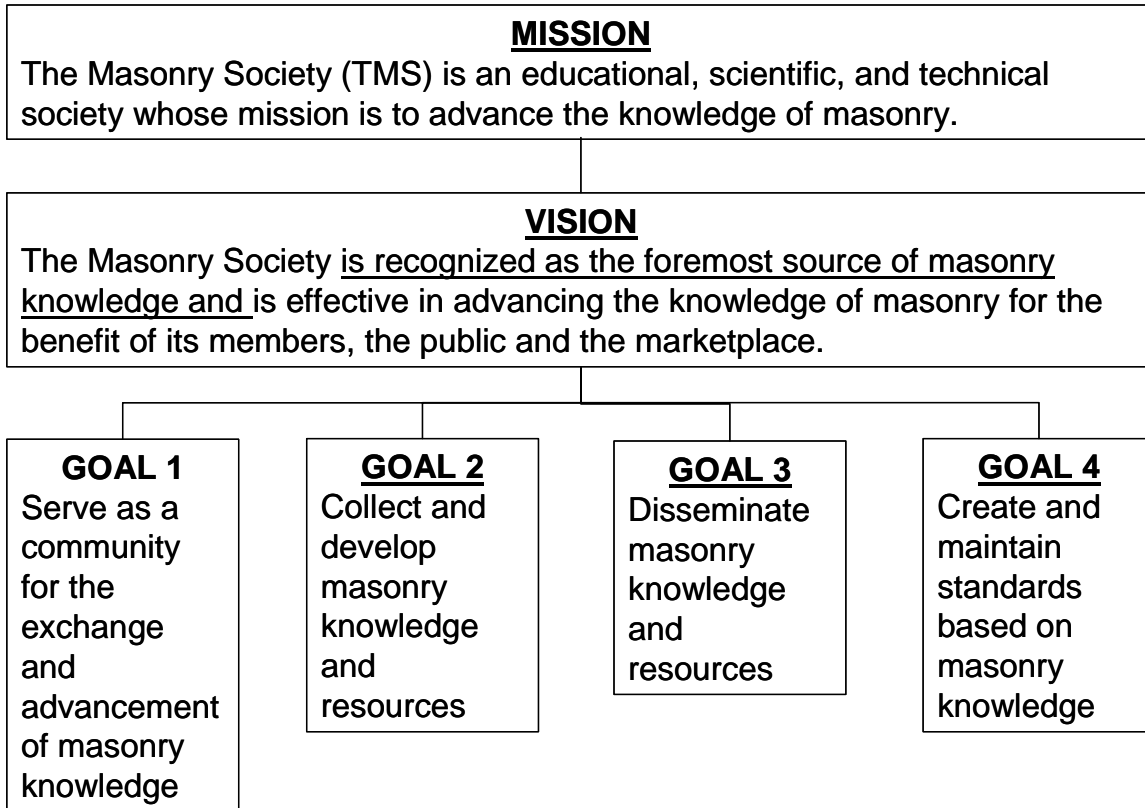


Strategic Plan for The Masonry Society



MISSION

The Masonry Society (TMS) is an educational, scientific, and technical society whose mission is to advance the knowledge of masonry.

VISION

The Masonry Society is recognized as the foremost source of masonry knowledge and is effective in advancing the knowledge of masonry for the benefit of its members, the public and the marketplace.

STRATEGIC PLAN GOALS

Strategic plan goals of TMS are:

- GOAL 1. Serve as a community for the exchange and advancement of masonry knowledge,
- GOAL 2. Collect and develop masonry knowledge and resources,
- GOAL 3. Disseminate masonry knowledge and resources, and
- GOAL 4. Create and maintain standards based on masonry knowledge.

These over-arching goals lead to objectives and corresponding strategies.

Strategic Plan for The Masonry Society

GOALS AND OBJECTIVES

Goal 1. Serve as a community for exchange and advancement of masonry knowledge

Objective 1.1. Maintain an open, diverse and expanding membership

Strategy 1.1.1. Increase the number and diversity of members

Strategy 1.1.2. Cooperate with local organizations to encourage and/or facilitate more participation in TMS.

Strategy 1.1.3. Promote the vitality, goals, and effectiveness of TMS

Strategy 1.1.4. Invite non-members to participate in TMS Activities

Strategy 1.1.5. Encourage TMS members to participate in non-member activities

Objective 1.2. Increase interaction with individuals and organizations with an interest in masonry

Strategy 1.2.1. Increase recognition of TMS as a clearinghouse for masonry information

Strategy 1.2.2. Work with local groups having an interest in masonry

Strategy 1.2.3. Work with national groups having an interest in masonry

Strategy 1.2.4. Work with international groups having an interest in masonry

Objective 1.3. Provide strong organizational and committee structure

Strategy 1.3.1. Achieve a strong financial base for the Society

Strategy 1.3.2. Provide appropriate Staff to support programs

Strategy 1.3.3. Encourage, develop, and reward member participation and growth

Strategy 1.3.4. Enhance the effectiveness and efficiency of the committee structure

Strategic Plan for The Masonry Society

Goal 2. Collect and develop masonry knowledge and resources

Objective 2.1. Encourage, Facilitate and Promote masonry research

Strategy 2.1.1. Encourage and/or facilitate communication between researchers and sources of funding

Strategy 2.1.2. Encourage and/or facilitate funding for masonry research

Strategy 2.1.3. Provide opportunities for publication of masonry research

Objective 2.2. Facilitate access to masonry knowledge

Strategy 2.2.1. Create and support electronic resources (measure at next level)

Strategy 2.2.2. Develop and produce masonry publications

Objective 2.3. Use masonry knowledge to develop improved design and construction practices.

Strategy 2.3.1. Create and monitor appropriate committees.

Strategy 2.3.2. Develop Interest Groups in focused areas.

Strategic Plan for The Masonry Society

Goal 3. Disseminate Masonry Knowledge and Resources

Objective 3.1. Encourage, Facilitate and Support Masonry Knowledge in Higher Education

Strategy 3.1.1. Increase number of universities that expose students to masonry in their Curriculum

Strategy 3.1.2. Increase student membership in TMS

Objective 3.2. Encourage, Facilitate and Support Masonry Knowledge in Professional Development and Educational Activities

Strategy 3.2.1. Increase number of and attendance at seminars

Strategy 3.2.2. Increase availability of resources to professionals

Strategy 3.2.3 Support appropriate certification programs.

Objective 3.3. Offer and Promote Masonry Resources

Strategy 3.3.1. Increase distribution of TMS publications and resources

Strategy 3.3.2. Increase number of visits to website

Strategic Plan for The Masonry Society

Goal 4. Create and maintain standards based on masonry knowledge

Objective 4.1. Promote opportunities for standards development by TMS

Strategy 4.1.1. Market and utilize ANSI accreditation

Strategy 4.1.2. Increase resources to support other standards

Objective 4.2. Develop new masonry standards

Strategy 4.2.1 Identify needs for new masonry standards

Strategy 4.2.2 Prioritize standards for development

Strategy 4.2.3 Create the committees for new standards

Objective 4.3. Update existing TMS standards

Strategy 4.3.1 Identify needs for updating masonry standards

Strategy 4.3.2 Prioritize update actions for development

Strategy 4.3.3 Assign to appropriate standards development committee

Objective 4.4. Improve the standards development process

Strategy 4.4.1. Update standards development operating procedures

Strategy 4.4.2. Maintain appropriate committee oversight and support

Strategy 4.4.3 Solicit and encourage qualified individuals to participate in standards development activities

Objective 4.5. Publish standards

Strategy 4.5.1. Release standards in a timely manner

Strategy 4.5.2. Coordinate publishing with other Standards-Development Organizations where appropriate

Objective 4.6. Encourage the use of TMS standards

Strategy 4.6.1. Promote awareness of TMS Standards

Strategy 4.6.2. Facilitate the use of TMS Standards

Strategy 4.6.3 Support referencing of TMS standards by model codes and by other standards