

# 2022 2024

## MSBA MISSION:



**To promote the honor, dignity, and professionalism of lawyers; advance the knowledge, skills and interests of its members; and support the public interest in a fair and effective system of justice.**

### Strategic Goal #1



**Grow Membership by Elevating Relevance to Existing & Prospective Members**



**Expand Dues-Paying Membership**



**Reimagine New Lawyer Member Recruitment Journey**



**Focus on One Target Group Annually (i.e., Bar Waivers, Government Attorneys)**



**Dues-Sharing Exploration with County / Affinity Bars**



**Decisis Adoption / Member Benefits Promotion**

### Strategic Goal #2



**Actively Facilitate and Lead Efforts to Advance the Profession**



**Advance Access to Justice & Promote Rural Practice**



**ID Stakeholders and Convene Statewide ATJ Working Group**



**Expand Efforts to Showcase and Recruit for Rural Practice Opportunities**



**Conduct 2 Forums or Roundtables to Raise Awareness re: Court Funding Inadequacies**



**Advance an Aware, Inclusive and Diverse Legal Community**



**Publish and Actively Discuss Diversity Committee Report Findings**



**Recruit Two Lawyers into Leadership Academy Annually from Historically Underrepresented Groups**



**Advance Pipeline Initiatives and Educational Awareness**



**Advance the Health and Well-Being of Maine's Legal Community**



**ID Stakeholders / Convene Working Group / Advance Solutions / Raise Awareness**