



Chatelain's Point

Greetings and Well Met!

A few months ago, I mentioned that the Chatelain's office exists to help recruit new members; educate them on the culture and traditions of the SCA; and to encourage and assist the retention of existing members. In reality, these are things that every SCAdian can help support, but some group officers have responsibilities that directly support that work. Chroniclers, Social Media Officers, and Web Ministers can all help with member outreach and communication by making it a priority to make their respective publications accessible and to ensure that contact information is easy to find, complete, and up to date.

There was a time when the only official SCA group communications were conducted live at official events or contained in the printed kingdom or local newsletter – online media of any kind was entirely unofficial and could not be used for *any* official communication. Times have changed and the SCA has embraced a variety of online media as official channels of communication complete with warranted officers to oversee that media. The first contact many potential new members have with the SCA is through social media and SCA web sites. This is why it is so important to actively provide contact information on SCA websites and associated with SCA social media channels. How can you help? By keeping that information up to date and accurate.

After recruitment, there is the more complicated work of retention. Aside from a handful of employees at the corporate level, the SCA is utterly dependent on volunteers to survive and flourish. There are literally shelves full of books on volunteer retention and I won't try to summarize them here. I will only suggest this: The SCA's main currency can arguably be characterized as "fun", which often equates will being "seen" by your fellows. People who aren't having fun – in whatever SCA related way they personally experience fun – tend not to hang around.

Acknowledging that there are some people who genuinely prefer to work invisibly behind the scenes, most people like to be seen and recognized. It can be as little as expressing gratitude for volunteering for a job or just complimenting someone on their garb. Or, it could be an award recommendation. As a transplant to Atlantia, local awards are still a bit of a mystery, but it takes only a small effort to look them up and determine which awards may be appropriate for a recommendation. So ask yourself, "What can I do to make the SCA more fun for my fellows?"

I look forward to meeting more of you during the coming months as we all journey forward into the past!

Yours in Service,

[Macsen ap Rhys \(Link to wiki\)](#)

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"We may recreate pre-17th century history, but we live in the 21st century. Take advantage of available technology. Web pages, mailing lists, social media, and instant messaging are very useful tools for attracting newcomers and maintaining contact. Your local group's website should be interesting, informative, quick to download, and easy to navigate. It should, at a minimum, contain local contact information, an activities calendar, and some general information about the SCA and your local group..." – [Atlantian Chatelain's Handbook](#)