

Collaborative Professionals of Baltimore

Strategic Plan

11-30-2012 Strategic Planning Meeting

8:30 a.m. – 1:30 p.m.

Location: Brown, Goldstein & Levy, LLP

120 East Baltimore Street, Suite 1700

Baltimore, MD 21202

Mission

- The purpose of CPB is to develop and promote collaborative practice as an effective means of alternative dispute resolution and to offer professionals of all disciplines involved in dispute resolution, and the populations they serve, a humane and respectful way to resolve conflicts.

Vision

- To foster and promote the highest standard of Collaborative Practice, to transform the culture of dispute resolution, to increase public awareness of Collaborative Practice and to make Collaborative Practice a mainstream process for problem solving.

Values: Respect. Creativity. Integrity. Human Relationships. Practice Excellence.

- Respect: We equally value the contribution of all Collaborative Practitioners and participants.
- Creativity: We provide a forum for communication and education among Collaborative Practitioners, and we support the expansion and development of innovative approaches to problem solving.
- Integrity: We expect Collaborative Practitioners to uphold the ethical mandates of their professions and to preserve the integrity of the Collaborative Process at all times.
- Human Relationships: We believe the dispute resolution process should work to preserve and strengthen relationships. We support the community through public education and outreach.
- Practice Excellence: We promote the highest standards of Collaborative Practice.

Strengths, Weakness, Opportunities, Threats

Strengths

- Diverse, qualified, experienced board
- Multidisciplinary
- Motivated
- Committed
- Leaders in the Baltimore community
- Geographically diverse

Weaknesses

- Lack of funds
- Training (different models under which everyone has been trained and
- Deficiency of financial professionals
- Diversity (lack of)
- Lack of Collaborative Practice experience within the community

Weaknesses, Contd.

- Lack of ability to market Collaborative Practice
- Lack of public awareness
- Perception of collaborative practice by legal community
- Lack of education of colleagues in other professions

Opportunities

- Professional support and education, networking, mentoring
- Expand membership
- Educate providers
- Educate judiciary
- Referrals between professionals
- Apply broadly
- Educate law students

Strategic Goals

1. Development of CPB as a practice group
2. Broaden the use of the collaborative process to various practice areas and professional disciplines
3. Increase the Number and Variety of Cases Through Public and Professional Awareness

Threats

- Critics in Baltimore of CP in family law realm
- Perception that CP is not affordable
- Value of the CP is not understood
- Resistance to multidisciplinary/team-based approach
- Misuse of the CP

Strategic Goal 1

Development of CPB as a Practice Group

Objectives

- Development of infrastructure
- Provide member education
- Membership development

Strategic Goal 2

*Broaden the Use of the Collaborative Process
to Various Practice Areas and Professional Disciplines*

Objectives

- Identify and educate practice areas
- Identify and educate professional disciplines

Strategic Goal 3

*Increase the Number and Variety of Cases Through
Public Education and Awareness*
Objectives

- Create tracking mechanism of cases.
- Create education plans for public awareness.
- Identify ways to make CP available to individuals of modest means.

Appendix A – Action Plans Strategic Goal 1

Development of CPB as a Practice Group

Action	Status Date	Responsibility	Completion Date
1. Establish 501(c)3	1/28 Meeting	Terri and Sheila	
2. D&O Insurance	1/28/Meeting	Stacey	
3. Establish Bank Account;	1/28/2012	Julie	
4. Establish the website		Amy	
5. Establish budget; dues structure		Julie, Exec. Comm.	
6. Website;		Carol and Wendy	
7. Create potential membership list form of communication		Carol	
8. Establish member education committee		Craig	

Action Plan Strategic Goal 2

Broaden the Use of the Collaborative Process to Various Practice Areas and Professional Disciplines

Action	Status Date	Responsibility	Completion Date
1. Interdisciplinary conference on collaborative practice with both law schools		Ellen, Jana, Stacey	
2. Create and disseminate articles to identified targets (TBD)			
3. Identify targeted legal practice areas		Dana	
4. Identify targeted mental health and financial professionals		Mary, Terri	
5. Professional education committee			

Action Plan

Strategic Goal 3

Increase the Number and Variety of Cases Through Public Education and Awareness

Action	Status Date	Responsibility	Completion Date
1. Modify Collaborative Road Show		Anna, Kathleen	
2. Identify media opportunities		Wendy, Mary	
3. Establish Public Awareness Committee		Anna	
4. Identify ways to make CP available to individuals of modest means		Jana, Jane, Stacey	
5. Identify stakeholders; coordinating with Coll. Proj. MD			