



2017 ELEVATE ALA AWARD GUIDELINES

The Elevate ALA Award recognizes up to three chapters whose efforts in Professional Development, Networking, and Visibility demonstrate advancement in the areas of educational content, member to member and member to business partner relationships, and ALA's prominence in the legal community.

Eligibility

Any ALA chapter in good standing is eligible to enter. Only one entry will be accepted per chapter.

Submission Requirements

A written submission (essay) is required. There is no length restriction. Relevant samples may be included. The submission must address all three areas and include the details requested for each area.

Section One: Professional Development

This section must describe how the chapter has elevated the educational content provided to its members. Details of any resources committed to elevating the chapter's professional development content should be provided. Please include:

- The percentage of annual revenues used for overall education offered to all members
- A complete listing of all education offered through the chapter comprised of:
 - a. The date offered
 - b. Title/Topic
 - c. Speaker
 - d. Length of program
 - e. Resources used (speaker fees and costs, member time spent planning and organizing the session, specifics about how the chapter promoted the educational offering)
- Details on all scholarships/stipends awarded to chapter members to further their professional development including:
 - a. A description of the criteria used for awarding the scholarship/stipend
 - b. The impact on the recipients' engagement with the chapter and/or ALA
 - c. Total percentage of annual revenue the chapter allocated to professional development scholarships/stipends
 - d. Whether any chapter assistance is offered to those taking the CLM

Section Two: Networking

This section must describe how the chapter has elevated member to member relationships as well as member to business partner relationships. Please provide:

- Details on any events held specifically to strengthen the relationship between members

- Details of all initiatives/events with the business partners that strengthened relationships between ALA, the chapter, and the business partners. Describe any impact it has had on the members' and business partners' perceived value of ALA

Section Three: Visibility

This section must describe any initiatives the chapter has undertaken to elevate the visibility of ALA in the legal community. Please include:

- Details on specific programs/events along with audiences reached and potential ROI. (This may include participating/attendance at State Bar events, strategic alliances, speaking engagements outside of ALA, marketing campaigns in publications, social media, etc.)
- Details on how the chapter has elevated the recognition of its members, volunteers, CLMs, and business partners within the chapter and/or legal community

Evaluation Criteria

A panel of ALA Past Presidents who are currently employed as a legal management professional in either a law firm, legal department or as a consultant to the legal management profession will evaluate all complete submissions. Judges will:

1. Take chapter size and available resources into consideration
2. Judge each three-part submission as a whole
3. Analyze the extent to which the chapter demonstrated elevation in each of the three areas as per the established criteria (see page three for the evaluation form)

Nominee Notification

The Elevate ALA Award will be awarded at the Association Awards Gala. Recipients of the Elevate ALA Award will not be notified in advance of the Association Awards Gala announcement.

Deadline

Written submissions and all supporting documentation are due to awards@alanet.org by Wednesday, January 4, 2017. Unless otherwise indicated in the submission materials, headquarters staff will use the currently seated chapter president as the primary point of contact for any questions regarding submissions.

Questions

Contact awards@alanet.org with any questions regarding this award.

2016 ELEVATE ALA AWARD EVALUATION

CHAPTER: _____

Please indicate your reaction to the following items after reviewing the Elevate submission criteria.	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	N/A
The chapter demonstrated an elevation in the level of educational content and professional development offerings.						
The chapter used a significant portion of available revenues towards membership educational offerings and content.						
The chapter implemented criteria, awarded scholarships/stipends and used a significant portion of available revenue toward the professional development of its members.						
The chapter offered programming, funding and other assistance to members seeking the CLM designation.						
The chapter provided multiple opportunities to strengthen relationships between members.						
The chapter provided multiple opportunities to strengthen relationships between members and Business Partners.						
The chapter demonstrated the value of ALA and its impact on members and Business Partners.						
The chapter partnered with other legal organizations through programming, educational sessions, and/or other strategic alliance initiatives.						
The chapter demonstrated a strong commitment to increasing the visibility of ALA through marketing campaigns and/or social media.						
The chapter demonstrated a strong commitment to increasing the recognition of members, volunteers, CLM's and Business Partners within the Association and the legal community.						
Additional comments:						

INDICATE YOUR RESPONSE BY PLACING AN X IN THE APPROPRIATE BOX.

**** CONFIDENTIAL ****