

Law Practice Management &  
Legal Administrators Section

**STRATEGIC PRIORITIES  
FOR BAR YEARS 2012 & 2013**

July 16, 2011

Context:

Two years of discussion and planning culminated with the merger of the Law Practice Management Section and the Legal Administrators Section at the end of the 2009 Bar Year. In March of 2010, to help facilitate that merger, the Section's Council initiated a strategic planning process. The process began with a Focus Group consisting of Section leaders as well as Section newcomers and other State Bar leaders. The Focus Group's meeting was facilitated by Anne Vrooman, Director of Research and Development for the State Bar of Michigan. The Group's discussions helped to create a Section Membership Survey which was designed and administered by Ms. Vrooman. The Survey was conducted in April, 2010 and results became available in May. Vincent Romano served as the Section's Coordinator for these activities.

In June, 2010, an *ad hoc* Strategic Planning Committee met in conjunction with the Bar Leadership Forum. The Committee consisted of Council members; Stacey Dinser, Rebecca Simkins, Elizabeth Jolliffe, Kristin Krol and Vincent Romano. John Gorzalski, a former Chair of the Legal Administrators Section, participated by phone. Mr. Romano served as Chair of the Committee and Ms. Vrooman served as facilitator. A broad outline of a plan was created.

In June, 2011, the Planning Committee reconvened in conjunction again with the Bar Leadership Forum. The Committee's membership remained the same but for Mr. Gorzalski who did not participate in the reconvened group – but, Facebook Editor Melonie Stothers and Newsletter Editor Ernie Gifford participated by phone. This meeting resulted in the instant plan.

Mission Statement:

The mission of the Law Practice Management & Legal Administrators Section is to deliver programs and publications that help lawyers, law firms and legal administrators operate the business side of a legal practice efficiently and profitably. The Section shall keep its members current on matters involving technology, marketing, financial management and human resources.

Vision:

The Section envisions itself as a leader in providing relevant and high quality practice management guidance as well as playing a leadership role in collaborative relationships with the State Bar's Practice Management Resource Center and the Institute of Continuing Legal Education with the goal of such collaboration to also be the provision of relevant and high quality practice management guidance for all Michigan lawyers and legal administrators.

Values:

The Section highly values inclusiveness in its membership and leadership as to gender, race, ethnicity, age, practice areas and settings, length of practice, geographic location and other factors that reflect the extensive diversity of the State Bar's membership.

1. In all Section educational and networking programs, the Section shall strive to include outreach to minority affinity bar groups with the purpose of achieving greater diversity in Section membership, programs and activities.

Strategic Priorities:

1. Improve communication with members:
  - a. Tactics to meet above priority:
    - i. Newsletter:
      1. Elevate the usefulness of the Section's Newsletter by including – in each edition – articles involving the specific core competencies of technology, marketing, financial management and human resources as well as a *Solo's Corner* article and a *Site Watch* column.
      2. Publish the Newsletter on a regular quarterly schedule, namely the middle month of each quarter: February, May, August and November.
      3. Create Deputy Newsletter Editors for each core competency. Their responsibilities will include the solicitation and editing of articles in their competency area for each edition of the Newsletter.
      4. Work with the SBM's graphics staff to modernize the "look" of the Newsletter.
      5. Develop standards for articles: format, length, citations and etc..

- ii. Electronic / social media:
  - 1. Develop the Section list serve as a more valuable Section resource.
    - a. Council members post monthly discussion questions.
  - 2. Communicate – via email – with new Section members at the start of each Bar year.
  - 3. Expand Facebook as a communication resource.
- 2. Increase frequency and regularity of educational and social outreach.
  - a. Tactics to meet above priority:
    - i. Schedule outreach activities on a regular and recurring basis, including:
      - 1. Educational programs in September (Annual Meeting) and March (a six month interval).
      - 2. Social / networking events in November and May (a six month interval).
      - 3. Law School outreach programs in October and February.
    - ii. Where appropriate, offer free Section membership to those participating in Section activities.
    - iii. Conduct the Section’s programs and activities around the state.
- 3. Expand administrator’s membership and participation in Section and its activities.
  - a. Tactics to meet above priority:
    - i. Target administrators at small and midsized firms.
    - ii. Schedule lunch / networking events with Association of Legal Administrators.
    - iii. Advertise for administrator members in Michigan Lawyers Weekly.

4. Establish a Committee structure to get work done consisting of the following Committees:
  - a. Law School Outreach
  - b. Communications
  - c. Networking / Outreach
  - d. Membership
  - e. Program Content
  
5. Develop collaborative relationships with the Institute of Continuing Legal Education and the State Bar's Practice Management Resource Center with the goal of providing relevant and high quality practice management guidance for all Michigan lawyers and legal administrators.