

## Strategic Vision 2016

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

<b>Goal 1: To be invaluable to the professional and business development of our members.</b>
<b>Statement of Success: Our success will be measured by our retention rate and our membership growth of 1% per year.</b>
<b>Focus Area 1.1</b>
By providing substantive services and benefits differentiated by practice setting and career life-cycle.
<b>Focus Area 1.2</b>
By providing multiple points of contact for members to engage with each other and access our services.
<b>Focus Area 1.3</b>
By monitoring trends in the practice of law and helping members to adapt to those developments.
<b>Focus Area 1.4</b>
By serving as a nexus between law school and practice in strengthening the relationship with Capital and OSU law schools and their students.
<b>Focus Area 1.5</b>
By promoting the values of professionalism and civility through an atmosphere of mutual accountability. A. Creating an atmosphere of mutual accountability.
<b>Focus Area 1.6</b>
By collaborating with affiliate bar associations and other professional organizations.

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<b>Goal 2: To support members in meeting their professional and ethical obligation to ensure access to justice.</b>
<b>Statement of Success: Our success will be measured by increased availability of necessary resources to meet the legal needs of underserved populations.</b>
<b>Focus Area 2.1</b>
By facilitating the coordinated, effective, and efficient delivery of services among providers.
<b>Focus Area 2.2</b>
By promoting pro bono service and public service among members.
<b>Focus Area 2.3</b>
By supporting and advocating for access to justice program.

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<b>Goal 3. To ensure the quality and efficiency of the justice system.</b>
<b>Our success will be measured by the quality of the bench and how effectively court processes serve the interests of clients.</b>
<b>Focus Area 3.1</b>
By promoting a high caliber judiciary through member feedback and public education.
<b>Focus Area 3.2</b>
By ensuring efficiency and efficacy court processes.
<b>Focus Area 3.3</b>
By engaging with the Supreme Court on issues that impact the practice.
<b>Focus Area 3.4</b>
By educating the public about the fair and impartial resolution of disputes, including attorney-client relations.

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<b>Goal 4. To engage in community partnerships benefiting our members and public interest.</b>
<b>Our success will be measured by member participation in serving the community.</b>
<b>Focus Area 4.1</b>
By connecting members with community and nonprofit organizations.
<b>Focus Area 4.2</b>
By creating partnerships with other professional organizations.
<b>Focus Area 4.3</b>
By serving as a leading resource in the community on law-related matters.

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<b>Goal 5. To have the staff, leadership, facilities, and financial resources to fulfill our vision.</b>
<b>Our success will be measured by our goals becoming a reality.</b>
<b>Focus Area 5.1</b>
By being entrepreneurial in developing diversified revenue streams and investing in marketing and technology.
<b>Focus Area 5.2</b>
By further developing the staff capacity to serve members and the public interest.
<b>Focus Area 5.3</b>
By ensuring the continuation of dynamic, energetic, innovative and visionary voluntary leadership team.
<b>Focus Area 5.4</b>
By creating a bar center that exemplifies the CBA brand.
<b>Focus Area 5.5</b>
By adhering to good governance practices, including transparency and non-partisanship.