Strategic Vision 2016
The Columbus Bar Association is a key partner in the professional success of Central Ohio lawyers and the administration of justice.

| Goal 1: To be invaluable to the professional and business development of our members. |
| Statement of Success: Our success will be measured by our retention rate and our membership growth of 1% per year. |
| **Focus Area 1.1** |
| By providing substantive services and benefits differentiated by practice setting and career life-cycle. |
| **Focus Area 1.2** |
| By providing multiple points of contact for members to engage with each other and access our services. |
| **Focus Area 1.3** |
| By monitoring trends in the practice of law and helping members to adapt to those developments. |
| **Focus Area 1.4** |
| By serving as a nexus between law school and practice in strengthening the relationship with Capital and OSU law schools and their students. |
| **Focus Area 1.5** |
| By promoting the values of professionalism and civility through an atmosphere of mutual accountability.  
A. Creating an atmosphere of mutual accountability. |
| **Focus Area 1.6** |
| By collaborating with affiliate bar associations and other professional organizations. |
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| Goal 2: To support members in meeting their professional and ethical obligation to ensure access to justice. |
| Statement of Success: Our success will be measured by increased availability of necessary resources to meet the legal needs of underserved populations. |
| Focus Area 2.1  |
| By facilitating the coordinated, effective, and efficient delivery of services among providers. |
| Focus Area 2.2  |
| By promoting pro bono service and public service among members. |
| Focus Area 2.3  |
| By supporting and advocating for access to justice program. |
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<table>
<thead>
<tr>
<th>Goal 3. To ensure the quality and efficiency of the justice system.</th>
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<tbody>
<tr>
<td>Our success will be measured by the quality of the bench and how effectively court processes serve the interests of clients.</td>
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<thead>
<tr>
<th>Focus Area 3.1</th>
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<tr>
<td>By promoting a high caliber judiciary through member feedback and public education.</td>
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<tr>
<th>Focus Area 3.2</th>
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<td>By ensuring efficiency and efficacy court processes.</td>
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<th>Focus Area 3.3</th>
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<tr>
<td>By engaging with the Supreme Court on issues that impact the practice.</td>
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<th>Focus Area 3.4</th>
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<td>By educating the public about the fair and impartial resolution of disputes, including attorney-client relations.</td>
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| Goal 4. To engage in community partnerships benefitting our members and public interest. |
| Our success will be measured by member participation in serving the community. |
| **Focus Area 4.1** |
| By connecting members with community and nonprofit organizations. |
| **Focus Area 4.2** |
| By creating partnerships with other professional organizations. |
| **Focus Area 4.3** |
| By serving as a leading resource in the community on law-related matters. |
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<thead>
<tr>
<th>Goal 5. To have the staff, leadership, facilities, and financial resources to fulfill our vision.</th>
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<tbody>
<tr>
<td>Our success will be measured by our goals becoming a reality.</td>
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<tr>
<td><strong>Focus Area 5.1</strong></td>
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<tr>
<td>By being entrepreneurial in developing diversified revenue streams and investing in marketing and technology.</td>
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<tr>
<td><strong>Focus Area 5.2</strong></td>
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<tr>
<td>By further developing the staff capacity to serve members and the public interest.</td>
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<td><strong>Focus Area 5.3</strong></td>
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<tr>
<td>By ensuring the continuation of dynamic, energetic, innovative and visionary voluntary leadership team.</td>
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<td><strong>Focus Area 5.4</strong></td>
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<td>By creating a bar center that exemplifies the CBA brand.</td>
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<td><strong>Focus Area 5.5</strong></td>
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<tr>
<td>By adhering to good governance practices, including transparency and non-partisanship.</td>
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