



State Bar of Michigan
STRATEGIC PLAN
2017-2020

Adopted by the Board of
Commissioners January 20, 2017

Statement of Purpose

A statement of purpose, or mission, is designed to define an organization's fundamental reason for being, and for whom. It also establishes the scope of its major activity areas, providing the framework for selecting the goals and strategies required to move the organization forward. The Supreme Court Rules Concerning the State Bar of Michigan provide:

"...The State Bar of Michigan shall aid in promoting improvements in the administration of justice and advancements in jurisprudence, in improving relations between the legal profession and the public, and in promoting the interests of the legal profession in this state."

This statement provides the foundation upon which the State Bar of Michigan Strategic Plan is built and positions the State Bar of Michigan to:

- Promote the professionalism of lawyers
- Advocate for an open, fair and accessible justice system
- Provide services to members that enable them to best serve their clients



Statement of Core Values

These core values direct fundamentally how the State Bar of Michigan will conduct itself as it works to achieve our goals and fulfill our mission.

Justice

In fulfilling our mission to promote improvements in the administration of justice and advancements in jurisprudence, the State Bar of Michigan finds it essential to our mission to advocate for an open, fair and accessible justice system for all.

Service

The State Bar of Michigan, as an organization, its staff, and volunteers, who carry out the work of the bar, shall undertake service to its members and the larger legal community, being especially attentive to the needs of the public, who is served by the justice system.

Professionalism

We respect the rule of law, and will promote ethical conduct, personal integrity, and civility in all our deliberations, decisions, and interactions within the organization and with all others participating within the justice system.

Diversity and Inclusion

The State Bar of Michigan recognizes that as an association we are more effective when we bring different perspectives, experiences, backgrounds, talents and interests to decision-making about how we carry out our mission. In addition to promoting greater diversity in the profession, the State Bar of Michigan embraces a culture within its leadership and governance processes that is open to and respects differing views and perspectives.

Innovation

We will continually strive to explore and advance new ways to provide excellent service to our members and to the public, and to promote ethical use of technology and high standards of performance in the practice of law.



State Bar of Michigan 2017-2020 Strategic Plan

Goal 1: The State Bar of Michigan provides resources to help all of its members achieve professional excellence and success in the practice of law.

We will achieve this by:

- Strategy 1: Helping new lawyers to be practice ready
- Strategy 2: Supporting each active member's professional competence and continuing professional development
- Strategy 3: Engaging members in learning about and implementing innovative delivery methods
- Strategy 4: Promoting greater member engagement to connect members with the bar, its resources and each other

Goal 2: The State Bar of Michigan champions access to justice, and builds public trust and confidence in the justice system in Michigan.

- Strategy 1: Creating and maintaining an accessible, coordinated online foundation of legal resources for the public
- Strategy 2: Creating and maintaining greater public awareness and competence around legal issues that affect them
- Strategy 3: Expanding opportunities for SBM members to participate in access to justice initiatives through traditional means including pro bono and by partnering with public service organizations, local and affinity bars
- Strategy 4: Encouraging improved diversity and inclusion of the profession as a fundamental component of the public's respect for the rule of law and confidence and trust in the justice system
- Strategy 5: Expanding collaboration with professional organizations and communities outside of the legal community
- Strategy 6: Providing timely, targeted messages to promote understanding of the rule of law and role of judiciary and the legal profession

Goal 3: The State Bar of Michigan maintains the highest conduct among its members, and initiates and advocates for improvements that facilitate accessible, timely justice.

- Strategy 1: Working with our partners to effectively regulate the legal profession in Michigan
- Strategy 2: Educating members on ethical rules and regulations
- Strategy 3: Reviewing ethical rules and regulation, and adapting them to eliminate barriers to innovation
- Strategy 4: Conducting research and development that promotes innovation and forecasts change
- Strategy 5: Pursuing permissible and achievable public policy goals, while minimizing divisiveness and encouraging member input and diverse points of view on public policy issues
- Strategy 6: Promoting respect for diversity as an important element of professionalism

Goal 4: The State Bar of Michigan structures itself to achieve its strategic goals in a responsive and cost-efficient manner.

- Strategy 1: Developing governance, member and administrative structures that provide for broad-based decision making and timely action
- Strategy 2: Employing practices that strengthen the State Bar of Michigan's fiscal position and responsible use of resources
- Strategy 3: Ensuring the technology infrastructure follows best business practices and is poised to meet the future needs of members and the State Bar of Michigan
- Strategy 4: Targeting the State Bar of Michigan's communications to build awareness of bar programs and initiatives among members and the recipient community



State Bar of Michigan 2017-2020 Strategic Plan

GOAL	We will achieve this goal by:
Goal 1: The SBM provides resources to help all of its members achieve professional excellence and success in the practice of law.	1 Helping new lawyers to be practice ready
	2 Supporting each active member's professional competence and continuing professional development
	3 Engaging members in learning about and implementing innovative delivery methods
	4 Promoting greater member engagement to connect members with the bar, its resources and each other



State Bar of Michigan 2017-2020 Strategic Plan

GOAL	We will achieve this goal by:
Goal 2: The SBM champions access to justice, and builds public trust and confidence in the justice system in Michigan	1 Creating and maintaining an accessible, coordinated online foundation of legal resources for the public
	2 Creating and maintaining greater public awareness and competence around legal issues that affect them
	3 Expanding opportunities for SBM members to participate in access to justice initiatives through traditional means including pro bono and by partnering with public service organizations, local and affinity bars
	4 Encouraging improved diversity and inclusion of the profession as a fundamental component of the public's respect for the rule of law and confidence and trust in the justice system
	5 Expanding collaboration with professional organizations and communities outside of the legal community
	6 Providing timely, targeted messages to promote understanding of the rule of law and role of judiciary and the legal profession



State Bar of Michigan 2017-2020 Strategic Plan

GOAL		We will achieve this goal by:
<p>Goal 3: The SBM maintains the highest conduct among its members, and initiates and advocates for improvements that facilitate accessible, timely justice.</p>	1	Working with our partners to effectively regulate the legal profession in Michigan
	2	Educating members on ethical rules and regulations
	3	Reviewing ethical rules and regulation, and adapting them to eliminate barriers to innovation
	4	Conducting research and development that promotes innovation and forecasts change
	5	Pursuing permissible and achievable public policy goals, while minimizing divisiveness and encouraging member input and diverse points of view on public policy issues
	6	Promoting respect for diversity as an important element of professionalism



State Bar of Michigan 2017-2020 Strategic Plan

GOAL		We will achieve this goal by:
<p>Goal 4: The SBM structures itself to achieve its strategic goals in a responsive and cost-efficient manner.</p>	1	Developing governance, member and administrative structures that provide for broad-based decision making and timely action
	2	Employing practices that strengthen the SBM's fiscal position and responsible use of resources
	3	Ensure the SBM's technology infrastructure follows best business practices and is poised to meet the future needs of members and SBM
	4	Targeting SBM's communications to build awareness of bar programs and initiatives among members and the recipient community