



STRATEGIC PLAN IMPLEMENTATION ROADMAP

Board of Trustees Adopted June 24, 2020

GOAL # 1 Implement recommendations of the LACBA Membership Task Force Report & Recommendations of October 2, 2019.

Objectives and Action Items	Responsible Person(s) (President and Exec. Dir. Are Ultimately Responsible for All Objectives)	Timeline	Notes	Date Completed
Implement Task Force Recommendations	Brad Pauley	Year 1 – 3	Task Force should report to the board as to progress	
Pipeline Issues	President and V.P. Diversity and Outreach	Year 1 - 5	Develop a cohesive program	
Develop Sections as a primary membership benefit	President	Year 1 – 5	Publicize work of the sections, board liaison with sections.,	
Publicize work of committees	Exec. Dir. and Staff	Year 1 – 5	Bring attention to work of committees	
Develop and promote pro bono opportunities apart form CFJ	President	Year 1 - 5	ACMAS, criminal justice panels	
Reach out to government lawyers	President and Exec. Dir.	Year 1 - 2		In progress

GOAL # 2 Broaden Funding and Development Sources
(LACBA funding comes 1/3 from dues and 2/3 from other sources.)

Objectives and Action Items	Responsible Person(s) (President and Exec. Dir. Are Ultimately Responsible for All Objectives)	Timeline	Notes	Date Completed
Resolve Lease issue	Exec. Dir. & Ex. Com.	Year 1 – 2	Explore all possibilities	
Upgrade computer system	Exec. Dir., CFO and Finance Com.	Year 1 – 2		In progress
Review for possible duplicate services and programs	Exec. Dir. and Exec. Com.	Year 1	Possibly consolidate programs	
Staffing	Exec. Dir.	Year 1 – 5	This is a staff issue	On going
Pursue sponsorships	President and appropriate task force chair	Year 1		On going

GOAL # 3 Implement the recommendations of the LACBA report as modified and recommended by the LACBA Finance Committee.

Objectives and Action Items	Responsible Person(s) (President and Exec. Dir. Are Ultimately Responsible for All Objectives)	Timeline	Notes	Date Completed
Implement consultant's report on financial issues as appropriate	Finance Committee Chair, Exec. Dir, and Exec. Com.	Year 1 – 5	Finance Committee will analyze and provide report to board – which proposals to adopt and which to modify and priority	In process

GOAL # 4 Improve LACBA's public image.

Objectives and Action Items	Responsible Person(s) (President and Exec. Dir. Are Ultimately Responsible for All Objectives)	Timeline	Notes	Date Completed
Contract with PR Firm	Exec. Dir.	Year 1		completed
Magazine	Brad Pauley, Kristen Adrian, Stan Bissey or other appointed representatives	Year 1 – 3	Modernize and update; clearly set forth policy; magazine needs to be more easily readable, with some lighter content like current events and interest-content, and maintain scholarly element; ed. board should align with this vision.	In progress
Promote pro bono work	Exec. Dir & Project Directors	Year 1 – 5		
Social networking	New committee w/Marketing Mgr.	Year 1 – 5		In progress
LACBA App	Exec. Dir.	Year 1		Implemented
Create Committee on legal marketing and message	President	Year 1	Develop a consistent public face and message	
Create committee on Legislative, public policy issues LACBA can comment and influence.	President	Year 2	Review policy	

GOAL #5 Position LACBA as a leader in support for the legal profession, access to justice, and the rule of law.

Objectives and Action Items	Responsible Person(s) (President and Exec. Dir. Are Ultimately Responsible for All Objectives)	Timeline	Notes	Date Completed
Cultivate-presence throughout LA County and State in a non-threatening way towards local bar affiliates	Exec. Com., Exec. Dir. & PR people	Year 1 – 5	Response to ATILS proposals New PR contract	On going
Recognize committees and sections	Exec. Dir. & PR team	Year 1 – 5		On going
Public Relations	See above			
Pro bono as a way to access to justice	See above	Year 1 – 5		On going
Leadership should comment publicly on non-partisan issues of public interest where appropriate	See above PR firmand through vetting by the proposed "legislative" com.	Year 1 - 5		
LACBA must be nonpartisan and avoid involvement in partisan issues.	President			

GOAL # 6 Further develop diversity as a core value.

Objectives and Action Items	Responsible Person(s) (President and Exec. Dir. Are Ultimately Responsible for All Objectives)	Timeline	Notes	Date Completed
Continue to work with affinity bars	V.P. Diversity & Outreach & Exec. Dir.	Year 1 – 5		In progress
Implement ideas from affinity retreat and ongoing outreach	V.P. Diversity & Outreach, Exec. Com., Board of Trustees	Year 1 -5	Prepare a formal summary and track efforts to implement	
Diversity Summit Viability of annual event	BOT, Exec. Dir, V.P. Diversity & Outreach	Year 1 – 5	Is it worth repeating this very good event	

GOAL # 7 Further strengthen CFJ.

Objectives and Action Items	Responsible Person(s) (President and Exec. Dir. Are Ultimately Responsible for All Objectives)	Timeline	Notes	Date Completed
CFJ to become self-sustaining	CFJ Board Staff	Year 1 – 5		
Reconsider give/ get structure	CFJ Board Staff	Year 1 – 5		
CFJ to prepare strategic plan including succession plan	CFJ Board	Year 1 - 2		
Cost benefit review of programs/ projects	CFJ Board	Year 1 – 5		Appears this should be on going
Annual Report for 4 projects	Project Directors & Staff	Year 1 - 5		For 2020 forward