA section was developed to better structure lodges in a similar geographic areas within a region. As well as be a support for those lodges that were contained inside of it. A key part of supporting our lodges is the communication we use on a daily basis. To not only communicate within the structure of the section, but also to communicate with the members of each lodge.

Today's Arrowman is fundamentally different than that of members 10 years ago. As such, it is imperative that we know how best to engage these brothers, how best to interact with our members, and what our brothers need from us, as the section.

This strategic plan was developed to guide the section leadership team as they promote events within the section, region, and nation. As well as provide resources for lodges, and the planning committee.

As with any publication, this document should be revised, and visited yearly, to ensure that we meet the lodges growing needs. Staying updated with the latest technologies, and best practices on communicates.

However you choose to communicate, its important that you utilize this guide, as well as the publications referenced within. To better communicate our sections message, brand, and objectives.

# THE SECTION

SR2-3S serves the nine lodges of South Texas. Those lodges are: Aina Topa Hutsi, Colonneh, Hasinai, Karankawa, Tatanka, Tonkawa, Wahinkto, Wewanoma, and Wihini-pa Hinsa Lodge. The section strives to support the lodges in their endeavors, and provide them with resources to succeed. The section is guided by these lodges through the Council of Chiefs, and the 3 officers whom they elect to serve them in a given year. These include a section chief, vice chief, and secretary. They plan programs, and trainings that inspire, innovate, and improve programs in each lodge.

The mission of the section is to assist, and inspire the lodges to achieve their goals.

# KEY STAKEHOLDERS

The key stakeholders in our section include the three officers, four advisers, as well as the members of the communications standing committee, the Planning Committee, and most importantly, the lodge key 3.

## Leadership Team

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# OUR BRAND

The SR2-3S identity is split into three two parts, the “section star” is the most recognizable portion of the brand identity. The second part of the brand is the block text. This text shares who we are, and assists the “section star” in conveying that message.

Occasionally we will have supporting identities for various events, such as the annual Lone Star Fellowship. Where the event’s brand supports, and takes the place of the section’s overall brand for the event.

# EXTERNAL COMMUNICATION

The external communications of the section consists of three parts; The Section Connection, social media profiles, and the website. Each form of communication that the section uses to connect with the Arrowmen in our section is a different means to the same end. The end goal of the section communication is to share resources, tools, and news with the members of our section.

This portion of the guide will be split into three parts. These parts are the target audience, goals and objectives, as well as the roles of the team members who are supporting the program.

# SECTION CONNECTION

## Target Audience

Lodge leaders, namely the lodge key 3 and officers.

## Goal

The Section Connection will share the stories of our lodges, as they develop and plan exciting and innovative events.

## Objectives

- Inform lodge leaders about the opportunities around the section, region, and nation
- Share the success of the lodges in our section
- Inspire innovation through shared ideas
- Increase list size by 5% each year, accounting for nutrition in lodge leadership

## Team Roles

The role of the Section Connection team is to collect, edit, and share the stories of our nine lodges. Ideally the team should be split into two groups, a content team that focuses on collecting and editing content. As well as a layout team, that works with graphics, MailChimp, and the website. Making sure that the content is formatted and delivered correctly. A chairman who reports to the Section Communication Chair oversees these two teams.

# SOCIAL MEDIA

## FACEBOOK

### Target Audience

Advisers are the primary audience for Facebook, with older youth as the secondary audience.

### Goal

Inform members of the section about updates, and shares meaningful content that engages them with the programs of the section, as well as the region and nation.

### Objectives

- Promote upcoming section, region, and national events
- Grow likes and engagement by 10%
- Coordinate with lodges to deliver inter-lodge programming updates
- Develop a weekly release schedule to optimize posts

### Team Roles

A group within the section communications team will manage Facebook. This group will also manage the section twitter account in conjunction with the section leadership team. Primarily the Section Secretary.

# SOCIAL MEDIA

## TWITTER

### Target Audience

The primary audience will be youth Arrowmen between ages 12 and 18. A secondary audience of older Arrowmen ages 21 to 30.

### Goal

To engage in a meaningful conversation with Arrowmen that pushes the brand and objectives of the section. The section should develop meaningful relationships with its members through these conversations.

### Objectives

- Develop a weekly release to optimize posts
- Increase followers by 5%
- Increase engagement by 10%

### Team Roles

A group within the section communications team will manage Twitter. This group will also manage the section Facebook account in conjunction with the section leadership team. Primarily the Section Secretary.

# WEBSITE

## Target Audience

The Website should be a source of information for every Arrowman in our section. It should also be a portal for others who are outside of our section to look in and observe.

## Goal

Provide a function place where lodge leaders can discover information as well as utilize resources.

## Objectives

- Provide functionality for lodge leaders to connect with section officers
- Provide resources that are integral to growing lodge programs
- Increase web reach by 20%

## Team Roles

The web development team will be tasked with maintaining a the section website, as well as developing new features and functionality that benefit the lodges the section serves.

# INTERNAL COMMUNICATION

While external communication focuses on the whole of the Arrowmen in our section, our internal communication focuses on the leaders who work with us. There are four key groups of stakeholders in our section leadership. The first is the lodge key 3, who guide the direction of the section. Second, is the section leadership team and advisers, who take the direction set out by the Council of Chiefs and puts it to action. Next is the conference steering committee, which consists of the conference vice chiefs (CVC), who lead and plan the annual Lone Star Fellowship. Lastly is the planning committee, which consists of the CVCs and committee chairs that run the Lone Star Fellowship.

This portion of the guide will be split into x parts that allow dictates how we can communicate with these stakeholders, and share tools and resources for their success. These parts include when, why, and how to communicate with these stakeholders. This guide, does not, however, cover what content should be in these messages, as that will vary with every message.

# LODGE KEY THREE

## Why

We connect with the lodge key three to discuss a variety of issues. Ranging from topics of JTE, and programs of emphasis to section business, greatly relating to conclave. The lodge key three is a key stakeholder in the success of the section and its lodges.

## When

The Section Leadership team, and communication team should frequently reach out to the lodge key three to keep them updated on national, regional, and section programs.

## How

The lodge key three should be reach both by phone and email. They should be contacted in a professional manner. They should receive monthly updates on the Order via either a personal phone call or email. They should also receive a copy of the bi-monthly Section Connection. They will have access to the sections Google Drive so they can see what the section leadership is planning.

# SECTION LEADERSHIP TEAM

## Why

The Section Leadership Team is the primary driving source of the section.

## When

The Section Leadership Team should be aware of everything going on in the section and should be copied on all outgoing messages (internal and external).

## How

Between themselves the team will use a diverse means of contact. They should be copied on all emails regarding section business when pertaining to their position. They can be contacted through via email, phone, and video calls, along with other methods of communication. They use a Google Drive to share documents and collaborate remotely on the programs of the section.

# CONCLAVE STEERING COMMITTEE

## Why

The conclave steering committee is comprised of the five CVCs and the section leadership team. They are the primary driving force behind the Lone Star Fellowship.

## When

They should be contacted on business involving the LSF.

## How

Internally the steering committee should have monthly or bi-monthly conference calls to stay up to date on the conclave steering committee. They use the phone and email for most communication. Like rest of the section, they utilize Google Drive to collaborate and plan the section conclave.

# THE PLANNING COMMITTEE

## Why

The planning committee is the driving force behind the Lone Star Fellowship. They should be updated on major program features including but not limited to the theme, location, date, etc.

## When

They will need to be kept up to date by the section leadership team, and conclave steering committee any time useful information comes across.

## How

The planning committee will primarily utilize email for internal communication. It will also utilize a Google Drive to coordinate projects. They will also have conference calls with their CVC to report their successes and stay up to date on information regarding the Lone Star Fellowship.

# COMMUNICATIONS TEAM

## Why

To plan and coordinate the sections communication strategy.

## When

They will communicate frequently on all subjects of the section. They will reach out to all key stakeholders to gather information about the section so they can share it with the arrowmen the section represents and is comprised of.

## How

The communication team will primarily utilize email for internal communication. It will also utilize a Google Drive to coordinate projects.

# A NOTE ON PUBLIC RELATIONS

An integral part of our role as leaders and communicators in our section is our relationship with the community around us. While it may seem unlikely, there are opportunities for the section to work with other media sources. Commonly we may be asked, or wish, to develop articles for lodge and/or council publications. We can utilize these opportunities to promote both our programs, and the role of the section in the order. We do many great things for the Order of the Arrow, Scouting, and the community. As such we can share these stories with others to increase their awareness and how we are perceived.

# IN CONCLUSION

This document should serve as a guide for the officers, communication team, as well as anyone else who communicates on behalf of the section. Along with this guide, you can find more resources for section communication in the appendix as well as the section brand and style guide. Uses these resources to help prepare yourself and your team for success.

