



ASSOCIATION OF LEGAL ADMINISTRATORS PLAN OF WORK TEMPLATE FOR STANDING COMMITTEES

Not applicable for event planning committees

ALA is the undisputed leader for the business of law, focused on the delivery of cutting-edge management and leadership products and services to the global legal community.

We identify and provide solutions to the most strategic and operational challenges our members and customers face today, while we prepare them for the opportunities and challenges of tomorrow.

The [strategic plan and goals](#) of the association are available for review on the ALA website.

TEAM NAME: Chapter Resource Team

TEAM CHAIR: April Campbell

TEAM LIAISON: Debbie Elsbury

COMMITTEE STAFF LIAISON: Nicole Larson & Cheri Newey

TEAM SIZE: 18-20

TEAM TERM: 2 years, renewable once

CALL FOR VOLUNTEERS: Summer

SELECTIONS MADE: Fall

MISSION STATEMENT: We are a cross-section of experienced volunteer leaders who assist in the development of creative strategies that promote and educate members on the policies, programs and initiatives of ALA, including providing support and resources to chapters and their leaders. In addition to serving as mentors to chapters, team members serve as subject matter experts and they are interested in the further development of their own leadership skills.

PURPOSE: The Chapter Resource Team: (1) serves as liaisons to assigned chapters and engages chapter leaders and members using appropriate and effective communication methods (e.g., phone, e-mail, social media) and strive to make personal connections at ALA events; (2) works to ensure all assigned chapters are in continual compliance with ALA Bylaws, Policies and Chapter Performance Objectives; (3) assists chapters with the development of high-quality educational programs in accordance with the ALA standards for core competencies, as well as the needs and interests of the members; (4) works with chapters to encourage visible and credible activities on a local level, including community service, certification, media and public relations, internships, scholarships, career fairs, advisory panels, bar and law-related exhibitions, diversity and inclusion awareness, etc.; (5) works closely with chapters and individual members to increase awareness of and participation in, all ALA programs and assists in identifying additional programs that would be of interest and benefit to members; (6) assists with projects, analysis and evaluations of member needs and ALA policies and procedures as requested by the Board of Directors or other ALA leadership, including gathering information, soliciting feedback and making recommendations; and (7) identifies and encourages qualified potential ALA leaders to apply for volunteer opportunities (i.e., Committees, Chapter Resource Team, Director, and Nominating Committee).

ROLE: We act as the connection between chapters and the Board of Directors. We are a resource to all chapters and chapter leaders for all of their chapter needs and we serve as a communication channel between the Board of Directors and the chapters.



TEAM MEMBER SELECTION PROCESS: The current team members are: April Campbell, Chair; Debbie Elsbury, Board Liaison; Karen Beasley; Kara Brostron; Sandra Corcoran; Christopher George; Susan Hunter; DeAnna Lopez; Elena Lopez; Diane Vlahos; Paul Walker; Patti Winter; Marcia Zigrang (all of who will be concluding their terms in 2020 and all, other than the Chair and Board Liaison will be eligible to apply for an additional two-year term); Melissa Clark; Rita Garrett; Jody Gressett; Gloria Hernandez; Marlys Hickman; Stacey Ransleben; and Sharon Stewart (all of who will be concluding their terms in 2021.)

TEAM MEMBER QUALIFICATIONS/ELIGIBILITY: Membership on the Chapter Resource Team is open to any member whose knowledge, skills, and expertise can contribute to the work of the team. Qualifications include a commitment to the mission and goals of ALA; proficient written and verbal communication skills; enthusiasm and willingness and ability to provide necessary time and energy to the responsibilities and duties with a positive and professional attitude; a continued commitment to professional development and advancing the education mission of ALA; an understanding of the issues relevant to the education of legal management professionals; an ability to collaborate and fully engage with fellow team members; an ability to develop and maintain positive and supportive relationships with chapter leaders, ALA members and Business Partners; and an ability to develop and maintain positive relations with ALA Headquarters Staff.

IN PERSON MEETINGS/COMMITTEE MEMBER EXPECTATIONS: Team members are strongly encouraged to attend Annual Conference and at least one of the events ALA hosts each fall. Firm support is important to be successful in this role. Team members are required to attend the Association Leadership Institute (ALI) and Chapter Leadership Institute (CLI). Most expenses relating to attendance at these events are paid by ALA. All team members shall exhibit and develop the attributes deemed important to leadership in ALA. Those attributes are: courage, vision, communication, passion, reliability, inclusiveness, balance, respect, professionalism, collaboration and integrity. It is expected that each team member support and abide by the Bylaws, Policies, Code of Ethics, Strategic Plan and Plan of Work of ALA. Team members must be capable and willing to prepare and conduct presentations for chapter events and lead training activities at CLI. Participation in regular conference calls, maintaining communication with assigned focus chapters and preparation of requested reports regarding assigned chapters are requirements.

STRATEGIES TO ACHIEVE ALA GOALS: The Chapter Resource Team has been identifying areas in which the team can provide support and resources to our chapters and chapter leaders through conversations with members and chapter leaders during meetings held at annual conference, the Chapter Leadership Institute and in individual conversations. In order to launch the new team, several task forces have been deployed in the following areas: collection of resources/materials from all former regions; review of chapter issues from reports; annual conference CRT meeting planning; CLI engagement; identification of subject matter expertise; assessment of chapters' needs; review and inventory of existing chapter resources; social media planning; monthly chapter education planning; and chapter helpdesk set-up and opt-in system.

COMMITTEE DELIVERABLES:

Chapter Leader Education Series: This task force has taken on the task of identifying subjects for monthly Zoom presentations for chapter leaders and monthly roundtables, to support the concept of "CLI year-round". A schedule of events has been drafted and the first presentation on Social Media for Chapters is scheduled for September. The current plan is to have one presentation led by CRT members and one Roundtable facilitated by CRT members each month.



Helpdesk Set-up and Opt-in: This task force is determining how to set-up a “helpdesk” for chapters, what it will be called and how inquiries will be handled. They are also making recommendations for updates to the ALA website to make chapter resource information easier to find. The task force would also like to establish some sort of tracking system portal/archive so that we can review, on a quarterly basis, the questions that have been received, how we responded, and the timing of our responses. The ultimate goal is to have a tracking system to see how the CRT is being utilized.

CRT Social Media Presence: This task force is charged with creating a plan to feature individual chapter content. Now that the regional pages are gone, the chapters have no melting pot for their information. Our goal is to highlight each chapter and share information across all chapters whether that be an upcoming event, a great idea, or anything valuable to share. The task force is proposing methods to collaborate with current ALA social media channels to collect and deliver this content.

Chapter Visits: The CRT would like to visit as many chapters as possible that have not had a visit since 2015 (according to Chapter Visit Database). They are Alaska, Big Sky, Capital, Chattanooga, Cleveland, Dayton Area, Florida Capital, Memphis, Middle Tennessee, Nebraska, Northern Indiana, Northwest Ohio, Palm Beach County, Panhandle, Puerto Rico, South Carolina, Southwest Florida, Utah, Westchester County, and Western Virginia. Knoxville has also requested a visit from the CRT.

Monitoring and Support of Chapters on Provisional Status: Four chapters have been placed on provisional status by the Board of Directors. The CRT members assigned to each of those four chapters are attempting to stay in touch with those chapters to identify and provide the support each chapter needs to adhere to the Chapter Performance Objections and other expectations of healthy chapters. The CRT will report any concerns to the Board of Directors.

Communications: The CRT will reimagine Just the Facts by January 1, 2020, in collaboration with Cheri and the Publications Team at Headquarters. We will also develop a CRT spotlight for Bold Bites by October 2019, in collaboration with Cheri and the Publications Team at Headquarters.

RESOURCES:

PROPOSED DATE: August 2019

EFFECTIVE DATE: Ongoing Thru May 2020