Glossary of “Goals” Terminology

Adjunct Teacher (School Site Goal) - An individual serving as an assistant in a classroom setting, however providing “real life” experience and background and serving on a part-time basis.

Fairs (Community Site Goal) - An activity that is generally held outdoors, requiring your participation as a booth sponsor or stage participant in some form or manner.

Financial Development - Developing sources of revenue through a variety of means which may require long and short periods of time; in order to pay your local bar bills and support worthy charitable causes within the local community.

Forums (Community Site Goal) - Sites or settings that are formal and held in an indoor setting that generally requiring some speaking role.

Law Related Education (Communication Goal) - Relates to the support of education at any school that covers legal concepts, historical cases, and/or the Constitution.

Market Penetration (School Site Goal) - The obtaining of a share of a market (receiving a percentage of interest and/or participation from a specifically identified group) for some commodity, service and/or cause. (1) Measuring the local geographic area where people view or listen to a particular program or outlet, (2) Measure viewers/listeners/readers preference of specific programs and/or activities.

Marketing Objectives - EX:
   (A) Increase revenue by 10% over the next 12 months.
   (B) Increase number of pro bono cases by 50% over the next 12 months.
   (C) Increase grant revenue by 15% over the next 6 months.
   (D) Increase the number of students participating in the Law Day essay and poster contest
   (E) Increase the number of schools participating in Law Day within the County by 50%

Promotional Activity (Communication Goals) - Type of promotion or media used such as news releases, editorials, radio ads, television ads, newspaper ads, free media coverage, flyers, post cards, banners, signage and other means to reach and communicate with the public about any activity that you are supporting and for which you encourage public support.

Public Education (Communication Goal) - Relates to activities that generally support education in any type of school or school activity.

Reach - The number of different individuals or homes exposed to a media schedule.

Specific Populations (Communication Goal) - Certain groups that you target your promotional pieces to. Such target markets or groups could be African-American, Hispanic, Women, Native American, Children, High School Students, College Students, and/or the Elderly.

Target Market - An actual or potential group of people to whom an organization wishes to appeal.

Worksites (Community Sites) - Businesses or institutions that the local bar and/or its members may visit to speak about basic legal concepts and needs as well as handing out literature for people to take with them to their office and/or home.