

**Minnesota State Bar Association  
Strategic Plan  
2024-2027**

**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> 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	Supporting programs and activities	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.	Diversity & Inclusion Council  DEI Strategic Plan	Board of Governors D&I Council CEO Director of Equity, Inclusion and Foundations
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 Training, including information about Diversity, Equity & Inclusion, attorney wellbeing and pro bono opportunities  Wellbeing Committee Programming and Resources	Senior Director of Member Services Director of Equity, Inclusion and Foundations  Senior Director of Member Services

<p>Address the distinct needs of the lawyers throughout the state regardless of location, practice setting, or area of concentration</p>	<p>Serve as a trusted source of leading-edge practice-related CLE programming, news, information.</p>	<p>Custom Programming for Greater Minnesota Districts</p> <p>Sections</p> <p>CLEs</p> <p>Bench &amp; Bar Magazine</p> <p>Legal News Digest</p>	<p>Member Services Team</p> <p>Senior Director of Communications</p>
<p>Provide unique, customized practice-related tools and services</p>	<p>Help members navigate economic and technological changes in the practice and profession through practice support.</p>	<p>Sections</p> <p>CLEs</p> <p>Legal Technologist</p> <p>MSBA Advantage Practice Management Tools</p> <p>Legal Technology Training</p>	<p>Senior Director of Member Services</p> <p>Senior Director of Legal Practice Technology</p>
<p>Advocate for the core values of the profession</p>	<p>Speak up when judges are unfairly under attack</p> <p>Collaborate with district and affinity bar associations to speak for the profession</p>	<p>Fair Response Committee</p> <p>Quarterly Affinity Bar Summits</p>	<p>President</p> <p>Director of Equity, Inclusion and Foundations</p>

**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	Responsibility
<p>Improve the practice and administration of the law through legislative, judicial, and regulatory reform</p>	<p>Engage in advocacy and serve as a trusted resource for the legislative, judicial, and executive branches.</p>	<p>Legislative Advocacy, including providing information to Section leaders about the legislative process</p> <p>MSBA and Section Amicus Briefs</p> <p>Petitions and Comments to the Court and Other Entities</p>	<p>Assembly Legislative Committee Senior Director of Policy Lobbyist CEO</p>
<p>Eliminate barriers for the public to obtain necessary legal resources, including information and representation</p>	<p>Nurture cultural competency and understanding among our members and strategic partners.</p> <p>Facilitate collaborative problem-solving with our strategic partners to increase access to justice.</p>	<p>Association-wide and Section CLES designed to increase cultural competency</p> <p>Access to Justice Committee initiatives, including:</p> <ul style="list-style-type: none"> <li>-Encouraging members to perform pro bono work</li> <li>-Highlighting the work of legal service providers</li> <li>-Advocating for legislation that will improve access to justice</li> </ul> <p>Collaboration with the Minnesota State Bar Foundation to ensure stable funding for legal services and MSBA Access to Justice programs</p>	<p>Director of Equity, Inclusion and Foundations Senior Director of Member Services</p> <p>Senior Director of Policy Senior Director of Member Services</p>

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. Promote public understanding about the law and the legal system	Mock Trial Media relations and outreach	Senior Director of Policy President CEO Senior Director of Communications
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<b>Operation of the Association</b> The MSBA fulfills its mission and vision while optimizing its resources.			
<b>Strategic Priority Area</b>	<b>To address this goal the MSBA will</b>	<b>Supporting programs and activities</b>	<b>Responsibility</b>
Ensure the sustainability of financial, volunteer, and staff resources	Align our resources with our priorities	Enhanced budgeting process, including additional board members on Budget Committee	Board of Governors
	Be intentional in evaluating new and existing programs	Board engagement in thoughtful conversations about future of programs	Board of Governors and CEO
	Engage in best practices in governance, including program and governance review.	Review of strategic plan by Board at least annually	Board of Governors
	Deploy data-driven decision-making and evaluation.	Budget process  Board retreat  Review of key performance indicators (engagement of members in many different parts of the MSBA) at Board retreat	President and CEO
Incorporate equity, diversity, and inclusion in all aspects of our work	Identify current points of integration and make recommendations for additional opportunities	D&I Council review of legislative positions and comments	Management Team Diversity, Equity & Inclusion Director

		Ongoing DEI training and guidance to section leadership and staff  Accessible website	Board of Governors
Sustain mutually beneficial relationships with our partners, related organizations and affinity bar associations	Continue representation and ensure partners have a voice	Promotion of open positions and thorough screening of applicants for MSBA representatives to the courts and other organizations  Representatives at all affinity bar events	Board of Governors  President  Director of Equity, Inclusion & Foundations
Support and integrate Sections into the strategic framework	Convene and counsel section leaders, review existing section structure and align activity with threshold questions	Review of strategic framework at each 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?