



## **THE FLORIDA BAR**

### **The 2016-19 Strategic Plan for The Florida Bar**

Mission: Inculcate in its members the principles of duty and service to the public, to improve the administration of justice, and to advance the science of jurisprudence.

#### **The Florida Bar Objectives**

- I. Ensure the Judicial System, a Coequal Branch of Government, is Fair, Impartial, Adequately Funded and Open to All.
- II. Enhance the Legal Profession and the Public's Trust and Confidence in Attorneys and the Justice System.
- III. Strive for Equal Access to and Availability of Legal Services.
- IV. Enhance and Improve the Value of Florida Bar Membership and the Bar's Relationship with its Members.
- V. Continue to Encourage and Promote Diversity and Inclusion in All Aspects of the Profession and the Justice System.

**Objective I: Ensure the Judicial System, a Coequal Branch of Government, is Fair, Impartial, Adequately Funded and Open to All**

**Actions**

1. Educate Florida Bar members and the public about the Constitutional Revision Commission (CRC) through a comprehensive outreach effort and assist the CRC by providing subject matter expertise.
2. Simplify and streamline the rulemaking process of The Florida Bar to make it more flexible/less cumbersome.
3. Develop a multi-year, long-term plan for reliable state courts system funding. Explore the possibility of including judicial funding in a constitutional amendment.
4. Determine what The Florida Bar can do, within the limitations of a mandatory organization, to become an even more active and effective advocate for maintaining a fair and impartial judiciary that is open and accessible to all.
5. Use all available resources, including a coalition of political leaders and business groups, to educate the public, Florida Bar members and legislators on the role of the judiciary and what it takes to ensure that the courts system is adequately funded.
6. Increase efforts to educate the public and Florida legislators about the role of the courts system and the need to maintain a fair and independent judiciary.
7. Increase education initiatives by studying and identifying what The Florida Bar does most effectively, institutionalizing and replicating those efforts, and including civics education within Florida high schools.
8. Work more closely with the Voluntary Bars to promote educational initiatives.
9. Continue to enhance outreach efforts to the Governor, as well as to the Executive and Legislative branches of government, to build a better relationship between the other branches of government and The Florida Bar.

## **Objective II: Enhance the Legal Profession and the Public's Trust and Confidence in Attorneys and the Justice System**

### **Actions**

1. Capitalize on innovative technology to effectively communicate The Florida Bar's message to its diverse membership, the general public and targeted groups.
2. Develop and implement a coordinated and cohesive plan to promote key issues of professionalism to Florida Bar members.
3. Work to change the ethics rules so that they contain a professionalism component and encourage the Florida Supreme Court to adopt a rule similar to Federal Rule 11 to reduce misbehavior and strengthen the Bar's professionalism commitment.
4. Use positive print and electronic media placement to achieve favorable media coverage for attorneys, judges and the judicial system.
5. Increase outreach and promotion, focus, participation and implementation for the Justice Teaching, Benchmarks, and Speakers Bureau programs.
6. Develop creative and dynamic social media messaging by The Florida Bar and its leadership to provide more positive recognition of member achievements on an individual basis.
7. Pursue more public announcements about the Judicial Qualifications Commission enforcement efforts in order to enhance public confidence in the judicial system.

### **Objective III: Strive for Equal Access to and Availability of Legal Services**

#### **Actions**

1. Use technology, self-help videos, and online delivery to increase access for members of the public and for pro se litigants to have easier access to the Florida Courts system.
2. Identify where unmet needs exist and thoroughly explore the development of other types of service delivery initiatives.
3. Devise innovative models to match unmet legal needs with underutilized attorneys.
4. Create a coalition of business and community leaders to address equal access and availability of legal service issues.
5. Continue to encourage and support The Florida Bar Foundation's "One" campaign.
6. Identify pro bono and access to justice programs that are successful, ensure that they are adequately funded, and replicate them in other areas.
7. Seek to implement various recommendations made by the Florida Access to Civil Justice Commission.

## **Objective IV: Enhance and Improve the Value of Florida Bar Membership and the Bar's Relationship with Its Members**

### **Actions**

1. Aggressively pursue new services/benefits for the membership and communicate them effectively.
2. Use technology to connect Florida Bar resources and information to Bar members and the general public.
3. Accelerate the Bar's use of technology and allocate resources on an annual and continual basis to improve Florida Bar communications and education processes.
4. Be supportive in the adoption of new technology by Florida Bar divisions, sections and committees.
5. Expand the outreach of the Practice Resource Institute (PRI) and continue to enhance member benefits through the use of teaching videos on the Bar's website or via a YouTube type format. Encourage members to both access this platform to educate themselves and create new videos to teach other lawyers.
6. Thoroughly study the concept of a mentoring "buddy system" between technology savvy lawyers and those lawyers who are seeking technology assistance.
7. Continue to monitor the evolving continuing legal education needs of Florida lawyers and develop new educational programs and resources to address those needs.
8. Work in conjunction with one or more banks to develop a totally computerized attorney trust accounting system that would be "error proof" (i.e. required information to make deposits and withdrawals would automatically generate all required journals, ledgers, reconciliations and other data).

## **Objective V: Continue to Encourage and Promote Diversity and Inclusion in All Aspects of the Profession and the Justice System**

*The term “diversity” has a dynamic meaning that changes as the demographics of Floridians change. Apart from differences in race, color, gender, national origin, religion, age, sexual orientation, citizenship, and geography, to mention a few, the public and our profession will experience changes in thought, culture, and beliefs. These demographics are constantly in flux. Defining “diversity” based on current differences would limit its application to future changes, and likewise restrict or limit The Florida Bar’s consideration of and response to such changes.*

*The Florida Bar is fully committed to the enhancement of diversity within the Bar, the legal profession, legal education, and in the justice system, and affirms its commitment toward a diverse and inclusive environment with equal access and equal opportunity for all. – The Florida Bar Board of Governors.*

### **Actions**

1. Create a diverse judiciary and Judicial Nominating Commissions that reflect the population of the state of Florida.
2. Continue the Bar’s “Get Involved” Campaign.
3. Encourage members to provide self-identity data to The Florida Bar and continue to develop baseline data.
4. Promote diversity and inclusion from both within and through the Judicial Nominating Commissions.
5. Request that the Board of Governors become more active in their outreach to members and the public by increasing the number of speeches they provide and participating in an ambassador outreach program.
6. Task recent graduates of the Wm. Reece. Smith, Jr. Leadership Academy to develop ideas for increased outreach.
7. Continue to enhance The Florida Bar’s diversity grant program.