



WISTAF

SETTING A NEW
STRATEGIC DIRECTION
2019-2022

OUR MISSION

The Wisconsin Trust Account Foundation works with civil legal aid organizations in Wisconsin to increase access to justice. We oversee funds and invest in services and projects to help people solve their legal problems.

THE PROCESS

In order to capitalize on WisTAF's many assets, which include a future-focused board of directors and new staff leadership, the organization engaged RR Consulting Group in Spring 2019 to provide strategic planning facilitation expertise.

The process began with an evidence gathering phase. Activities included:

- Board and staff member interviews
- Mission revitalization
- Listening sessions with key stakeholders to gather feedback on current strengths and opportunities for improvement
- PEST analysis with staff to identify key (political, economic, social and technological) trends and opportunities

In response to the collected feedback and analysis, the board identified four strategic priorities, which address new ways of creating value for WisTAF stakeholders. SMART goals were created for each priority and, in October 2019, staff began the process of developing milestone-driven work plans to accomplish identified goals.

PRIORITY:

ENGAGE IN STRATEGIC GRANT MAKING TO FUND UNMET NEEDS

- Improve collection and analysis of quantitative and qualitative data to better understand the work being done and outcomes achieved by current grantees by June 30, 2020.
- Partner with other civil justice stakeholders to fund and complete a statewide civil legal needs assessment by July 1, 2021.
- Identify one or more current or new partners capable of serving clients in underserved areas or providing services in new ways by Dec. 31, 2021.

PRIORITY:

DIVERSIFY & EXPAND FUNDING SOURCES

- Expand WisTAF's Prime Partner program membership by five institutions (50%) resulting in additional funding for civil legal aid and/or WisTAF operations by Dec. 31, 2020.
- Use a coordinated approach to obtain commitments for \$50,000 from private sources in support of civil legal services and projects by Dec. 31, 2021.
- Use a coordinated approach to obtain commitments for an additional \$500,000 from state government sources in support of civil legal services and projects by June 30, 2022.



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THANK YOU TO OUR PARTICIPANTS

Representatives of the following groups participated in one or more strategic plan development activities. This plan would not have been possible without their informed input and willingness to share their considerable expertise and passion.

- ABC for Health
- AIDS Resource Center of Wisconsin
- Catholic Charities
- Community Justice, Inc.
- Disability Rights Wisconsin
- Golden House
- Indianhead Community Action Agency
- Kids Matter, Inc.
- Legal Action of Wisconsin
- Legal Aid Society of Milwaukee
- LOTUS Legal Clinic
- Marquette University Law School
- Metro Milwaukee Mediation Services
- Milwaukee Justice Center
- Rainbow House Domestic Abuse Services
- State Bar of Wisconsin Leadership and Staff
- State Bar of Wisconsin Legal Assistance Committee
- University of Wisconsin Law School
- Wisconsin Access to Justice Commission
- Wisconsin Equal Justice Fund
- Wisconsin Judicare
- Wisconsin Supreme Court
- Wisconsin Trust Account Foundation Board of Directors and Staff
- Women and Children's Horizons
- The Women's Center

2019-2020 WisTAF Board of Directors:

Atty. Lawrence Burnett, president
Atty. April Barker, president-elect
Ms. Michelle Knutson, treasurer
Atty. Eric Andrews, secretary
Mr. Glenn Dahl
Hon. Clare Fiorenza
Atty. Anne Hlavacka
Hon. Thomas Hruz
Atty. Joshua Kindkeppel
Atty. Deanne Koll
Mr. Justin Lepscier
Atty. Timothy Radelet
Atty. Karma Rodgers
Hon. Carolina Maria Stark
Atty. Jerry Vang

WisTAF Staff:

Ms. Rebecca Murray, executive director
Mr. Carlos Arenas, grants program manager
Ms. Tehmina Islam, office/IOLTA manager



PRIORITY:

EDUCATE THE PUBLIC & KEY STAKEHOLDERS ABOUT WISTAF MISSION AND RESULTS

- Recruit and train a staff person with communications expertise to enhance the capabilities of current staff by March 31, 2020.
- Develop a communications plan to promote awareness and support of WisTAF by June 30, 2020.

PRIORITY:

INCREASE COLLABORATION/COORDINATION AMONG PROVIDERS & STAKEHOLDERS IN THE CIVIL JUSTICE SYSTEM

- Hold annual facilitated gatherings of grantees in 2021 and 2022 to improve collaboration and communication.
- Create a regular communication vehicle to inform grantees and other stakeholders about providers' work and success stories by June 30, 2021.

A special thank you to Buck Rhyme and George Brown of RR Consulting Group for applying their experience-based assessment and facilitation skills in leading us through this process - efficiently and enjoyably. (RR Consulting Group | www.rr-consultants.com)

We also greatly appreciate the contributions of listening session volunteer facilitators and former WisTAF Board of Directors members, Hon. JoAnne Kloppenburg and Atty. Kevin Palmersheim.

Last, but not least, former directors, Hon. William Domina, Atty. Benjamin Lane and Mr. Robert Zellers also added valuable input to the process prior to leaving the board in June 2019.

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