



2017-2018 PLAN OF WORK PROFESSIONAL DEVELOPMENT ADVISORY COMMITTEE (PDAC)

COMMITTEE NAME: Professional Development Advisory Committee

COMMITTEE CHAIR: Sharon Meit Abrahams, Ed.D.

COMMITTEE LIAISON: Trish Carrera

COMMITTEE SIZE: 9-10

COMMITTEE TERM: 3 years

CALL FOR VOLUNTEERS: Fall

SELECTIONS MADE: Winter

MISSION STATEMENT:

The Professional Development Advisory Committee's purpose is to bring topic awareness to and deliver idea framework with an eye toward the horizon of the legal community in order to recommend and frame educational content in a manner that can be effectively interpreted by ALA headquarters and committees.

PURPOSE:

The Professional Development Advisory Committee provides direction and recommendations for a broad range of professional development activities that align with ALA's strategic goals. It does this by collaborating with ALA staff to consider market research/needs assessment data and monitor industry trends to develop multi-faceted plans for ALA's professional development programming. Though it guides the educational strategy, in most instances, the Professional Development Advisory Committee is not directly responsible for developing content, or identifying instructors or speakers for courses or conferences.

ROLE:

- Provide topic awareness and framework suggestions that can be effectively used in ALA's professional development initiatives;
- Create means for deliverables to ALA staff and appropriate committees in the form of a matrix, eNewsletter, spreadsheets, documents, and trend information;
- Recommend new educational offerings based on ALA's strategic goals; and
- Use evaluation data to monitor existing programs and make recommendations for future inclusions.

COMMITTEE MEMBER SELECTION PROCESS:

ALA members, business partners and other individuals who have demonstrated thought leadership are eligible for this committee. Interested individuals must timely submit a completed

application form, be recommended by the standing committee, and be confirmed by ALA's Board of Directors.

COMMITTEE MEMBER QUALIFICATIONS/ELIGIBILITY:

PDAC is open to both members and business partner participation. Among the considerations in selecting new members are educational background, experience level and areas of expertise. Consideration is also given to an applicant's experience with education, training, and career development.

IN PERSON MEETINGS/COMMITTEE MEMBER EXPECTATIONS:

Committee members are expected to attend one annual in-person committee meeting (usually at Annual Conference), participate in monthly conference calls, and participate in discussion forums created by the committee for ongoing collaboration.

COMMITTEE DELIVERABLES:

1. PDAC will submit an annual Plan of Work, semi-annual written committee reports to ALA's Board of Directors, and periodic updates to ALA membership through ALA's BOLD Bites.
2. PDAC will continue to provide content for its *Ahead of the Curve* eNewsletter which will be distributed every other month to Association leaders. Members of PDAC will return to the practice of including an introduction to each article that informs the reader why this article is of interest or relevant to them as legal management professionals. HQ has full responsibility for distribution of *Ahead of the Curve* so PDAC can focus on content compilation. Additionally, articles and topics from *Ahead of the Curve* will also continue to appear in Bold Bites and other outlets/platforms that ALA utilizes. PDAC has been concerned about a drop off in click-throughs and views of *Ahead of the Curve*, however, is hopeful that the new every other month delivery of the newsletter to association leadership will result in more readership and views. PDAC and HQ will monitor and discuss this distribution model for six months to see if it has had a positive impact.
3. PDAC will expand the topic-specific educational matrix that has categorized content from past conferences, webinars and *Legal Management* articles since 2014. The attendee feedback is now included so we can review quality of speakers and topics.
4. PDAC will continue to provide conference planning committees with heat maps from prior educational conferences along with a memo summarizing findings and recommendations. PDAC will also share trending or hot topics via basecamp for HQ to share with conference planning committees.

5. PDAC plans to submit a presentation proposal to CLI on an annual basis. This presentation will educate chapter leaders on ways to elevate their professional development offerings. The committee will include content from the Speaker Guide document we created that gives tips on selecting speakers, ensuring their quality of content and execution of successful educational experiences.
6. PDAC will maintain a Peer Organizations project in Basecamp that stores information on educational events and offerings provided by peer organizations (competitive intelligence).
7. PDAC will identify in Basecamp “hot” issues by including the word “onfire” in the submission text. This will allow HQ staff to easily identify topics that need to be brought to the awareness of our membership in an expeditious manner.
8. PDAC will provide recommendations for webinars including topics, descriptions and speakers to be utilized by HQ in the formation of their 2018 - 2019 webinar offerings.

RESOURCES:

Budget for yearly in person meeting, ongoing staff liaison engagement, Basecamp collaboration software fees.

SUBMITTAL DATE: Oct 16, 2017; Revised Plan of Work submitted on December 15, 2017.