

# Grand Lodge of Virginia Strategic Plan

November 2006

In February 2006, the Grand Master chartered a Grand Lodge Committee on Strategic Planning and Implementation for the purpose of thinking ahead to where we are, where we are going, and what is attainable. Initial, preparatory efforts were conducted by the Grand Lodge Council of Administration to define the major issues confronting our Fraternity today and to establish major objectives to be achieved to overcome those issues. The Strategic Planning Committee, comprised of the Council of Administration plus three other Brethren and a Chairman, developed those objectives into a Strategic Plan – one that will be implemented and continuously improved as progress is made and lessons are learned, to achieve the Mission and Vision statements of the Grand Lodge of Virginia.

The ***Mission of the Grand Lodge of Virginia*** is to teach and perpetuate a way of life that promotes the Brotherhood of Man under the Fatherhood of God and to assist its Lodges to grow and prosper.

The ***Vision of the Grand Lodge of Virginia*** is to be the premier organization composed of men of integrity and character, who are honest, true to their word, believe in God, are devoted to family, charitable in their community, and courteous and helpful to each other.

In order to be successful in this Mission and ultimately to realize this Vision, the Grand Lodge of Virginia has defined a strategy to guide major activities throughout its Jurisdiction over the coming years. The strategy is composed of five major objectives with supporting goals and actions. It is expressed as a Strategic Plan that will be maintained to document progress toward our goals, and revised as necessary to reflect updates and additions to the Plan as they are deemed appropriate. The Grand Master will assign specific actions in support of the Plan on an annual, or as required basis to Grand Lodge Committees, the Grand Lodge Council of Administration, or to specific Brethren as he deems appropriate.

***Objective Number 1.*** We are proud of how Masons treat other Masons and how they act in their business with others in their private lives. We often talk about Masonic role models — men who exemplify what the Fraternity is all about. However, we sometimes have difficulty clearly enunciating these values and standards to those outside the Craft, and sometimes even to new Masons. Our first objective is ***to strengthen our Masonic cultural norm that behavior is always to be based on Masonic values and standards.*** The Grand Lodge Committee on Masonic Education and Publications is assigned lead responsibility for the successful achievement of this objective. As the custodians of our ritual, the Grand Lodge Committee on Work will support this objective by ensuring that instructional materials are consistent with the Work as taught by the Committee. Three major goals define the initial activities to be pursued in support of this objective:

1. Teach the expected Masonic standards of behavior.
2. Establish a program of exemplary behavior through mentors and role models.

3. Establish a means to measure and improve results and to reinforce exemplary behavior.

**Objective Number 2.** The continued success of our Fraternity depends on the health and viability of our individual Lodges, and it is important that we support our Lodges with appropriate resources, training and tailored assistance to give each Lodge every opportunity to succeed. The second objective is **to develop a tailored program to strengthen the subordinate Lodges**. A new Grand Lodge Committee on Lodge Services will be chartered with the lead responsibility for the successful achievement of this objective. This Committee will be composed of a Chairman with a member from each of the twelve Masonic Regions as defined in the Methodical Digest, Section 1.102. Additionally, a representative will be appointed to each district by the Grand Master to assist the Lodges in accessing and using resources provided by the Grand Lodge for the strengthening of the Lodges. Three major goals define the initial activities to be pursued in support of this objective:

1. Improve the quality of Lodge Leadership.
2. Define and document standards and expectations for successful Lodge operations.
3. Support Lodges with tools and resources for improved Lodge operations.

**Objective Number 3.** In recent years, we have gained confidence in our ability to share information about our Fraternity with our non-Mason friends and to discuss the reasons we hold our membership so dear. While we hope that our enthusiasm might engender increased interest in others, we are still concerned that we attract only those who share our values and that our Fraternity is not diminished from the high standards it has so long represented. Objective number 3 is **to develop an effective membership development program that attracts a larger number of high-quality candidates for membership**. A new Grand Lodge Committee on Membership Development will be chartered with the lead responsibility for the successful achievement of this objective. This Committee will coordinate with Appendant bodies, other Grand Jurisdictions, and national organizations such as the Masonic Service Association to formulate a cohesive, enterprise level approach to communicating the values, standards and objectives of Freemasonry. Four major goals define the initial activities to be pursued in support of this objective:

1. Promulgate outreach program plan guidance defining objectives, training and resources.
2. Tailor materials created by other jurisdictions and organizations for our reuse.
3. Define organizational adjustments required to support the implementation of the outreach program.
4. Define and implement requisite training for effective recruiting.

**Objective Number 4.** As a result of our past limited focus on public communications, diverse perceptions of Masonry have come to exist, with the result that we cannot assume that all others share our high esteem of our Fraternity. Objective number 4 is **to develop a community outreach program to improve public understanding and**

**appreciation of Masonic values and contributions.** A new Grand Lodge Committee on Public Relations will be chartered with the lead responsibility for the successful achievement of this objective. Two major goals define the initial activities to be pursued in support of this objective:

1. Expand the public awareness of our values and philanthropic activities.
2. Establish a means to utilize well-known members of our Craft to further the objective.

**Objective Number 5.** A relatively large organizational structure has grown over the years to support our Craft throughout the Grand Lodge, district, and subordinate Lodge levels. While that structure remains basically sound, there are areas of overlapping interests and possibly inefficient use of resources. Objective number 5 is **to ensure that the DDGM, Grand Lodge Committee and District Team roles and structure are optimized to best support Grand Lodge objectives as well as district and subordinate Lodge needs.** The lead responsibility for this objective falls to the Grand Master and his Council of Administration; however, Committee Chairmen and other appropriate Brethren will be requested to support the actions required under this objective's action plan. The goals to be addressed include:

1. Improve the DDGM selection process to improve communications and continuity between successive DDGMs.
2. Ensure that the Grand Lodge Committee organization and functional assignments are optimized to further the interests of the Craft.
3. Reconfirm or refine each District Team functional assignment.
4. Provide written objectives, task goals and assignments for each Committee and District Team functional position.

As we are able to realize significant progress toward these objectives, we will draw closer to the ultimate Vision of the Grand Lodge of Virginia: "...to be the premier organization composed of men of integrity and character..." and we will keep safe the future of our Craft so that we and our successors may continue to receive the joys of friendship, morality and brotherly love.