Forum on the Construction Industry
2012 – 2016 Strategic Plan

Mission

The ABA Forum on the Construction Industry: Building the Best Construction Lawyers

Vision

When people think “construction lawyer,” they think Forum first.

Envisioned Future

Every attorney who practices construction law has joined us and yet we are still known for our collegiality. Opportunities to actively participate keep expanding. Our programs and membership are diverse. Every law school and court library subscribes to our publications and courts, arbitrators, and policy makers regularly rely on them. We are the “go to” resource within the construction industry for construction law, accessible and valued.

Core Values

In all our programs, people and publications, we value:

- Quality
- Integrity
- Fellowship, and
- Openness and Diversity

- **Quality** - We adhere to the highest professional standards in all that we do.
- **Integrity** - We have no personal agendas. We put the best interests of the Forum first. We are collaborative, transparent, and accountable.
- **Fellowship** - We are collegial, nurturing, inclusive, supportive, accessible, non-judgmental, welcoming, and mentoring.
- **Openness and Diversity** - We thrive on openness and diversity: of ideas, of people, of geographies, of clients, of practices, and of experience.

Goal I – Program and Publication Delivery

Become the construction lawyer’s primary resource for professional development and thought leadership.

**Objectives:**

- Create and implement a continuous improvement system for publications and program delivery.
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■ Identify, implement, and evaluate alternative program and publication delivery methods.

■ Improve the marketing of our programs and publications to non-members as well as to members.

Goal II – Membership

Increase, diversify, retain, and engage members.

Objectives:

■ Recruit ABA members who declare construction law as an area of concentration to become Forum members.

■ Increase diversity within membership, leadership, publications, and programs.

■ Increase the enrollment of Forum members in Divisions.

■ Increase the number of associate members.

Goal III – Stewardship

Ensure the sustainability of the Forum.

Objectives:

■ Evaluate the adequacy and sustainability of our financial policies, procedures, and programming decisions in light of our new Mission, Vision, and Values.

■ Determine which brand would best sustain the Forum and how it should be used.

Goal IV – Fellowship

Provide a community of fellowship for construction lawyers.

Objectives:

■ Provide members increased opportunities to socialize.