

# Back to the Future: an Introduction to Strategic Goals

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BEE, IM and FM Joint workshop

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# Overview

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- Strategic goals
- Group Work
- Financial strategy
- Round Table
- Q&A



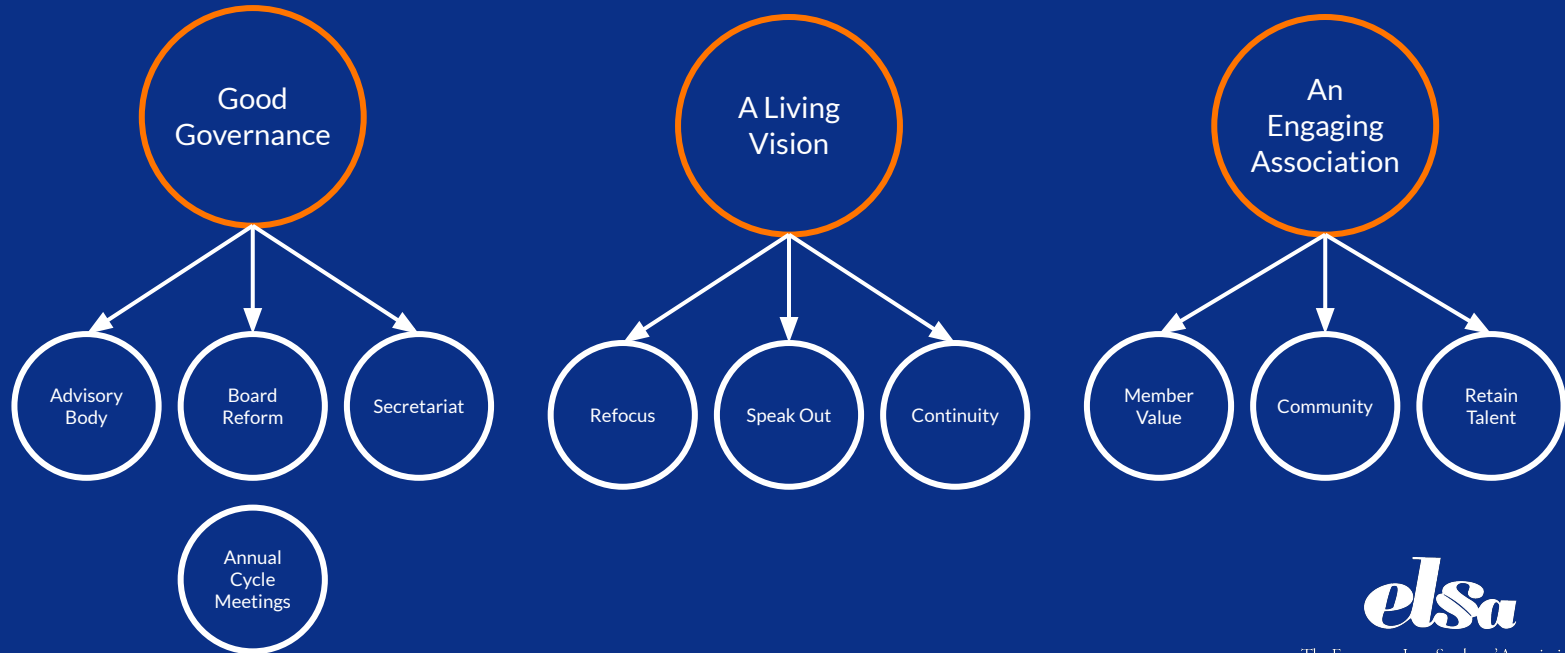
# STRATEGIC GOALS

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# Strategic Goals

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# GOOD GOVERNANCE



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# Advisory Body

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The purpose:

- Create a new body that supports ELSA.

Where we are:

- Advisory Body in the Decision Book;
- Past IB Members recruited;
- Alumni recruited;
- Division of the Advisory Body in Committees.

What we still need to do:

- Include more Alumni and external support;
- Develop priorities and start working.

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# Board Reform

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## The purpose:

- Ensure the sustainability of the International Board.

## Where we are:

- Professional Development is in place;
- Implementing Competitions;
- Focus on the EIT.

## What we still need to do:

- Assess the feasibility of Competitions;
- Develop the Human Rights and Social Responsibility aspects;
- Implement Board Reform in the Network.

## What you can do:

- Explain Board Reform to your Locals;
- Focus on developing projects related to the new Areas.

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# Secretariat Reform

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The purpose:

- Have a Secretariat that is responsible for day-to-day administration of the Association.

Where we are:

- Researching Grants to be able to ensure financial sustainability of this structure;
- In contact with other associations regarding responsibilities of the Secretariat.

What we still need to do:

- Reconsider its feasibility;
- Think of other possibilities to accomplish this end result.

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# Annual Cycle ELSA Meeting

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## The purpose:

- Develop an optimal cycle of meetings that will allow us to plan and evaluate what will be and what has been accomplished during the year.

## Where we are:

- International Area Meetings substituted with the International Annual Meetings;
- Adopted quality standards for our physical meetings;
- E-voting system in all of our online ICMs.

## What we still need to do:

- Evaluate the feasibility of the International Training Meeting by gathering feedback and creating a strategy for improvements.

## What you can do:

- Develop your own cycle of ELSA Meetings.

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# A LIVING VISION



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# Refocus

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## The purpose:

- Creating a clear understanding of what the purpose statement means.

## Where we are:

- Focusing on Advocacy and Human Rights;
- Developed the Market Research;
- Developed the IFP through the Educational Cycle;
- Welfare.

## What we still need to do:

- Explain the Philosophy Statement;
- Expand the impact of Advocacy;
- Focus on Human Rights Partnerships.

## What you can do:

- Rethink your projects and how they contribute to our Vision;
- Think on how to develop Social Responsibility.

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# Speak out

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## The purpose:

- Be the voice of Law Students and Young Lawyers in Europe

## Where we are:

- Creation of the Advocacy Programme structure;
- Development of the ROLE Campaign;

## What we still need to do:

- Implementing Advocacy Campaigns;
- Implement the Advocacy Mentoring Programme;
- Broaden the topics we advocate for;
- Aim at bringing change.

## What you can do:

- Create your national advocacy campaigns.

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# Continuity

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## The purpose:

- Focus on keeping long-term beneficial relationships with Partners, Officers and Members.

## Where we are:

- Expanding our existing partnerships;
- Closer relationship with Alumni;
- Restructure of International Trainers' Pool;
- Creation of a HR department;

## What we still need to do:

- Bringing our partners closer to the Network;
- Develop our Knowledge Management practices;
- Showing the successes of our Alumni.

## What you can do:

- Create HR practices in your Network;
- Develop partnerships for your Network.



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# AN ENGAGING ASSOCIATION



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# Member Value

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The purpose:

- Focus on activities that offer the most value to our Members.

Where we are:

- Market Research and HR Survey;
- Partnerships acquired to facilitate work of Officers and Members (Nemovote, Sertifier, WeProofread.it);

What we still need to do:

- Researching the possibility of creating a Membership platform;
- Officer appreciation through rewarding those who stand out.

What you can do:

- Research ways to offer more value to your Members.

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# Community

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The purpose:

- Create a strong social brand.

Where we are:

- Worked on unified templates and marketing;
- Compliance with Corporate Identity;
- Project rebranding;

What we still need to do:

- Development of a PR Strategy;
- Rethinking our brand;
- Update and simplify our websites and materials;

What you can do:

- Think of how to unify national initiatives;
- Brainstorm on how to develop the ELSA Brand .

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# Retain Talent

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## The purpose:

- To maintain the involvement of Officers even after their active years in ELSA.

## Where we are:

- Collaborating with ELSA Alumni in projects such as ROLE Campaign;
- Involving members of ELSA ALumni as speakers and contributors in our projects such as Career Launch;
- Mutual promotion of activities.

## What we still need to do:

- Focus more on helping National Groups in the creation of their Alumni Associations;
- Advertise the possibility of joining ELSA Alumni or ITP as a way to continue contributing to ELSA.

## What you can do:

- Focus on creating ways to involve Officers after their active years in ELSA.



# GROUP WORK

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# Activity

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- Discuss what can be done at the National level for the following goals:
  - Board Reform
  - Annual Cycle ELSA Meeting
  - Refocus
  - Speak out
  - Continuity
  - Member Value
  - Community
  - Retain Talent

# FINANCIAL STRATEGY

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# Financial strategy 2019/2022

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1. Fundraising
2. Membership fee
3. Advertising
4. Grants strategy
5. Professionalisation
6. Marketing
7. Fundraising events
8. Reserve
9. ELSA House
10. Allowances
11. Auditing
12. John H Jackson MCC
13. Helga Pedersen MCC
14. Synergy
15. ELSA Law Schools
16. Professional Development
17. Fundraising execution
18. Expenditure execution

# Working Group on Financial Strategy

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Diverse working group - all areas are welcomed

Year plan

- 80th ICM
- 2nd ISM
- 81st ICM

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# Roundtable

Discussion about possible topics to include in the next terms strategy

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# Q&A

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