



## Mission, Values, and Vision

**Mission Statement:** The Colorado Bar Association advances members' practices, supports the justice system, and enriches our communities.

**Values:** We are Strategic, Inclusive, Professional, Effective, Inspirational, Innovative, and Member-focused.

**Vision Statement:** The Colorado Bar Association will be the leader in providing members throughout the state with the tools to be successful, a community within which to build relationships, and the focus to successfully navigate the future.

## Strategic Goals

### **R:** Recruit and Retain Members

Recruit and retain members by improving messaging and marketing as to value, by emphasizing member engagement and enhancing their experience, and by actively recruiting members, including outreach beginning in law school.

### **E:** Engage Diverse and Statewide Populations

Engage under-represented and statewide populations by improving and ensuring their inclusion at all levels of the CBA, by building symbiotic relations with specialty bars, by using technology to better reach members statewide, and by strengthening local bar associations.

### **F:** Facilitate Access to Justice

Facilitate access to justice by continuing pro bono coordination and advocacy efforts, and by continuing emerging programs to promote and educate members on methods to feasibly serve people of modest means, all while monitoring developments.

### **O:** Optimize Sections

Optimize sections to increase their value and effectiveness, train leaders, establish best practices, and help promote participation from under-represented, new, and statewide members.

### **C:** Continue Core Programming

Continue core programming in the areas of law practice management; leadership development; legislative policy; public legal education; publications including *The Colorado Lawyer*; and protecting merit selection.

### **U:** Utilize New and Young Attorneys

Utilize new and young attorneys by integrating them throughout the organization.

### **S:** Strengthen Governance and Operations

Strengthen governance by adopting nonprofit and association best practices and revise governing documents to address streamlining, board engagement and utilization, and appropriate roles. Strengthen operations by incorporating the values of being strategic, professional, effective, and innovative into program review and development.

## Time Horizon

With its adoption in spring 2016, this REFOCUS 20/20 Plan shall guide the organization through June 30, 2020. Current and future officers, directors, management, and staff of the CBA shall implement this plan through its duration. Staff and governance shall develop their respective action steps to implement this plan, and shall report thereon. Though this plan is flexible, circumstances may warrant changes. This plan may be amended only by the Executive Council or Board of Governors. Future officers of the CBA are expected to implement this plan and keep the CBA strategically focused. The nominating committee is directed to consider this as it nominates officers.