

---

STATE BAR OF WISCONSIN

# GUIDING PRINCIPLES

APPROVED BY BOARD OF GOVERNORS APRIL 29, 2016

---

THE STATE BAR OF WISCONSIN EXISTS TO SERVE ITS MEMBERS, THE PUBLIC AND TO PROMOTE THE RULE OF LAW AND ACCESS TO JUSTICE. THIS IS DOCUMENTED IN SCR 10.02. THE STANDARDS STATED IN SCR 10.02 ARE THE FOUNDATION FOR THE FORMULATION OF THESE GUIDING PRINCIPLES, WHICH SERVE AS THE ORGANIZATIONAL COMPASS AND INSPIRE THE PURSUIT OF EXCELLENCE IN THE PROFESSION OF LAW:

---

**Service to our members:** Enable the economic and professional development of members, by providing relevant skills and practice readiness resources and enhancing members' ability to navigate career progressions and transitions.

**Service to our community:** Foster both individual and institutional access to justice. Leverage professional experience and legal system expertise for societal benefit and education of the public. Enhance the spirit and reality of the legal profession as a service profession, through community involvement and leadership roles.

**Commitment to Diversity, Inclusion, Equity, and Accessibility:** Strive for understanding and commitment to diversity, the elimination of artificial barriers to opportunities, and the advancement of the universal desire of all members to optimize their potential for success.

**Professionalism:** Champion integrity, ethics, civility, and respect in dealings with colleagues, clients and the courts. Proactively contribute to the public's confidence in the dignity and responsibilities of the profession and the justice system.

**Innovation:** Secure the future of the profession through principled entrepreneurship and the advancement of opportunities that produce value for members, stakeholders and the public.



STATE BAR OF WISCONSIN

*Your Practice. Our Purpose.®*

GUIDING PRINCIPLES

---

STATE BAR OF WISCONSIN

# VISION & MISSION STATEMENTS

APPROVED BY BOARD OF GOVERNORS APRIL 29, 2016

---

**Vision:** Our members are the respected guardians of the dignity and integrity of the rule of law within a fair and accessible justice system.

**Mission:** We support our members in a dynamic and diverse society in delivering valued professional services, promoting access to justice and pursuing professional satisfaction.

VISION & MISSION



STATE BAR OF WISCONSIN

*Your Practice. Our Purpose.®*

---

STATE BAR OF WISCONSIN

# GOALS AND STRATEGIES

UPDATED AND APPROVED BY THE BOARD OF GOVERNORS  
JUNE 14, 2023

---

**GOAL 1: THE STATE BAR OF WISCONSIN WILL FOSTER THE DEVELOPMENT OF A HIGH-FUNCTIONING, REPRESENTATIVE, AND ENGAGED WISCONSIN LEGAL COMMUNITY OF LEADERS.**

---

- a.) Foster the development of high standards of conduct and integrity in Wisconsin's legal community through the Ethics Program.

**Selected Strategy:** Advise, inform, and lead through the State Bar's Ethics Program.

- b.) Foster the development and delivery of programs that meet the wellness needs of Wisconsin's legal community.

**Selected Strategy:** Encourage appropriate sectors of the legal profession and the State Bar to support and facilitate lawyer wellness and the availability of wellness programs and education.

- c.) Foster the development of a representative Wisconsin legal community by focusing on the business advantages that a diverse, equitable, inclusive, and accessible profession provides.

**Selected Strategy:** Model diversity, equity, inclusion, and accessibility throughout the organization to serve as an example for the legal profession in Wisconsin.

- d.) Foster the development of a representative Wisconsin legal community of leaders through the Leadership Program.

**Selected Strategy:** Foster a State Bar leadership pipeline that encourages attorneys to participate in State Bar service through programs such as the Leadership Summit, the G. Lane Ware Leadership Academy, other programs, and other learning opportunities.

- e.) Foster the development of an engaged Wisconsin legal community of leaders through the BOG Section/Division Programs.

**Selected Strategy:** Strengthen practice area leadership/governance through the State Bar's Section/Division Programs. Develop these leaders for the dual purpose of engaging with members and advocating for the profession.

*continued*



STATE BAR OF WISCONSIN

*Your Practice. Our Purpose.®*

---

STATE BAR OF WISCONSIN

# GOALS AND STRATEGIES

UPDATED AND APPROVED BY THE BOARD OF GOVERNORS  
JUNE 14, 2023

---

**GOAL 2:** THE STATE BAR OF WISCONSIN WILL FOSTER THE DEVELOPMENT OF A COMPREHENSIVE PLATFORM TO DELIVER TO LAWYERS THE SERVICES, PRODUCTS, AND RESEARCH THEY NEED TO GROW THEIR PRACTICE, MEET EDUCATIONAL AND TECHNOLOGICAL DEMANDS, AND EFFECTIVELY MANAGE THE BUSINESS OF THEIR PRACTICE.

---

*Selected Strategy:* Advance the State Bar's role as a thought leader and innovator. Focus on relevance and speed of delivery, and on the best delivery modes for adult education, distance learning, and information consumption.

---

**GOAL 3:** THE STATE BAR OF WISCONSIN WILL ACTIVELY ADVOCATE FOR, AND FOSTER THE DEVELOPMENT OF, A WISCONSIN LEGAL PROFESSION THAT IS DIVERSE, EQUITABLE, INCLUSIVE, AND ACCESSIBLE.

---

*Selected Strategy:* Implement education and foster understanding of the importance of participation in the furtherance of diversity, equity, inclusion, and accessibility.

---

**GOAL 4:** THE STATE BAR OF WISCONSIN WILL MAKE SUSTAINABLE GAINS IN EFFORTS TO INCREASE EQUAL ACCESS TO JUSTICE FOR ALL WISCONSIN RESIDENTS SO THAT MORE PEOPLE CAN OBTAIN THE LEGAL ASSISTANCE THAT THEY NEED TO MEET THEIR BASIC LEGAL NEEDS.

---

*Selected Strategy:* Focus on direct services, education, and advocacy. Provide services that engage our members and the public in efforts to help make the range of legal aid services more effective, more resilient, and more widely available in order to provide equal access to justice for all Wisconsin residents.

---

**GOAL 5:** THE STATE BAR OF WISCONSIN WILL SUPPORT THE WISCONSIN LEGAL COMMUNITY IN MEETING THE CHALLENGES AND ACCESSING THE OPPORTUNITIES IN THE PRACTICE OF LAW THROUGH PUBLIC POLICY ADVOCACY ON BEHALF OF THE PROFESSION.

---

*Selected Strategy:* Using a mix of grassroots, grasstops, and legislative engagement, advocate for the profession to influence public policy issues impacting the practice of law in Wisconsin.

---



STATE BAR OF WISCONSIN

*Your Practice. Our Purpose.®*