

**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.

| <b>Serving and Engaging MSBA Members</b><br><b>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.</b> |  |   |  |   |
|---|--|---|--|---|
| 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.<br><br>Focus on lawyer wellness and wellbeing. | Sections; Section Leadership DEI training; District Bar associations; One Profession Events | -Develop Code of Conduct for Meetings<br>-Enhance Section Leadership Training to encourage wellbeing and pro bono opportunities<br>-Reinvigorate Wellbeing Committee | -Management Team<br>-Senior Director of Member Services<br><br>-Senior Director of Policy |

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| 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<br>-Redesign Bench & Bar magazine based on recent survey of members | - Member Services Team<br>-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<br>-Increase visibility of practice management advisor                  | -Senior Director of Communications<br>-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<br>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   |   |   |  |

| <b>Operation of the Association</b><br><b>The MSBA fulfills its mission and vision while optimizing its resources.</b> |   |   |  |  |
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| <b>Strategic Priority Area</b>   | <b>To address this goal the MSBA will</b>   | <b>Supporting programs and activities</b> | <b>2021-2022 Opportunities</b>   | <b>Responsibility</b>                                    |
| Ensure the sustainability of financial, volunteer, and staff resources   | Align our resources with our priorities<br><br>Be intentional in evaluating new and existing programs | Budget process                            | -Set annual operational priorities<br><br>-Review any new program opportunities using threshold questions<br>-Create criteria for success and establish pilot program parameters and sunset review dates | -Council<br><br>-Council and CEO<br><br>-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 |

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| Sustain mutually beneficial relationships with our affiliates | Continue representation and ensure affiliates have a voice   |  | -Council outreach efforts<br>-Power of appointment        | -Council<br>-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?