



**Two-Year Strategic Plan  
(April 2018 – March 2020)**

*Developed by the State Bar of Montana Board of Trustees • May 2018*

- 1. Strengthen State Bar of Montana’s role as a voice for lawyers and the profession by developing programs, educational aids, and resources to aid the public in understanding the judicial system and the rule of law, building confidence in public institutions, and facilitating access to legal services.**

**We will implement this goal through:**

  - A. Law-related education initiatives;
  - B. The State Bar of Montana website; and
  - C. Media engagement.
  
- 2. Enhance members’ connection with the State Bar of Montana via a stronger professional brand and more refined communications strategy.**

**We will implement this goal by:**

  - A. Evolving the brand and image of the State Bar, including
    - a. Redesigning the logo, and
    - b. Redesigning *The Montana Lawyer*;
  - B. Developing more refined, micro-targeted communications strategies;
  - C. Consistently attending to and improving the SBM website; and
  - D. Consistently communicating to members the value of their membership by providing high-value services and products.
  
- 3. Focus inward to ensure the State Bar of Montana can lead the profession and serve the public interest in a sustainable manner.**

**We will implement this goal by:**

  - A. Creating a healthy workplace culture;
  - B. Adhering to a mission-driven budgeting process;
  - C. Engaging in data-driven decision-making;
  - D. Periodically assessing programs;
  - E. Collaboratively developing transparent policies and processes; and
  - F. Reviewing SBM’s association management software.