

**PRESIDENTS’ AWARD OF EXCELLENCE**

**“Roadmap to Success”**

***Recognizing chapter activities from January 1, 2021–February 28, 2022***

***Revised February 2021***

***The Presidents’ Award of Excellence, named in honor of Past ALA Presidents, recognizes chapters for their efforts in effective chapter leadership.***

ALA is the premier professional association connecting leaders and managers within the legal industry. We provide extensive professional development, collaborative peer communities, strategic operational solutions and business partner connections empowering our members to lead the business of law.

The Presidents’ Award of Excellence encourages chapters to take effective and collaborative action in support of ALA’s mission to:

* Promote and enhance the competence and professionalism of legal administrators and all members of the legal management team.
* Improve the quality of management in law firms and other legal service organizations.
* Represent professional legal management and managers to the legal community and to the community at large.

A member of the [Chapter Resource Team](https://www.alanet.org/about/about-ala/leadership/committees/chapter-resource-team) will meet with the incoming or new Chapter President (and potentially other chapter leaders) to review these guidelines and the [chapter performance objectives](https://www.alanet.org/docs/default-source/chapter-resources/chapter-performance-objectives.pdf?sfvrsn=4). They will also help the chapter set goals for the year. This will be accomplished either in person or over the phone. Throughout the year, the Chapter Resource Team and ALA’s professional staff are available to assist chapters in achieving these objectives creatively through the virtual environment in response to the COVID-19 pandemic.

It is expected that ALA chapters will meet and exceed the criteria set forth on the following pages. As an incentive to recognize chapter success and continued innovative growth, we ask each chapter to strive to achieve the Presidents’ Award of Excellence.

Use the following checklist to chart your progress and highlight your chapter successes. Initiatives should be completed within a 14-month period prior to the award submission date.

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| **√** | **Required or Recommended** | **Description** | **Individual Responsible** |
| £ | REQUIRED | Reinforce ALA’s position as a thought leader within the legal management industry by promoting readership of [*Legal Management* magazine](https://www.alanet.org/resources/publications/legal-management-magazine-current-issue), including monthly distribution of current articles or relevant features. |  |
| £ | REQUIRED | Actively promote and educate members about [ALA’s Certified Legal Manager (CLM)® program](http://www.alanet.org/education/certification). This could be achieved by recognizing CLMs at chapter events, advertising the benefits of the program with the local bar association and/or including a CLM-focused presentation as part of the chapter’s annual educational programing. |  |
| £ | REQUIRED | Maintain the chapter’s website or communicate with chapter members at a minimum of biannually, current news and upcoming events. Include the links found in [UNPACK ALA](https://www.alanet.org/membership/chapters/chapter-leader-resources/chapter-business-partner-relations-resources/chapter-leaders-welcome) on the chapter website or communication. |  |
| £ | REQUIRED | Promote and/or create awareness of the ALA [Online Community](http://community.alanet.org/p/us/in). |  |
| £ | Highly recommended | Regularly recognize achievements and/or contributions by members, volunteers, business partners and those in their legal communities. Such recognition could be made part of the chapter’s website or newsletter, a chapter meeting, social media postings or business partner events. |  |
| £ | Recommended | Promote and/or create awareness of the articles and resources available in [ALA’s Career Center](http://www.alanet.org/career-center/career-resources-and-articles). |  |
| £ | Recommended | Maintain the chapter’s social media accounts with current news and upcoming events. If the chapter does not have a social media presence, share information with chapter members via newsletters and listservs. |  |
| £ | Recommended | Develop a written plan with measurable goals and objectives to increase membership and attendance at meetings and events. |  |
| £ | Recommended | Reinforce ALA’s position as a thought leader within the legal management industry. This could be achieved by making presentations on law firm management at law schools and/or bar associations or by authoring original articles for inclusion in a law school or bar association publications. |  |

**Responsibilities to Chapter Members: \_\_\_\_\_ Required (4) \_\_\_\_\_ Highly Recommended (1) \_\_\_\_\_ Recommended (4)**

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|  | **Required or Recommended** | **Description** | **Individual Responsible** |
| £ | REQUIRED | The chapter has a formal policy of recruitment and retention of diverse members and a mission statement posted on the chapter’s website or shared annually with chapter members that reflects the diversity of the community it serves. Chapter provides their Chapter Resource Team member a report highlighting what they did to recruit/retain diverse members in the prior year including aspects of membership to appeal to current and prospective members across all generations — consider elements on developing long-term leadership and involvement. |  |
| £ | REQUIRED | The chapter has a Diversity, Equity, Inclusion and Accessibility Officer or Committee (which can be the responsibility of a board member or the nominating committee) and engages in succession planning to ensure all members have the same opportunities to lead, including diverse members in its leadership. |  |
| £ | REQUIRED | On regular basis (at least annually), conduct a “benefits of membership” session for new and prospective members and invite existing members who may want a “refresher.” Highlight benefits for all levels of the Association (chapter/international) and the value of our business partner relationships. This can be part of Chapter Resource Team visit. |  |
| £ | REQUIRED | At a minimum of quarterly, maintain communication with the Chapter Resource Team. On at least a semiannual basis, communicate the chapter-related diversity, equity, inclusion and accessibility initiatives and needs. |  |
| £ | Highly Recommended | Maintain a continuous retention and recruitment effort to create a diverse chapter membership from all cross sections of the legal management community, with the following goals in mind:   1. Retention rate goal exceeding 80% (industry average for individual associations). 2. Total membership equal to or greater than its membership total on December 31 of the previous year.   Headquarters will provide the recruitment and retention chart from the prior year. |  |
| £ | Highly Recommended | At least on annual basis, survey members to determine what issues they are facing in their jobs; their satisfaction with chapter benefits and activities; and to determine what diversity, equity, inclusion and accessibility goals and challenges they are currently facing. |  |
| £ | Highly Recommended | Ensure at least one member of the chapter’s board attends and/or listens to recordings of all [Chapter Leader Educational Series](https://www.alanet.org/membership/chapters/chapter-leader-resources/chapter-leader-educational-series/) sessions hosted by the Chapter Resource Team. |  |
| £ | Highly Recommended | Create and/or maintain a diverse difference and/or new member mentor or peer support program or use existing ambassador program. This program supports conferences, events and education related to diversity, equity, inclusion and accessibility to promote a diverse workforce. |  |
| £ | Highly Recommended | Conduct a joint event or initiative with another professional organization (see ALA’s listing of [Strategic Alliance Partners](http://www.alanet.org/docs/default-source/chapter-resources/strategic-alliance-partner-chapters.pdf?sfvrsn=4)). Submit [Strategic Alliance Profile Form](https://alanet.wufoo.com/forms/strategic-alliance-profile-form/) include any alliances chapters have that are not listed as part of the ALA’s listing. |  |
|  | Highly Recommended | Submit at least two (2) nominations from their membership for an ALA leadership position. |  |
| £ | Highly Recommended | Assist ALA headquarters with recruitment efforts by regularly providing them with names and contact information for prospective members. |  |
| £ | Recommended | Create and/or maintain a program to keep seasoned legal management professionals, including Past Presidents, actively involved in chapter activities. |  |
| £ | Recommended | Provide educational enrichment within the community through activities such as internship programs, advisory panels, curriculum development efforts or teaching. |  |
| £ | Recommended | Submit an entry for the [Elevate ALA Award](https://www.alanet.org/about/about-ala/member-recognition#elevate) *or* recommend recipients for the [Spirit of ALA, Outstanding Association Volunteer or NextGen Leader Awards](https://www.alanet.org/about-membership/member-recognition). |  |

**Responsibilities to Chapter Management: \_\_\_\_\_ Required (4) \_\_\_\_\_ Highly Recommended (7) \_\_\_\_\_ Recommended (3)**

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| **√** | **Required or Recommended** | **Description** | **Individual Responsible** |
| £ | REQUIRED | Publish at least one article or provide one program per year to educate members about the importance and value of business partners. This can be shared in the chapter newsletter, on the chapter website and or through the chapter’s social media posts. |  |
| £ | Highly recommended | Subscribe to and participate in [ALA’s Business Partner Listserv](http://www.alanet.org/membership/chapters/chapter-leader-resources/chapter-business-partner-relations-resources/ala-bp-listserv). |  |
| £ | Highly recommended | Encourage members to use the [Legal Marketplace](http://legalmarketplace.alanet.org/) program. |  |
| £ | Highly Recommended | On an annual basis, submit an updated [Chapter Business Partner Program profile](https://alanet.wufoo.com/forms/chapter-business-partner-relations-program-profile/). |  |
| £ | Recommended | Inform business partners about ALA opportunities by providing them with a link to [ALA’s Business Partner Center](http://www.alanet.org/marketing-opportunities/marketing-opportunities-overview). |  |
| **£** | Recommended | Assist ALA headquarters with growing business partner relationships by regularly providing names and contact information for relevant business partner prospects. Send details to [*marketing@alanet.org*](mailto:marketing@alanet.org). |  |

**Responsibilities to Business Partners: \_\_\_\_\_ Required (1) \_\_\_\_\_ Highly Recommended (3) \_\_\_\_\_ Recommended (2)**

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| **√** | **Required or Recommended** | **Description** | **Individual Responsible** |
| £ | REQUIRED | Actively promote and educate members about ALA’s Annual Conference & Expo, specialized conferences and other educational opportunities, such as [webinars](https://www.alanet.org/education/online-learning/upcoming-webinars) and preconference workshops. |  |
| £ | REQUIRED | At a minimum of annually, provide chapter activity reports and/or photos to ALA headquarters for inclusion in various ALA publications. Submit details to [*chapters@alanet.org*](mailto:chapters@alanet.org)*.* |  |
| £ | REQUIRED | Enter the chapter’s educational program summaries and evaluations into [ALA’s Chapter Education Database](http://my.alanet.org/chapter-education-database/chapteradmin/). Preference is to provide submissions for all quality education programs, especially when an outside speaker is used. Use [evaluation forms and summary forms](https://www.alanet.org/membership/chapters/chapter-leader-resources/chapter-education) to compile data. |  |
| £ | Highly recommended | Ensure that one or more chapter board members (or other designated individuals) attend the [Chapter Leadership Institute](http://www.alanet.org/cli) annually. The President-Elect is encouraged to attend. Limited financial assistance is available for those chapters that demonstrate need. Contact [*chapters@alanet.org*](mailto:chapters@alanet.org) for further information related to financial assistance. |  |
| £ | Highly recommended | Upload chapter newsletters, news blasts and chapter meeting minutes to the [chapter’s online community](http://community.alanet.org/p/co/in/faid=7) regularly (bimonthly preferred). |  |
| £ | Highly recommended | If the chapter has social media, actively promote chapter members to [share social media postings of the international Association](https://www.alanet.org/networking/social-media) by liking, sharing, retweeting and/or reposting. Actively promote the social media postings of Diversity, Equity, Inclusion and Accessibility Committee by liking, sharing, retweeting and/or reposting from chapter accounts: [Facebook](https://www.facebook.com/ALAdiversity), [Twitter](https://twitter.com/aladiversity), [LinkedIn](https://www.linkedin.com/company/ala-diversity-and-inclusion/). |  |

**Responsibilities to the Association: \_\_\_\_\_ Required (3)\_\_\_\_\_ Highly Recommended (3) \_\_\_\_\_ Recommended (0)**

Responsibilities to Chapter Members: \_\_\_\_\_ Required (4) \_\_\_\_\_ Highly Recommended (1) \_\_\_\_\_ Recommended (4)

Responsibilities to Chapter Management: \_\_\_\_\_ Required (4) \_\_\_\_\_ Highly Recommended (7) \_\_\_\_\_ Recommended (3)

Responsibilities to Business Partners: \_\_\_\_\_ Required (1) \_\_\_\_\_ Highly Recommended (3) \_\_\_\_\_ Recommended (2)

Responsibilities to the Association: \_\_\_\_\_ Required (3) \_\_\_\_\_ Highly Recommended (3) \_\_\_\_\_ Recommended (0)

TOTAL: \_\_\_\_\_ Required (12) \_\_\_\_\_ Highly Recommended (14) \_\_\_\_\_ Recommended (9)

**REQUIREMENTS FOR PRESIDENTS’ AWARD OF EXCELLENCE:**

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| --- | --- |
| Required Items  Highly Recommended Items  Recommended Items | 12 out of 12  10 out of 14  4 out of 9 |

As the Chapter President, I affirm the information above is true and accurate to the best of my knowledge. I understand ALA reserves the right to verify the accuracy of the information submitted.

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Chapter Name Chapter President’s Name (please print)

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Chapter President’s Signature Email Address

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Telephone Number Date

Completed entry forms must be submitted to[*awards@alanet.org*](mailto:awards@alanet.org)on or before February 28, 2022.