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San Antonio Bar Association and San Antonio Bar Foundation launch project to improve its customer experience and increase access to member resources

SAN ANTONIO, TX — The **San Antonio Bar Association (SABA)** and its Foundation launches **Project RISE: Rebranding, Innovation, Success & Experience**, a major upgrade initiative that will streamline internal and external communications and improve the customer experience. Project RISE consists of a multi-year strategy, which will work in conjunction with the Association's latest strategic planning initiative, to strengthen staff effectiveness and member experience. This comes on the heels of the 2016 Raising the Bar initiative, which brought 15-year-old SABA data systems up-to-date with technological advances and increased the ease of access to community information, membership benefits and its legal directory.

Phase one of Project RISE will equip SABA staff with the tools and infrastructure necessary to reinvigorate existing programming and navigate the planning and implementation of new or rebranded programs, including membership staples like the *Subpoena* newsletter and the Civil Bench Motions & Trials continued legal education seminar. Project RISE aims to improve the member experience and streamline the projects that benefit bar members and the San Antonio community at large.

A \$7,000 grant from the Texas Bar Foundation helped fund part one of the project. Since its inception in 1965, the Texas Bar Foundation has awarded more than \$18 million in grants to law-related programs. Supported by members of the State Bar of Texas, the Texas Bar Foundation is the nation's largest charitably-funded bar foundation.

For more information on SABA news and events, visit www.sabar.org.

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The San Antonio Bar Association (SABA) was established in 1898 to serve their clients and the public with the highest degree of dedication and professionalism in the continuing pursuit of equal justice for all under law. SABA provides continuing legal educational programs for the legal community and legal outreach for the public. For more information, visit www.sabar.org. The San Antonio Bar Foundation is the charitable arm of the association, supporting programs including Amigos for Mediation, The Community Justice Program (CJP) and St. Mary's University School of Law Pro Bono Award.