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**PRESIDENTS’ AWARD OF EXCELLENCE**

**“Roadmap to Success”**

***Recognizing chapter activities from January 1, 2020–February 28, 2021***

***Revised October 1, 2020***

***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 hoped 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. Members of the Chapter Resource Team and ALA headquarters staff are available to help at any time.

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| **√** | **Required or Recommended** | **Description** | **Individual Responsible** |
|  | Highly recommended | Enhance the visibility of members, the legal management profession and ALA through activities such as community service projects and/or alliances with bar associations and other law-related professional associations. Participate in [ALA’s Community Connection initiative](http://www.alanet.org/about/about-ala/community-connection). |  |
|  | Highly recommended | Reinforce ALA’s position as a thought leader within the legal management industry by promoting readership of [*Legal Management* magazine](http://www.alanet.org/education/publications/legal-management-magazine-november-december), including monthly distribution of current articles or relevant features. |  |
|  | Highly recommended | Regularly recognize achievements and/or contributions by members, volunteers, business partners and the like. Such recognition could be made part of the chapter’s website or newsletter, a chapter meeting, social media postings or business partner events. |  |
|  | Highly recommended | 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. |  |
|  | Highly recommended | Maintain the chapter’s website with 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. If the chapter does not currently have a website, create a plan to launch one. |  |
|  | 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, create a plan to establish one. |  |
|  | Recommended | Develop a written plan with measurable goals and objectives to increase membership and attendance at meetings and events. |  |
|  | Recommended | Promote and/or create awareness of the ALA [Online Community](http://community.alanet.org/p/us/in). |  |
|  | 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: \_\_\_\_\_ Highly Recommended (5) \_\_\_\_\_ Recommended (5)**

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| **√** | **Required or Recommended** | **Description** | **Individual Responsible** |
|  | 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:  a. Retention rate goal exceeding 80%(industry average for individual associations).  b. Total membership equal to or greater than its membership total on December 31 of the previous year.  Headquarters will develop and share the 2020 recruitment and retention chart in January 2021. |  |
|  | Highly recommended | On annual basis, survey members to determine what issues they are facing in their jobs as well as their satisfaction with chapter benefits and activities. |  |
|  | Highly recommended | 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 chapter visit. |  |
|  | Highly recommended | Create and/or maintain a mentor or peer support program for new members. |  |
|  | Highly recommended | Maintain regular communication with the Chapter Resource Team. |  |
|  | Highly recommended | Create measurable plans and opportunities to promote aspects of membership to appeal to current and prospective members across all generations, focused on developing long-term leadership and involvement. |  |
|  | Highly recommended | Ensure at least one member of the chapter’s board attends 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. |  |
|  | 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 | 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/). |  |
|  | Recommended | Assist ALA headquarters with recruitment efforts by regularly providing them with names and contact information for prospective members. |  |
|  | Recommended | Provide [IDEA Award](http://www.alanet.org/about/about-ala/member-recognition/idea-awards-criteria-and-guidelines) information to chapter members and business partners. Encourage chapter, organization group and/or individuals to apply. |  |
|  | 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](file:///C:/Users/CLN/Downloads/Task%20Force%20(2019)/alanet.org/awards). |  |

**Responsibilities to Chapter Management: \_\_\_\_\_ Highly Recommended (7) \_\_\_\_\_ Recommended (6)**

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| **√** | **Required or Recommended** | **Description** | **Individual Responsible** |
|  | Highly recommended | Publish at least one article 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. Include 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. |  |
|  | 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 | On annual basis, submit an updated [Chapter Business Partner Program profile](https://alanet.wufoo.com/forms/chapter-business-partner-relations-program-profile/). |  |
|  | 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: \_\_\_\_\_ Highly Recommended (3) \_\_\_\_\_ Recommended (3)**

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| **√** | **Required or Recommended** | **Description** | **Individual Responsible** |
|  | 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 | Actively promote and educate members about ALA’s Annual Conference & Expo, specialized conferences and other educational opportunities, such as [webinars](http://www.alanet.org/education/online-learning/webinars) and preconference workshops. |  |
|  | Highly recommended | Regularly provide chapter activity reports and photos to ALA headquarters for inclusion in various ALA publications. Submit details to [*chapters@alanet.org*](mailto:chapters@alanet.org)*.* |  |
|  | Highly  Recommended | Enter at least four 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 | 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 | Actively promote the social media postings of the international Association by liking, sharing, retweeting and/or reposting from chapter accounts. |  |

**Responsibilities to the Association: \_\_\_\_\_ Highly Recommended (6) \_\_\_\_\_ Recommended (0)**

[The ALA Diversity, Equity, Inclusion and Accessibility Initiative](https://www.alanet.org/about/diversity) aims to increase awareness of and sensitivity to the differences among our workforce and to advance the concept of inclusiveness and acceptance. ALA’s goal is to increase diversity, equity, inclusion and accessibility in the Association, in the legal management community and in all legal service organizations. Chapters that successfully complete the requisite criteria below will receive additional recognition for their efforts as part of the overall Presidents’ Award of Excellence program.

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| **√** | **Required or Recommended** | **Description** | **Individual Responsible** |
|  | Required | The chapter’s leadership is actively involved in diversity, equity, inclusion and accessibility strategy and initiatives (such as diversity-related events) and communicates same with the chapter’s members. |  |
|  | Required | The chapter has a formal policy of recruitment and retention of diverse members and a mission statement posted on the chapter´s website that reflects the diversity of the community it serves. |  |
|  | Required | The chapter sends a welcome letter to all the new members, emphasizing diversity’s value, policies, and goals. |  |
|  | Required | Send on at least an annual basis an email to chapter members explaining and outlining the benefits of [ALA’s Diversity, Equity, Inclusion and Accessibility (DEIA) Committee](https://www.alanet.org/about/about-ala/leadership/committees/committee-on-diversity-and-inclusion). |  |
|  | Required | Chapter leader communicates on at least a semiannual basis with ALA’s Chapter Resource Team regarding chapter-related diversity, equity, inclusion and accessibility initiatives and needs. |  |
|  | Required | 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/). |  |
|  | Required | Annually survey chapter members to determine what diversity, equity, inclusion and accessibility goals and challenges they are facing in their jobs. |  |
|  | Required | The chapter has a Diversity, Equity, Inclusion and Accessibility Officer or Committee and engages in succession planning to ensure all the members have the same opportunities to lead; including diverse members in its leadership. |  |
|  | Highly recommended | The chapter includes diversity-related content in all its onboarding programs and delivers diversity-related programming to its members on an annual basis. Suggested programming includes “unconscious bias” and “multiple generations in the workplace” training for all members. |  |
|  | Highly recommended | The chapter has a program that involves mentoring across differences and supports conferences or events related to diversity, equity, inclusion and accessibility to promote a diverse workforce. |  |
|  | Highly recommended | The chapter supports opportunities for individuals who represent minorities or marginalized groups through internships and clerkships or by using small, local, women- or minority-owned businesses. |  |
|  | Highly recommended | Facilitate a speaker to present to the chapter — either in-person or via videoconference — an educational program related to diversity, equity, inclusion and accessibility. Contact ALA’s Diversity, Equity, Inclusion and Accessibility Committee for suggestions. |  |
|  | Highly recommended | The chapter supports/is involved with minority bar associations or sections of local and state bar associations. |  |
|  | Highly recommended | Enhance the visibility of members, the legal management profession and ALA through activities such as community service projects and/or alliances with bar associations and other law-related professional associations. Participate in ALA’s Community Connection initiative. |  |
|  | Highly recommended | *Open-ended:* Tell us what else you are doing to advance diversity, equity, inclusion and accessibility. Examples include:  1.) Provide educational enrichment within the community through activities such as internship programs, advisory panels, curriculum development efforts or teaching.  2.) The chapter develops, communicates and implements a strategic plan that includes diversity-related meetings that involves managers, leaders, partners, etc. |  |

**Optional Diversity, Equity, Inclusion and Accessibility Advocate Criteria: \_\_\_\_\_Required (8) \_\_\_\_\_ Highly Recommended (7)**

Responsibilities to Chapter Members: \_\_\_\_\_ Highly Recommended (5) \_\_\_\_\_ Recommended (5)

Responsibilities to Chapter Management: \_\_\_\_\_ Highly Recommended (7) \_\_\_\_\_ Recommended (6)

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

Responsibilities to the Association: \_\_\_\_\_ Highly Recommended (6) \_\_\_\_\_ Recommended (0)

TOTAL: \_\_\_\_\_ Highly Recommended (21) \_\_\_\_\_ Recommended (14)

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

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| Highly Recommended categories | 16 out of 21 |
| Recommended categories | 7 out of 14 |

**OPTIONAL**

Diversity, Equity, Inclusion and AccessibilityAdvocate: \_\_\_\_\_ Required (8) \_\_\_\_\_ Highly Recommended (7)

**REQUIREMENTS FOR OPTIONAL DIVERSITY, EQUITY, INCLUSION AND ACCESSIBILITY ADVOCATE RECOGNITION:**

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| --- | --- |
| Required categories | 6 out of 8 |
| Highly Recommended categories | 5 out of 7 |

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, 2021.