Your connection
to knowledge, resources and networking

REGION 1 PLAN OF WORK

The Region 1 Plan of Work ("the Plan") for 2017 will continue to focus on leadership, assisting Chapters, connecting Chapters, increasing communication and aligning our Plan with the Association's new 2017-2020 Strategic Plan. Region 1 is a close and resourceful region where many of our Chapters have similar goals, business partners, speakers and resources. With this in mind, we want to Elevate ALA and our Chapters to be the best connected and resourceful region possible.

Team Members - The Region 1 Team will have a new Director joining the Team this year: Joe Samarco of the Philadelphia Chapter. Also, joining the Region 1 Team as a new Regional Representative is Stasia Joyce, CLM of the New York Chapter. Karen Glowacki, of the Boston Chapter, will conclude her three-year term as the Region 1 Director and Pat Isaacson, of the New Jersey Chapter, will conclude her two-year term as a Regional Representative. Continuing with the Region 1 Team are Katie Bryant, CLM, Director-at-Large, Audrey Serban of the New Jersey Chapter, Virginia Wentzel of the Central Pennsylvania Chapter and Brenda Syle, CLM of the Western and Central New York Chapter.

Goal #1 Define our identity: As the legal management profession changes and evolves, ALA must clearly define its role and leadership in the industry. Establishing and communicating a compelling and engaging identity is essential to achieving our long-term vision.

The Region 1 Team ("the Team") will strive to have regular communication with the Chapter leaders (President and President-Elect) to gather feedback from their Chapter members on ALA's identity and keep them informed of the progress and status of ongoing ALA efforts being made within the legal industry to define ALA's identity. Included in this communication plan are monthly communications between the focus representative and Chapter leaders as well as semi-annual calls between all Region 1 Chapter leaders and the Region 1 Team.

Goal #2 Increase Member and Business Partner Value: ALA has a long history of delivering essential resources, knowledge and networking to its members and business partners. With increasing competition, ALA must continue to build and enhance its reputation for value.

The Team will work to assist Chapters when needed in the development of high level educational content and to increase the engagement with members and business partners. The Team through regular communication with the Chapter leaders will keep them informed of new offerings and resources available to both members and business partners.

The Team will continue to plan and provide in-person visits to Chapters with the goal being to add value to the Chapters and their Boards. Many of our Chapters will be able to budget for such a visit, and for those few who do not have the funds, we will use the Region 1 Budget on an as-needed basis, and only when we will provide substantive value to the Chapter.

Goal #3 Enhance Industry Thought Leadership: Leadership in the business of law requires that ALA take an active role in addressing key issues facing the professional and advance positions to elevate the critical role management professionals play in the industry.

The Team will be establishing Region 1 social media accounts to keep both members and business partners informed of the many offerings available through ALA. The Team will also strive to provide up-to-date relevant information pertaining to the business of law as an added value to the Region 1 social media accounts. The social media accounts will also be used as a vehicle to share snip-its of information from our various Chapters throughout the year and to spotlight and recognize special events being offered by our Chapters.

Goal #4 Advance Legal Management Professional Development: As legal management professionals face increasingly complex challenges, ALA must develop educational programs, resources and networking opportunities to provide them with the knowledge, skills and abilities to succeed.

The Team is committed to increasing the visibility and recognition of the Certified Legal Manager and promotion of the benefits of becoming a CLM. The Team will have a designated CLM Ambassador who will regularly communicate via the Region 1 social media accounts with various pieces of valuable information pertaining to the benefits of the Certification program. The CLM Ambassador will also strive to offer information to the Chapter leaders on how they can increase the visibility and recognition of the CLM designation not only within their Chapters, but their own legal communities.

The Team will continue to promote and support attendance at CLI. Attendance at CLI not only provides networking opportunities and idea sharing from Chapter to Chapter, but it also offers those in attendance an amazing opportunity to advance their own professional development in legal management. Many Region 1 Chapter leaders, who have served in Regional and International leadership roles, were nominated by the Team because of their engagement and recognition as an emerging leader while attending CLI.

Goal #5: Build Community and Engagement: ALA members and business partners have identified networking and community as the most valuable benefits of their involvement in the organization. Building on that strong foundation is essential to our continued, long–term success.

The Team will strive to increase collaboration and cooperation between the various Chapters within Region 1. Areas of assistance will include identifying possible cost sharing opportunities for speakers and education; regular communication of Chapter events, programs and highlights through Region 1 social media accounts; assist Chapters who wish to offer their educational programs via an online source such as Facebook Live.

The communication between the focus chapter representative and their assigned chapters will whenever possible involve not only the Chapter President but also the Chapter President-Elect/Vice President. By communicating with both Chapter leaders on a regular basis and at the same time, it will help to build a successful platform for the Chapter's successional planning and it will ensure a consistent message is being shared within each Chapter.

The Team is also committed to increasing the engagement of our independent members. The Region 1 Director will communicate on a quarterly basis to the Region 1 Independent members to increase their engagement and connection with Region 1 and the various Chapters and business partners.

We look forward to building further on this plan with the ongoing Association's Strategic Plan and will continue to focus on our main goal of assisting Region 1 Chapter leaders with the tools and resources needed to be successful. We welcome your comments and/or any recommendations that can improve this Plan.