

# Memorandum

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Date: October 24, 2018  
To: ALA Board of Directors  
From: Jeremy Decker, MBA, Sr. Director, Marketing & Strategic Initiatives  
Regarding: Business Partner Relations Project Team – 2019 Project Recommendations

In lieu of a plan of work, which is not required of project teams, the business partner relations team at headquarters recommends the following be addressed by the Business Partner Relations Project Team in 2019:

**Goal 2: Increase Member and Business Partner Value:** *Develop relevant, actionable, timely, responsive resources to increase value of ALA to members, business partners and other legal management professionals.*

- Research and develop three (3) unique concepts for creating the exhibit hall of the future
- Develop and execute annual editorial calendar focused on content related to member and business partner engagement. Includes identifying authors and securing authors.
- Develop and execute an onsite education session at Annual Conference targeted specifically to exhibiting business partners.
- Develop and execute an annual business partner satisfaction survey.
  - This survey would act as an umbrella satisfaction survey in conjunction with the 4-7 post event evaluations sent out.

**Goal 5: Build Community and Engagement among ALA Constituencies:** *Build a stronger sense of community and shared purpose and increase engagement among members, chapters, business partners, and other ALA constituencies.*

- Develop and execute the “Unpack ALA” campaign targeted at increasing Chapter adoption of ALA headquarters content placements within Chapter websites.
  - Centralization of all the links chapters will need for their websites to highlight various ALA resources and events and a few other highlights as well such as the social media links.
  - The BPRPT will work with the Board to provide content and communications for Regional Directors and Regional Reps in order to facilitate conversations with respective focus chapters regarding the links that are missing.



*Your connection*  
to knowledge, resources and networking

**TO:** ALA Board of Directors  
**FROM:** Katie Bryant, CLM – BPRT Chair  
**DATE:** October 29, 2018  
**RE:** BPRT Work for 2019

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Although a plan of work is not required to be submitted by the BPRT, I wanted to give a brief synopsis of some of the team's accomplishments so far in 2018 as well as projects the team will continue to work on in 2019 to further advance ALA's Strategic Plan.

**Goal 2: Increase Member and Business Partner Value**

- A standing agenda item for the BPRT is to share thoughts of how we can make the exhibit hall at conferences more comfortable and inviting for business partners and members to engage. It will continue to remain on our agenda in 2019.
- The BPRT has developed an editorial calendar focused on building member and BP engagement. Assignments have been made to various team members through June of 2019 and will be submitted to Legal Management, Bold Bites, Just the Facts and the ALA BP newsletter. The editorial calendar is a somewhat fluid document that is amenable to last minute changes if necessary especially as it pertains to Bold Bites and the ALA BP newsletter should a hot topic arise. The team's first piece "Building Relationships" was published in all four publications in September. "Service not Sales" is set to be published in the next ALA BP newsletter and was also shared with the Chapter leaders as a resource to share with their BPs. All the pieces written and developed by the BPRT will eventually be stored in a resource library for use by the Chapters and BPs. Beginning in January, we will be submitting a regular piece to Bold Bites called "Did You Know" where we share an interesting "tidbit" about a BP or BPs. This tidbit can be anything from something personal (i.e.: John Doe has completed 15 triathlons) to Company ABC is a regular sponsor of XYZ Foundation. The "Did You Know" is meant to give our BP's an opportunity to share something a bit more personal about themselves or the company to help build relationships and engagement.
- The BPRT will be developing and presenting the onsite educational session (f/k/a ALA 101 or ALA Means Business) at Annual Conference primarily targeting the exhibiting business partners (new and old).

- The team recently discussed the development of an overall Business Partner Satisfaction Survey. Discussion included what we hoped to accomplish with this survey, questions that might be asked, how to best administer and how often to survey. Nothing was decided but the team was asked to think it over for the next team discussion.
- The BPRT is in the infancy stages of developing a BP Essentials Course which will educate ALA BP's on ALA and the Business of Law. The following is a description of the course which was given the greenlight by the PSRC.

**PRODUCT DESCRIPTION:** An online webinar course for employees/representatives of ALA BPs. The content would include the following:

1. An overview of the responsibilities of legal management professionals so the BP could have a better understanding of the position and all it entails. This would focus primarily on what an overall principal administrator does, not as much on functional specialists but would offer enlightenment on these positions as well.
2. Best Practices as an ALA BP to include specifics such as emails, telephone calls, conferences, networking events, solicitation, engagement, expectations, etc....
3. Digital credential - Once course is completed, the BP would take a short test. Upon passing the test, the BP would receive a certificate/credential and would be listed on ALA's website as having taken and passed the course. The certificate/credential is issued to the individual not the company and likewise, the listing on our website is alphabetical by individual not by the BP (Example: Alan Wilson, GLJ Consultants). Potentially we could allow a digital credential of some type for the individual to put on their email signature that our members could easily identify. The digital signature could be available on the BP's business card, LinkedIn profile, etc.

**PRODUCT DEVELOPMENT:** The webinar would be 2 to 3 hours in length. There would be various instructors which may include ALA staff, experienced members (as both a principal administrator and a chapter leader) and a long time BP. We would use ALA's current webinar platform/provider.

**Goal 5: Build Community and Engagement among ALA Constituencies:**

- The team's CLI presentation in 2018 was a deviation from past presentations. Rather than concentrating on the nuts and bolts of Chapter Business Partner Programs we shifted the focus to a more strategic look at driving engagement between members and BPs.
- The team recently completed researching all the chapter websites to better understand what information was being provided by the chapters and the opportunities available to increase engagement between chapters and ALA International. The specific items we researched were links to the Legal Management digital magazine, Bold Bites, ALABP.org, and the various ALA conference events (primarily Annual Conference and the Regional Conferences). This research

resulted in “Unpack ALA” by the team at Hi-Fidelity which provides access to these vital links (and a few others) in a centralized location easily accessible by chapters for inclusion on their websites. This research was turned over to the Board along with talking points if needed. We look forward to seeing April’s video to the Chapter leaders explaining the importance of building a strong ALA community. The BPRT plans to conduct this research again approximately 6 months after the messaging is deployed to the chapter leaders.

- The team will be developing a mentor program for the 2019 Annual Conference where new conference attendees can be paired with a more seasoned conference attendee to help navigate the Exhibit Hall.