Strategic Plan Overview
2022-2025

**Recruit & Diversify Membership**
We will foster an inclusive environment while establishing recruitment strategies for both new and existing attorneys and enact diversity efforts that strive toward GRBA membership accurately reflecting the demographics of our community.

**Retain & Engage Members**
We will strive to provide vital resources to our members in the areas of professional excellence, networking, education and community service opportunities, such that attendance and participation in bar activities is directly correlated with our member’s professional success.

**Serve our Greater Community**
We will actively pursue our role as a key connector to help increase access to information and justice in our community, while encouraging support and collaboration with other organizations doing similar work.

**Ensure Operational Capacity and Infrastructure**
We will encourage organization and operational excellence through ensuring the GRBA has the capacity and resources to effectively carry out its mission and vision.

**mission**
To promote justice, professional excellence, and respect for the law, foster the dignity and integrity of the profession, provide law-related services to the community, and serve the needs of our members.

**values**
Professional Excellence – Inclusion - Relationships – Civility - Education

**vision**
We strive to be a vital resource to our members and a key community connector in helping all people access justice in West Michigan.

Board Approved on 2/23/22