

West Virginia
Knights of Columbus
State Council



Strategic Plan

2017 - 2018

Message from the State Deputy



Greetings Brother Knights! A new fraternal year is upon us, and it brings with it a refreshed West Virginia State Council. You'll see a few new District Deputies, Chairman and Officers, and that's just the beginning of the changes.

I plan to promote a new and stronger emphasis on our programs and benefits as well as our membership activities. We have been taught how the Trinity works and our Order is founded on a similar structure. Membership, Benefits and Programs; three equal parts of a strong unified whole. Balancing focus on all three aspects of our Order we will see a renewed growth overall.

The biggest challenge I see before us is complacency. We have shown for two years now that West Virginia is a Circle of Honor State and we should continue to demonstrate that. Many of our Councils are Star and that should continue as well. We have set the level of excellence but we still should meet and exceed that mark.

With that said, I hope you'll find our Strategic Plan for the next two fraternal years helpful. It lays out the Mission and Vision statements. In addition, it outlines five strategic goals. With each goal, there are specific initiatives listed that must be completed for us to achieve our goals.

In closing, my personal goal as your State Deputy is to make this one of best years ever for program, benefits, and membership activities, while maintaining and promoting the fundamentals and beliefs on which our order was founded.

Vivat Jesus!

Scott K. Nale

Mission Statement



To promote the original principles of the Venerable Father Michael J. McGivney of Charity, Unity, Fraternity and Patriotism throughout West Virginia, and to serve as example of Catholic gentlemen dedicated to our Church and its principles and teachings.

Vision Statement



To be the leaders of Catholic principles, teachings and values in the Diocese of Wheeling – Charleston and to create a Knights of Columbus organization based on our founding principles and dedicated to our families and God that all Catholic gentlemen in the Diocese inspire to be a part of.

Goal 1: Serving West Virginians in Need



Given the current economic situation in the country and more specifically in West Virginia combined with recent natural disasters we have experienced, the need for Assistance has never been greater. As Catholic gentlemen and members of the Knights of Columbus, it is incumbent upon us to help provide relief to those in need. This Strategic Goal is at the root of the first founding principle of our order – “**Charity.**” Our State Council will promote programs to help this need.

- Initiative 1: Promote the Cross Catholic Program for food packaging and distribution
- Initiative 2: Promote Food for Families Program participation
- Initiative 3: Work with Mountaineer Food Bank to distribute donations to entire State

Goal 2: Membership Enhancement



As membership growth is the life blood of our order and allows us to continue to do the great programs associated with the Knights of Columbus, it is and will be an important strategic goal for our State Council. We will strive to meet all membership goals as determined by the Supreme Council. Included in this goal, is to meet our Supreme goals to develop new councils and round tables. In the spirit of new evangelization, we also remember those who have already joined the order need further information to become and remain active.

- Initiative 1: Determine membership goals
- Initiative 2: Gain a presence in all Parishes through councils or round tables
- Initiative 3: Add two college councils
- Initiative 4: Utilize current programs to continue to grow membership

Goal 3: Training and Leadership Development



Properly trained State Officers, Chairmen, District Deputies and Grand Knights are key to operating our state as smoothly as possible and achieving all our goals and strategic objectives. In addition, it is understood that the future leadership in this State must be developed to ensure the future of the order. Our State Council will develop and execute a training program to properly train all key individuals in the state and local councils

and inspire the next generation of leaders.

- Initiative 1: Determine key individuals to train
- Initiative 2: Disseminate training materials and schedules
- Initiative 3: Work with local councils to find future leadership at all levels

Goal 4: Communications



In order to successfully conduct our program and membership activities, we must properly communicate our good works to the people of the great state of West Virginia. By properly communicating with the public and Catholic communities, we will be able to acquire the needed support to complete our program goals and obtain prospective new members.

- Initiative 1: Work with our partners in Catholic Media to discuss our works and opportunities
- Initiative 2: Maintain a regular level of exposure through those channels
- Initiative 3: Develop communication content and materials
- Initiative 4: In the interest of fiscal responsibility, strive to utilize electronic media for many communications.

Goal 5: Growth of the Council



Each Council has the opportunity to make a local difference. These men are face of our Order, in the community making the difference. We must do all we can to strengthen each Council and facilitate their work so that all can benefit.

- Initiative 1: Encourage every Council to achieve the Star Award and show them the path to do so.
- Initiative 2: Visit each Council and determine what assistance can be provided
- Initiative 3: Schedule regular, geographically spaced, ceremonials to facility all men on their path to Knighthood
- Initiative 4: Utilize Statewide initiatives to assist the local Councils where possible