



Staff Memorandum

EXECUTIVE COMMITTEE Agenda Item #3

REQUESTED ACTION: Approval of the report of the Special Committee on Strategic Planning.

In July, 2010, President Stephen P. Younger appointed the Special Committee on Strategic Planning, co-chaired by David P. Miranda and Sharon Stern Gerstman. At the initial stage, the Co-chairs, President Younger and President-Elect Vincent E. Doyle, III, engaged Harrison Coerver, a professional facilitator with significant experience and expertise with bar associations, and determined the scope of the committee's work, concentrating on four principle areas: Membership, Technology, Finance and Programming and Services. Each of these subjects became a subcommittee of the Special Committee.

The Committee met with the facilitator on August 31, 2010, in New York City and spent the day as a group identifying issues within all four subcommittees and discussing them with respect to: 1) the current situation within the Association; 2) an analysis of Association strengths and weaknesses; 3) delineating strategic issues; and 4) making assumptions and forecasting implications for the Association. The issues identified and analyzed at the August 31, 2010 meeting became the framework for the briefing paper. During Fall 2010, the subcommittees continued to meet telephonically and electronically to draft each portion of this report. The subcommittee chairs and the President and President-Elect have reviewed all of the portions of this report to ensure that the subcommittee work was coordinated appropriately.

An all- day meeting of the Executive Committee was held on March 31, 2011, with members of the Executive Committee, the Special Committee, and staff participating. The participants identified membership value and technology as the two top priorities. Thereafter, the Special Committee presented an informational report at the June 23-24, 2011 Executive Committee meeting and requested feedback from members. This final report is now being presented for your approval.

David P. Miranda and Sharon Stern Gerstman, co-chairs of the Special Committee, will present the report at the November 4 meeting.