

Philadelphia Bar Association
STRATEGIC PLAN
2018-2021

Philadelphia Bar Association 2018-2021 Strategic Plan

Mission

The mission of the Philadelphia Bar Association is to serve the profession and the public by promoting justice, professional excellence and respect for the rule of law. In so doing, the Association strives to foster understanding of, involvement in and access to the justice system.

Vision

The Philadelphia Bar Association is a dynamic organization that anticipates and serves member needs, connects members and organizations within our legal community, and is essential to every Philadelphia attorney's successful practice. The Association works to improve our laws, our profession and our justice system, upholds the rule of law, expands access to legal services for Philadelphia residents, and ensures trust and confidence in the justice system.

Organizational Values

These core values direct the Philadelphia Bar Association's conduct as it works to achieve its goals and fulfill its mission.

Advocacy

Collaboration

Commitment to Service and the Community

Diversity and Inclusion

Forward-Thinking

Pro-activeness

Openness and Transparency

Responsiveness

Respect for Rule of Law

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<p>Goal 1: The Philadelphia Bar Association will cultivate an engaging, inclusive and accessible member experience.</p>	<p>We will achieve this goal by:</p> <ol style="list-style-type: none"> 1. Ensuring every interaction with members is welcoming and tailored to their needs and interests, recognizing that membership is a choice that we want to encourage them to make 2. Advancing diversity and inclusion throughout the Association 3. Upgrading the Association’s technology infrastructure and creating/maintaining an engaging user interface 4. Modernizing the Association’s facilities 5. Enhancing engagement opportunities for members 6. Increasing transparency in, and ensuring the effectiveness of, the Association’s policies and processes
<p>Goal 2: The Philadelphia Bar Association will deliver programming and resources that are essential to the personal and professional success of its members and prospective members.</p>	<p>We will achieve this goal by:</p> <ol style="list-style-type: none"> 1. Evaluating and providing Section, Committee and Division programming and other member offerings that are responsive to current and emerging needs of members and prospective members 2. Identifying trends related to the law and assessing their impact on the practice of law and our justice system.
<p>Goal 3: The Philadelphia Bar Association will strengthen engagement with the Philadelphia community to increase access to justice and respect for the rule of law.</p>	<p>We will achieve this goal by:</p> <ol style="list-style-type: none"> 1. Increasing awareness of the Association in the community-at-large 2. Engaging and strengthening relationships with community leaders and organizations 3. Collaborating with partners to educate and provide leadership within the community 4. Leading and supporting diversity and inclusion efforts within and outside the Association 5. Speaking out on issues that impact the core values of attorneys and providing opportunities for action
<p>Goal 4: The Philadelphia Bar Association will achieve a significant and steady growth in membership, and also build the pipeline of future members.</p>	<p>We will achieve this goal by:</p> <ol style="list-style-type: none"> 1. Making member retention a top priority 2. Ensuring we have the data to understand who our members and prospective members are and what they need 3. Ensuring that the Association’s programming and engagement efforts are tailored to members’ needs 4. Engaging in outreach efforts to our constituent groups to attract new members 5. Evaluating and improving the dues structure 6. Engaging Association and community leaders to encourage membership in the Association

Goal 5:
 The Philadelphia Bar Association will act to ensure its long-term financial sustainability.

- We will achieve this goal by:
1. Effectively deploying the Association’s staff and technology to efficiently deliver services
 2. Sustaining a high retention rate and increasing membership
 3. Evaluating/modifying existing non-dues revenue sources and identifying additional non-dues revenue sources
 4. Evaluating the cost/benefit and fee structures of Association events and programs, and determining if and how they should evolve
 5. Evaluating other expenditures, and determining how they should evolve

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Goal 1:
 The Philadelphia Bar Association will cultivate an engaging, inclusive, and accessible member experience.

- Success measures:
1. Growth in membership
 2. Competition for leadership positions
 3. Diversity of leadership
 4. Expanded participation in, and satisfaction with, Committees/Section/Division activities and Bar-wide events

Goal 2:
 The Philadelphia Bar Association will deliver programming and resources that are essential to the personal and professional success of its members and prospective members.

- Success measures:
1. Expanded participation in, and satisfaction with, Committee/Section/Division activities and Bar-wide events
 2. Increased retention rate

Goal 3:
 The Philadelphia Bar Association will strengthen engagement with the Philadelphia community to increase access to justice and respect for the rule of law.

- Success measures:
1. Participation in Association-sponsored community events
 2. Growth in Association-driven pro bono services and community events
 3. Impact of the Commission on Judicial Selection and Retention on judicial elections
 4. Number of partnerships with other community organizations
 5. Increase in use of the Association’s public service programs

Goal 4:
The Philadelphia Bar Association will achieve a significant and steady growth in membership, and also build the pipeline of future members.

- Success measures:
1. Market share is maintained and increased
 2. Number of law student and new lawyer members
 3. Increased membership in our constituent groups
 4. Increased retention rates

Goal 5:
The Philadelphia Bar Association will act to ensure its long-term financial sustainability.

- Success measure:
1. Balanced budget (actual annual revenues equal to or exceed actual annual expenses)