Lodge Program

EFFECTIVE USE OF TECHNOLOGY

Session Length: 60 Minutes

Learning objectives:
- Identify what technology is used.
- Learn how to best use social networking.
- Learn how to best use texting.
- Identify the difference between a formal message and a Facebook message.

Required Materials:
- Flipcharts
- Power Point presentation file
- Blank scratch paper and extra writing implements for participants.

Type of Trainer:
- Preferably an individual who has technical and social networking experience, in addition a member of the OA who has served as an event coordinator, committee chairman, or adviser. Someone who is a good discussion facilitator.

TRAINER PREPARATION

Introduction: 5 Minutes

This session is intended for a youth audience containing a mix of individuals with a varied individual familiarity with use of the internet and computers.

**Trainer Tip:** Introduce yourself and give some background on your experience. Talk about the session goals and what the group should hope to accomplish from the discussion.

Session is meant to broaden the overall knowledge of how we do, and can use, existing and evolving technology to effectively communicate. While we may introduce some basic usage of existing applications, it is meant to get individuals thinking about how we can expand our effective communication capabilities and program highlights.

SESSION NARRATIVE

Introduction and Group Demographics: 5 Minutes

Across the generational spectrum of individuals, nothing has probably reached out and touched more lives than the advances and influence of technology involving the internet and communication media. Contrary to what some may believe, use of computers and cellular phones is no longer limited to the young. I believe the following statement by President Clinton sums up just how far reaching this impact is and how thoroughly it has entered our daily existence.

Order of the Arrow 1A – 1 Boy Scouts of America
President Bill Clinton made this observation:

“Advances in computer technology and the Internet have changed the way America works, learns, and communicates. The Internet has become an integral part of America’s economic, political, and social life.”

Note the use of the term “integral part”. It means built-in: existing as an essential constituent or characteristic. Just as an example, how many of you have a cell phone. Perhaps some of you have even felt like you were missing a part of your body if you happened to leave the phone behind or were in an area where you had limited or no coverage.

**Trainer Tip:** Hold up your cell phone and ask the members to hold up theirs. Also ask them to place them on vibrate or off if they’ve not done so already.

A few years ago this would not have been the case and possibly even the group today will have some holdouts who have not embraced the Cell Phone Connection. Let’s find out how about our group dynamics.

Look at the slide which lists the various generations and a little something about each. Since this is a youth oriented session, I would guess most are not even depicted. Just because you are not listed on the chart doesn’t mean the other generations should be ignored. Most, if not all of us in this room, need to interact with individuals in many different generations. Notice that individuals born after 1990 have not even been targeted with a label but some are calling this youngest bunch, the M Generation.

<table>
<thead>
<tr>
<th>Generation Name*</th>
<th>Birth Years, Ages in 2009</th>
<th>% of total adult population</th>
<th>% of internet-using population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gen Y (Millennials)</td>
<td>Born 1977-1990, Ages 18-32</td>
<td>26%</td>
<td>30%</td>
</tr>
<tr>
<td>Gen X</td>
<td>Born 1965-1976, Ages 33-44</td>
<td>20%</td>
<td>23%</td>
</tr>
<tr>
<td>Younger Boomers</td>
<td>Born 1955-1964, Ages 45-54</td>
<td>20%</td>
<td>22%</td>
</tr>
<tr>
<td>Older Boomers</td>
<td>Born 1946-1954, Ages 55-63</td>
<td>13%</td>
<td>13%</td>
</tr>
<tr>
<td>Silent Generation</td>
<td>Born 1937-1945, Ages 64-72</td>
<td>9%</td>
<td>7%</td>
</tr>
<tr>
<td>G.I. Generation</td>
<td>Born 1936, Age 73+</td>
<td>9%</td>
<td>4%</td>
</tr>
</tbody>
</table>

*All generation labels used in this report, with the exception of “Younger -” and “Older -” Boomers, are the names conventionalized by Howe and Strauss’s book, Generations: Strauss, William & Howe, Neil, Generations: The History of America’s Future, 1884 to 2069 (Perennial, 1992). As for “Younger Boomers” and “Older Boomers”, enough research has been done to suggest that the two decades of Baby Boomers are different enough to merit being divided into distinct generational groups.
With a show of hands, do we have anyone here who possibly has a parent or employer that will admit to being part of the Silent or G.I. Generations? Now how about anyone with a parent or employer that could be labeled a “Boomer”? Anyone with “Older Boomers”? Any “Younger Boomers”? Okay...How about any “Gen X” members? Now for the experts in the group, anyone a “Millenial” themselves or possibly with an employer you’d label a “Millennial”?

**Trainer Tip:** If you have anyone with a parent or employer who is a member of the “Silent” or “G.I.” generation in your group, ask the question if those individuals have a different knowledge or level of experience with using today’s technology. If you receive some nods, make the statement that you are sure the way of communicating with these individuals is different that the way they would communicate with their friends or peers.

**Exploring What’s Out There:**

**Advance PPT Slide**

“Today’s Technology - Individual Brainstorm”

As you can tell by our group experience, we interface with a wide range of individuals across the varied generations. What I’d like you to do at this time is to take out a blank sheet of paper and something to write with. I’d like to conduct an individual brainstorming session asking each of you to think about the various types of technology in use today. I will give you 2 minutes just to jot as many items down as possible...just use one or two words to identify the activity or specific application.

**Trainer Tip:** Use a watch and give the group instructions to begin and then a 30 second warning before ending followed by “Stop”. Specific time can be adjusted appropriately for your session length but observe individual activity to note those actively writing as they will likely have something to discuss. After advancing the slide, select a few items to mention from the mixture of online activities. Point out where individuals of various groups are spending their time and which portion of technology is being used. It is important to stress that everyone is now using some of the newer technology to communicate.

**Advance PPT Slide**

“Use of Today’s Technology”

Certainly the computer and the Internet come to mind when thinking of technology and our changing way of doing things today. Now ask the individuals to write across the top of the page, which generational group they identified when asked about their parent or employer. Now ask the group to place a check by the most effective means to communicate with that person. Now survey the group and find out what effective means were identified.

While the face-to-face meeting, a handshake, letter, or a phone call may still be used, more and more, individuals are turning to different means of communicating. Recent research numbers released by the Pew Research Center find that 81% of individuals go online daily.
Technology offers us new ways to reach out and connect with others. I'm confident your answers probably all list something about Social Networking and probably Facebook ranks right there close to the top. Facebook today is the most widely used Social Networking tool. Before we launch into further discussions, let’s find out some of the other technological advances beyond online activities what you identified.

**Trainer Tip:** Ask members to read some of the items on their list. Make sure they mention items not common to those listed on the slide and make sure to capture new uses for future sessions or discussion later. Note on the flipchart any items that are different and have members briefly explain how they use the technology identified. Watch your time and don’t let just a few dominate the discussion.

Individuals should identify items such as the following:
- Social Networking - Facebook, Twitter, LinkedIn, etc
- Conference Calling - ATCConnect, Free Conference, GoToMeeting
- Mobil Technology and Texting
- Situational alerts and emergency broadcast messaging (gone beyond the sirens and tickers on the screen)
- NetMeetings - Smartboarding
- Educational courses
- Data Collection - Online surveys and feedback

**Using Some of the Basics:**

We certainly don’t have time to discuss how to effectively use all the identified technology. We do want to spend some time to discuss one of the common uses of technology being used today and that is using a Social Networking Site.

Before getting into Networking, let’s talk about communication in general.

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**Lodge Leadership Development**

**Order of the Arrow**
First I need to mention that the word “Communication” carries with it an assumption. That assumption is that an exchange of information and understanding actually took place. Think about the times someone has made a comment or tried to communicate something and received an “Uh Huh”, head nod, or “Okay” and not even lifted their eyes from the video controls or moved them from the television screen. What about times during a meeting when an individual has allowed themselves to be frequently interrupted or conducted unassociated business. Was there effective communication…I don’t believe there was…certainly no effective communication was taking place.

Well, let’s focus back on our objectives and discuss Social Networking. There are numerous things we could discuss, but our objective is to talk about some of the best uses of Social Networking. There are literally thousands of social networks to choose from (digFoot lists over 3,700). But most are small, not very active, or of interest only in specific fields or geographic regions.

We will focus on the use of “Facebook” and how it can be used to publicize and market an event. You may ask why “Facebook”? I’d have to tell you that currently this social networking site is the most widely used with 82% of the social networking users viewing “Facebook”. The growth of this network is phenomenal — it’s claiming 700,000 new users every day! If Facebook were a country, it would now have the 4th largest population in the world. Note that it doesn’t cost anything and relatively easy to set up at www.facebook.com.
I went to Google and entered the question “How best to market a Facebook event”. The response was 153 million responses in less than .25 seconds. Here is a quick list of 6 things to consider from Facebook diva Sara Waller in her EventManagerBlog:

1. **Select your guest list** - Keep it applicable to your intended guests.

2. **Don’t go event crazy!** No one wants to receive a gazillion different invites every week.

3. **Use a catchy headline** - A high open rate and high response rate all depend on how you market. If your event includes a high profile celeb or venue make sure it’s featured in the subject title. You cannot change the title afterwards so maybe practice in draft first.

4. **Include an eye-catching picture** that is connected to the event itself. If you do not include a photo Facebook substitutes a giant question mark, ugggh!

5. **Have some compelling content** - Write on the wall, start and seed some discussion threads (ask friends to participate to get the ball rolling), add some videos if you own them and as many relevant photos as you want.

6. **Invite, invite, invite** - Make sure you send a PERSONAL note in the invite. Something friendly, inviting, warm and informative. What’s to offer? Why would this event be good for the invitee to attend? Remember the KISS principle: Keep it Simple, Stupid! You can always run some tests too, try out different copy to different segmented groups.

Here is an example of a 2010 Section Conclave hosted by Mischigonong Lodge 89. Can you suggest any changes that would help improve the event posting as it is depicted? (PAUSE FOR RESPONSE) The great thing about the Facebook Event is that is doesn’t cost anything to post another although your invitees
may get tired of numerous postings. Create a draft before actually pressing the “Submit/Post” button.

If you are not familiar with using some of these applications, it is easy to find someone who probably already has experience creating events and profiles. Just as example, ask the group to have a show of hands is they have a profile already established. If you don’t already have one, ask one of your lodge officers as they will likely have one established already. Once you have a profile, you can do many things. Facebook is designed to make it easy to share information with anyone you want. The individual creating the profile decides how much information they feel comfortable sharing on Facebook and then control how it is distributed through the use of privacy settings. Individuals can check the default privacy settings and change them if necessary to reflect their particular preferences.
The next topic we want to discuss is those sometimes all too frequent “text messages”. In 2006 it was discovered that more than 63% of all teens own a cell phone and of those, more than 57% use them to send and receive text messages. Text messaging is the most widely used data application, with 2.4 billion active users. According to Nielsen Media in 2008, the typical U.S. mobile subscriber sent or received 357 texts per month compared to placing or receiving only 204 monthly phone calls. Now within our group that may be considerably larger...what do you think?

Unsurprisingly, a typical U.S. teen currently sends or receives around 1,742 per month while making or receiving just 231 voice calls. The older 18-24 year group had the second largest gap in the ratio of texts to calls with 790 to 265. In case you are wondering, the acronym SMS stands for short message service or commonly, a text message.

Some of you may recall the OA used SMS Alerts at the 2009 NOAC to broadcast the severe weather warning the last evening just prior to the Ice Cream Social. Some other uses of text messaging are listed on the slide. Can you think of others?

*Trainer Tip:* You can expand or even totally eliminate this discussion depending on the time left in your session. Use the flipchart to capture thoughts and possibly expand the discussion to include resources to accomplishing the task.

It is probable the best use of SMS has yet to even be discovered or put into use, only time will reveal what new applications are being developed.
Before pressing on, let’s briefly talk about some of the Pros and Cons of text messaging. Some people would tell you that a text message is less intrusive than a phone call while others would say you can just turn the phones off.

![Advance PPT Slide “Texting - Pro and Con Debate”]

The bottom line is you need to consider the recipient of your text to determine if your message will be received favorably or unfavorably. Even a text message in the middle of the night will probably be considered as disruptive or an intrusion. In addition, if the recipient is not on a text plan, they may not receive your message favorably. One more thing to consider is there is no confirmation that your message even went through. Believe it or not, not everyone owns a phone with text capability.

Right or Write:

Your last objective to cover asks the difference between a “Facebook” message and a formal message. What the real question is what is the difference between an informal message and formal communication. Some messages are not meant to be sent in an open communication like “Facebook”. Is it right to write a personal message in the public forum? You need to remember that it all comes down to your intended purpose and to whom you are sending your message, if you wish to keep your communication on target. Some things like an expression of sympathy or a love letter is probably not meant for the open pages of the internet.
The differences between Formal and Informal messages sometimes are clearly meant for one type approach. Formal communication is usually connected within a formal organizational structure or process. It follows specific rules, language, topics, and audience: policies, procedures, meeting minutes, legal documents, and such would usually be written following a formal arrangement. Informal messages are often totally different. Let’s talk about some examples. Take an “alert message” as our example. We already spoke about SMS text alerts.

How about traffic alerts now commonly received through various GPS devices used while driving. Clearly these messages have a shorter period of time where they will be meaningful to the recipient. Compare that to a Caution notice about operating a piece of equipment or using a hazardous material. Caution notices may even be legally required as part of an items packaging.

**Trainer Tip:** Discuss some of the items listed on the slide. You will likely find some items can fall into both categories of formal and informal messages. Watch your time and expand or even totally eliminate this discussion based on the time remaining in your session.

One related topic concerning formal and informal communication deals with how public or private the message is meant between the parties. Use of the internet is typically viewed as being open to the masses and the individual needs to purposefully take precautions to send a message privately when using this media. A written letter is just the opposite where the amount of publication is generally viewed as private and publication to more than the intended recipient must be worked to broadcast the message of more than a single party. One such example of an open letter would be a “letter to the editor” of a newspaper.

Listed on this slide are some guidelines for use when writing a formal and/or informal message. Clearly the rules associated with the informal message are much more relaxed.
Conclusion:  
5 Minutes

The internet and mobile devices are the newest stationary but not always the best way to show or express our intended communication.

We discussed just a bit of the new technology available to us today. We identified some of the generational differences in how we use technology. With the topic of generational differences, they will shrink as individuals continue to explore and use new emerging technology, for that matter just growing will help shrink the differences. As youth transition into the roles of adults, they will bring a greater willingness to reach out and try new capabilities.
We also explored how some technology, in particular how some of the social networking media is effectively providing new marketing opportunities. Then we went through a quick overview how one could actually create and market a conclave event using Facebook as a media.

In covering our last two objectives we talked about the frequently used text message and some possible new use for this type communication. And finally wrapped up with some discussion on what is the difference between a formal message and a Facebook posting. I’ll be glad to stick around after and answer any questions. Main thing to consider with any communication is to think about your intended receiver. Whether they even will get your message is sometimes the primary item to consider.

I’ve enjoyed our time together and hope you did as well.

Thanks.
APPENDIX: SUGGESTED VISUAL AIDS

The following is a recommended list of flip chart pages that can be used for visual presentation.

Event Name

“Effective Use of Technology”

Other Uses of Text Messaging

APPENDIX: SUGGESTED VISUAL AIDS

EDUCAUSE Learning Initiative (ELI) Web page “Net Generation Learners,”
http://www.educause.edu/NewLearners/5515

Kaiser Family Foundation, Generation M²: Media in the Lives of 8- to 18-Year-Olds

Pew Research Center, 1615 L Street, NW Suite 700, Washington, DC 20036
http://pewresearch.org

The Pew Internet & American Life Project: one of seven projects that make up the Pew Research Center, a nonpartisan, nonprofit “fact tank” that provides information on the issues, attitudes and trends shaping America and the world.
http://pewinternet.org/

PEW INTERNET PROJECT DATA MEMO by Sydney Jones, Research Assistant & Susannah Fox, Associate Director, Generations Online in 2009, January 28, 2009

http://connect.educause.edu/wiki/Social_Computing