

**THE FLORIDA BAR
BUSINESS LAW SECTION**

**DIVERSITY
COMMITTEE
STRATEGIC PLAN
January 14, 2011**

GOALS	ACTION PLANS	RESPONSIBLE PARTY	STATUS
<p>1. Secure Section Officers, Executive Council members and Committee Chairs unequivocal support and participation in implementing the Section's Diversity Plan.</p>	<p>(a). Each incoming Section Officer should annually receive a copy of the Section's Diversity Plan.</p> <p>(b). Each incoming Committee Chair should receive a copy of the Section's Diversity Plan. The Chair of the Section should also send each Committee Chair a letter stressing the importance of the Diversity Plan and the importance of each committee's active participation in the implementation of the plan.</p> <p>(c). "Each One Reach One" Campaign.</p> <p style="padding-left: 20px;">i. Every two years each Committee of the Section should find one minority candidate with specific skills & interest in a practice area that is the focus of that committee (preferably a lawyer with at least five (5) years of practice experience).</p> <p style="padding-left: 20px;">ii. These recruits would be brought in specifically to serve on that committee initially and then brought out to the larger Section.</p> <p>(d). Follow up with Committee Chairs who are not participating in the Section's diversity efforts and establish written expectations and goals, if necessary, for Committees who are consistently not aligned with the Section's Diversity Plan.</p> <p>(e). Recognize those Committees that are making strong efforts to diversify their committee leadership, speakers and membership.</p> <p>(f). Committees shall appoint a liaison to the Diversity Committee who will work to ensure active support and communication of the efforts of the Substantive</p>	<p>Section Chair</p> <p>Section Chair</p> <p>Section Chair</p> <p>Diversity Committee</p> <p>Section Chair</p> <p>Committee Chairs</p>	

	<p>Committee towards the Diversity Plan and solicit assistance from the Diversity Committee to achieve the Substantive Committee's Diversity Goals.</p>		
<p>2. Perform an analysis of the Section's attitudes and current condition with respect to the issue of diversity.</p>	<p>(a). Conduct a Section culture audit through interviews, focus groups, and surveys. Perform survey/audit to assess the Section's awareness about diversity issues and the attitudes of lawyers within the Section. (Convert our initial survey into a written report that presents information and conclusions that can be properly drawn from the survey. Critique the survey so that it can be improved for follow-up surveys).</p> <p>(b). Assess Information gathered from interviews and surveys of members of the Business Section to identify diversity issues and challenges.</p> <p>(c). Examine the diversity of the Section's leadership (e.g. Executive Council, Officers, Executive Committee, Committee Chairs and Vice Chairs, etc.) over the past 3 years.</p>	<p>Section Officers, Diversity Committee</p> <p>Diversity Committee</p> <p>Diversity Committee</p>	
<p>3. Communicate the benefits of greater diversity and the Business Law Section's commitment to achieving greater diversity.</p>	<p>(a). Identify diversity as one of the Section's key strategic initiatives.</p> <p>(b). Formalize diversity plan with measurable action steps and incorporate diversity into the Section's long range strategic plan.</p> <p>(c). Communicate to the entire Section the importance of diversity to the Section's success.</p> <p>(d). Communicate to the entire Section the steps the Section has decided to take in order to increase the diversity of the Section.</p> <p>(e). Utilize e-mail blasts to the Section to discuss the Section's diversity priorities and plan.</p> <p>(f). Provide information about the Section's commitment to diversity on the Section's website and promotional material.</p> <p>(g). Distribute or post on the Section's website the Section's diversity strategic plan.</p>	<p>Section Chair</p> <p>Section Executive Council</p> <p>Section Chair</p> <p>Section Chair</p> <p>Communications Committee</p> <p>Communications Committee</p> <p>Communications Committee</p>	

4. Recruit diverse members of The Florida Bar in order to increase the Section's diversity and better reflect our legal community.

(a). Recruit senior diverse attorneys to both create and foster diversity by their presence and their ability to serve as role models for junior attorneys.

- i. Have members of the Business Law Section network at minority bar association events in order to recruit diverse attorneys and encourage their participation in Section activities.*
- ii. Identify prominent diverse business lawyers in major market places and encourage their involvement and participation in Section activities.*
- iii. Establish relationships with presidents of minority bar associations and encourage them to have their members to become active in Section activities.*
- iv. Solicit input from minority bar associations regarding effective means for communicating opportunities to their membership.*
- v. Announce Section activities in the newsletters of minority bar associations.*

(b). Recruit diverse junior attorneys.

- i. Contact law school Career Services Directors to express that the Section has a Diversity Initiative and actively engage in a marketing campaign at law schools to express our sincere interest in recruiting diverse attorneys.*
- ii. Send letters to various minority law student associations such as the Black Law Students Association (BLSA), the Spanish Law Student Association (SLSA), the Hispanic Law Student Association (HLSA) the Asian American Law Student Association (AALSA), etc.*
- iii. The diversity letters to minority law student associations should specifically sell the Business Law Section to minority law students. Included in Section information packets sent out with the letter should be information about the Section's diversity initiatives and the accomplishments and involvement of diverse attorneys in Section activities. The Section's diverse attorneys who are alumni of the school receiving the letter should be listed in the letter and diversity committee members should make follow-up calls.*

Section Chair; Committee Chairs

Membership Committee; Committee Chairs

	<p>i. <i>Mentors and mentees must set mutual expectations and be provided specific and regular opportunities to meet.</i></p> <p>ii. <i>Mentors must be assigned carefully and special attention must be given to pairings containing diverse lawyers.</i></p> <p>iii. <i>Encourage mentors to get mentees active in various Committee activities, publications, and programs.</i></p> <p>(d). Emphasize to Executive Council and Committee Chairs the importance of the Section’s mentor program to the success of young lawyers in the Section and the Section’s efforts to retain them. Examine if mentor/mentee pairings are functioning as intended for diverse attorneys.</p> <p>(e). Encourage Section Leadership to assist diverse lawyers by providing feedback on projects and the diverse attorneys’ activities within the Section.</p> <p>(f). Consider the Creation of an affinity group or network of diverse attorneys within the Section that can support diverse lawyers and provide them with an outlet to express their concerns and receive feedback from the Section’s leaders and Executive Council.</p> <p>(g). Conduct annual program or meeting for women and minority lawyers on issues facing the business community in Florida, business development for lawyers and leadership development. Consider establishing a panel discussion or symposium of General Counsel and CEOs that can discuss the Role/Importance of Diversity to their Business Model.</p> <p>(h). Consider sponsoring presentations by thought leaders in the area of diversity in the legal profession. (e.g., Rick Palmore; John Lewis, etc.).</p> <p>(i). Consider whether diversity training for the Executive Council would be beneficial.</p> <p>(j). Co-sponsor local minority networking series with minority bar associations and law firms.</p>	<p>Section Chair</p> <p>Section Chair</p> <p>Section Chair; Executive Council; Diversity Committee</p> <p>Diversity Committee</p> <p>Diversity Committee</p> <p>Executive Committee;</p> <p>Executive Council</p>	
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6. Cultivate and promote qualified diverse attorneys to leadership positions within the Section.

(a). Develop orientation program or seminar which explains activities of the Section, how to get involved within the Section and the road to leadership within the Section.

Executive Committee; Diversity Committee; CLE Committee

	<p>(b). Develop “Leadership Institute” that teach diverse members who have completed the initial orientation seminar how to become effective committee participants and ultimately leaders. Possible segments could be: Becoming an Effective Committee Member; How to Plan Successful Seminars and Programs; How to Run Committee Meetings and Build Consensus; Effective Leadership, etc.</p> <p>(c). Unless provided with an exception by the CLE Committee, CLE and Committee programming should include diverse panelists and speakers. In addition, there should be diverse attorney participation in all Section publications.</p>	<p>Executive Committee; CLE Committee; Diversity Committee</p> <p>Executive Committee; CLE Committee; Diversity Committee</p>	
<p>7. Establish accountability standards and measure progress.</p>	<p>(a). Establish annual budget to implement action steps for diversity plan and for events and programs recommended by the Diversity Committee.</p> <p>(b). Identify diversity funding sources and grants to assist in diversity programming.</p> <p>(c). Identify at least one person to be responsible to the Section’s leadership for carrying out the Section’s commitment to diversity.</p> <p>(d). The chairman of the Diversity Committee should serve on the Membership Committee and the Long Range Planning Committee.</p> <p>(e). The assignment of responsibility for the diversity initiative should be primarily given to a Diversity Committee comprised of minority and non-minority attorneys.</p> <p>(f). The Executive Committee of the Executive Council, Membership Committee Chair, as well as the chairman of the Diversity Committee should meet annually to determine realistic annual membership targets and diversity goals.</p> <p>(g). Evaluate annually the Section’s Diversity Plan.</p> <p><i>i. Assess which initiatives are working and which are not and determine why they are not working; incorporate new ideas; and respond to current conditions.</i></p> <p><i>ii. Report recommended changes to the Diversity Plan to the Executive Council every two years.</i></p>	<p>Executive Committee</p> <p>Diversity Committee</p> <p>Section Chair</p> <p>Section Chair; Executive Committee; Long Range Planning Committee</p> <p>Section Chair; Executive Committee; Long Range Planning Committee;</p> <p>Section Chair</p> <p>Section Chair; Diversity Committee</p>	