

**Minnesota State Bar Association
Strategic Plan
2021-2024**

Mission:

Minnesota State Bar Association promotes the highest standards of excellence and inclusion within the legal profession, provides valued resources to its members, and strives to improve the law and the equal administration of justice for all.

Serving and Engaging MSBA Members The Minnesota State Bar Association fosters professional competence and satisfaction throughout a member’s career. From law school through retirement, members view the association as an essential partner.				
Strategic Priority Areas	To address this goal the MSBA will	Current supporting programs and activities	2021-2022 Opportunities	Responsibility
Connect members to the values of the profession, including the importance of diversity, equity, and inclusion	Collaborate with law schools, affinity bar associations, and strategic partners.	DEI Strategic Plan	-Develop more deliberate, mutually beneficial relationships with affinity bars, other local bar associations and law schools.	-MSBA Council, D&I Council, CEO, DEI Director
Cultivate a welcoming, inclusive, and supportive environment	Create community, connection, and affiliation among members, most notably through our Sections and our District Bar Associations. Focus on lawyer wellness and wellbeing.	Sections; Section Leadership DEI training; District Bar associations; One Profession Events	-Develop Code of Conduct for Meetings -Enhance Section Leadership Training to encourage wellbeing and pro bono opportunities -Reinvigorate Wellbeing Committee	-Management Team -Senior Director of Member Services -Senior Director of Policy

Address the distinct needs of the lawyers throughout the state regardless of location, practice setting, or area of concentration	Serve as a trusted source of leading-edge practice-related CLE programming, news, information.	Sections; CLEs; Bench & Bar Magazine; Legal News Digest; One Profession Events	-Resume in-person One Profession events -Redesign Bench & Bar magazine based on recent survey of members	- Member Services Team -Communications Team
Provide unique, customized practice-related tools and services	Help members to navigate economic and technological changes in the practice and profession through practice support.	Sections; CLEs; Practice Management Advisor; MSBA Advantage Practice Management Tools	-Streamline MSBA Advantage programs -Increase visibility of practice management advisor	-Senior Director of Communications -Senior Director of Communications
Advocate for the core values of the profession	Collaborate with district and affinity bar associations	Fair Response Committee	-Issue statements in support of core values	-President

Leadership Role of the Association

The Minnesota State Bar Association is a key voice and leadership partner in ensuring a fair, equitable, inclusive justice system that works for all people.

Strategic Priority Areas	To address this goal the MSBA will	Supporting programs and activities	2021-2022 Opportunities	Responsibility
Improve the practice and administration of the law through legislative, judicial, and regulatory reform	Engage in advocacy and serve as a trusted resource for the legislative, judicial, and executive branches.	Legislative Work; MSBA and Section Amicus Petitions and Comments to the Court	-Provide information about potential legislative work at Section Leadership Workshop	-Assembly, Legislative Committee, Senior Director of Policy, Lobbyist
Eliminate barriers for the public to obtain necessary legal resources, including information and representation	Nurture cultural competency and understanding among our members and strategic partners.		-Offer CLEs designed to increase cultural competency	-Diversity, Equity & Inclusion Director and Senior Director of Member Services
	Facilitate collaborative problem-solving with our strategic partners to increase access to justice.	Access to Justice Committee initiatives	-Promote collaboration between sections and legal service providers to increase pro bono service by members	-Senior Director of Policy and Senior Director of Member Services
Leverage the voice and commitment of MSBA members to the fair and equitable administration of justice for all	Serve as a trustworthy source of information about the law and the legal system for the public and the media.	Mock Trial Media relations and outreach	-Offer public statements on matters of civic importance	-President and CEO
	Promote public understanding about the law and the legal system			

Operation of the Association The MSBA fulfills its mission and vision while optimizing its resources.				
Strategic Priority Area	To address this goal the MSBA will	Supporting programs and activities	2021-2022 Opportunities	Responsibility
Ensure the sustainability of financial, volunteer, and staff resources	Align our resources with our priorities	Budget process	-Set annual operational priorities	-Council
	Be intentional in evaluating new and existing programs		-Review any new program opportunities using threshold questions -Create criteria for success and establish pilot program parameters and sunset review dates	-Council and CEO -Council and CEO
	Engage in best practices in governance, including program and governance review.		-Review governance structure	-Assembly
	Deploy data-driven decision-making and evaluation.	Budget process	-Annual review of the strategic plan at the leadership retreat	-President and CEO
	Align dues structure with shifts in member and consumer attitudes and needs		-Review current dues structure with opportunities to expand the reach and representation of the association	-Management Team
Incorporate equity, diversity, and inclusion in all aspects of our work	Identify current points of integration and make recommendations for additional opportunities		-Seek input from Diversity, Equity & Inclusion Director in decisions regarding existing and new programs and services	-Management Team, Diversity, Equity & Inclusion Director

Sustain mutually beneficial relationships with our affiliates	Continue representation and ensure affiliates have a voice		-Council outreach efforts -Power of appointment	-Council -President
Support and integrate Sections into the strategic framework	Convene and counsel section leaders, review existing section structure and align activity with threshold questions		Review strategic framework at Section Leadership Workshop	-CEO, Director of Member Services

Threshold Questions for Reviewing Existing Programs and Adding New Programs

Is it mission-driven?

Is what we are doing or our role unique in the marketplace?

Are we uniquely skilled, positioned or equipped to address the issue or provide the service?

Does the service or participation differentiate us from other organizations, entities?

Can we do it better than anyone else?

Does it solve a problem for our members?