

# GLOW Strategic Plan

June 2019 Revision

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## Reference:

- a. Mission/Vision
- b. Strategic imperatives
- c. Goals
- d. Programs/Methods
- e. Near-term Priorities
- f. Action Steps

## *Strategic Imperative – Membership*

(Correlates to **Green** in Vision Statement)

Goal 1A: Achieve annual net positive membership growth June 1 to May 31 (PLO – Grand Master)

Program/Method #1: Modernize WI Program - (Membership Committee)

- A. Select Customer Relationship Mgmt Tool
- B. Develop Sample List of Candidates

Program/Method #2: Develop mentor program (Planning Committee)

- A. Lodge:Lodge – TABLED JUNE 2019
  - a. Candlelight Lodge Program (increasing the light of Masonry)
  - b. Simplify charter process
  - c. Preliminary Charter/Club/Outpost
    - i. Spanish Speaking Lodges
- B. Brother:Brother – Passport Program – IN PROGRESS 2018
  - a. Deployment/Communication – (Dave Ritchie)

## **Our Mission**

*To promote personal development by reinforcing moral principles, to assist those suffering unfortunate circumstances, and to foster friendship and cooperation among all people.*

## **Our Vision**

*"We will be the preeminent fraternity of choice for men of quality and vision who seek personal knowledge, moral growth and leadership development; ultimately improving the individual mason, his community and the world."*

Program/Method #3: Establish GLOW branding strategy by 2020 (Marketing/PR Committee)

- A. Establish Marketing/PR Committee
  - a. PLO Determine Chair (Chair: Mike Burnham)
- B. Marketing/PR Committee & Budget for internal & external Marketing messages
  - a. Emphasis on Square & Compasses in PR & Charity
- C. External Civility Program (younger men focus, behaviors) – (Educational Committee Delivery)

Program/Method #4: Review/Authorize Alternate Methods to Join (PLO)

- A. Degree Batching – (Assigned ESOTERIC to develop “how-to”/SOP guide)
- B. DOL (Operational 2017)
- C. Emphasize “Two-Room” Solution (Grand Lecturer - Article in Journal)

Goal 1B: Reduce annual retention loss rate June 1 to May 31 annually (PLO – Grand Master) – (Assigned to Membership Committee – Retention Sub-committee)

- A. Engagement in Masonic Activity
  - a. Develop Engagement Metrics for all New Members
- B. Emphasis on Masonic Milestones – explore the pin/cert request process (Grand Secretary)
- C. Quarterly A/C Town Hall Meetings
- D. Recovery
  - a. Dues amnesty (Propose program requirements)

Goal 1C: Facilitate New Member Quality & Experience – (Assigned to Membership Committee)

- A. Guarding the West Gate
  - a. Expand the use of comprehensive background checks for all new petitions
  - b. Rollout Interview process
  - c. Investigation/Expectation Mgmt
  - d. Explore standard fee structure (joiner, membership, per capita)
  - e. Two-step petition process – Interest Form initiates background check/Petition 2<sup>nd</sup> more detailed during interview
  - f. Code changes to allow GM Suspensions for non-Masonic conduct – (Jurisprudence)
- B. Enhance new member experience
  - a. Banquet, joiner packet
  - b. Masonic Passport/Credentialing - (PGM DeWolf)

## Strategic Imperative – Brotherly Love

*(Correlates to **Blue** in Vision Statement)*

### Goal 2A: Facilitate GLOW Charitable Focus by 2020

- A. PR & Communication Plan “Talking Points” (Assigned to Marketing/PR Committee)
  - a. GM Appeal
  - b. “Acts of Kindness” Awareness
  - c. Funding Mechanism & Recognition Program for Spruce-up Awards (Tourville)

### Goal 2B: Increase Member Engagement – Measured by passport completion (Education Committee - Chair: Grand Orator)

- A. Civility
  - a. Internal Programs focused on behavior
- B. Create Member Engagement - LAML “living a masonic life” Program
- C. Personal Passport Program
  - a. Lodge involvement
  - b. Giving of yourself
  - c. Fraternal relations
- D. Traveling Man Program

### ~~Goal 2C: Recognition & Membership Compact with Prince Hall by year end 2019 (Fraternal Relations Committee) – COMPLETE 2019 (Strader)~~

## Strategic Imperative – Education

*(Correlates to **Orange** in Vision Statement)*

### Goal 3A: Rework Delivery Mechanism for GLOW Educational Programs by 2020

- A. Organize Written/Video Content Library (Tech Committee)
  - a. Digitize paper materials
  - b. Website Review
- B. Address Gaps in Content, Develop New (Education Committee)
  - a. Webinars/Online
  - b. Web Reports
  - c. School of Instruction Modules (Esoteric Committee)
- C. Officer Training
  - a. PLO Training (3 Pillars, Financial, Foundation, WMBAB, S&A)
  - b. Sr. Warden Workshops
  - c. WM Proficiency – Evaluate Certification Program
  - d. Secretaries Conference

- e. GL Officer Ritual
- D. Masonic Youth Groups/Scouting (Jr. Grand Warden)
  - a. Gentleman 101
  - b. Ladies 101 (OES & Jobies)
  - c. Advisor Development

**Goal 3B: Establish one proficiency and 3 ritualists in each lodge by 2021 (Program Chair: Ken Gorgen w/ Ad Hoc Committee)**

- A. Develop methodology, tools & measurement
- B. Revise and reintroduce ritual competition
- C. Proficiency Passport
  - 1. Formalize
  - 2. Reintroduce
- D. Build a Bench for DL
  - 1. Degree Part Tracking Program