

MCB 2017-20 Strategic Plan Summary



OUTCOME 1:

The MCB will build awareness of its mission and activities, fostering an inclusive community of members and the visibility of the profession in Mecklenburg County

<p>Strategy 1: Engage in personal outreach and targeted communication to build member awareness and participation</p>	<p>Strategy 2: Better understand members' demographic profiles and unique needs in order to more effectively connect with them</p>	<p>Strategy 3: Immediately identify and engage Young Lawyers/New Lawyers to ensure they are connected with the MCB community</p>	<p>Strategy 4: Encourage members to connect with and serve the community in a variety of ways</p>	<p>Strategy 5: Engage in focused external outreach efforts</p>
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PROGRESS:

- Implementation of an integrated website and membership database to improve user experience and to help Bar staff more easily communicate with Bar members in a meaningful way
- Better utilization of our demographics and enhanced opportunities for additional demographic collection, reporting, and analyses
- Development of the Membership Inclusion & Engagement Subcommittee
- Outreach to new admittees by MCB leadership
- Offering family photographs to new admittees at swearing-in
- Continued YLD efforts to engage MCB members in community service and legal assistance projects
- Increased and enhanced social media presence on various platforms
- Increased collaborations with outside organizations (CCLA, LANC, NCBA, the courts, etc.)
- Hired outside consultant to focus on member inclusion and engagement
- Hired Membership Inclusion & Engagement Director in February 2019

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OUTCOME 2:

The MCB offers programs and services that are essential to members' practices

<p>Strategy 1: Ensure the MCB is delivering information and services efficiently to members' desktops and devices</p>	<p>Strategy 2: Incorporate high-value benefits within existing dues</p>	<p>Strategy 3: Incorporate programming/benefits that help members effectively manage their practices</p>
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PROGRESS:

- Implementation of an integrated website and membership database to improve user experience and to help Bar staff more easily communicate with Bar members in a meaningful way
- Pictorial directory; members are now able to upload headshots to individual member profiles
- Increased use of Bar & Foundation Center by Bar members and outside groups; Facility Use Policy approved in 2017 and updated in 2018
- Free CLE offerings
- Live, online CLE and recorded, on-demand CLE offerings
- Identifying practice/business management topics and potential speakers
- Offering professional headshots to all MCB members
- Creation of a Membership Value Taskforce to evaluate MCB's value proposition, including CLE cost/structure; if appropriate, recommend changes that can be made to increase both actual and perceived value of dues
- An outside consultant facilitated MCB focus groups and reported out to the Membership Value Taskforce; recommendations in progress
- CLE Audit Taskforce created to examine the current CLE program structure, pricing, marketing efforts, member value, market trends, etc. and provide recommendations; CLE consultants onsite early November 2018; audit in progress

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OUTCOME 3:

The MCB serves as a leader and supports the efforts of other organizations to help ensure those who cannot afford legal services have meaningful access to our justice system

<p>Strategy 1: Better understand the current legal services landscape in Mecklenburg County</p>	<p>Strategy 2: Create a mosaic of innovative solutions to address those gaps</p>
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PROGRESS:

- A Pro Bono Evaluation Taskforce was formed in 2015-16 to better understand the legal services landscape in Mecklenburg County; this Taskforce created a series of Recommendations to maximize collaborative efforts between local pro bono agencies and the MCB
- The MCB Board of Directors and committees continue to implement and evaluate Pro Bono Evaluation Taskforce Recommendations
- The MCB has revised its Publication Guidelines, increased its collaboration with the NCBA on the ABA's Free Legal Answers website and 4ALL, etc.
- The Pro Bono & Legal Recruitment Committee continues to receive and respond to requests for assistance with pro bono initiatives (e.g., LANC, SCRA list for courts, representation in Citizens Review Board hearings, expungement screenings, etc. with P.D./D.A. offices, etc.)
- Per the Taskforce Recommendations, the Pro Bono & Legal Recruitment Committee researched the idea of a Pro Bono Challenge at the local level and made a recommendation to the Board against a challenge that would compete with the statewide initiative through the NC Pro Bono Resource Center
- The Pro Bono & Legal Recruitment Committee is in contact with the NC Pro Bono Resource Center to obtain data to highlight MCB volunteers who reported pro bono and community service hours under Rule 6.1

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OUTCOME 4:

The MCB helps cultivate a diverse and inclusive profession that reflects the diversity of the community it serves

Strategy 1:

Evaluate and improve upon existing, and develop new, diversity & inclusion programs that will infuse diversity throughout the Bar

Strategy 2:

Determine funding needed, source of funds, timing, and staffing to ensure success

PROGRESS:

- A Diversity & Inclusion Funding Model Taskforce was created in 2015-16 to evaluate and improve upon existing, and develop new, diversity & inclusion programs that will infuse diversity throughout the Bar; this Taskforce created recommendations to achieve this goal over a three-year period (2017-20)
- Hired two staff persons for the purpose of increasing diversity and membership inclusion and engagement
- Researched geographic diversity of MCB membership
- Development of the Membership Inclusion & Engagement (MI&E) Subcommittee
- MCB staff completed an implicit bias training through CPCC
- The D&I Committee agreed to grow CLDC and Apex and the D&I programs within a separate funding model. Funding model will need to be adjusted with committee and Board approval
- Consultant to help determine how best to incorporate MI&E initiatives within MCB programming

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OUTCOME 5:

The MCB achieves its goals through organizational excellence

Strategy 1:

Ensure that all MCB programs deliver value commensurate with the resources that are invested

Strategy 2:

Advance the plan

PROGRESS:

- MCB Operational Audit completed in 2016-17
- Third party completed LRS Audit in February 2018 and LRS Taskforce submitted recommendations for the future of the program to the Board in October 2018. Board tasked LRS Committee with researching and recommending new web-based referral model to replace existing model.
- Created event/program proposal template to determine Strategy 1 above
- Staff monitors Strategic Plan, updates the Board regularly or as needed
- Board Self-Evaluation developed/completed in 2017-18
- Recommendations for cost-saving opportunities solicited and gathered from Board and committee leaders as part of an overall effort to review member value