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 2017-20 Strategic Plan for the Association is available for review on the ALA website.

**COMMITTEE NAME:** Product & Services Review Committee (PSRC)

**COMMITTEE CHAIR:** Karie Rivkin, CLM

**COMMITTEE BOARD LIAISON:** Geoffrey Williams, CLM

**COMMITTEE STAFF LIAISON:** Theresa Wojtalewicz

**COMMITTEE SIZE:** 11 (6 ALA members and 1 business partner, 1 board liaison, and 3 ALA HQ staff)

**COMMITTEE TERM:** 3 years, non-renewable

**MISSION STATEMENT:** To ensure ALA provides cutting-edge products and services on legal management and leadership issues, thereby helping its members solve strategic and operational challenges both now and in the future.

**PURPOSE:** The PSRC is responsible for reviewing ALA’s current inventory and brainstorming prospective products and services to ensure timely, necessary and valuable tools are provided to its members. This committee will determine whether the product or service is affordable, effective and supportive of ALA’s strategic goals.

**ROLE:** The PSRC will obtain data, research, and ultimately evaluate a product or service. A product or service is either discarded, forwarded to a more appropriate committee to vet, or presented to the Board of Directors so that the Board can make decisions as to whether to keep, eliminate, modify or pursue said products or services.

**COMMITTEE MEMBER SELECTION PROCESS:** Committee member selection is through the annual “Call for Volunteers” process and recommendations obtained from ALA leadership.

**COMMITTEE MEMBER QUALIFICATIONS/ELIGIBILITY:** Service on this committee is open to any regular member, business partner, consultant, or other interested parties whose knowledge, skills and expertise is deemed useful to the work of the committee. Ideal candidates are those who have insight
into membership and members’ needs and are creative and innovative, critical, and strategic thinkers,
actively and effectively communicate, and able to work successfully as a team.

IN-PERSON MEETINGS/COMMITTEE MEMBER EXPECTATIONS: The PSRC is required to meet at least
twice each year. One meeting is face-to-face in conjunction with ALA’s Annual Conference & Expo. The
committee currently has monthly telephone/video conference calls scheduled for the second
Wednesday of each month.

STRATEGIES TO ACHIEVE ALA GOALS: This committee has quickly evolved and is assisting ALA in
improving offerings on both existing and prospective products and services. With the recent inclusion
of consultants and students as regular members, PSRC will need to expand offerings to meet the needs
and appeal to a more diverse group in all stages of professional development. PSRC will do this through
research, brainstorming, analyzing, and evaluating data to determine new products and services.

COMMITTEE DELIVERABLES:
PSRC will work closely with HQ staff and other ALA committees to establish new and improve upon
existing products and services.

To enhance ALA as a thought leader, PSRC is considering ideas to create and sell original content. For
example, the committee is currently evaluating a Writing Studio that, in the future, would produce
work that would be owned by ALA and sold on the ALA e-Store.

Another idea presented is a Book Club. To develop data to determine its success, PSRC requested a
pilot Book Club. With HQ’s lead, the pilot will launch in November 2019 on the ALA Online
Communities. A book will be chosen from the ALA e-Store and featured on the Book Club Community.
Questions will be presented by a moderator so that members can share ideas and hold intelligent
discussions.

To advance our members' professional development, PSRC is looking for opportunities to provide
additional educational resources in areas that we believe are critical to our members in performing
their daily jobs. PSRC will focus on areas that are currently not offered or are underdeveloped. For
example, Facilities, Legal Industry, Project Management, and Technology (hardware and software).

With the help of HQ and one of our business partner committee members, Mark Davey, we are
exploring opportunities to further solidify our relationship with other legal organizations, for example,
Corporate Legal Operations Consortium (CLOC).

PSRC is also working with HQ staff to improve on the member experience by assisting with ideas for
updates to the ALA website and e-Store. Finally, as PSRC is full of talent, we continue to brainstorm for
innovative ideas.

RESOURCES: To date, this committee uses ALA’s conference call and video conference services for
conducting monthly meetings. For PSRC’s annual live meeting, held in conjunction with the annual
conference, a room (ideally to include a projector and other AV equipment) is required. For all other data and statistics, the PSRC will rely on ALA's staff and members’ resources.

PROPOSED DATE: ____________________  EFFECTIVE DATE: ____________________