

CAMBA 2015-17 Strategic Plan

Introduction

August 2015

The Capital Area Muslim Bar Association (CAMBA) officially incorporated the District of Columbia in March 2013 after several years of informal activities. The first full-term CAMBA Board of Directors was elected in November 2013. During the inaugural two-year term, the Board has been cognizant that a brand-new organization cannot be sustained without actively planning for the future. To that end, the Board engaged a consultant to assist with developing a three-year strategic plan for CAMBA.

The Board held two strategic planning sessions with the consultant in January 2015 and March 2015. During the spring and summer months, the Board has continued drafting more detailed content for the plan. At the same time, the Board worked with the American Bar Association (ABA), Division for Bar Services to issue a broad survey for CAMBA members and constituents to provide feedback on past events as well as future goals and activities.

The CAMBA 2015-17 Strategic Plan has been developed to provide a roadmap of our goals and establish a foundation for CAMBA's longevity and sustainability. The Plan lays out three-year goals and annual objectives for our programmatic work in the following areas: educational and networking events; professional development; pro bono activities; and partnerships. It also sets out goals for building CAMBA's capacity and infrastructure in the following areas: governance and Board development; committee development; membership engagement; and data & communications management. The 2015-17 Strategic Plan incorporates the expertise of strategic planning professionals, guidance from the current Board, and input from CAMBA members and constituents derived from the formal survey as well as informal communications with the Board.

We issue the 2015-17 Strategic Plan to provide a sense of CAMBA's direction and pique the interest of constituents to become more actively engaged. The Plan provides a structure that potential candidates can evaluate as they consider whether to run in the Fall 2015 elections for the CAMBA Board of Directors. Additionally, the Plan provides a mechanism through which the CAMBA Board can hold itself accountable to its members and the broader legal community. We consider it a living document: we expect future Boards to regularly assess progress in meeting stated goals, and adapt to emerging needs and opportunities.

We invite anyone who is interested in seeing CAMBA succeed to become more involved with the association. Thank you for your interest and support.

CAMBA Board of Directors

Summary: CAMBA 2015-17 Strategic Plan

Three-Year Programmatic Goals:

By the end of 2017...

- A. Educational and Networking Events/Activities:** CAMBA will offer a regular series of formal and informal networking and educational events that appeal to the full range of needs and interests of our members (including sub-sets). Our events and activities will be widely known and respected for their quality and relevance. We will engage with volunteers early in the planning process, and hold events in Maryland and Virginia.
- B. Professional Development:** CAMBA will identify practical ways to facilitate mentoring relationships and skills-building opportunities. CAMBA will also explore other professional development opportunities, including practice-specific events or committees as well as CLE programming.
- C. Pro Bono:** CAMBA will develop a clear brand for its pro bono program and effectively engage and educate members about the need for, and opportunities to participate in, pro bono legal services for the poor.
- D. Partnerships:** CAMBA will be actively engaged with other minority and voluntary bar associations in the Capital Area, and will explore opportunities to engage with other Muslim bar associations.
- E. Other Strategies/Initiatives:** CAMBA will identify other areas of importance and develop strategies to address these needs, keeping in mind organizational capacity.

Three-Year Capacity/Infrastructure Goals:

By the end of 2017...

- A. Governance/Board Development:** CAMBA will have a Board that reflects the diversity of the Muslim legal community in the Capital Area. The Board will provide effective leadership and be actively engaged in setting long-term vision, strategies, and goals and ensuring long-term sustainability.
- B. Committee Development:** CAMBA will have active committees, giving members an opportunity for meaningful engagement with CAMBA and for developing leadership potential. By working side-by-side with the Board, member committees will understand and adopt core CAMBA values, purpose, and operational standards.
- C. Membership and Member Engagement:** CAMBA will feature an increased and diversified active membership. CAMBA will increase member engagement, both in event participation and active volunteering.
- D. Data and Communications Management:** CAMBA will transition to an integrated web-based platform to support our back-end data management needs. CAMBA will have a unidirectional email listserv and an active social media presence for our communications management needs.