

## LONG RANGE PLAN STRATEGIC INITIATIVES

**Background.** We recognize the need to develop a long-range plan for the development of Masonry in this jurisdiction. After studying the various plans adopted by our sister Grand Lodges, we have developed what we are calling the “Five Paddles of Progress”. They constitute five general objectives which we believe will achieve our Grand Lodge mission and vision statements, and thereby improve and enrich Masonry in Hawaii.

### MISSION STATEMENT

The mission statement for our Grand Lodge is found in Hawaii Masonic Code §3, which was adopted in 2007. For purposes of this strategic plan, we propose that the mission statement be reworded as follows:

The mission of the Grand Lodge is to increase Masonic membership, to assist constituent lodges in the proper administration and management of their lodges, to assure the observance of Masonry’s ancient customs, landmarks and ritual, and to promote Masonic participation in community activities, especially charitable work.

### VISION STATEMENT

Our Grand Lodge vision statement is also found in Section 3. For purposes of this strategic plan, we propose that the vision statement be reworded as follows:

The Grand Lodge would like to restore the image of Freemasonry to the stature it once had in Hawaii and the rest of the world; i.e., that Masons were among the most outstanding members of our society and the Masonic lodge formed one of the most important aspects of our community life.

**Corollary to Mission and Vision Statements.** It is essential that we regularly review our Mission and Vision Statements from time to time, to determine whether they are relevant to current circumstances in the political, economic and cultural life of our community, as well as meaningful for our constituent lodges and members.

### PADDLES OF PROGRESS

Each of the Paddles of Progress is essential to attainment one of five broad “strategic initiatives” or general objectives necessary to accomplish our mission and to attain our vision. Within each of these areas are more specific goals or objectives, and means by which progress can be measured, and desired time-frames for reaching these goals and objectives. These objectives may be adjusted and updated from time to time.

The Paddles of Progress are:

<b>Paddle No. 1</b>	<b>Grand Lodge Organization</b>
<b>Paddle No. 2</b>	<b>Education and Technology</b>
<b>Paddle No. 3</b>	<b>Family Involvement</b>
<b>Paddle No. 4</b>	<b>Community and Public Relations</b>
<b>Paddle No. 5</b>	<b>Fraternalism and Cooperation with Concordant Organizations</b>

That these strategic initiatives are assigned numbers is not meant to indicate any priorities. Each Paddle is equally important in accomplishing the mission of the Grand Lodge. Moreover, some of these initiatives will overlap one another and may contain some of the same objectives.

**Paddle No. 1. The Grand Lodge must be organized in a manner that will enable us anticipate the needs of constituent lodges and to respond promptly to their problems and needs.**

**Objectives:**

- Identify areas where Grand Lodge can assist constituent lodges.
- Evaluate the effectiveness of the Grand Lodge Organization to be responsive to positive changes and new opportunities.
- Assess the talents of individual members, as a pool of resources, to be placed in strategic leadership positions/roles.
- Alter the structure of the Grand Lodge Organization, where needed, to insure the efficient implementation of the Paddles of Progress. The objective is to have a Grand Lodge that is well organized, well managed, efficient, and uses technology to its best advantage.
- Purchase property in which to house Grand Lodge office instead of renting.
- Encourage and promote “transparency” in Grand Lodge actions and activities, planning and finances

**Actions:**

- Assign specific roles and responsibilities and prepare written job descriptions for each elected and appointed Grand Lodge officer and committee chair. This is to foster stability and promote planning and organization.
- Make the Masters and Wardens Association an integral part of the Grand Lodge planning process, and assign a representative of the Association to attend Grand Lodge Executive Committee Meetings
- Assign appointed Grand Lodge officers to chair and serve on committees in order to promote greater participation, inclusion of a broader range of ideas and preparation for future leadership

- Review and update the functions of current standing committees described in the HMC to ensure that they are still relevant (and create new standing committees where needed)
- Make the long-range strategic planning committee a standing committee of the Grand Lodge.
- Maintain frequent communication between the Grand Lodge Executive Committee and its constituent lodges on a two-way basis, through Masters and Wardens meetings, Inspector reports and Grand Lodge newsletters and bulletins.
- Improve and expand our lodge membership data base system.

**Paddle No. 2: One of the main functions of the Grand Lodge is to promote education and training in Masonry, administrative and management techniques, and technological advances**

**Objectives:**

- Establish and implement regular educational programs at definite times.
- Utilize technology to improve lodge administration and Masonic education.
- Keep current on developments elsewhere in Masonic training, administrative techniques and technological advances

**Actions:**

- Establish classes for lodge leaders at least three times a year: one on Masonic ritual, history and practice, one on lodge administration and one on technological advances
- Assign Grand Lodge Inspectors to conduct ritual and administrative educational programs for lodge officers.
- Task the Grand Lecturer to conduct training workshops for the Grand Lodge Inspectors as directed by the Grand Master.
- Require and assist all constituent lodges in the creation and maintenance of a internet web page
- At least once a year assign two lodges, on a rotating basis, to work together in presenting one educational workshop on a topic of their choosing

**Paddle No. 3: The Grand Lodge must develop and implement programs and activities that are of interest to a member's entire family.**

**Objectives:**

- Develop a closer ties and more contact between individual Masonic families by well-planned activities within the lodge framework that will include all family members.
- Develop closer ties and more contact between the lodge and family members
- Involve family members in lodge activities on a functional and social level
- Involve family members in concordant bodies such as Eastern Star, Rainbow Girls and DeMolay

**Actions:**

- Form a Family Orientation Committee composed of a cross section of brethren their wives, and chaired by the Senior Grand Warden, to develop an orientation program to introduce new Masonic families to Masonry and to identify those family activities/events, which could be conducted at Grand Lodge and lodge levels
- Promote and encourage all lodge and Grand Lodge bulletins and other communications to be designed and written so that they are of interest to, and will be read by all family members

**Paddle No. 4: In order to remain relevant in today's society the Grand Lodge must promote community involvement in its own activities as well as in its constituent lodges, particularly in philanthropic ventures.**

**Objectives:**

- Develop and foster positive relationships and partnerships between the Grand Lodge and other charitable and public-minded organizations whose purposes and objectives are consistent with Masonic principles
- Develop and promote a charitable activity which can be identified with Freemasonry in Hawaii
- Promote and encourage Masonry to have more visibility and a higher profile in our community
- Seek ways in which Masons and lodges can be significant and meaningful participants in the health, growth, and enrichment of their local communities.

**Actions:**

- Establish and maintain a Public Relations Committee and a Long Range Public Relations Plan.
- Encourage and assist the constituent lodges to develop good working relationships with the local media in their communities or geographical areas.
- Under the direction of a Public Relations Committee, develop, implement, and build awareness of Masonry among key community organizations, government and community leaders.
- Formalize the establishment of the Hawaii Masonic Foundation as a 501(c)(3) organization
- Promote the Masonic Child ID program as the primary charity for the Grand Lodge
- Through the Public Relations Committee, identify appropriate local fairs, festivals, and celebrations throughout the state which enhance a positive image of the Masonic organization and encourage lodges to participate in them through booths, participation in parades, youth sports team sponsorships, etc.
- Develop a program to recognize members of the community, outside of the Fraternity, for their outstanding service. Actively encourage lodges to forward deserving examples for Grand Lodge recognition. Develop media contacts to publicize such awards and activities.

- Encourage constituent lodges to identify and participate in local community service opportunities and offer assistance in writing press releases and ways to publicize their events.
- Make sure the web pages of the Grand Lodge and constituent lodges are well maintained and attractive

**Paddle No. 5: The Grand Lodge should foster cooperation, communication and unity among its constituent lodges and concordant bodies in order to promote their common purposes and objectives.**

**Objectives:**

- Promote activities and programs which allow frequent visitation, communication and cooperation among lodges, concordant and appendant bodies
- Increase awareness of the purposes, objectives and activities among lodges, concordant and appendant bodies
- Promote and encourage activities among lodges, concordant and appendant bodies which emphasize that one aspect of Masonry is to have fun and to enjoy one another's company

**Actions:**

- Host a Grand Lodge "Family of Freemasonry" meeting twice a year
- Develop and maintain a current Master Calendar for the Family of Freemasonry that will avoid conflicts in meetings and events, which can be discussed and adjusted early in the calendar year.
- Establish and promote a "Mentor Program" that will work in conjunction with the Family Orientation Committee to introduce concordant and appendant bodies to new Masons and their families
- Promote joint Degree work and joint installations from time to time
- Promote surprise visitations by other lodges and the Grand Lodge (with food, of course) to other lodges and Eastern Star, Shrine Clubs, etc.
- Create a "speakers bureau" to find good teachers and lecturers within and without the Fraternity to speak at gatherings of lodges, concordant and appendant bodies