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to knowledge, resources and networking

ALA
Association of Legal Administrators

2017 REGION 6 PLAN OF WORK

The Region 6 Management Team's 2017 Plan of Work emphasizes ALA's Strategic Plan to ensure ALA is the undisputed leader for the business of law, focused on the delivery of cutting-edge management and leadership products and services to the global legal community. Our role is to develop a clear, compelling and well-recognized organizational identity of the association; to ensure members, business partners, and other legal management professionals understand the value of ALA; to solicit input from our members; to ensure the development of our volunteers by providing advice, counsel and assistance to chapters in all areas of chapter management (leadership, education, management, etc.) and to share best practices and innovative ideas with others in the region, the board, and the headquarters staff.

Returning team members are: Shaun Morrison, Region 6 Director; Julie Logan, At Large Director; Debra Burgos, Regional Representative. Joining the team this year is Terri Oppelt, CLM, Regional Representative and Shelley Strong, Regional Representative. The following goals are incorporated in this year's plan:

CHAPTER ACTIVITIES

- ***Build Trust with Chapter Leaders and Members*** – a top priority continues to be to reestablish and build on the relationships we have developed and will develop, with not only the chapter Presidents, but with multiple Chapter Leaders and members throughout our focus chapters. The Region 6 Director is not assigned a focus chapter so that she may be available to help all the chapters in the region and not just focus on one.

- ***ALA Strategic Plan*** – The team will focus on the ALA strategic plan and assist our chapter leaders and members with accomplishing the below goals.

  - Define Our Identity
  - Increase Member and Business Partner Value
  - Enhance Industry Thought Leadership
  - Advance Legal Management Professional Development
  - Build Community and Engagement

- ***Chapter Visits*** – During this year, we would like to make chapter visits to all of the chapters to discuss initiatives for defining the association's identity and for reasons that are at the request of the chapter.

- ***Annual Conference/CLI Meetings with Chapter Presidents*** -- Our representatives are encouraged to schedule a casual meeting with the leaders from their focus chapter (below) during the annual conference and CLI, outside normal meeting times, to forge the connection with these members.

Focus Chapter	5/2017-4/2018
East Bay	Shelley Strong
Golden Gate	Debra Burgos
Las Vegas	Shelley Strong
Los Angeles	Julie Logan, SPHR, SHRM-SCP
Orange County	Debra Burgos
Sacramento Valley	Shelley Strong
San Diego	Terri Oppelt
Silicon Valley	Terri Oppelt
Arizona	Debra Burgos
Independent members	Terri Oppelt

COMMUNICATION PLAN

- The team will participate in monthly team conference calls to discuss chapter issues and resolutions and brainstorm on providing the best resource for their chapters. The team member responsible for taking minutes for each monthly team conference call (and any other minutes required for that particular month – i.e., Council Meetings, Presidents Calls, etc.) is listed below.

Month	Team Member
April 2017	Terri Oppelt
May 2017	Shelley Strong
June 2017	Debra Burgos
July 2017	Terri Oppelt
August 2017	Shelley Strong
September 2017	Debra Burgos
October 2017	Terri Oppelt
November 2017	Shelley Strong
December 2017	Debra Burgos
January 2018	Terri Oppelt
February 2018	Shelley Strong
March 2018	Debra Burgos

- The team will host a conference call for chapter presidents at the beginning of the new presidents' board year (May 2017). Time will be used to help chapter leaders network with each other in a way that creates communication throughout their term. The team will also encourage chapter to schedule a visit with one or two members of the Region 6 teams to provide ALA Updates, membership benefits, or any other subject the chapter would like to hear about.

- A second conference call for chapter presidents will take place a few months after the Region 6 chapter presidents take office (August 2017) to promote RLMC 4-5-6 and the regional council meeting and the specialty conferences, discuss the ALA Strategic Plan and discuss how their chapters are able to incorporate this plan. We will also discuss how the few months of their year is going with their board and members. This conference call will provide an opportunity to identify topics for and promote chapter visits.

- A third conference call for chapter presidents and president-elects will be held at the beginning of 2018 (January 2018) to discuss any ALA initiatives, comments and take-aways from the Fall conference and specialty conferences, and how the team can assist their chapters.

- Team members will communicate monthly with assigned focus chapters and report on their focus chapters during the monthly Region 6 Team call. We will continue to highlight important Board decisions and reminders that should be relayed to chapter leaders.

- Our Region 6 Director and our At-Large Director will have a follow up call with all Chapter Presidents and Chapter Presidents-Elect sometime in June.

- Association Board members will be calling all chapter presidents in July, and reports of those calls will be discussed with the team.

- A Region 6 email blast will be distributed bi-monthly to our members with the help of headquarters with each regional representative taking turns preparing the blast as follows:

Month	Team Member
March 2017	Suzanne Lawler
May 2017	Terri Oppelt
July 2017	Debbie Burgos
September 2017	Shelley Strong
November 2017	Terri Oppelt
January 2018	Debbie Burgos
March 2018	Shelley Strong

- The Team will host a Region 6 LinkedIn Page and Facebook Page with all team members contributing at least once a month. There will be a focus on attracting the new generation of legal leaders by incorporating relevant articles, video clips, and other social media tactics.

- The team will encourage chapters to upload photos to the Region 6 Facebook Page on their chapter events, which will be linked and listed on the eBlast bi-monthly.

REGIONAL COUNCIL MEETINGS

- At the annual conference Council Meeting in Denver, we will take time to further connect with the leaders of our focus chapters. The team will cover the necessary business items and have an exercise consisting of each attendees writing one word on an index card of what ALA means to them. These will be collected at the beginning of the meeting and then the results will be discussed at the end of the meeting.

- During our Region 6 breakout, the team will take the opportunity to expand on change management and helping their chapters with changes in the industry and in ALA. This could deal with chapter strategic planning as well and its importance of sustaining a chapter.

- Outstanding Volunteer Award will be presented at our Region 6 Council Meeting in Denver (nominations were requested in January; winner was selected at ALI; certificate and gift card will be ordered in March).

- The agenda for the council meeting held at the Regional Legal Management Conference in Las Vegas will be planned during our monthly team calls.