

## Pennsylvania Bar Association Strategic Plan

March 2, 2015

**Vision:** To be a vital, independent organization representative of and for Pennsylvania lawyers to enhance the practice of law and ensure access to justice for all persons.

**Mission Statement:** To advance the science of jurisprudence; to promote the administration of justice; to see that no one, on account of poverty, is denied his or her legal rights; to secure proper legislation; to encourage a thorough legal education; to uphold the honor and dignity of the bar; to promote diversity throughout the profession; to cultivate cordial intercourse among the lawyers of Pennsylvania; and to perpetuate the history of the profession and the memory of its members. (PBA Articles of Incorporation, July 1895, as amended November 2011)

**Introduction:** The PBA Planning Committee was tasked with identifying and evaluating strategic goals for the association and implementation strategies for those goals. The work of the Committee shall also promote continuity of leadership and initiatives of the association over time. Following a Planning Retreat in September 2014, six strategic areas were identified. The strategic areas themselves are interconnected, as are the goals under each area. Further, each strategic area and goal is important to the success of the others. The placement of a goal under one strategic area is not a statement that the goal is not important or relative to one or more other strategic areas. The strategic areas are:

- I. Member Services and Growth** – To remain a vital organization that is most representative of the lawyers in Pennsylvania and to meet its members’ needs, the PBA must continue to retain and recruit new members. Growth in membership, member benefits, and services is fundamental to the association’s future.
- II. Service to the Public** – Priorities of the association include the promotion and support of the delivery of pro bono services to those in need and education of the public, particularly students, about the judicial system and the role of the legal profession in society.
- III. Diversity and Inclusion** – The PBA serves diverse stakeholders and communities across the Commonwealth and, by recognizing the changing diverse population, should be the catalyst for increased engagement and participation.
- IV. Strategic Relationships** – The PBA must have strong relationships with the courts and judiciary, county bar associations, law schools, affinity bar associations and other outside entities in order to grow and succeed.

**V. Legislative Initiatives** – As the only broad-based legal association with expertise in a wide variety of subject matter areas, PBA must continue to serve as an important resource to legislators and their staffs. PBA’s communication with the legislature through its lobbying efforts is an important service to the profession as the association works to increase its voice and presence with Pennsylvania’s elected officials.

**VI. Branding/Marketing** – In order to sustain its position and image in the legal community, the PBA has to communicate to all attorneys that membership in the PBA is essential to practicing law. The PBA also must continue to promote the good work of the association and its members to the general public.

## **GOALS**

### **I. Member Services and Growth**

Goal #1 - Develop a project plan and budget to conduct a comprehensive membership needs survey in 2016 and every five years thereafter.

Goal #2 - Assess technology needs and develop a comprehensive plan to both assist members in their practices and review potential non-dues revenue streams for the association.

Goal #3 - Conduct research on voluntary state bar associations’ retention and growth rates to develop realistic goals moving forward.

Goal #4 - Identify strategies for the analysis, enhancement, and engagement of committees and sections.

Goal #5 - Identify strategies for the analysis,enhancement, and engagement of the Young Lawyers Division and law student membership.

Goal #6 - Create a systematic process for the monitoring and collection of data on target market groups to increase membership and participation in the PBA.

Goal #7 - Create professional networking and business opportunities for members.

## **II. Service to the Public**

Goal #1 - Assess the current level of activity and create a strategy to increase participation by attorneys in both pro bono and modest means programs

Goal #2 - Identify opportunities for enhancement of the PBA's educational efforts to the public.

Goal #3 - Promote increased funding for and access to legal services for the disadvantaged.

## **III. Diversity and Inclusion**

Goal #1 - Enhance and promote the diversity and inclusion efforts of the association.

Goal #2 - Support stakeholder organizations in increasing their diversity and inclusion efforts and engagement.

Goal #3 - Ensure the effectiveness of the PBA's Strategic Diversity and Inclusion Plan.

## **IV. Strategic Relationships**

Goal #1 - Create systematic strategies to enhance relationships with the following groups: Pennsylvania Bar Institute; Pennsylvania Bar Foundation; the judiciary; law schools; county bar associations; unit county bar associations; affinity bar associations; the PA State Conference of Trial Judges; and other appropriate organizations.

Goal #2 - Develop and strengthen relationships with stakeholders to create a strategic approach to support and improve community awareness of the PBA's mission.

## **V. Legislative Initiatives**

Goal #1 - Support the PBA's committees and sections in reviewing and developing legislative activity in their substantive legal areas.

Goal #2 - Increase member support to the PABAR PAC to meet the association's legislative goals.

Goal #3 - Enhance participation in the PBA's legislative grass-roots network efforts.

## **VI. Branding/Marketing**

Goal #1 - Create a strategic approach to improve members' and stakeholders' awareness of the association and its benefits.

Goal #2 - Identify trends and developments and analyze their appropriateness for implementation by the association.

Goal #3 - Create a systematic process for benchmarking programs, benefits and services with other state bar associations, and share information with the PBA Membership Development Committee for regular feedback.

The PBA Planning Committee, with the assistance of staff, will annually review and evaluate these goals and make regular reports to the Board of Governors on the association's progress in achieving the stated objectives.

*\*Approved by the Board of Governors on May 6, 2015*