



2018-2019 PLAN OF WORK PROFESSIONAL DEVELOPMENT ADVISORY COMMITTEE (PDAC)

COMMITTEE NAME: Professional Development Advisory Committee

COMMITTEE CHAIR: Lisa R. Dasher, CLM, CPA, GCMA

COMMITTEE LIAISON: Trish Carrera

COMMITTEE SIZE: 9-10

COMMITTEE TERM: 3 years

CALL FOR VOLUNTEERS: Fall

SELECTIONS MADE: Winter

MISSION STATEMENT:

The Professional Development Advisory Committee's purpose is to bring topic awareness to and deliver idea framework with an eye toward the horizon of the legal community to recommend and frame educational content to be effectively interpreted by ALA headquarters and committees.

PURPOSE:

The Professional Development Advisory Committee provides direction and recommendations for a broad range of professional development activities that align with ALA's strategic goals. It does this by collaborating with ALA staff to consider market research/needs assessment data and monitor industry trends to develop multi-faceted plans for ALA's professional development programming. Though it guides the educational strategy, usually the Professional Development Advisory Committee is not directly responsible for developing content or identifying instructors or speakers for courses or conferences.

ROLE:

- Provide topic awareness and framework suggestions that can be effectively used in ALA's professional development initiatives;
- Create means for deliverables to ALA staff and appropriate committees in eNewsletter, spreadsheets, documents, and trend information;

- Review and provide feedback on the educational matrix created by ALA staff regarding the conference and educational offerings;
- Recommend new educational offerings based on ALA's strategic goals; and
- Use evaluation data to monitor existing programs and make recommendations for future inclusions.

COMMITTEE MEMBER SELECTION PROCESS:

ALA members, business partners and other individuals who have demonstrated thought leadership are eligible for this committee. Interested individuals must timely submit a completed application form, be recommended by the standing committee, and be confirmed by ALA's Board of Directors.

COMMITTEE MEMBER QUALIFICATIONS/ELIGIBILITY:

PDAC is open to both members and business partner participation. Among the considerations in selecting new members are educational background, experience level and areas of expertise. Consideration is also given to an applicant's experience with education, training, and career development.

IN PERSON MEETINGS/COMMITTEE MEMBER EXPECTATIONS:

Committee members are expected to attend one annual in-person committee meeting (usually at Annual Conference), participate in monthly conference calls, contribute at least 3 articles monthly to basecamp, and participate in discussion forums created by the committee for ongoing collaboration.

COMMITTEE DELIVERABLES:

1. PDAC will submit an annual Plan of Work, semi-annual written reports to ALA's Board of Directors, and periodic updates to ALA membership through ALA's BOLD Bites.
2. PDAC will continue to provide content for its *Ahead of the Curve* eNewsletter which is distributed at least bi-monthly through Bold Bites. HQ now has full responsibility for distribution. PDAC is concerned about a drop off in views and is working with HQ to find a better solution for distribution.
3. PDAC will review the expanded the topic-specific educational matrix that has categorized content from past conferences, webinars and *Legal Management* articles

since 2014. The attendee feedback is now included so we can review quality of speakers and topics.

4. PDAC will collaborate with conference planning committees to provide background data from past educational events and data on how draft itineraries compare with the educational matrix. PDAC will also share trending topics for consideration to conference planning committees. A memo summarizing findings and recommendations will be provided to each conference planning committee.
5. PDAC will collaborate with Membership Development Committee and Product and Services Committee to maintain an ongoing relationship between the committees to ensure that we align educational opportunities afforded our members.
6. PDAC will encourage adult learning methodologies be incorporated in various educational offerings. This is accomplished by PDAC creating materials that educate chapter leaders and conference committee members.
7. PDAC plans to submit a presentation to CLI annually. This presentation will cover what PDAC does and offers content to assist chapters and their leaders in elevating their professional development offerings. This will include the document we created that gives tips on selecting speakers and ensuring their quality.
8. PDAC will provide *Legal Management* topic suggestions for feature articles.
9. PDAC will provide content suggestions as it relates to books and/or authors that would be useful for education.
10. PDAC will maintain a Peer Organizations project in Basecamp that stores information on educational events and offerings provided by peer organizations (competitive intelligence).
11. PDAC will recommend webinars including topics, descriptions and speakers to be utilized by HQ in the formation of their 2019 - 2020 webinar offerings.
12. PDAC will work with ALA staff to increase our digital presence utilizing the trending topic content developed for Ahead of the Curve and Bold Bites. Initially this digital content would be distributed through LinkedIn; however, we will explore additional platforms such as Facebook and Instagram.

RESOURCES:

Budget for yearly in person meeting, ongoing staff liaison engagement, Basecamp collaboration software fees.

SUBMITTAL DATE: November 2, 2018