Mission Statement
The Denver Bar Association advances professionalism within the legal community and promotes justice in the broader community.

Values
We are inclusive, purposeful, impactful and professional.

Vision Statement
The Denver Bar Association is committed to promoting member success by:

• Cultivating an inclusive and engaged legal community;
• Delivering programming focused on enhancing professional excellence; and
• Supporting and advancing justice.

Goal Overview
1. Improve the Denver Bar Association member experience through better engagement, promoting diversity and inclusivity, improving communications, engaging new and young attorneys, and actively recruiting members.
2. Focus on core programming including professional development, pro bono and clinics, and public engagement through ongoing evaluation using the values of being inclusive, purposeful, impactful and professional.

These goals are mapped with potential action steps on the charts that follow.

Time Horizon
This plan is effective for five years through June 30, 2021. This plan may be amended only by the Board of Trustees. The nominating committee is directed to nominate officers committed to implementing this plan.
Improve DBA Member Experience

**Active Recruitment**

- 15X15
- Bar Ambassadors
- iBelong
- Dedicated Staff
- Law Schools

**Better Engagement**

- Bar Ambassadors
- New Website/Improved Communications
- Improved Technology
- Expand Paths for Engagement & Leadership
- Professional Development

**Diversity & Inclusivity**

- Address Barriers (e.g., Dues; Engagement)
- More Welcoming (e.g., Graphics)
- Promote DBA
- Track & Report
- Interact with Specialty Bars
- Training

**Communication/Marketing/Branding**

- Bar Ambassadors
- Branding Advice & Discipline
- Reduce Communication Clutter
- Focus on Core Branding Including the DBA Brand
- Improved Website, Technology & Publications

**New/Young Attorneys**

- Enhance Relevance
- Early Leadership Positions
- Focused YLD Programming

**Board: Strategic Goal and Goal Elements**

- Staff: Potential Action Steps, Programs, and Examples
Focus on Core Programming

Core Programming
- Professional Development
  - Bench/Bar
  - Committees
  - 15X15 Networking
  - Other Networking
  - New Programs
- Pro Bono/Clinics
  - MVL Pro Bono
  - MVL FLCP
  - MVL Post-Decree Clinics
  - ATJ Clinics
  - Law-Line 9
- Public Engagement
  - Public Legal Education
  - Community Service
  - (Results of Ongoing Program Evaluation)

Ongoing Evaluation
- Inclusive
  - Measure
  - See Other Goals as to Diversity
- Impactful
  - Learn
  - See Other Goals as to New/Young Attorneys
- Purposeful
  - Report
  - Re-Evaluate
- Professional
  - BoT Engagement
  - Selective Programs
  - Disciplined
  - (Results of Ongoing Program Evaluation)
  - Apply Best Practices
  - Accountability