



PLAN OF WORK TEMPLATE FOR STANDING COMMITTEES

Not applicable for event planning committees

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.

Effective committees are those that focus on achieving outcomes directly linked to and supportive of achieving the [Association's Strategic Direction](#). To ensure the Committee remains focused, it is imperative that the Chair, Board Liaison and Staff Liaison agree on key outcomes which the Committee is pursuing through its work.

COMMITTEE NAME: Membership Development Committee

CURRENT COMMITTEE CHAIR: Stacey Ransleben, CLM

CURRENT COMMITTEE BOARD LIAISON: Clara Onderdonk

CURRENT COMMITTEE STAFF LIAISON: Teena Austin

COMMITTEE DESCRIPTION We are a cross-section of passionate volunteers who evaluate, enhance, and innovate the membership experience. We represent legal business professionals to improve and deliver an inspired member experience.

The Membership Development Committee will focus on identification, development and implementation of strategies and tactics to advance ALA's goals and objectives related to membership. Membership development is important as a means to govern the organization and achieve its overall mission. It has become more challenging as a result of many factors influencing legal management and is now more critical in particular for these key reasons: 1) Workforce changes, 2) law firm mergers, 3) increased competition, and 4) budget cuts.

The Membership Development Committee supports all tenets of the Association Strategic Direction, with an emphasis on:

- Recruitment: The Membership Development Committee will work with ALA HQ staff to recommend goals, strategies, and objectives for recruitment by analyzing market influences and trends affecting recruitment.
- Retention: The Membership Development Committee will strive to build and strengthen member relations by working with ALA HQ staff and volunteers to determine and implement new ways to increase member value and satisfaction in relation to current member needs.
- Engagement: The Membership Development Committee will help foster and build ALA spirit and community by working with ALA HQ staff, volunteers, and resources to evaluate, enhance and influence a positive member experience.

Please outline how the work of this committee is tied to the overall goals of the Association as outlined in the current [strategic direction](#).

Goal	How does the work of this committee tie to this goal?
Member Value: Design a member experience that	Ongoing successful execution of ALA Membership Ambassador Program provides direct point-of-contact new members with ALA



<p>is meaningful, accessible, and personalized.</p>	<p>experienced members. This provides access to our robust community of legal management problem solvers, establishes confidence in a consistently responsive and convenient member experience for new members immediately upon joining our Association, demonstrates our inclusivity, and puts ALA in a better position to resolve member needs.</p> <ul style="list-style-type: none"> • Membership Ambassador Online Community • Metrics on Ambassador Program Success • Ambassador/Mentee In-Person Mixer at Annual Conference (need to alert Board of Directors to this event each time) • Annual Survey to Ambassador Program Participants • Push updates to Ambassadors for sharing what's happening at the ALA with new members participating in this program • Recommend to Board to move this program to its own committee, task force, or ALA staff for maintaining in perpetuity <p>Online communities bring a direct value to our members as they are user-driven.</p> <ul style="list-style-type: none"> • Continue to elevate member engagement for ALA online community groups to facilitate member-to-member connections, resource sharing, and problem solving. The broad depth of ALA's knowledge and resources should resoundingly respond to show our leadership, influence, and value. • Innovation of new communities when needs are seen or requests made
<p>DEIA: Embrace and advance diversity, equity, inclusion and accessibility in our Association and the legal industry</p>	<p>Make recommendations to HQ regarding DEIA as it relates to in-person events so the Association is proactive instead of reactive in providing inclusion and accessibility options to attendees.</p> <p>Research and recommend a mutually-beneficial collaborative program with other non-profit organizations serving non-dominant communities where we could explore partnership opportunities, recruit, and bring new awareness of our Association (potentially partnering with DEIA Committee who are already aware of this proposal)</p>
<p>Education & Professional Development: Become the industry source for relevant learning and development.</p>	<p>Increase member engagement at in-person events via broadcasting through Ambassador Program participants and online communities the education and professional development with ALA provides at Annual Conference and other in-person events.</p> <ul style="list-style-type: none"> • The education provided at Annual Conference which is structured, connected, accessible, and diverse • The professional development provided via certification and credentialing available at Annual Conference
<p>Influence: Elevate the visibility of the Association and advocate for legal management professionals</p>	<p>Our members represent our expertise and make ALA a voice in the room as a trusted adviser any time legal management topics are discussed means getting our members to the front of the room more often.</p> <p>Review ALA's member recruitment practices and collaboratively offer new ideas, targeted recruitment plans, alternative membership models, and additional partnerships with other like-minded organizations.</p>



List at least three (3) key outcomes the Committee's work should focus on achieving next year.

1. Continued execution of Ambassador Program, further development of membership Ambassador online community, metrics developed for Ambassador Program measurement of success, and recommend technology platform to assist in maintaining Ambassador Program in perpetuity – which may mean it becomes its own Committee or Task Force
2. Continued participation in new member welcome events and increase member engagement at in-person events
3. Elevate member engagement in all ALA online communities by increasing participation, supporting and fostering engagement in the communities, and by researching and recommending new value which could be brought to members through participation. Develop plan to better engage speakers in the online communities, including ways to encourage speakers to provide an intro for posting in the communities prior to speaking events and a short video introducing their session for conferences that can be viewed by attendees before attending.
4. Create a collaborative program with non-dominant communities to explore potential partnership opportunities, shared resources, recruiting avenues, and elevate mutual awareness of our associations
5. Assist with Beta-testing any new website developments to further the personalized website experience for all members.

RESOURCES: Outline any resources needed (programs, staff support, budget, etc.) to complete the key outcomes described above.

- A. Budget for Ambassador/Mentee in-person mixer at Annual Conference
 - a. This item was approved and budgeted for the 2022 and 2023 annual conferences and want to be sure it is in future budgets
- B. Staff guidance needed for furthering the development of personalized website experience

Please indicate which other committees (if any) are working in areas closely aligned with the work of this committee, and thus requiring the coordination of work and/or resources.

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| <input type="checkbox"/> Certification Committee | <input type="checkbox"/> Standards Review Committee |
| X Diversity, Equity, Inclusion and Accessibility Committee | X Annual Conference & Expo Planning Committee |
| <input type="checkbox"/> Large Firm Administrators Caucus Steering Committee | <input type="checkbox"/> IP Conference for Legal Professionals Planning Committee |
| <input type="checkbox"/> Membership Development Committee | <input type="checkbox"/> Legal Management Fundamentals Planning Committee |
| X Product and Service Review Committee | <input type="checkbox"/> Executive Leadership Summit Planning Committee |
| X Professional Development Advisory Committee | |



Briefly outline existing collaboration efforts with other committees here, if any:

The MDC has worked proactively with the DEIA Committee to make recommendations to HQ for accessibility options to be made available at Annual Conference 2023 and Annual Conferences in the future.

The MDC has a committee member on the Annual Conference & Expo Planning Committee who has been coordinating efforts of our Committee as it involves AC2023.

There has been collaboration with the Product and Service Review Committee regarding the Career Center on ALA's website.

There has been collaboration with the Professional Development Advisory Committee on developing different education paths and the benefits thereof, adding education, community, reports, mentoring, and committees.

To the extent our work has involved the work already being executed by Product and Service Review Committee and Professional Development Advisory Committee, our staff liaison has coordinated communication and efforts.

ALA is committed to inclusivity which, in part, includes continually acknowledging and addressing issues surrounding diversity, equity, inclusion and accessibility. Please outline the steps this committee is considering taking in the coming year to reinforce this commitment through its work.

We coordinated with the DEIA Committee to make recommendations to HQ for accessibility options to be made available at AC2023 and all future in-person events.

We could also reinforce the Association's commitment to DEIA by:

1. Providing a list of DEIA resources available on the ALA website to Ambassadors for proactively sharing with new members and incorporate equity and inclusivity training for Ambassadors.
2. Building a bridge of communication between our committee and the DEIA Committee to understand what DEIA initiatives could be highlighted to enhance membership experience.
3. Begin to understand the process which ALA follows in recruiting potential new members to the Association in order to assist in opportunities to recruit existing or aspiring legal management professionals who represent a non-dominant audience.

Effective May 2023