2017-2018 Plan of Work: Region 3

Elevate ALA

Goal 1: DEFINE OUR IDENTITY – *Define a clear, compelling organizational identity that reflects who/what the association represents and that effectively focuses its programs, services and activities.*

As the association works through the defining of the identity, the Region 3 leadership team will:

- Work diligently to keep Region 3 members apprised of the Board and Association activities, through a column in each quarterly e-blast,
- Maintain contact with chapter leadership on a bi-monthly basis
- Encourage Region 3 members to participate in focus group, surveys and volunteer opportunities.

Goal 2: INCREASE MEMBER AND BUSINESS PARTNER VALUE – *Develop relevant, actionable, timely, responsive resources to increase value of ALA to members, business partners and other legal management professionals.*

The Region 3 Leadership Team will:

- Provide programming at the chapter level on member and business partner value
- Provide guidance in further developing your programming to benefit both member and Business Partner
- Share chapter business partner program successes through e-blasts for chapters to adopt
- Work with large chapters to adopt/foster/assist a smaller nearby chapter with programming and financial assistance

Goal 3: ENHANCE INDUSTRY THOUGHT LEADERSHIP – *Become recognized as a thought leader in the legal industry by conducting critical industry research and developing new ideas, innovations and solutions to guide the legal management industry.*

The Region 3 Leadership Team will:

- Encourage members and business partners to author white papers
- Encourage chapters to provide articles to their State and County Bar Associations

- Share programming ideas that members can provide to those organizations outside of our association
- Encourage members to participate in Small and Solo Law Firm Conferences to reach an underserved audience
- Assist chapters in developing on line content that can be shared outside our association.

Goal 4: ADVANCE LEGAL MANAGEMENT PROFESSIONAL DEVELOPMENT – *Advance the knowledge, skills and leadership of legal management professionals and strengthen the role of legal management professionals in the legal industry.*

The Region 3 Leadership Team will:

- Share program information between chapters
- Share speaker information between chapters
- Increase visibility of CLM through e-blasts and social media
- Provide education to highlight the value of CLM
- Encourage chapters to provide a Young Professionals Group
- Provide assistance in finding ways to reach the underserved member through technology platforms

Goal 5: BUILD COMMUNITY AND ENGAGEMENT – *Build a stronger sense of community and shared purpose and increase engagement among members, chapters, business partners, and other stakeholders.*

The Region 3 Leadership Team will:

- Encourage chapters to provide additional scholarships at conferences
- Drive engagement to the On-Line Communities
- Provide educational programming
- Facilitate development of multi-chapter events
- Encourage and acknowledge members who support the association through volunteer opportunities.