

FORUM ON THE CONSTRUCTION INDUSTRY

STRATEGIC PLAN

THREE YEAR STRATEGIC PLAN WITH
GOALS & IMPLEMENTATION STRATEGIES
FOR FISCAL YEARS 2009-2012

MISSION STATEMENT

Serving the Construction Industry Through Education, Leadership, and Fellowship of Construction Lawyers

FOUR GOALS

Goal 1:

To provide accessible, high quality education and training to all with an interest in construction law.

Goal 2:

To promote fellowship and provide leadership and other opportunities to members at all levels of participation.

Goal 3:

To improve mutual understanding and respect between the legal and construction communities.

Goal 4:

To maintain and enhance the vitality of the organization.

GOAL 1 IMPLEMENTATION STRATEGIES:

Goal 1 (Restated):

To provide accessible, high quality education and training to all with an interest in construction law.

Implementation Strategy 1: Brand Programs

We will continue producing three programs per year: Fall, Mid-Year, and Annual.

Implementation Strategy 2: Regional Programs

We will develop and expand Regional “Live” Programs based on The Construction Contracting Book; Fundamentals, and Sticks & Bricks.

Implementation Strategy 3: Alternate Delivery of CLE

We will continue to expand distance learning alternatives to make The Forum’s educational and training experience accessible to all levels of participation, including:

1. Telephonic Conferences/Webinars
2. Streaming Live Programs to Remote Sites
3. Pod casts
4. Video Downloads
5. DVDs
6. Blogs
7. Audio Projects

Implementation Strategy 4: Skills Training and Credentialing in Construction Lawyering

We will develop and implement a program patterned after “NITA” skills programs for young construction lawyers.

Implementation Strategy 5: Publications

We will continue to produce and maintain relevant and useful publications.

Implementation Strategy 6: Encourage the Teaching of Construction Law in Undergraduate and Graduate Schools and Law Schools

We will develop a protocol for accomplishing this strategy.

Implementation Strategy 7: Use e-Library to Enhance All Members' Experience

We will develop an electronic mailing to all members that explains its contents and practice enhancing opportunities with a URL link to the current version.

Implementation Strategy 8: Searchable Database

We will develop, launch, and maintain a current searchable database for all Forum members.

GOAL 2 IMPLEMENTATION STRATEGIES:

Goal 2 (Restated):

To promote fellowship and provide leadership and other opportunities to members at all levels of participation

Implementation Strategy 1: Improve The Forum Experience for New Members

In order to accomplish this goal, we will integrate the following strategies, where appropriate, into all operational activities

1. Orientation – Elective Workshops at Forum Programs
2. Focus on Greater Accessibility
3. Augment Opportunities for Participation
4. Enhance Mentoring Experience

5. Cultivate a Culture of Division Integration of Younger Individuals
6. Focus on Improved Communication
7. Explore Use of Pod casts for New Attendees to Explain The Forum's Offerings
8. Experiment with Forum 101 Program to Advance Open Participation
9. Investigate Producing a Plenary Session on The Forum Strategic Plan
10. Improve the Website to Encourage Greater Use & Involvement

Implementation Strategy 2: Improve The Forum Experience for Long-Term Members

1. Develop a Protocol for Maximizing Opportunities for Veteran Members to Participate Meaningfully in The Forum Activities.
2. Open & Publicize All Working Meetings (Except GC) to all Members
3. Expand Use of Queues at Programs Hosted by Veteran Members
4. Experiment with Implementing "Open Microphone" Delivery of Hot Topic Presentations Hosted by Veteran Members
5. Experiment with Using Veteran Members as Emcee's at Town Meeting Sessions

Implementation Strategy 3: Improve The Forum Experience for Women Members

1. Develop Elective Workshops Unique & Appealing to Women Members
2. Focus on Greater Accessibility
3. Augment Opportunities for Participation
4. Enhance Mentoring Experience
5. Cultivate a Culture of Division Integration of Women Members
6. Focus on Improved Communication

Implementation Strategy 4: Improve The Forum Experience for Minority Members

1. Develop Elective Workshops Unique and Appealing to Minority Members
2. Focus on Greater Accessibility
3. Augment Opportunities for Participation
4. Enhance Mentoring Experience
5. Cultivate a Culture of Division Integration of Minority Members
6. Focus on Improved Communication

Implementation Strategy 5: Improve The Forum Experience for Government Members

1. Develop Elective Workshops Unique & Appealing to Government Members
2. Focus on Greater Accessibility
3. Augment Opportunities for Participation
4. Enhance Mentoring Experience
5. Cultivate a Culture of Division Integration of Government Members
6. Focus on Improved Communication

Implementation Strategy 6: Improve The Forum Experience for In-House Members

1. Encourage, Finance and the Develop Corporate Round-Table Meetings Around Forum Brand Seminars
2. Encourage, Finance and Produce Private Workshops Around Forum Brand Seminars
3. Develop a Program and Topics at Other Meetings Aimed at In-House Members

Implementation Strategy 7: Develop and Maintain a Database of Forum Members Identifying What Services and Products Are Being Utilized by Members

1. Investigate Use of Existing ABA Information Regarding Forum Member Use of Services and Products

Implementation Strategy 8: Institutionalize YLC to Integrate It into Operational Parts of the Organization

1. Develop Integration Protocol

GOAL 3 IMPLEMENTATION STRATEGIES:

Goal 3 (Restated):

To improve mutual understanding and respect between the legal and construction communities.

Implementation Strategy 1: Identify Organizations

1. Identify & Prioritize National Industry and Professional Organizations with Which to Establish Relationships.

Implementation Strategy 2: Implement Working Relationships With the American Bar Association Leadership and other Working ABA Entities.

Implementation Strategy 3: Develop Approach for Mutual Success

1. For Each Such Organization, Develop Approaches for Establishing a Mutually Beneficial Relationship to Advance Relationships Among Industry and Professional Communities.

Implementation Strategy 4: Establish and Maintain Relationships

1. Establish and Maintain Relationships with Each Such Organization as Appropriate to the Implementation of The Forum's Strategic Goals.

Implementation Strategy 5: Philanthropy & Public Service:

- 1, Develop and Implement a protocol to advance philanthropic and public interests that correspond to The Forum's strategic goals.

GOAL 4 IMPLEMENTATION STRATEGIES:

Goal 4 (Restated):

To maintain and enhance the vitality of the organization.

Implementation Strategy 1: Create Strong Membership Loyalty and Encourage The Forum's Members to Advocate for Continuous Improvement of The Forum

Implementation Strategy 2: Operate With Financial Stability and Security

Implementation Strategy 3: Update and Implement the Strategic Membership Plan to Achieve Greater Diversification of Forum Membership

Implementation Strategy 4: Review Division Structure and Substantive Orientation and Operation of Divisions

Implementation Strategy 5: Enhance Forum Relationship Within the American Bar Association

Implementation Strategy 6: Assess and Evaluate the Adequacy, Efficiency and Possible Improvement of the Current Protocol for Operations and Dissemination of Information Within the Organization

Implementation Strategy 7: Investigate the Adequacy of Current E-Mail Data, Correct Mistakes, and Maintain Current and Accurate Information

Implementation Strategy 8: Expand Electronic Communications With Forum and Non-Forum Entities

Implementation Strategy 9: Increase Involvement of the Leadership Circle in Forum Activities