DENVER BAR ASSOCIATION℠

The Denver Bar Association
Strategic Plan
May 2016

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

Focus on Core Programming

Core Programming

Ongoing Evaluation

Professional Development

Pro Bono/ Clinics

Public Engagement

Inclusive

Impactful

Purposeful

Professional

Bench/Bar

Committees

15X15 Networking

Other Networking

New Programs

MVL Pro Bono

MVL FLCP

MVL Post-Decree Clinics

ATJ Clinics

Law-Line 9

(Results of Ongoing Program Evaluation)

Public Legal Education

Community Service

(Results of Ongoing Program Evaluation)

See Other Goals as to Diversity

See Other Goals as to New/Young Attorneys

Measure

Learn

Report

Re-Evaluate

BoT Engagement

Selective Programs

Disciplined

(Results of Ongoing Program Evaluation)

Apply Best Practices

Accountability