

Family Law Section Strategic Plan 2011-2012

| Key Strategic Priorities | Key Strategic Objectives | Key Strategic Measures | Strategic Goals |
|---|---|--|--|
| <p>1. Focus on Service to the Public</p> | <ul style="list-style-type: none"> • Be the face of Family Law to the public • Be the primary source of pro bono services in family law • Safeguard the rights of children and those in need | <p>1.1 Number of sponsorships of charitable activities by legal organizations</p> <p>1.2 Number of publications directed to/for the public</p> <p>1.3 Number of educational programs benefitting the public</p> <p>1.4 Public satisfaction</p> <p>1.5 Number of hits to FLS website</p> <p>1.6 Number of and type of pro bono services offered by section members</p> | <p>1.1 Develop surveys to evaluate the present level of pro bono work, volunteer activities, and public satisfaction.</p> <p>1.2 Develop public relations and marketing campaign for FLS</p> <p>1.3 Increase pro bono seminars and distribute geographically</p> <p>1.4 Increase volunteerism by encouraging by example</p> <p>1.5 Develop a program to recognize volunteers and those who serve children and those in need</p> <p>1.6 Enhance website to include public access</p> |
| <p>2. Focus on Service to the Profession</p> | <ul style="list-style-type: none"> • Enhance the credibility and image of family lawyers • Promote an understanding of how family law impacts other areas of legal practice • Become the "go to" source for attorneys of all disciplines to understand family law | <p>2.1 Number of State Bar offices held by FLS members</p> <p>2.2 Number of awards and honors received by FLS members</p> <p>2.3 Number of attorneys who are members of FLS and are board certified</p> <p>2.4 Frequency of media attention to family law issues, cases and attorneys</p> <p>2.5 Number of times FLS member asked to speak to other sections</p> <p>2.6 Attendance by non-family lawyers in FLS CLEs</p> <p>2.7 Variety of topics at family law CLE</p> <p>2.8 Number of sales to non-family law attorneys</p> | <p>2.1 Nominate, encourage and support FLS members to participate in SBOT leadership.</p> <p>2.2 Mentor members into leadership positions</p> <p>2.3 Publicize FLS members accomplishments</p> <p>2.4 Investigate the possible of retaining a Public Relations firm for FLS</p> <p>2.5 Develop Family Law CLE topics for presentation to other sections</p> <p>2.6 Invite and involve premier attorney/speakers of other sections to participate in FLS CLEs</p> <p>2.7 Develop links on the online CLE between sections</p> <p>2.8 Bundle services and/or publications for sale</p> <p>2.9 Create virtual resources for sale to attorneys</p> <p>2.10 Develop strategies to market FLS products to other sections</p> |
| <p>3. Focus on Service to Membership</p> | <ul style="list-style-type: none"> • Have the largest and most influential section of the State Bar • Be the primary source for mentoring, networking and fellowship for section members • Increase legislative oversight on behalf of FLS members • Be the "go to" source for family law information and education. • Promote member involvement and understanding of FLS membership benefits | <p>3.1 Publication sales</p> <p>3.2 CLE attendance</p> <p>3.3 Number of members involved in the legislative process</p> <p>3.4 CLE evaluations</p> <p>3.5 Member satisfaction survey</p> | <p>3.1 Develop "one-stop-shop" web site for family lawyers</p> <p>3.2 Utilize social media tools to increase membership and promote FLS</p> <p>3.3 Develop a process to gather and analyze membership data quarterly</p> <p>3.4 Develop a member retention program</p> <p>3.5 Develop strategy for branding and marketing the FLS</p> <p>3.6 Create a mentoring model for use by family law associations</p> <p>3.7 Develop strategy for utilizing members in the legislative process</p> |
| <p>4. Focus on Finances</p> | <ul style="list-style-type: none"> • Increase revenue from new memberships • Increase percentage of renewals of yearly memberships • Develop new sources of revenue • Effectively use electronic sources for marketing to increase revenue • Develop a meaningful budget process | <p>4.1 Number of members in FLS</p> <p>4.2 Percent of yearly renewals</p> <p>4.3 Number of new members in FLS</p> <p>4.4 Dollars generated electronically through website</p> <p>4.5 Amount of net profits realized from sales</p> <p>4.6 Comparison of actual expenses to revenue</p> | <p>4.1 Create Budget and Finance Committee to oversee all financial processes of the FLS</p> <p>4.2 Educate FLS council members about budgets</p> <p>4.3 Develop internet payment plan for FLS membership and products</p> <p>4.4 Identify non-members family lawyers to promote membership benefits</p> <p>4.5 Target CLE attendees for membership</p> <p>4.6 Target law schools for new members</p> <p>4.7 Organize FLS phone bank to contact renewals</p> <p>4.8 E-blast old and new members to promote membership in FLS</p> <p>4.9 Expand role of R&D Committee to promote new products/projects and increase ability to purchase/access products</p> |

FLS MVV

Mission Statement
The mission of the Family Law Section is to promote the highest degree of professionalism, education, fellowship, and excellence in the practice of family law.

Vision Statement
To always be the preeminent resource for innovative advancement of family law through leadership, professionalism, education and service.

Values

Excellence in the Practice of Family Law through:

- Innovation,
- Creativity and Diverse Ideas
- Education
- Service
- Members
- Bar
- Clients
- Public
- Professionalism
- Honesty
- Ethics
- Integrity
- Competence
- Civility
- Collegiality
- Mentoring
- Networking
- Fellowship