

2023-24 State Council Strategic Playbook

Response ID:92 Data

1. Basic Information

1. First Name

Michael

2. Last Name

Stanger

3. What is your Jurisdiction?

West Virginia

2. Membership Growth

4. In the past several years my jurisdiction has had a detailed plan for membership growth in my jurisdiction.

Strongly agree

What are some of the obstacles preventing you from creating a plan for membership growth. N/A

What steps will you take to overcome these obstacles? N/A

7. Who will you rely on to aid you in this plan? Please check all that apply.

State Membership Director
Hispanic Growth Coordinator
Other
State Secretary

8. If 'other' write in the title of the person responsible for the plan.

Council Membership Directors, DD'sNA

9. How will you measure your plan?

Review and Update Monthly

10. What are the specifics of your plan?

Grow from last years plan but work harder to achieve it.
Get Membership Incentives to DD's & GK- communication.
Delta Church Drives
One on One recruiting
Council activity

11. How will you achieve your goal?

Communication with State Officers, DD's, all Program Directors and Committee Chairmen and with all the Councils.
Track Star Tracker
Watch Council Activity. All Councils Active -All Councils Strong
Insurance Agent participation

3. State Incentives for Growth

12. This fraternal year I will implement a robust incentive campaign designed to stimulate growth and reward excellence.

Strongly agree

What obstacles are preventing you from offering incentives this year? N/A

What steps will you take to overcome these obstacles? N/A

15. Who is responsible to manage the campaign?

State Deputy

If 'other' write in the title of the person managing the campaign.

17. What is the time frame?

Entire Fraternal Year

18. How will the status of the campaign be published?

State Website

E-mails

Constant Contact

19. Please describe your individual member incentive.

" Know them by their Works" - get everyone to participate and WORK hard.

Membership Incentives **Top recruiter gift cards**

20. Who is responsible to manage the campaign?

State Membership Director

If 'other' write in the title of the person managing the campaign.

22. What is the time frame?

Entire Fraternal Year

23. How will the status of the campaign be published?

State Website

E-mails

Constant Contact

24. Please describe your council incentive.

Communicate with others. Ask the guy that always goes to Mass but is not a Knight, yet.

Gift Cards Top Recruiter Quarterly/ Semi annual

Prayer Books

25. Who is responsible to manage the campaign?

State Deputy

If 'other' write in the title of the person managing the campaign.

27. What is the time frame?

Entire Fraternal Year

28. How will the status of the campaign be published?

State Website
E-mails
Constant Contact

29. Please describe your District Deputy incentive.

Top Recruiter (DD) at mid-year and Convention. By percentage
Recognize more often the top DD Recruiter
Give meal gift cards for top recruiter

30. Who is responsible to manage the campaign?

Other SD

31. If 'other' write in the title of the person managing the campaign.

Insurance Chairman

32. What is the time frame?

Entire Fraternal Year

33. How will the status of the campaign be published?

State Website
E-mails
Constant Contact

34. Please describe your agent incentive.

State Council to offer incentives TBD

35. Who is responsible to manage the campaign?

State Deputy

36. If 'other' write in the title of the person managing the campaign.

NA

37. What is the time frame?

Entire Fraternal Year

38. How will the status of the campaign be published?

State Website
E-mails
Constant Contact

39. Please describe your incentive.

See above

4. Online Membership/Affiliate Membership

40. The 'online join' application, along with the 'prospect tab' in officers online are important components in enrolling a new member and I will be promoting its use throughout my administration.

Strongly agree

41. Who is responsible to manage the campaign?

Online Membership Chairman

If 'other' what is the title of the person managing the campaign?

43. What is your time frame?

Entire Fraternal Year

44. How will your program be monitored?

Review of Monthly Online Membership Report

45. How will you promote the use of 'online join' and the 'prospect tab'?

Understanding the system throughout the State. The system is easy but many still don't know how to use it.

Training

46. How do you plan to convert existing e-members to active council members?

Check Prospect Tab weekly to make sure no one is left out.

Schedule Degrees

Got to Call them

Training

47. Do you plan on inviting online and affiliate members (members of your state division), to regional or state programs and events at least once a quarter?

Yes

Why not?

What obstacles are preventing you from using Online Membership as a tool for recruiting? N/A

What steps will you take to overcome these obstacle? N/A

5. New Council Development/Hispanic and Ethnic Growth

51. New Council Development is a powerful tool for growth, and I plan to institute several new councils this year.

Strongly agree

52. What percentage of new council development do you anticipate being Hispanic or Ethnic growth?

40

What obstacles are preventing you from developing new councils? N/A

How will you overcome these obstacles? N/A

55. What are the top languages that you view as an opportunity for NCD?

	Spanish	French	Polish	Filipino	Vietnamese	Other
Language 1	X					
Language 2						X
Language 3						X

56. Have you reviewed your State/Provincial Diocesan report for parishes that do not have councils servicing them?

No

57. In the below fields please show possible opportunities for new council development.

	Parish	Town	Type (Eng./Hispanic/College,etc.)	K of C Contact	Projected Start Date
NCD 1	St Agnes	Charleston	English	Jack Walsht	7-1-23
NCD 2					
NCD 3					
NCD 4					
NCD 5					
NCD 6					
NCD 7					
NCD 8					
NCD 9					
NCD 10					

58. We know that some larger jurisdictions may have more than 10 NCDs. Do you have any other new council development opportunities?

No

Please show any further opportunities for new council development.

	Parish	Town	Type (Eng./Hisp/College,etc.)	K of C Contact	Projected 133 Date
NCD 1					
NCD 2					
NCD 3					
NCD 4					
NCD 5					
NCD 6					
NCD 7					
NCD 8					
NCD 9					
NCD 10					

6. Council Reactivations and Round Tables

60. List the largest councils in your jurisdiction that were not recruitment active during the last fraternal year.

	Council Number	Town	Type of Council (Reg, Hispanic, College)	Total Members	Projected Start Date of Reactivation
Reactivation 1	15486	Chester	Regular	30	7-1-23
Reactivation 2	12972	Wellsburg	Regular	30	7-1-23
Reactivation 3					
Reactivation 4					
Reactivation 5					
Reactivation 6					
Reactivation 7					
Reactivation 8					
Reactivation 9					
Reactivation 10					

61. List any parishes below that are State targets for Round Tables (optional)

	Parishes Supported	Date form 2629 Submitted
Parish 1		
Parish 2		
Parish 3		

62. List any Round Tables (Even if listed as an NCD) that are prime candidates for becoming a council.

	Parish
Parish 1	na
Parish 2	
Parish 3	

7. College Council Growth

63. I plan to assist all college councils to be membership active this fraternal year.

Strongly agree

64. Have you chosen a college coordinator?

Yes

65. Do your college councils participate in a state or regional College Conference?

Yes

66. What is your plan to support your college councils?

Continue to communicate with the College Council Director. Make visit to several Councils or Schools to show the Knights care and are trying to get some Catholic Gentlemen involved.

67. What do you feel are the duties and responsibilities of your College Coordinator?

Communication with the Colleges throughout the state and find leads to a positive growth of the Order

Does your jurisdiction have any active college councils? NO

What obstacles are preventing you from starting a college council in your jurisdiction?

70. Are there campuses with councils that should be reinvigorated?

List targets here:

	School	Town	Council Number	Total Members
1.	WVU	Morgantown	8288	90
2.				
3.				
4.				
5.				

Are there campuses with councils that should be reinvigorated?

List targets here:

	School	Town	Council Number	Total Members
1.				
2.				
3.				
4.				
5.				

8. Managing your District Deputies

72. Using the sliding scale what percentage of your District Deputies meet the above description?

63

73. How do you plan to monitor the success and failures of your District Deputies?

Monthly virtual meetings with DDs

If 'Other' how will you hold your District Deputies accountable?

75. Ultimately, the District Deputies report to the State Deputy; in your State what is the position that holds District Deputies accountable?

State Deputy

76. How often will you or your designees plan to meet with District Deputies?

Monthly

77. It is essential that District Deputies submit to the Supreme Council the online Annual Report on Council Status (form 944) for every council in your jurisdiction by September 15th so that we can provide you with a full Report of Council Health at the Mid-Year Meeting in November.

After receiving your Jurisdictional Report of Council Health at the Mid-Year Meeting who will you assign to coordinate your jurisdiction corrective action plan?

State Deputy

78. Will you share your jurisdiction Report of Council Health at your state mid-year meeting?

Yes

9. Training

79. How do you promote Supreme sponsored training and webinars?

Broadcast E-Mails Trying to get all GKs to register for FLA

If 'Other' how do you promote Supreme Sponsored training?

81. Using ranked choice please select which trainings are most and least needed in your jurisdiction.

1. Programs
2. District Deputies
3. Membership Growth
4. Member Experience
5. Council Officer Training
6. Council Administration
7. Council Finances

Does your Jurisdiction have a State Trainer?

yes

83. Has your State Trainer been reported to Supreme?

Yes

If you answered No, Why not?

85. What are the duties of the State Trainer?

Promote use of FLA; Promote all trainings

10. Faith Formation

86. List below your State Council sponsored Holy Hours or Eucharistic Processions

	Location	Date	Time
Holy Hour/Eucharistic Procession 1	Berkeley Springs	7-15-23	8:00 AM
Holy Hour/Eucharistic Procession 2	Mid Year meeting	December 2	
Holy Hour/Eucharistic Procession 3	State Convention	May 18 - 19	
Holy Hour/Eucharistic Procession 4(Optional)	Special Meetings		

11. Council Experience

87. Using the sliding scale select what percentage of councils in your jurisdiction consistently offer their members a positive council experience.

66

88. Do you have a dedicated person or team to work with councils to help them provide a consistently positive member experience?

Yes

89. Who is responsible?

Program Director

If 'Other' what is the title of the person who will be responsible for council experience.

Who will you appoint?

If 'Other' what is the title of the person who will be responsible for council experience.

93. Does your jurisdiction encourage the use of the Member Interest Survey?

Yes

Why not?

95. What do you feel is the biggest reason men are leaving our councils?

Small group of decision makers

12. Partnership with Clergy

96. Councils in my jurisdiction have a strong relationship with their chaplains/pastors?

Strongly agree

97. Using the sliding scale what percentage of your councils have a chaplain?

90

98. As State Deputy, what is your relationship with the bishop(s) in your jurisdiction?

Strong

99. How can your State Chaplain assist in building a stronger relationship with the clergy and the councils in your jurisdiction?

Maybe have a meeting with the Priests and GK's and discuss ways to improve the relationships.
This could be individual or group meetings (Let's eat!)

100. Are there any steps you can take to maintain or improve the relationship with the bishop(s) in your jurisdiction?

Meet more and get to know his needs.
We do support the Diocese monetarily.

What issues do you see as negatively impacting the relationship between your councils and their chaplains/pastors?

What are some ways you can address these issues and seek to improve the relationship between councils and their chaplains/pastors?

How can your State Chaplain assist in building a stronger relationship between the clergy and the councils in your jurisdiction?

Are there any steps you can take to maintain or improve the relationship with the bishop(s) in your jurisdiction?

13. Partnership With General Agents and Field Agents

105. General agents and field agents are a valued partner, and they will be integrated into my membership growth plan.

Strongly agree

What obstacles are preventing you from forming a partnership with your General Agents?

How will you overcome these obstacles?

108. As State Deputy you are responsible for establishing and maintaining the partnership between the State Office and

General Agents. Who will assist you in this task?

Insurance Promotion Chairmen

If 'other' what is the title of the person managing your partnership?

110. Would you consider asking your General Agent(s) to be your NCD Chairman?

No

111. Will your General Agent(s) be invited to your State Leadership meetings? (Organizational Meeting, Spring, or Fall Meeting, Mid-Term Meeting)

Yes

If not, why?

113. How will you get your General and Field Agents involved in the recruiting process?

Through Webinars, State Meetings and individual meetings at Parishes
FBN's

114. How will you promote your General and Field Agents?

Always remember they are on our side.
We need to keep them in the spotlight to all events.
Invite to all major functions

115. How will you promote Fraternal Benefit Events?

Show how easy an FBN is vs trying to get new insurance members
Food
Use friendly name for FBN
Parish Bulletins

14. Cor Meeting Pilot

116. Is your jurisdiction one of the pilot states for the Cor Meeting?

No

Are you meeting regularly with your State Director of Evangelization and Faith Formation?

Have you or your State Director of Evangelization and Faith Formation met with or discussed this initiative with your State Chaplain?

Are there any additional resources or support that would help the implementation and adoption of the Cor Meeting within your jurisdiction?

120. Are you interested in participating in the next phase of the Cor Meeting initiative rollout?

Yes

121. Are you working to build a state leadership team to oversee the implementation of the Cor Meeting this coming fraternal year?

Yes

122. Have you discussed this initiative with your State Chaplain?

Yes

Approved By 5/15/2023

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