

Michigan Bar Journal Committee

Fiscal Year 2021

Jurisdiction: Provide recommendations to the Board of Commissioners on any changes concerning the Michigan Bar Journal consistent with the State Bar’s strategic plan and provide regular editorial assistance to the editor of the Michigan Bar Journal by:

- Developing annual plans for the content of each Michigan Bar Journal issue
- Soliciting and reviewing submissions to the Michigan Bar Journal
- Making recommendations to the Board of Commissioners on any substantial changes to the publication of the Michigan Bar Journal, including format, number of issues, and budget
- Recommending collaborations to advance the communication and member service objectives of the Strategic Plan
- Reviewing and evaluating metrics for evaluating the effectiveness of the Michigan Bar Journal

Time Frame	Strategic Plan Goal/Strategy	Description of Activity
FY 2020-2021	1.4	The committee published 11 issues of the Michigan Bar Journal. Most significant was the introduction of a monthly issue in April and a combined July/August issue.
	1.4	The committee prepared for a yearlong celebration of the 100th anniversary of the Michigan Bar Journal starting in the November 2021 issue. Following the initial kickoff, the retrospective will look at the Michigan Bar Journal by decade in a series that will run through October 2022.
	1.4	In connection with the 100th anniversary, the committee played an advisory role in the complete redesign of the Michigan Bar Journal.
	1.4	Updating the Michigan Bar Journal style guidelines to the more familiar Associated Press style.
FY 2021-2022 Priorities	1.2	Updating and upgrading the Michigan Bar Journal online presence to make MBJ content easier to share across multiple social platforms.
	1.4	Continued evaluation of the Michigan Bar Journal redesign.
	4.2	Evaluation of the Michigan Bar Journal's relationships with its outside vendors.
	1.2	Evaluation of the Michigan Bar Journal's current construction around monthly theme issues.
Proposed Future Priorities	1.2	Evaluation of the Michigan Bar Journal as it currently exists; are we delivering relevant content (features, columns) to our audience?

	1.2	Streamlining, simplifying, and clarifying Bar Journal processes (i.e. editorial guidelines.)
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Recommended Committee Changes: None.

Additional Comments: None.