



**NWFPA**  
NORTHWEST FLORIDA PARALEGAL ASSOCIATION, INC.

**2022**

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**2024**

**STRATEGIC PLAN**

## **Introduction**

### **Legal Name and Address**

Northwest Florida Paralegal Association, Inc. (NWFPA)

### **Time Period in Existence**

August 12, 1981

### **Geographic Region Served**

Northwest Florida, which encompasses the following counties: Escambia, Santa Rosa, Okaloosa, Walton, Holmes, Washington, Bay, Jackson, Calhoun, Liberty, Gulf, and Franklin

### **Introduction**

This specific strategic plan was created with a view to setting priorities in order to plan and achieve goals. This ensures we focus energy and resources to strengthen our operations and ensure all volunteers, current and future, work towards quality communication with members, improved Executive Team functionality, and effective succession planning.

### **Organizational Structure**

NWFPA governance is by an elected Executive Team consisting of seven (7) officers. The Executive Team includes President, Vice President, Student Liaison Officer, Secretary, Treasurer, Parliamentarian, and NALA Liaison. Executive Team Members serve staggered two (2) year terms. The organization is nonsectarian, nonpartisan, nonprofit, and nonunion. In order to accomplish the mission of NWFPA the Executive Team is assisted by seven (7) standing teams. NWFPA is fully funded by membership dues and donations.

### **Vision Statement**

Advancing Northwest Florida paralegals through education and career development.

### **Mission Statement**

To promote the paralegal profession through awareness and education.

### **Diversity, Equity, and Inclusion Statement**

NWFPA advocates for and encourages diversity, equity, and inclusion within the paralegal profession. We recognize we must build on and derive strength from inclusion, equity, diversity, and those initiatives that promote it. NWFPA encourages and fosters a diverse, equitable, and inclusive environment within the association, as well as the law firms, corporations, legal service providers, and the paralegal community our members and peers support. NWFPA welcomes members from all backgrounds and encourages connections within our diverse membership.

Strength through diversity includes all individuals regardless of race, color, ancestry, national origin, religion, sex, disability, age, marital status, sexual orientation, gender identity and expression, medical condition, military or veteran status, and political affiliation.

## **Strategic Plan for 2022-2024**

### **Leadership**

- Develop strong leaders

#### **Method**

- Develop a leadership program for paralegals
- Develop annual board retreat
- Incorporate team chairs

- Encourage member growth in teams

#### **Method**

- Designated team chairs
- Define team chair roles
- Define projects assigned to each team.
- Team chairs to attend executive team meetings, as needed

### **Education**

- Annual Seminar(s)

- Stronger relationship with schools

#### **Method**

- Reach out to PSC & UWF at the start of each semester regarding student membership – be on the lookout for speaking opportunities
- Develop a student scholarship program
- Develop study groups/Q&A panels
- Career fair

### **Networking**

- Broaden our reach

#### **Method**

- Develop networking/educational events outside of Pensacola
- Offer at least 4 networking/educational events outside of the lunch hour.
- Develop promotional material
- Conduct membership drive

- Build connections with sponsors

#### **Method**

- Develop a plan to better utilize sponsors
- Create sponsorship packages

## Community

- Community Service Projects
  - Method**
    - How does NWFPA give back?
    - Fundraisers?
    - Develop a community service calendar
  
- Spread NWFPA Name
  - Method**
    - NWFPA Material (T-Shirts, Lanyards, Brochures, Business Cards, etc.)
    - Become a valuable resource

## National

- Continue NALA Affiliation
  - Method**
    - Submit award nominations
    - Increase affiliate presence – encourage more member participation
    - Encourage NALA Membership
  
- Promote CP/ACP
  - Method**
    - Develop CP study groups for members
    - Acknowledge CP/ACP publicly

## Organizational Structure

- Board transparency
  - Method**
    - Quarterly round table discussions
    - Recreate mentorship program?
    - Communication to members
    - Board meetings open to all members
  
- Member Satisfaction
  - Method**
    - Annual membership survey
    - Open communication