

WASHINGTON STATE BAR ASSOCIATION

Annual Fall Section Leaders Meeting

October 22, 2018 | 9:00 am - 12:00 pm

WSBA Conference Center 1325 4th Avenue, Suite 600, Seattle & Webcast

Conference Call Option: 1.866.577.9294, participant code 5016532

Following this meeting, please join us for the [Legislative Primer](#) beginning at 1:00 p.m.

Looking Ahead: What You Need to Know to Start Your Year Off Right

9:00 a.m.	Welcome & Introductions	Terra Nevitt, <i>Director of Advancement and Chief Development Officer</i>
9:10	Sections and the WSBA: An Update & Dialogue	Paula C. Littlewood, <i>Executive Director</i> Bill Pickett, <i>WSBA President</i>
10:15	Break	
10:30	From Ideation to Evaluation: Planning a Section Event	Pat Mead, <i>Sections Program Specialist</i> Eleen Trang, <i>Sections Program Specialist</i>
11:00	WSBA CLE & Sections	Kevin Plachy, <i>Education Programs Manager</i>
11:30	Effective Executive Committees	Terra Nevitt, <i>facilitator</i> Julie Shankland, <i>General Counsel</i> Pat Mead Eleen Trang
12:00	Networking Lunch	

1:00 p.m. [Legislative Primer](#) (*agenda not included*)

Your commitment as a section leader is valued and appreciated – thank you for being here today!



WSBA MISSION

The Washington State Bar Association’s mission is to serve the public and the members of the Bar, to ensure the integrity of the legal profession, and to champion justice.

WSBA GUIDING PRINCIPLES

The WSBA will operate a well-managed association that supports its members and advances and promotes:

- **Access to the justice system.**
Focus: Provide training and leverage community partnerships in order to enhance a culture of service for lawyers to give back to their communities, with a particular focus on services to underserved low and moderate income people.
- **Diversity, equality, and cultural understanding throughout the legal community.**
Focus: Work to understand the lay of the land of our legal community and provide tools to members and employers in order to enhance the retention of minority lawyers in our community.
- **The public’s understanding of the rule of law and its confidence in the legal system.**
Focus: Educate youth and adult audiences about the importance of the three branches of government and how they work together.
- **A fair and impartial judiciary.**
- **The ethics, civility, professionalism, and competence of the Bar.**

MISSION FOCUS AREAS

Ensuring Competent and Qualified Legal Professionals

- Cradle to Grave
- Regulation and Assistance

Promoting the Role of Legal Professionals in Society

- Service
- Professionalism

PROGRAM CRITERIA

- Does the Program further either or both of WSBA’s mission-focus areas?
- Does WSBA have the competency to operate the Program?
- As the mandatory bar, how is WSBA uniquely positioned to successfully operate the Program?
- Is statewide leadership required in order to achieve the mission of the Program?
- Does the Program’s design optimize the expenditure of WSBA resources devoted to the Program, including the balance between volunteer and staff involvement, the number of people served, the cost per person, etc?

2016 – 2018 STRATEGIC GOALS

- Equip members with skills for the changing profession
- Promote equitable conditions for members from historically marginalized or underrepresented backgrounds to enter, stay and thrive in the profession
- Explore and pursue regulatory innovation and advocate to enhance the public’s access to legal services



ANNUAL FALL SECTION LEADERS MEETING

Looking Ahead: What You Need to Know to Start Your Year Off Right

Monday, October 22nd
9:00 a.m. – 12:00 p.m.

WELCOME & INTRODUCTIONS

TERRA NEVITT, DIRECTOR OF ADVANCEMENT



AGENDA

- Sections and the WSBA: An Update & Dialogue
- From Idea to Evaluation: Planning a Section Event
- WSBA CLE & Sections
- Effective Executive Committees



SECTIONS AND THE WSBA: AN UPDATE & DIALOGUE

BILL PICKETT, WSBA PRESIDENT
PAULA LITTLEWOOD, EXECUTIVE DIRECTOR



FROM IDEATION TO EVALUATION: PLANNING A SECTION EVENT

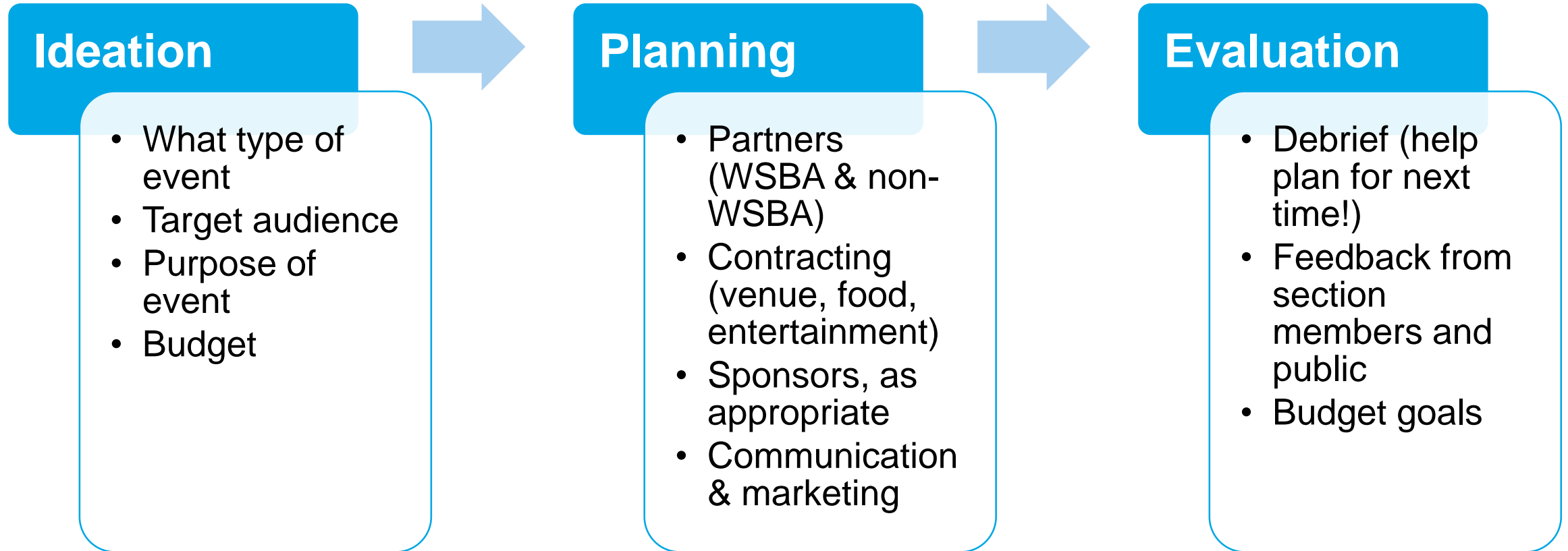
ELEEN TRANG, SECTIONS PROGRAM SPECIALIST
PAT MEAD, SECTIONS PROGRAM SPECIALIST



Common Section Events

- Retreats
- Annual Meetings
- Receptions and Social Events
- Mini-CLEs
- Midyears/Conferences
- One-day and Half-day CLEs

Key Stages of Planning



Sections Team

- Each member of the Sections Team is your **'go-to'** resource.
- As a team, we focus on being a **positive** and **proactive** strategic **partner**.
- By **working together**, staff and section leaders can benefit from shared knowledge, skills, and expertise.
- We can assist at **every stage** of the process.

WSBA CLE & SECTIONS NEW FISCAL POLICY FOR REVENUE SHARING

KEVIN PLACHY, EDUCATION PROGRAMS MANAGER



THANK YOU!

- Section CLE Programming is integral to the success of WSBA CLE – Thank you for your partnership!
- 621 Volunteers Worked with WSBA CLE in FY18 to Deliver 73 Educational Programs

Discussion Topics:

- New Fiscal Policy for FY19
- FY19 Program Budget Examples
 - Facilities charge was reduced from \$2,000 to \$1,500 in FY19
- CLE Program Design

FY19 Sections/WSBA CLE Revenue Sharing Policy

CLE PROFIT SHARING MODEL - REVISED FISCAL POLICY

(UPDATED AND APPROVED BY THE BOARD OF GOVERNORS ON JULY 27, 2018)

WSBACLE and Programs Presented in Partnership with Sections

Programs Co-sponsored with Sections

The goal of all WSBA CLE programs is to support the mission and strategic goals of the organization. WSBA Sections are an important partner in these efforts. WSBA retains fiscal reserves (“WSBA CLE Fund”) to mitigate against changes in the CLE market, sustain and improve important technology required for the delivery of CLE programs, and protect against unexpected revenue shortfalls.

Net seminar and any associated net on-demand product revenue for all WSBA CLE programs developed in partnership with Sections (excluding mini-CLEs) will be split between the WSBA CLE Fund and the partnering Section’s cost center. Beginning with seminars delivered in FY19, net revenues will be split 50-50(%) between the WSBA CLE Fund and the partnering Section’s cost center, up to a total net revenue of \$8,000. Net revenue exceeding \$8,000 will be split 65% to WSBA and 35% to the Section. WSBA will absorb any net losses sustained by individual programs.

In calculating net revenue, WSBA will subtract all direct and indirect costs for the development of the live program and on-demand product from the gross revenue of the live program and on-demand product sales. WSBA will keep the Section informed of the program financials in a timely and transparent manner. Following each fiscal year’s close, the partnering Section will receive its portion of any net revenue earned in that fiscal year, based on audited financial statements.

Because the CLE market is dynamic, WSBA and the Sections will annually review overall results and may seek to adjust the revenue sharing terms set forth in this policy to ensure that CLE programming and WSBA CLE Fund reserves are sustainable.

Mini-CLEs

WSBA CLE also supports Section CLE programming through a “mini-CLE” model. Mini-CLEs are seen as exclusively member-benefit programs. They do not exceed 2.0 credit hours in length and registration fees must be \$35 or less. For mini-CLEs, WSBA staff provides limited assistance at no charge to the Section (e.g. program accreditation, reporting and attendance tracking). Sections do much more of the preparation and production of seminars than regular CLE programming, and are responsible for working in collaboration with WSBA (e.g. following procedures outlined including timely notice, providing onsite registration personnel, etc.).

EXAMPLE FY19 PROGRAM BUDGETS

- Individual CLE Program Budgets were sent to Sections in May 2018
- Budgets included estimated revenue and costs for both the live and on-demand seminar
- The split incorporates the live seminar revenue and the on-demand seminar revenue earned over the three year cycle on the WSBA CLE Store

Section	Real Property, Probate, and Trust
Split Earned in FY19 to be Paid 1st Qtr FY20	Most Likely Yes
Seminar Name	Fall Real Estate Budget
Seminar Number	CS19702SEA/WEB
Seminar Date	12/1/2018
Seminar Location	WSBA Conference Center
Estimated Total Attendees	60
Total Credits	6.25
Tuition Rate	\$275

REVENUE	BUDGET		
Seminar Registrations	\$ 16,500.00		
ESTIMATED On-Demand Seminar Revenue	\$ 25,000.00		
TOTAL REVENUE	\$ 41,500.00		
DIRECT EXPENSES			
Postage	\$ 300.00		
Accreditation Fees	\$ 75.00		
Seminar Brochures	\$ 400.00		
Speakers/Program Development	\$ 1,200.00		
Facilities	\$ 1,500.00		
On Demand Seminar Direct Expenses*	\$ 700.00		
TOTAL DIRECT EXPENSES	\$ 4,175.00		
INDIRECT EXPENSES (live and on-demand seminars)			
Staff Time/Benefits/Overhead	\$ 18,750.00		
TOTAL INDIRECT EXPENSES**	\$ 18,750.00		
Total Expenses	\$ 22,925.00		
Total Net Revenue Available to Split	\$ 18,575.00		
Estimated Section Split 50/50 up to \$8k and 65WSBA/35Section over \$8k	\$ 7,701.25		
	Projected Per Credit Indirect Cost	\$	3,000.00
	TOTAL PROJECTED PER CREDIT COST	\$	3,000.00

* On-demand seminar direct expenses are estimated
** Indirect expenses are estimated

Section	Civil Rights
Split Earned in FY19 to be Paid 1st Qtr FY20	No
Seminar Name	Annual Seminar
Seminar Number	CS19805SEA/WEB
Seminar Date	9/1/2019
Seminar Location	WSBA Conference Center
Estimated Total Attendees	30
Total Credits	4
Tuition Rate	\$159

REVENUE	BUDGET	ACTUAL	DIFFERENCE
Seminar Registrations	\$ 4,770.00		
Estimated On-Demand Seminar Revenue	\$ 8,000.00		
TOTAL REVENUE	\$ 12,770.00	\$ -	
DIRECT EXPENSES			
Postage	\$ 200.00		
Accreditation Fees	\$ 35.00		
Seminar Brochures	\$ 250.00		
Speakers/Program Development	\$ 500.00		
Facilities	\$ 1,500.00		
Estimated On-Demand Seminar Direct Expenses	\$ 700.00		
TOTAL DIRECT EXPENSES	\$ 3,185.00	\$ -	
		\$ -	
		\$ -	
INDIRECT EXPENSES			
Personnel (salaries/benefits/overhead)	\$ 12,000.00		
TOTAL INDIRECT EXPENSES	\$ 12,000.00	\$ -	
Total Expenses	\$ 15,185.00		
Net Revenue	\$ (2,415.00)	\$ -	

Section Split at 50/50 up to 8k and 65WSBA/35Section over 8k 0

Projected Per Credit Indirect Cost	\$ 3,000.00
Projected Per Credit Non-Event Specific Direct Costs	
TOTAL PROJECTED PER CREDIT COST	\$ 3,000.00

PROGRAM DESIGN

- Live seminars will be converted to an on-demand seminar
 - Does the content translate to the on-demand format?
 - Is the content free of copyright infringement (images, videos, materials that aren't the original work of the faculty member) or are there proper permissions?
 - Generally, the on-demand seminar will be posted to the WSBA-CLE store within 4-6 weeks after the live seminar
 - Midyears are an exception – they will be posted three months after delivery of the midyear (unless the Section wants them posted sooner).

EFFECTIVE EXECUTIVE COMMITTEES

TERRA NEVITT, DIRECTOR ADVANCEMENT
JULIE SHANKLAND, GENERAL COUNSEL
PAT MEAD, SECTIONS PROGRAM SPECIALIST
ELEN TRANG, SECTIONS PROGRAM SPECIALIST



Thank You!

Questions/Comments?

Thank you!



WASHINGTON STATE
BAR ASSOCIATION

Sections Program Specialists – Division of Sections

March 2018

Patrick Mead <i>Patrickm@wsba.org</i> 206.733.5921		Eleen Trang <i>Eleent@wsba.org</i> 206.733.5996	
1. Animal Law (ANIM)		1. Administrative Law (ADMIN)	
2. Alternative Dispute Resolution (ADR)		2. Antitrust, Consumer Protection & Unfair Business Practices (ACPUBP)	
3. Creditor Debtor Rights (CD)		3. Business Law (BUS)	
4. Criminal Law (CRIM)		4. Cannabis Law (CAN)	
5. Health Law (HEA)		5. Civil Rights Law (CIV)	
6. Intellectual Property (IP)		6. Construction Law (CON)	
7. International Practice (INTL)		7. Corporate Counsel (CORP)	
8. Labor & Employment Law (LE)		8. Elder Law (ELD)	
9. Legal Assistance to Military Personnel (LAMP)		9. Environmental & Land Use Law (ELUL)	
10. Litigation (LIT)		10. Family Law (FAM)	
11. Low Bono (LOW)		11. Indian Law (IND)	
12. Real Property, Probate & Trust (RPPT)		12. Juvenile Law (JUV)	
13. Senior Lawyers (SEN)		13. LGBT Law (LGBT)	
14. World Peace Through Law (WPTL)		14. Solo & Small Practice (SSP)	
		15. Taxation (TAX)	

WASHINGTON STATE BAR ASSOCIATION

From Ideation to Evaluation: Planning a Section Event

October 2018

STRATEGIC PLANNING		
	Resources/Policies/Procedures	Tips/Best Practices
Articulate Goal(s)	<ul style="list-style-type: none"> Connect to your section's purpose (bylaws) 	<ul style="list-style-type: none"> Determine your target audience & purpose of event. Develop SMART Goals (Specific, Measurable, Achievable, Relevant & Time-based).
Align with Mission	<ul style="list-style-type: none"> Review WSBA Mission Statement Section's Mission Statement (if applicable) 	<ul style="list-style-type: none"> Education, service & professionalism.
Consult Calendar(s)	<ul style="list-style-type: none"> WSBA Events Calendar WSBA CLE Store 	<ul style="list-style-type: none"> Review other stakeholder calendars (county bar, specialty bar., etc.). Avoid holidays. Avoid Seahawks games. Plan multiple events at different times/days of the week.
Assess Capacity (time & money)	<ul style="list-style-type: none"> Section work plan Section budget & budget narrative Recent financial statements Executive Committee (and others) time WSBA capacity 	<ul style="list-style-type: none"> Reoccurring Executive Committee meetings, scheduled in advance. Delegate, use subcommittees. Start seeking sponsors early.
BIG PICTURE		
What are the event/activity elements you need in place?	<ul style="list-style-type: none"> Section budget – cost of your event Contract(s) Venue and Accessibility Toolkit 	<ul style="list-style-type: none"> Elements of an event are: time of day, accredited event, networking reception, etc. Align your goal and audience with your elements (<i>e.g. event outside business hours for new/young members</i>).
What does success look like?	<ul style="list-style-type: none"> Volunteer Money Handling Policy Increase Section membership Budgeted revenue expectations? 	<ul style="list-style-type: none"> Adjust success expectations according to the date, time, and location of event. Think about your evaluation metrics and tools before the event occurs.
JOINT EVENT/PARTNERSHIPS (if applicable) <i>Partnerships are Encouraged!</i>		
Partner with another section	<ul style="list-style-type: none"> Section Leaders List Serve Section homepages on WSBA.org 	<ul style="list-style-type: none"> Be clear about expectations with other party. Who is doing what and how will expenses and revenues (if any) be handled?

Partner with External Partner	<ul style="list-style-type: none"> • WSBA Letter of Agreement (also called an MOU) 	<ul style="list-style-type: none"> • First thing for CLEs! Determine who is the Form1 Sponsor. Adjust agreement accordingly. • See above regarding expectations.
Vendor Contracts	<ul style="list-style-type: none"> • Contract Routing Process, review by WSBA General Counsel and signed by WSBA • Frequently used vendors 	<ul style="list-style-type: none"> • Contract routing can take some time. As soon as you determine a contract is needed, loop in your Sections Program Specialist.
CLE OR MINI-CLE		
Host a Mini-CLE	<ul style="list-style-type: none"> • Mini-CLE Form • Steps & Timeline for Mini-CLE Programs • Webinar Tool Information 	<ul style="list-style-type: none"> • Offering Mini-CLEs to section members for free or low-cost is a great benefit of membership. • Plan your Mini-CLEs well in advance. • Contracts associated with Mini-CLE should have WSBA review and approval prior to submission of the Mini-CLE Form.
Partner with WSBA-CLE	<ul style="list-style-type: none"> • WSBA Program Development Timeline • WSBA Program Chair Best Practices • WA MCLE Credit Categories • WSBA Faculty Database • Your Sections' budget/financial statements • Seminar budget 	<ul style="list-style-type: none"> • Understand roles and responsibilities of CLE Chair(s), Section, and WSBA staff. • Communicate clear expectations and responsibilities of the Faculty at the very beginning of the CLE planning process. • Make sure to communicate frequently with the WSBA Education Programs Lead.
MARKETING & COMMUNICATIONS		
Eblasts & Other WSBA Communications, Including Print Mailings	<ul style="list-style-type: none"> • Membership roster • Mini-CLE eblast • WSBA seminar eblast • WSBA Marketing Package • How to Write for NWLawyer • How to Write for NWSidebar 	<ul style="list-style-type: none"> • Members can opt out of marketing emails (CLE announcements). • Members cannot opt-out of Official Communications (elections & Bar Notices).
List Serves	<ul style="list-style-type: none"> • List Serve Guidelines (2017) 	<ul style="list-style-type: none"> • Personalized messages. • Talk to staff about cross-promoting information amongst other WSBA entity list serves. • Stagger reminder with pre-scheduled emails. • Be clear, brief, and have a call-to-action. • Stay away from using multiple fonts, font sizes, and font colors. • Avoid ALL CAPS. • Avoid punctuation marks in subject line.
Social Media	<ul style="list-style-type: none"> • Social Media Guidelines (2009) 	<ul style="list-style-type: none"> • @WASateBar • Facebook (like and share!)

DETAILS, DETAILS! RECEPTION/NETWORKING EVENT

Find a suitable location	<ul style="list-style-type: none"> • Accessibility Toolkit 	<ul style="list-style-type: none"> • If a different location from main event, it should be within a few blocks.
Focus on content	<ul style="list-style-type: none"> • Section and Sections Team 	<ul style="list-style-type: none"> • Give your event structure.
Alcohol?	<ul style="list-style-type: none"> • WSBA Alcohol Policy 	<ul style="list-style-type: none"> • Sponsor, or no-host bar. • If sponsored, funds paid directly to vendor. • Licensed bartender.

DAY-OF LOGISTICS

Before the event	<ul style="list-style-type: none"> • Last minute details – venue contact, technology, supplies • Food/Banquet Permit/Alcohol • Event Lead 	<ul style="list-style-type: none"> • Arrive early to make sure the event is set up according to the agreement. • Check all A/V and facilities equipment are in working order.
Registration & Check-In	<ul style="list-style-type: none"> • Sign-in/registration forms • Membership forms • Volunteer Money Handling Policy • Nametags • Event materials/handouts 	<ul style="list-style-type: none"> • Someone, preferably a section member, should always be at the registration/check-in area to answer questions about the event and section generally.
During the Event	<ul style="list-style-type: none"> • Moderator(s) • Event Schedule • Timekeeper 	<ul style="list-style-type: none"> • Review your event schedule and make sure all speakers/volunteers understand expectations.
Event Wrap-Up	<ul style="list-style-type: none"> • Venue staff • Materials • Expense Reports/Invoices • Section Membership Forms 	<ul style="list-style-type: none"> • Make sure to review any relevant agreements/contracts regarding end of event responsibilities e.g. moving furniture, cleaning, etc.

EVALUATE

Look back to your original goals	<ul style="list-style-type: none"> • SurveyMonkey (designated account, talk to your Sections Program Lead) • Sample evaluation form 	<ul style="list-style-type: none"> • Did you meet your goals? • Did the result differ from your goals? • Solicit input from members
Debrief		<ul style="list-style-type: none"> • Add a debrief to your next meeting agenda.
CLE Evaluations	<ul style="list-style-type: none"> • CLE/Event evaluation form 	<ul style="list-style-type: none"> • Review feedback.

QUESTIONS? NEED MORE INFORMATION?

Email sections@wsba.org or

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Eleen Trang | eleent@wsba.org | 206.733.5996