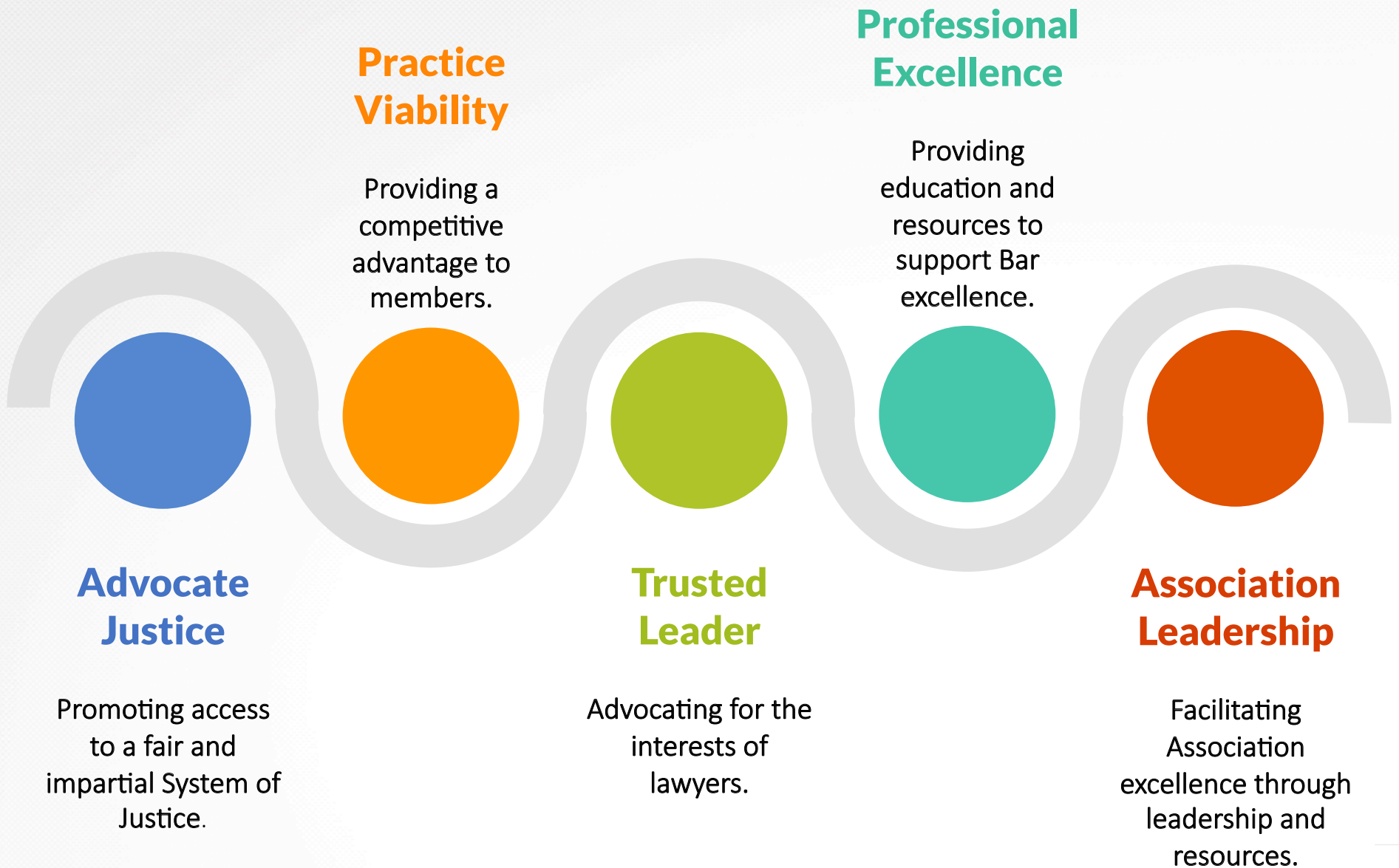


Goals 2016-2019

ArkBar Strategic Plan



Goals 2016-2019

ArkBar Strategic Plan



Advocate Justice

Promoting access to a fair and impartial System of Justice.

- Funding
- Access
- Judicial Report
- Public Understanding
- Equality in Justice

Practice Viability

Providing a competitive advantage to members.

- Programs and Services
- Connecting Lawyers to Clients
- Connecting Lawyers
- Targeted Members
- Sections

Trusted Leader

Advocating for the interests of lawyers.

- Vigilance
- Resource
- Uniform Laws
- Advocacy
- Government Relations
- PAC
- Rapid Response
- Amicus Briefs
- Criticism of Lawyers
- Media Relations

Professional Excellence

Providing education and resources to support Bar excellence.

- CLE
- Annual Meeting
- Section Programming
- Professionalism
- Specializations
- Practice Management
- Mentoring
- Academic Relations
- Leadership Academy
- Health and Wellness

Association Leadership

Facilitating Association excellence through leadership and resources.

- Governance and Technology
- Governance Structure
- Dues Revenue
- Section and Committee Leadership
- Sunset
- Resource Alignment
- Local and Specialty Bars
- Past Presidents
- Professional Staffing



Strategies 2016-2019

ArkBar Strategic Plan-Approaches to Advancing the Goals

I. Advocate Justice

Promoting access to a fair and impartial System of Justice.

A. Funding

Support sustainable funding of the Judiciary.

B. Access

Support efforts to provide legal services to persons of limited means.

C. Judicial Report

Lead efforts on judicial reforms to maintain a fair and impartial judiciary.

D. Public Understanding

Elevate the public's knowledge of civics.

E. Equality in Justice

Promote fairness and equality in the application of Justice.

Strategies 2016-2019

ArkBar Strategic Plan-Approaches to Advancing the Goals

II. Practice Viability

Providing a competitive advantage to members

A. Programs and Services

Improve awareness of the unique array of benefits available that provide a competitive advantage to members.

B. Connecting Lawyers to Clients

Facilitate opportunities to allow clients to identify Bar members through awards, recognitions, volunteer services, etc.

C. Connecting Lawyers

Provide events, opportunities and technology to connect the expertise of lawyers to lawyers; ensuring accessibility through regional programming.

D. Targeted Members

Develop approaches to enroll underrepresented membership segments, i.e. students, corporate counsel, public counsel, and geographic areas.

E. Sections

Use Sections to connect members and develop substantive knowledge in specialty areas.

Strategies 2016-2019

ArkBar Strategic Plan-Approaches to Advancing the Goals

III. Trusted Leader

Advocating for the interests of lawyers.

A. Vigilance

Maintain vigilance to protect the practice of law and administration of justice.

B. Resource

Position the Bar Association to be the preeminent resource advancing quality of law with the Legislature, Court, Executive Branch and public.

C. Uniform Laws

Develop and promote uniform and fair laws on a proactive basis with input of the Sections.

D. Advocacy

Fulfill the responsibility of the Bar Association for more than a century to be the central voice for lawyers in Arkansas.

E. Government Relations

Develop a sustainable government relations program that includes lobbying.

F. PAC

Maximize use of the Political Action Committee to elect lawyers to the Legislature.

G. Rapid Response

Establish a mechanism to facilitate rapid response of the Bar and lawyers as issues and opportunities arise so that the Association does not miss opportunities. Position the HOD to be pro-active and ready to respond or promote issues in timely manner.

H. Amicus Briefs

Use amicus briefs to support issues.

I. Criticism of Lawyers

Consider a mechanism, plan or education on the response protocols for criticisms of lawyers.

J. Media Relations

Maintain Bar Association relations with the media and proactively provide information and support for favorable news.

Strategies 2016-2019

ArkBar Strategic Plan-Approaches to Advancing the Goals

IV. Professional Excellence

Providing education and resources to support Bar Excellence.

A. CLE

Provide the best quality legal education in Arkansas.

B. Annual Meeting

Maintain the quality of the conference and continue the position of the Bar as the responsible party for the Practicum.

C. Section Programming

Encourage Sections to develop programming and expertise.

D. Professionalism

Impress upon lawyers the importance of professionalism as a step above mandatory ethics.

E. Specializations

Explore opportunities to support enhanced education and potential for developing programs resulting in Certificates of Completion.

F. Practice Management

Provide practical education through mock trials, boot camps and the “Blueprint for Success.”

G. Mentoring

Encourage lawyers to be involved with Law School mentoring programs and through their own initiatives; reduce the Bar’s facilitation of mentoring and matching.

H. Academic Relations

Maintain relationships with the Law Schools and professors to advance mutual interests.

I. Leadership Academy

Develop future leaders to serve in elected and appointed positions, and in the Bar Association.

J. Health and Wellness

Support preventative initiatives to support lawyer health and to prevent disability.

Strategies 2016-2019

ArkBar Strategic Plan-Approaches to Advancing the Goals

V. Association Leadership

Facilitating Association excellence through leadership and resources.

A. Governance and Technology

Streamline decision making speed and processes using technology.

B. Governance Structure

Conduct a comprehensive governance review to ensure that the structure and governing documents are efficient in leading the Association.

C. Dues Revenue

Explore alternative dues structures recognizing need to respond to questions about return on investment and expanding competition in the areas of traditional Association deliverables; considering membership and CLE bundling, discounts for large firms, and rates for public/government lawyers.

D. Section and Committee Leadership

Enhance process regarding appointment, charges, leadership and outcomes of Sections and Committees.

E. Sunset

Strategically review Bar programs, processes, Committees and Sections to determine their return on investment (outcome vs. staffing, support, volunteering, etc.) Make recommendation to the HOD to merge, enhance, eliminate.

F. Resource Alignment

Align resources (income, reserve, human) with the strategic plan goals, prioritizing the strategies over the three year plan.

G. Local and Specialty Bars

Collaborate to position the Bar Association to represent lawyers in Arkansas.

H. Past Presidents

Use the Past Presidents Council to advance special projects.

I. Professional Staffing

Maintain the professional staffing necessary to serve the members, Justice and public in a quality, efficient manner.