LMA Strategic Plan and 2019 Priorities
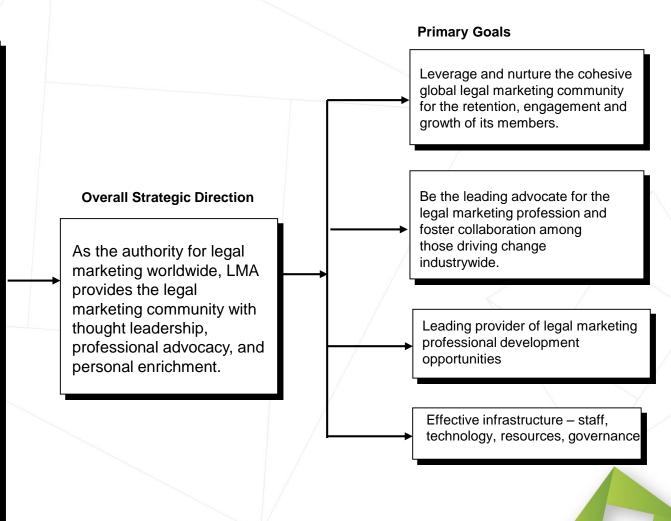
LMA's Strategic Plan (July 2016)

Assumptions

LMA:

- Is a remarkably successful organization that continues to grow, expands its reach, and recognizes solid opportunities for its future

- Envisions a legal marketplace that increasingly understands the value of marketing and legal marketing professionals

- Believes that its members' needs can best be served by expanding the influence and position of the organization and its members

- Recognizes the unique importance of community to its members – now and in the future

- With confidence, understands that to reach the next level it must assume reasonable risk and assert itself

- Defines *"legal marketing"* to include business development, business of law, client services, communications, marketing management and leadership and technology management.

- Enables its' members to represent the "voice of the client" within their organizations.

Overall Strategic Direction

As the authority for legal marketing worldwide, LMA provides the legal marketing community with thought leadership, professional advocacy, and personal enrichment.

Primary Goals

Leverage and nurture the cohesive global legal marketing community for the retention, engagement and growth of its members.

Be the leading advocate for the legal marketing profession and foster collaboration among those driving change industrywide.

Leading provider of legal marketing professional development opportunities

Effective infrastructure – staff, technology, resources, governance

LMA Strategic Goals

1 Leverage and nurture the cohesive global legal marketing community for the retention, engagement and growth of its members

2 Be the leading advocate for the legal marketing profession and foster collaboration among those driving change industrywide

3 Leading provider of legal marketing professional development opportunities

4 Effective infrastructure – staff, technology, resources, governance

2019 Roadmap

- Collaborate with ALA on a compensation and benefits survey

2 Be the leading advocate for the legal marketing profession and foster collaboration among those driving change industrywide

ALA®
Association of Legal Administrators

LEGAL**MARKETING**ASSOCIATION
LMA®
THE AUTHORITY FOR LEGAL MARKETING

2019 Roadmap

- Transition Governance Committee to a Talent Development Committee to develop our future leaders.

- Transition Technology Committee to a Technology Task Force for the creation of a technology plan and roadmap.

- Create added value for our community by supporting our regions with a regional awards program (staff and technology) and a Regional Director staff position.

4 Effective infrastructure – staff, technology, resources, governance