

PARMA BAR ASSOCIATION

2016 – 2018 STRATEGIC PLAN



CORE GOALS

COMMUNICATION COMMITTEE – Chairperson: MICHAEL SCHINDLER

Objective 1: PBA will communicate effectively with its Members and the legal community.

Tactics:

1. Inform and educate Members about issues that affect the legal profession and their jobs. Encourage Members to share ideas/items of legal interest with the Board for posting on the website and social media.
2. Provide new Members with comprehensive information about their PBA Membership.
3. Reinvigorate an Annual Membership Drive.
4. Use technology effectively to provide up-to-date information to the Membership.
5. Develop online community by creating a Facebook account and other social media accounts to foster communication, collaboration, and information sharing among Members. Further promote the various LinkedIn subject groups created by the Bar to enhance Member communications. This should be an ongoing effort directed by section chairs and staff.

Objective 2: PBA will act as a forum for exchange of ideas among Members.

Tactics:

1. Look to create a more interactive ListServe for questions and comments on area of practice with an archive section for prior topics.
2. Create LinkedIn Group.
3. Bi-Monthly after work social gatherings.
4. Redesign and improve PBA Website.
5. Posting Newsletters and CLE Handouts on Website.

MEMBERSHIP SERVICES COMMITTEE – Chairperson: MARY ANN THOMAS

Objective 1: Develop and maintain accurate member roster.

Tactics:

1. Develop roster with member name, contact info, email, date admitted to bar, etc.
2. Maintain accurate list serve and membership listing on website.
3. Determine parameters of membership.
4. Send annual dues invoice while working with Treasurer to ensure accuracy.

Objective 2: Committee will establish member benefits.

Tactics:

1. Create a list & details of member benefits.
2. Rollout member benefits to membership.
3. Develop welcome packet for new Members.
4. Develop membership card to be sent yearly when dues paid.
5. Solicit discounts from area merchants as part of member benefit.
6. Develop merchant perks for participation in the discount program.
7. Review and revise/update yearly.

Objective 3: Committee will recruit new Members.

Tactics:

1. Plan annual new Admitee Event.
2. Engage in exit interview with non-renewing and former members to determine reason for non-renewal.
3. Vice-President to assist committee with solicitation of new members & recruit members for committees.

Objective 4: Young Lawyers Section of PBA

Tactics:

1. Create new section to PBA.
2. Develop criteria for membership in Young Lawyers Section.
3. Recruit leadership within the YL Section.
4. Facilitate communication between seasoned attorney membership and YL Section.
5. Create an environment for YS Section to be self-sustaining and successful.

PROFESSIONAL DEVELOPMENT COMMITTEE – Chairperson: ANTHONY AMATO

Objective 1: PBA will continue to provide legal education opportunities for our Members.

Tactics:

1. Reevaluate current structure, content and calendar of educational program offerings.
2. Develop educational programming to energize and encourage PBA's individual Members.
3. Explore collaborative programming with PBA's allied organizations and business partners.

Objective 2: PBA will promote legal career development.

Tactics:

1. Establish and maintain a current Member list for use in informing Members of education topics and events.
2. Explore feasibility of PBA hosting ListServe for a variety of audiences.
3. Develop an ongoing series of CLE programs dealing with law office and practice management. Programs would include such topics as human resources, office space issues, merging practices, retirement, shuttering a practice, etc. May also include a basic legal practice course for new practitioners.
4. Develop and disseminate information to Members related to succession planning of practices.
5. Develop and implement a plan to timely inform Member of upcoming CLEs.

BENCH/BAR RELATIONS COMMITTEE – Chairperson: MARK GUSLEY
The Parma Bar Association will foster the relationship between our Members and the bench and administrators of the Parma Municipal Court.

Objective 1: To provide opportunities for the elected Judges and Court personnel to communicate to Members and Prospective Members of the PBA their judicial perspective and expectations for practitioners who appear and practice before the Court.

Tactics:

1. Invite the Bench to participate in presentation of CLE's.
2. Sponsor a periodic "meet the Court" CLE at the PJC asking Court Administrators to participate.
3. Invite the bench to share or provide legislation updates or Court procedural changes on ListServ, or through the PBA Secretary and/or the PBA Newsletter.
4. To invite candidates for judicial office to speak to Members of the PBA at the April and/or October meeting.
5. Judges to submit update and opinions of interest to Members by ListServe or LinkedIn.

Objective 2: To provide an opportunity for the PBA to promote and influence positive changes in the administration of justice at the Parma Municipal Court.

Tactics:

1. Establish a PBA Municipal Court Committee.
2. To examine, draft and propose changes to the Parma Municipal Court Local Rules to promote standardized forms for use with the Court.
3. To sponsor an annual or periodic meeting of the Judges and Committee Members for both the Judges and committee to advance and discuss issues of concern which effect the administration of justice at the Parma Municipal Court.

Objective 3: To encourage active participation of the Members of the Bench and Court personnel at all PBA sponsored events.

Tactics:

1. Invite and encourage Members of the Bench and Court personnel to attend the annual Christmas Party and Golf Outing by extending an invitation to the Clerk of Court, Prosecutor's and Public Defender's office, Probation Department, etc inviting them and their employees.
2. To involve the Judges in the swearing in of PBA officers, presentation of awards to Members for anniversary recognition, emcee opportunities – ie announcing golf outing contest winners.
3. Judges to be invited to attend and participate in all CLE's at no cost.

PUBLIC SERVICES COMMITTEE– Chairperson: JAMES KOCKA

Objective 1: PBA will promote public access to legal services and education within the communities of the Parma Municipal Court.

Tactics:

1. Draft articles for quarterly publications within the jurisdiction of the Parma Municipal Court regarding matters of legal interest to the public.
2. Provide Legal Aid Society of Cleveland with list of PBA Attorneys available to assist Legal Aid Attorneys with consulting experience.
3. Maintain a list of pro bono opportunities for PBA Members that will utilize and enhance their professional skills.
4. Pamphlet to be distributed at all Magistrates and City Mayors Courts within jurisdiction of the Parma Municipal Court.
5. Business Cards for general circulation – Website information.
6. Facebook.