



**Canadian Bar Association
New-Brunswick
CBA Futures Consultation
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Consultation Notes

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Members of the group were asked to participate in the CBA Futures Consultation process and were divided into six groups, including one in French. The six groups were asked to consider the following three questions:

1. Which recommendations do you find most appealing?
2. Which recommendations made you uncomfortable?
3. What is most important about CBA Futures ?

Group A

Appealing:

- #1 – CBA membership
- #7 – Communications
- #5 – Economics
- #4 – Structure
- #2 – Enhancing and Segmenting Core programs
- #9 – Image
- #10 - Partnering

Uncomfortable:

- #8 – Branding
- #7 – Communications – broadened to non-members

What is most important about CBA Futures?

Actually starting the exercise , i.e. of looking at the CBA Futures.
Making the connection with members and potential members – what is in it for me?

Group B

Appealing:

- Communications to dialogue
 - Integrated approach
- Law Practice Economics
- Centre of Expertise and Information
- Building CBA Membership

Communication – Key aspect
- Whether within profession and with public
Enhancing and Segmenting

Most uncomfortable:

Nothing
Improving image – problematic
No sales pitch to improve the image of lawyers
- Work on substance, then image will improve
Image developed by behaviours as perceived by others
- Accreditation
- Expensive
Branding – Difficult to regulate

What is most important about CBA Futures?

- Make organisation relevant and responsive to current and future needs of profession
- Lower priorities #8, 9 and 10
- Increasing members participation extremely important to CBA Future
- Get the other recommendations going and priorities #8, 9 and 10 will take care of themselves
- Identify / distinguish between CBA lawyers and non-CBA lawyers

Group C

Appealing:

#8 Branding and #9 Image (go hand in hand)
#2 Enhancing services and # 1 Building membership (also go hand in hand)
#5 Economics – important but a tall order

Uncomfortable:

#10 – Alliances – Viable goal but important to be selective

What is most important about CBA Futures?

#5 - Economics
#2 – Services
#8 – Branding – ties in with many others
#9 – Image

Group D

Attrayantes:

#2 – Améliorer / catégoriser les programmes et services de base
#5 – Économie de la pratique privée
#7 – Communication
#9 – Amélioration de l'image
#3 – Équité (promotion) et différences (conciliation)

Cause un malaise (moins attrayantes) :

- #1 – augmentation du taux d'adhésion
 - #10 – Partenaires et collaborateurs
 - le Borg (Star Trek)
 - #4 – Intégration
- Certains objectifs tendent vers la centralisation
- #6 – Toronto? Ottawa?

Le plus important pour vous par rapport à l'ABC

- # 5 – Économie de la pratique juridique
- Services bilingues

Group E

Appealing:

- #8 – Branding
 - Database – experts across Canada
 - Branding ourselves
- #3 – Promoting Equity and Accommodating Differences
- #1 – Enhancing and Segmenting Core Programs and Services
 - Substantive Law – CLE's
 - Top level lecturers
 - Looking for the best – leading speakers
 - Universal Membership more relevant to Lawyers
 - Mentoring for young lawyers
 - Getting them out of law school
 - Will improve image

Most uncomfortable:

CBA plan is spreading us too thin. Select one or two.

What is most important about CBA Futures?

- Branding and Services:
- Visibility
 - Voice of the profession
 - Education

Group F

Appealing:

- # 9 – Image
- #7 – dialogue

Most uncomfortable:

- #2 – Core Services
- #5 – Law Practice Economics
- #7 - Communication

What is most important about CBA Futures?

- CLE is key
- Membership is most important in order to affect the rest – Marketing to non-lawyers
- Recognizing bread and butter issues of members
- Member service – value added. Attracts members and builds on itself
- What can CBA do to bring value to their members that the members can't do on their own?
- Members talking dialogue

SUMMARY

Appealing:

- A
 - #1 – CBA membership
 - #7 – Communications
 - #5 – Economics
 - #4 – Structure
 - #2 – Enhancing and Segmenting Core programs
 - #9 – Image
 - #10 - Partnering
- B
 - Economics
 - Centre
 - Communications
 - Membership
- C
 - #8 Branding and #9 Image (go hand in hand)
 - #2 Enhancing services and # 1 Building membership
 - #5 Economics
- D
 - #2 – Améliorer / catégoriser les programmes et services de base
 - #5 – Économie de la pratique privée
 - #7 – Communication
 - #9 – Amélioration de l'image
 - #3 – Équité (promotion) et différences (conciliation)
- E
 - #8 – Branding
 - #3 – Promoting Equity and Accommodating Differences
 - #1 – Enhancing and Segmenting Core Programs and Services
 - Universal Membership more relevant to Lawyers

Uncomfortable

- A
 - Branding (risk)
 - Communication – should include non-members
- B
 - Branding (risk) and cost of doing so. No sales pitch (i.e. don't want one).
Image will flow from substance
- C
 - Alliances – selective about which ones
- D
 - #1 – augmentation du taux d'adhésion
 - #10 – Partenaires et collaborateurs
 - le Borg
 - #4 – Intégration
 - Certains objectifs tendent vers la centralisation
 - #6 – Toronto? Ottawa?
- E
 - Spreading ourselves (CBA) too thin
- F
 - Partnerships (Excluding other groups (i.e. CBA better))
 - Satisfaction with some other specialized group

Priorities

- Economics - Priority for groups C and D
- Segmented Services - Priority for groups A, C and E
 - Membership – Chicken and egg (groups C and F)
 - Leads to #8, 9 and 10 (group B)
 - CLE to increase membership
 - Bread and butter issues of CBA and potential CBA members – What's in it for me? (groups A and F)
- Branding – leads to others
 - CBA vs. non-CBA lawyers (groups E and C). Public may assume all lawyers are CBA members
- Image (group C)
- Bilingual Services (group D)
- Practical, substantive services (group F)
- Looking at the Future (group A)
- Start in law schools (group A)
 - CPLED and law students (communications)