



## Colorado DeMolay 2012-2013 Management Plan

### **Strategic Action Programs**

The reinstatement of the mission statement set forth in 1992 which is as follows:

#### Mission Statement

Colorado DeMolay will strive to develop leadership skills in our members. DeMolay will accomplish this by teaching life long skills and responsibility within a value system.

We will provide an opportunity for young men to develop in a fun and rewarding setting that builds trust between generations.

#### **Improve Chapter Membership**

Continue to utilize the DeMolay International Field assistance program, focus efforts towards membership growth in existing chapters while promoting the development of new chapters throughout the state.

- Promote use of both\* State and International incentives to drive this initiative.
- Re-institute the Special Committee to the E.O. comprised of Past State Master Councilors and Past State Sweethearts of majority charged with developing a program for local chapters to help retain and grow their membership. Committee will meet with E.O. on a quarterly basis to report progress and successes.
- Continue to bring to the forefront and encourage the use and participation of the PMC-MSA program. Will utilize all resources to get the message communicated to all chapters in the state.
- Continue to encourage every Colorado DeMolay to take all of the Leadership Correspondence Courses.

#### **Improve Communication**

Communication is the key to an organization.

- Continued enhancements to [www.coloradodemolay.org](http://www.coloradodemolay.org) website.
- E.O. to visit a minimum of 1 chapter per month.
- Continued use of the "targeted" e-mail list for communication transference.
- Utilize Textcaster, Twitter and Facebook to broadcast pertinent information to the subscribers.
- Introduce Monthly Skype calls to Chapter Advisors to increase education in DeMolay and to Serve as a venue to discuss both challenges and successes.

#### **Long Term Goals**

- Continue to strengthen existing fraternal relations with all Masonic entities.
- Continue annual State Officers Planning Retreat.
- Build membership by 40 members annually.
- Enhance the Colorado State Ritual competition now offered (outside of Conclave).
- Continued enhancement of the interview process in addition to all other requirements for State Office.
- Maintain the structure of our newly adopted financial bookkeeping system.
- Utilize Grand Masters of Colorado to increase the number of adult advisors.
- Continue to drive a purpose, "outside of ritual", for our Senior DeMolay, Chevaliers, Legionnaires, and Alumni.
- Continue to explore technology to assist in efficiencies, membership growth and profitization (i.e. electronic Yearbook)
- Continue to instill the belief in the active members of Colorado DeMolay that this is *their* organization.
- Continue to lead and assist all jurisdictions with Region VII
- Be recognized as *THE* premier youth organization in Colorado.

Respectfully submitted: Gary E. Mueller  
Executive Officer in Colorado  
Colorado DeMolay & Relay for Life  
"Helping to Stamp Out Cancer in Our Lifetime!"

\* 2012-2013 State Membership Program: To qualify...5 first line signatures. Top signer will receive a Custom DeMolay Varsity Jacket at Conclave 2013 to be held in Glenwood Springs!