THE FLORIDA BAR – BUSINESS LAW SECTION – MEMBERSHIP COMMITTEE

ANNUAL RETREAT MEETING AGENDA – SATURDAY, AUGUST 31, 2013

1. Welcome

2. <u>BLS Pro Bono Resolution</u>:

   Be it resolved, that the Business Law Section, encourages pro bono Service by its membership; and

   Be it further resolved that as part of its efforts to further and support pro bono service, the Business Law Section supports the Pro Bono Committee partnering with the CLE Committee and other committees of the Business Law Section to include a brief (3-5 minutes) presentation re-affirming the Business Law Section's support of and commitment to pro bono service at CLE programming and other appropriate Section events.

3. <u>June 27, 2013 Meeting Minutes</u>: Review and approval

4. <u>Overall Membership Committee Objective</u>: Recruit and retain BLS Members

   a. <u>Baseline</u>: 4,678 Members

   b. <u>Target</u>: +15% (5,380; + 702) to 25% (5,848; +1,200)

5. <u>Strategy</u>: Recruit new Members

   a. <u>Value Proposition(s)</u>: Per career stage

   b. <u>Timing</u>:

      i. 2013-2014 in-year

      ii. 2014-2015 recruitment drive

   c. <u>Methods</u>: Per career stage

      i. Existing TFB Members

      ii. New TFB lawyers

      iii. Law Students

d. <u>Messaging</u>: Per career stage; use of added-value points from June 27, 2013 Committee meeting

e. <u>Mentoring</u>: Per career stage; as mentee or mentor

6. <u>Strategy</u>: Retain incumbent Members

 a. <u>Value Proposition</u>

 b. <u>Methods</u>: Use of existing Member Benefits Survey

 c. <u>Messaging</u>

7. <u>Responsible Party(ies)</u>: Per Methods under each Strategy

 a. <u>Division of Labor</u>: Allocation of performance functions

 b. <u>By Membership Committee</u>

 c. <u>BLS "Cross-fertilization"</u>:

  i. Diversity Committee

  ii. Communications Committee

  iii. Social Media Vice Chairs

  iv. Other

8. <u>Time-frames</u>: Per Methods under each Strategy

9. <u>Measurable Objectives</u>: Quantitative and qualitative per Methods under each Strategy

10. <u>Periodic Evaluation</u>: Achievement/revision of each Strategy

 a. Monthly

 b. Quarterly

 c. Mid-year

 d. Year-end

11. Thank you