



*2-Year Strategic Plan
(June 2017 – May 2019)*

WYOMING STATE BAR MISSION STATEMENT

The mission of Wyoming State Bar is to regulate the practice of law, facilitate the provision of quality legal services to the public and assist attorneys in the professional practice of law.

WYOMING STATE BAR STRATEGIC PLAN DEVELOPMENT

• INTRODUCTION

This two-year strategic plan for the Wyoming State Bar (WSB) addresses the future of the organized bar in Wyoming. Beginning in 2001, WSB leaders have gathered once every two years to assess progress made, discuss emerging issues confronting the legal profession, establish strategic direction, develop an action plan and assign who will do what by when to ensure a plan is appropriately enacted.

On June 16-17, 2017, at the Hampton Inn in Buffalo, Wyoming, bar leadership and staff embarked on a two-day retreat. Bar leadership participants included officers President-Elect Rob Jarosh, Vice President Erika Nash and Treasurer Weston Graham. Commissioners in attendance included Melinda McCorkle, Nick Haderlie, Bobbi Overfield, Jim Edwards, Ken Barbe, Nate Hibben, Kelly Neville, Teresa Thybo and Neal Stelting. Young Lawyers Section President-Elect Holli Welch also was in attendance.

Staff participants included Sharon Wilkinson, Mark Gifford, Marie Ellis, Cathy Duncil, Brandi Robinson, Shannon Howshar and Caitlin Casner. The retreat began at Noon on June 16 and concluded at 11:00am on June 17.

After extensive discussion, the following strategic goals were adopted for the two-year period ranging from June 2017 through May 2019:

▪ 2017 STRATEGIC GOALS

Goal 1: The Wyoming State Bar will strengthen its commitment to provide value to Wyoming attorneys through continued targeted marketing of available member benefits, a reinvigoration of its Section and Committee infrastructure and enhanced resources available to lawyers coming into and leaving the legal profession.

- Goal 2: As a voice for the legal profession, the Wyoming State Bar will expand its commitment to highlighting the positive impact its members have on Wyoming communities and explore its appropriate advocacy role in administration of justice issues.
- Goal 3: To ensure its long-term health and viability, the Wyoming State Bar will examine its need for a physical space remodel, develop an investment policy governing reserve deployment, migrate lawyer data from the Wyoming Supreme Court to State Bar servers and explore enhanced data gathering of bar members for relevant purposes.

Retreat attendees agreed the Wyoming State Bar is operating at a high level at present, thus providing an opportunity to continue to strengthen the foundation in pursuit of elevating from good to great. Several strategic goals contained herein are intended to be further investigated by staff with future recommendations, keeping in mind the thoughts and considerations of board input at strategic planning.

▪ **GOALS AND TWO-YEAR OBJECTIVES**

Goal 1: The Wyoming State Bar will strengthen its commitment to provide value to Wyoming attorneys through continued targeted marketing of available member benefits, a reinvigoration of its Section and Committee infrastructure and enhanced resources available to lawyers coming into and leaving the legal profession.

• Objective 1.1:

Based on a lack of awareness of member benefits gleaned from the 2017 Bar Member Survey, expand outreach as to available member benefit partnerships, to include an annual overview of member benefits sent to all members annually. (By when? One month prior to annual dues statements; within one month of bar passage for new members)

Responsible Party: Executive Director/Administrative Assistant

- Objective 1.2:

Reinvigorate the value of Wyoming State Bar's Sections through the recruitment of new Section leadership for inactive sections, setting appropriate expectations amongst Section leadership via orientation, establishing community amongst leaders through some type of Bar Leadership Institute, application of consistent Section by-laws and measurement of Section activity and engagement on a periodic basis (By when? Recruitment leadership / Spring 2017; Orient leadership / By Spring 2018; Section By-Laws: YE 2017; Assessment of Activity and Involvement: Spring of each Year).

Responsible Party: Executive Director/Administrative Assistant

- Objective 1.3:

Aid young lawyers coming into the legal profession via the development of a mentor hotline, intent on being a first call for help for those with questions in navigating the bridge between law school and law practice. This resource may also include an email intake option and should be developed collaboratively with Young Lawyer Section leadership. (By When? Late summer 2018 for possible roll-out at Annual Meeting)

Responsible Party: Executive Director/Administrative Assistant

- Objective 1.4:

Working with the Young Lawyer Section, assess the value of a voluntary mentorship program facilitated by the Wyoming State Bar. How would demand be determined? What type of assistance might be sought? If demand is sufficient, launch a pilot project in two Wyoming communities for evaluation and success.
(By When? Summer 2018)

Responsible Party: Executive Director / Young Lawyers Section President

- Objective 1.5:

Conduct an educational outreach campaign to Wyoming State Bar members over the age of 65 as to resources available through the Bar in the areas of succession planning, transitioning out of practice, sale of a practice, fundamentals of tail coverage or other related end-of-career FAQs.
(By When? January 2018 (New Years' Resolution theme))

Responsible Party: Executive Director/Bar Counsel/Administrative Assistant

Goal 2: As a voice for the legal profession, the Wyoming State Bar will expand its commitment to highlighting the positive impact its members have on Wyoming communities and explore its appropriate advocacy role in administration of justice issues.

• Objective 2.1:

As a means of informing the public about trending legal issues of impact to them, relaunch the Wyoming State Bar’s “Legally Speaking” series, in a manner consistent with disseminating information via social media, YouTube and other emerging consumer intake trends. (By when? Fall 2018)

Responsible Party: Executive Director

• Objective 2.2:

Highlight the community impact of lawyers through member profiles in *The Wyoming Lawyer*, as well as a reinvigoration of the Wyoming State Bar’s Community Service award.

Responsible Party: Executive Director

• Objective 2.3:

Pilot project a public relations campaign in two Wyoming communities intent on showcasing the community-building impact of lawyers (beyond the delivery of legal service) in those respective communities. (By when? Select Communities in Summer 2017; Initiate Plans: Fall 2017; Execute Plans: Spring/Summer 2018; Assess Impact: Fall 2018 to highlight at Annual Meeting)

Responsible Party? Executive Director / Rob Jarosh

• Objective 2.4:

In conjunction with the Bench-Bar Relations Committee, initiate a roundtable conversation with Past Presidents of the Bar currently serving in a judicial capacity about the appropriate role the Bar can play when concerned about administration of justice issues (like timeliness of case resolution and e-filing). (By when? Fall 2017)

Responsible Party? Executive Director

Goal 3: To ensure its long-term health and viability, the Wyoming State Bar will examine its need for a physical space remodel, develop an investment policy governing reserve deployment, migrate lawyer data from the Wyoming Supreme Court to State Bar servers and explore enhanced data gathering of bar member demographics for relevant purposes.

- Objective 3.1

Appreciating the possibility of future staff expansion, bar leadership will examine the bar's current physical configuration and explore a possible remodel. (By when? Office Remodel Options Available: January 2018; Decision Point: Spring 2018; If Remodel Option Selected, Completion Date: December 2018)

Responsible Party? Executive Director

- Objective 3.2

Develop an Investment Policy Statement for Wyoming State Bar reserves which produces the highest expected returns within a prudent risk framework. (By when? Fall 2017)

Responsible Party? President-Elect/Treasurer/Bar Counsel

- Objective 3.3

Migrate and host Wyoming lawyer data formerly administered by the Wyoming Supreme Court to the Wyoming State Bar in an efficient and safe manner. (By when? Year End 2017)

Responsible Party? Executive Director

- Objective 3.4

Explore enhanced data gathering of bar member demographics for relevant mission-oriented purposes. (By when? Summer 2017; if desirable, implemented with the next annual dues statement)

Responsible Party? Executive Director