

GOAL

By the year 2020, the Grand Lodge of Kansas will be known by the following outstanding traits:

- **RESPECTED AND SOUGHT.** Resurgence of interest in an institution that promotes harmony among men, faith in God, non-government charity, returning to the landmark principles of the country's founding documents, self-rule through self-discipline, and free thought without fear of retribution, in a national environment that has taken so much of that away.
- **RECOGNIZED LANDMARK.** A Grand Lodge facility in Topeka which is a center of state-wide Masonic support, a showplace to attract prospective members, a media focal-point for positive aspects of Masonry, and an archive of Masonic books and artifacts in a controlled storage environment that our achievements may be known to future generations.
- **GROWING SOCIETY.** A 30,000 member institution with a median age well below 60 years of age with 10 new lodges having been formed in high-growth communities throughout the state.
- **BLUE LODGE FOCUS.** A friend and enabler to all Blue Lodges so that the local lodges are the centerpiece of community Masonic activities and the core of harmony across all Masonic bodies.

HOW TO GET THERE

- Constant and consistent communication of the plan and its progress to all members of the Craft and carefully listening to and responding to feedback along the way.
- Determination to concentrate only on those priorities and activities that will move us forward and reach our strategic goals.
- Live by the mantra, "If it doesn't enable the local lodges to succeed, it probably needs to be curtailed."

CONCLUSION

We know where we want to go. We now have a plan. We've set some tough objectives along the way. We have at least a five year commitment from all the officers in the Grand Lodge progressive line. You'll start to see how programs going forward link to the plan. We invite you to be part of the solution. Make this plan your own. Communicate it to your lodge. And be an integral part in reaching our vision by 2020.

QUESTIONS?

Contact any member of the Strategic Planning Committee or the Grand Lodge office:

Strategic Planning Committee Members

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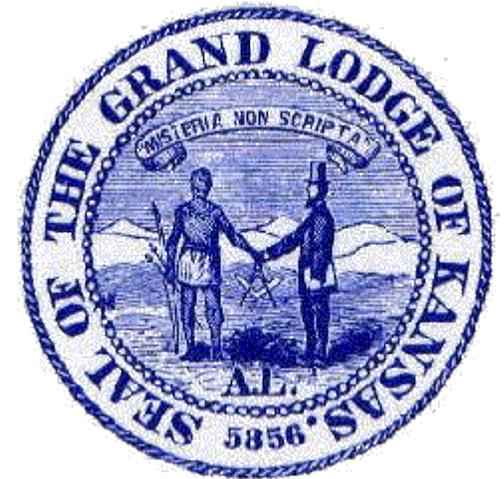
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Grand Lodge of Ancient Free & Accepted Masons of Kansas

March 19, 2010



Strategic Plan

Outline for VISION 2020



OBJECTIVE 1 - LEADERSHIP

By the time of the Annual Communication in 2013, *each* lodge will have a sound strategic plan to guide them toward long-term growth, sound financial footing, capital improvement, fresh faces in positions of leadership, and solid reputation in their communities. Measurements will include the overarching plan as well as the components. The latter will provide insight on what support activities need to be stepped up in the years leading up to 2013 in order to make the overall objective.



OBJECTIVE 2 - COMMUNICATION

Before the start of the Annual Communication in March 2011, the Grand Lodge will have a comprehensive, coordinated calendar of all district, area, and Grand Lodge events planned for the 2011-2012 year. Schedules will be available via multiple means to reach the entire Craft on demand. Calendar efforts during the execution year then shift to communicating the events to prospective attendees, honorees, and media. This would also allow for sufficient planning and correspondence. Correspondence would include invitations, programs, letters of instruction and appreciation as a minimum.



OBJECTIVE 3 - IMAGE

By the Annual Communication in 2012, a survey of the non-Masonic population will determine that both the recognition level and the positive impression when they look at the square and compasses, a Mason wearing an apron, a Masonic sign that would be normally seen at the edge of a town, etc., will have improved by targeted amount.



OBJECTIVE 4 - MASONIC EXPERIENCE

By the time of the Annual Communication in 2011, progress towards understanding the needs of our members, from the youngest Entered Apprentice to the oldest Past Master will be well under way, allowing us to address what the membership wants at all stages of their involvement. Our attempts to identify our members by age group, by geographic area, and other measures as appropriate, will allow us to better serve the fraternity and improve the Masonic experience for all Kansas Masons.



IMPLEMENTATION

Upon approval of the Craft, implementation will require the following steps:

- **PROVIDE MUCH GREATER DETAIL TO THE OBJECTIVES**, including well defined measures of success and setting year-to-year targets
- **MARSHAL THE RESOURCES**, including making the hard decisions of what we will put on hold or stop in order to concentrate the majority of our effort toward our strategic aims
- **RALLY THE BROTHERS TO THE CAUSE**. We need everyone to know and embrace the plan, communicate it to the lodges, and get their buy-in/feedback. Getting everyone to pick up the rope and pull in the same direction will most certainly get us to the 2020 Vision.
- **STICK WITH THE PLAN**. All four future Grand Masters in the progressive line are in unison with this plan. The Craft will not have to anticipate a change in Grand Lodge direction with each new Grand Master. There will be a continuity, cohesion, communication and cooperation from year-to-year
- **SEE IT THROUGH TO SUCCESS**. There is no legacy if there is no institution. We will win the battle of attrition and make the next ten years the best era in Kansas Masonry. Join us! You will not want to miss it.