

2014 – 2016 Strategic Plan

Mission

The Ohio Association of Civil Trial Attorneys promotes fairness, excellence, and integrity in the civil justice system by providing resources and education to attorneys and others dedicated to the defense of civil actions.

Membership

Grow and diversify the membership to enhance value and include critical partners for a greater influence in the justice system

- Expand membership to non-attorneys
- Explore expansion of trial division attorney membership
- Incentivize members to recruit new members
- Expand in-house counsel membership
- Develop membership retention strategies
- Encourage increased participation from large firms
- Increase participation in existing non-insurance substantive law committees
- Strengthen relationship with carriers to entice corporate members
- Recruit DRI Members

Image/Identity

Effectively position OACTA as the premiere source for defense success to the legal, judicial and business communities

- Promote the successes of OACTA members and legislative, amicus and judicial activities
- Promote OACTA's role as advocates for businesses, insurance companies and their insureds
- Recognize outstanding efforts in the profession through the OACTA Awards Program
- Provide Diversity Scholarships to law students in Ohio
- Re-evaluate the organization's name and branding
- Maintain an updated and effective Website

Engagement & Networking

Engage the OACTA membership through communications, networking and leadership

- Enhance member communications
- Increase member engagement in committees
- Communicate the value of OACTA membership
- Identify & promote quality networking opportunities
- Promote member engagement in speaking and authoring opportunities

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Education & Resources

Create a learning continuum for OACTA members through quality educational programs and resources

- Reinvigorate and boost attendance at OACTA meetings and seminars
- Offer competitively priced, high quality CLE opportunities
- Provide resources to members

Advocacy

Position OACTA as recognized scholars and experts by advocating on behalf of civil litigants in Ohio

- Maintain a strong amicus program
- Educate the public about OACTA efforts
- Provide education to the judiciary
- Develop a proactive government relations strategy