ANNUAL SPRING SECTION LEADERS MEETING

Planning for FY20: Budgeting and Programming

Thursday, April 18
9:30 a.m. – 3:30 p.m.
WELCOME & INTRODUCTIONS

PARIS ERIKSEN, SECTIONS PROGRAM MANAGER
AGENDA

• Updates: WSBA Board of Governors & Supreme Court Work Group to Review WSBA Structure
• Checking-In: WSBA Sections and WSBA CLE
• Updates: New Member Programming
• Section Leader Panel
• FY20 Budget Planning
• Thinking Outside the Eblast
• Sections Updates & Discussion
UPDATES: WSBA BOARD OF GOVERNORS & SUPREME COURT WORK GROUP TO REVIEW BAR STRUCTURE

TERRA NEVITT, INTERIM EXECUTIVE DIRECTOR
BILL PICKETT, WSBA PRESIDENT
CHECKING-IN:
WSBA SECTIONS AND WSBA CLE

KEVIN PLACHY, INTERIM DIRECTOR OF ADVANCEMENT
THANK YOU FOR YOUR PARTNERSHIP!

WSBA Mission: To serve the public and the members of the Bar, to ensure the integrity of the legal profession, and to champion justice.

Advancement Department Mission: The Advancement Department advances the profession through education, community, and service toward a more accessible and equitable justice system.

Over 7000 attendees at programs (on-demand and live) developed in partnership with WSBA Sections in FY18.

All of you, through your generous volunteerism, are partners in advancing the mission of the WSBA and the Advancement Department. A more competent Bar serves the public well!
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.
HOW IS THE POLICY IMPACTING SECTIONS SO FAR?

We have delivered the following section programs through 4/4/19:

• Corporate Counsel
• Labor and Employment
• Creditor/Debtor – Liens
• RPPT Fall Real Estate
• RPPT Fall Probate
• Family Law Annual
These are the Estimated Splits Including On-Demand Sales Through 4/4/19:

- **Corporate Counsel:** $5,600 (would have earned approx. $2100.00 under Plan A)
- **Labor and Employment:** $10,540 (would have earned approx. $11,500.00 under Plan B)
- **Creditor/Debtor – Liens:** $-3243 (would have earned approx. $3,500.00 under Plan A)
- **RPPT Fall Real Estate:** $7809 (would have earned approx. 7,050.00 under Plan A)
- **RPPT Fall Probate:** $7201 (would have earned approx. $15,000.00 under Plan A)
- **Family Law Annual:** $6532 (would have earned approx. $6150.00 under Plan A)
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<thead>
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<th>FY 17 Programs to 4/4/19:</th>
<th>FY19 Programs to 4/4/19:</th>
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<tbody>
<tr>
<td>Corporate Counsel: $24,184</td>
<td>Corporate Counsel: $12,678</td>
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<td>Labor and Employment: $25,641</td>
<td>Labor and Employment: $18,282</td>
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<tr>
<td>Creditor/Debtor: $24,509</td>
<td>Creditor/Debtor: $2,475</td>
</tr>
<tr>
<td>RPPT Fall Real Estate: $28,174</td>
<td>RPPT Fall Real Estate: $9098</td>
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<tr>
<td>RPPT Fall Probate: $31,382</td>
<td>RPPT Fall Probate: $4,660</td>
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<tr>
<td>Family Law Annual: $20,601</td>
<td>Family Law Annual: $10,494</td>
</tr>
</tbody>
</table>
## PROJECTED SPLITS FOR FY19 PROGRAMS WITH FULL ON-DEMAND SALES CYCLE

### FY 19 Programs Full Cycle:
- **Corporate Counsel:** $24,184
- **Labor and Employment:** $25,641
- **Creditor/Debtor:** $24,509
- **RPPT Fall Real Estate:** $28,174
- **RPPT Fall Probate:** $31,382
- **Family Law Annual:** $20,601

### FY19 Programs Total Est Split:
- **Corporate Counsel:** $9,627
  - Would have been $2,100 under Plan A
- **Labor and Employment:** $13,116
  - Would have been $1,150 under Plan B
- **Creditor/Debtor:** $7,777
  - Would have been $3,500 under Plan A
- **RPPT Fall Real Estate:** $14,485
  - Would have been $7,050 under Plan A
- **RPPT Fall Probate:** $16,553
  - Would have been $15,000 under Plan A
- **Family Law Annual:** $10,069
  - Would have been $6,150 under Plan A
Based on the actual results so far and conservative projections the total Section Splits to be paid in first quarter of FY20 for FY19 Programs is estimated to be:

- $80,000.00

Under the old fiscal policy section splits would have been projected to be around:

- $57,000.00

By FY21 estimated Section Splits are projected to be approximately:

- $100,000.00
HOW ARE SPLITS PAID?

Financial updates will be provided on a Quarterly Basis.

Splits earned in FY19 will be paid in the first part of FY20 after the books close.

On demand revenue is ongoing until the program is no longer on the store.

Splits are paid once per year and each program has a three year cycle.
UPDATES:
NEW MEMBER PROGRAMMING

ANA LANASA-SELVIDGE, MEMBER SERVICES AND ENGAGEMENT MANAGER
NEW MEMBER PROGRAMS

SUCCESSFULLY TRANSITION NEW LAWYERS INTO PRACTICE AS COMPETENT AND CONFIDENT MEMBERS OF THE LEGAL COMMUNITY.

6,417 NEW/YOUNG LAWYERS
16% OF ALL WSBA MEMBERS
20% OF NEW/YOUNG LAWYERS ARE SECTION MEMBERS (2018)

Ana LaNasa-Selvidge
Member Services and Engagement Manager
YOUNG LAWYER LIAISONS

What is it?
Young lawyers liaisons to sections provide new perspectives of what new and young lawyers need.

Important Dates
Section Checklist Deadline: 5/16
Recruitment Kick-off: 5/24
NEW ADMITTEE – FREE SECTION MEMBERSHIP

What is it?
Every new member has one free section membership, in their first year of admission.

Updates
Exploring to expand this member benefit.
OPEN SECTIONS NIGHT (OSN)

What is it?
An annual event that brings new and young members to connect with sections.

Updates
SECTION LEADER PANEL

AMBER HARDWICK, CONSTRUCTION LAW SECTION
MEREDITH GRIGG, HEALTH LAW SECTION
ANNETTE FITZSIMMONS, REAL PROPERTY, PROBATE & TRUST SECTION
ANNA MORITZ, WORLD PEACE THROUGH LAW SECTION
FISCAL YEAR 2020 BUDGET PLANNING

Important Dates:

- **May 24**: Budget materials distributed to Section leaders
- **June 14**: Budget Q&A Conference Call (noon-1pm)
- **June 28**: Per-Member Charge information provided
- **July 12**: Budget documents due to WSBA
- **July 26-August 16**: WSBA follow up with Sections on budget items
- **August 16**: Last day to submit changes for FY20 Budget
- **September 5**: Budget and Audit Committee review/approval
- **September 26-27**: Board of Governors review/approval
WSBA COMMUNICATION PLATFORMS

Email
• WSBA all-membership
• CLEs
• Sections
• Bimonthly Take Note Newsletter
• List Serves

Social media
• Facebook
• Twitter
• YouTube

NWSidebar Blog

NWLawyer magazine

WSBA.org
COLIN RIGLEY
NWSidebar, NWLawyer, Take Note
Communications Specialist
colinr@wsba.org
206-733-5932
HOW WE’LL GET BEYOND EMAIL

• Why email is limited
• Email alternatives
• Content strategy
• How to pitch

The Goal:
✓ Help you share awesome information about your section
EMAIL
OVERLOAD

How Many Individual Emails Sent to Members in Q2 2019?

There were 89 days in Q1
There were 61 business days in Q1

• A: 34
• B: 66
• C: 97
How Many Individual Emails Sent to Members in Q2 2019?

There were 89 days in Q1
There were 61 business days in Q1

• A: 34
• B: 66
• C: 97
• D: All of the above 197
How Many Individual Emails Sent to Members in Q2 2019?

There were 89 days in Q1 ≈ 2.2 emails per day
There were 61 business days in Q1 ≈ 3.2 emails per business day

• A: 34
• B: 66
• C: 97
• D: All of the above 197
EMAIL
High Volume, Limited Engagement

Summary

- Delivered: 728
- Opened: 172
- Clicked: 15
- Unsubs: 0

- Opened: 23.6%
- Bounced: 0.0%
- Not Opened: 76.4%
- Clicked: 8.7%
- Not Clicked: 91.3%
THE RUB

- Too much email
- Opportunities on other platforms
- Sections have valuable information
- Receptive audience
- We’re here to help you
IT’S YOUR PLATFORM

- Become a Young Lawyer Liaison to Sections
- Attend a CLE
- Utilize Practice Management Resources
- More Information Available
- Volunteer for Veterans
- Join a Section Committee
- Attend a Mixer

Develop Message, Set Goal, Promote Section

- Interested in Being a Young Lawyer Liaison to Sections? You Should Be
- Second-String Citizen—What Implicit Bias and Symphonies Mean for Lawyers and Gender Equity
- 4 Reasons Young Lawyers Should Consider Going Solo
- Court of Appeals Discusses Elected Prosecutor Conflicts
- Why I Keep Coming Back to WSBA's Trial Advocacy Program
- AG Ferguson: 'Join Me in Giving Back to Those Who Have Served and Protected Us'
- How a WSBA Section Committee Can Change the Rules of the Game
- Rainmaking for Small and Solo Firms: 5 Essential Tips
How a WSBA Section Committee Can Change the Rules of the Game

Section Leaders Wanted

There’s still time to apply to serve on one of the many Section Executive Committees (including the Business Law Section featured here). To apply, visit your myWSBA profile and click on “Section Executive Committee Application” under Connect & Serve. Many Executive Committee applications are due by March 29. You can find more information on the open Executive Committee seats by navigating to Take a Seat on Your Section’s Executive Committee.
CROSS PROMOTIONS
Take Note, Social, WSBA.org
NWLAWYER: ~40,000 readership
SECTION SPOTLIGHT

GREETINGS from the World Peace Through Law Section! Our mission is to promote the rule of law and peaceful resolution of disputes among nations and in human societies in public international law and human rights. For this Section Spotlight, we decided to reach out to section members to share their perspectives.

Lender leader Fred Filer told us that his interest in world peace started at age six, when he watched his father give a speech in Europe on the first lines of World War II. Filer’s commitment to trying to bring about peace deepened as he witnessed the end of the Cold War and subsequent wars.

The human impact of international law is a topic that is important to our section members as well. Our members remain committed to promoting the rule of law and peaceful resolution of disputes among nations and in human societies in public international law and human rights. For this Section Spotlight, we decided to reach out to section members to share their perspectives.

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Our section is known for its active members who are committed to promoting the rule of law and peaceful resolution of disputes among nations and in human societies in public international law and human rights. For this Section Spotlight, we decided to reach out to section members to share their perspectives.

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A New Angle on Defending Wildlife Withstand the Law

Timber in Washington: Seeing the Forest Through the Law

Mechanical Thinning: Don’t Try This at Home!
ARTICLE GUIDELINES

NWSidebar
• Pitch a topic
• 500-700 words
• Informal tone
• No footnotes/endnotes
• Unformatted Word doc
• Short bio, headshot
• Specify timeframe

NWLawyer
• 1,500-2,500 words
• Formal tone
• Limit footnotes/endnotes
• Short bio, headshot
• Attach high res images
• Note: Issues planned months in advance
THE TAKEAWAY

• Educate and Inform About Your Section
• Engaging Content Amplifies Audience
  • Draws Receptive Audience
• Cross-promotion
• Content Writers Needed
• You’re the Expert!
HOW TO SUBMIT

NWSidebar blog
• colinr@wsba.org
• blog@wsba.org
• 206-733-5932

NWLawyer magazine
• nwlawyer@wsba.org
• Editor Kirsten Abel kIRSTena@wsba.org
• colinr@wsba.org
CONNOR SMITH

wastatebar.main @WAStateBar
Communications Coordinator
connors@wsba.org
206-733-5948
TODAY WE WILL

• Show you how to use social media to connect with your fellow bar members.

• Discuss the benefits and opportunities available for your section through WSBA’s official accounts.

• Give you an insight into different types of content to showcase your section.
<table>
<thead>
<tr>
<th>FACEBOOK</th>
<th>VS.</th>
<th>TWITTER</th>
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</thead>
<tbody>
<tr>
<td>connects people through status updates, photos, videos.</td>
<td><strong>idea and topic driven through user interactions of text, photos, links and videos.</strong></td>
<td><a href="https://facebook.com/wastatebar.main/">facebook.com/wastatebar.main/</a></td>
</tr>
<tr>
<td>1.7 billion users</td>
<td>321 million users</td>
<td><a href="https://twitter.com/WAStateBar">https://twitter.com/WAStateBar</a></td>
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<tr>
<td>63,206 character limit…but keep it shorter.</td>
<td>280 character limit (previously 140)</td>
<td></td>
</tr>
<tr>
<td>focus is heavily based on interacting with friends and family to stay connected.</td>
<td>focus is heavily “real-time” based, using # hashtags to easily connect.</td>
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Washington State Bar Association

Yesterday at 8:51 AM

Michelle Shuldon, the first Tulalip Tribes member to pass the bar set down with us to discuss her experiences becoming part of the legal profession and how she is building her tribe’s future.

http://tw.ly/NQiZ5kJc

People Reached: 3,461
Engagements: 749

Washington State Bar Association

Published by Picasa 7.0

The Supreme Court Work Group will meet today, April 3 at 10:00 AM. All upcoming meetings are open to the public. Attend in person at the WSBA offices, call-in to 866-577-9294, access code: 613565# or watch via live webcast: http://tw.ly/SpM5gGc

People Reached: 2,891
Engagements: 923

Washington State Bar Association

Published by Picasa 7.0

PR: P.P. hooray! Congratulations to Tacoma’s Bill White, our first recipient of the WSBA Professionalism in Practice Award! Nominator and opposing counsel Mark Arend affirms, “Bill exemplifies professionalism, ethics, and civility every day in practice.” You can see a photo of a legal professional deserving of the Professionalism in Practice Award? Nominate someone today: http://tw.ly/pZDV059x

People Reached: 6,498
Engagements: 66

Washington State Bar Association

Published by Picasa 7.0

WASHINGTON STATE BAR ASSOCIATION
FACEBOOK EVENTS

WASBA 2019 Environmental and Land Use Law Section Midyear Conference

- May 2
- Public: Hosted by Washington State Bar Association and WSBA Environmental and Land Use Law Section
- 11:30 AM – 4 PM
- Alderbrook Resort and Spa
- Hosted by Washington State Bar Association

WASBA Tri-Cities WSBA Equity & Justice Mixer

- Apr 18
- Public: Hosted by Washington State Bar Association
- 5 PM – 7 PM
- 3 Eyed Fish
- Tickets: decs.google.com

interested: 2
going: 2
invited: 0

interested: 26
going: 12
invited: 38
JOIN THE CONVERSATION: TWEET! USE #HASHTAGS

WA State Bar Assoc. @WASStateBar - 27 Sep 2018

Congratulations to Annalise Martucci, the Outstanding Young Lawyer Award at the #WSBAAPEX Awards! In just a few short years, Martucci has really made a name for herself in the legal community here in Washington!
WE ARE NOTHING WITHOUT YOU!

The WSBA Section Committee application deadline has been extended. Holding a leadership position in your section is a great way to make the most out of your section membership.

ow.ly/YUD050oSL5x
HOW CAN YOU CONTRIBUTE?

• Like us on Facebook and follow us on Twitter, subscribe to our YouTube channel.
• (Like, Comment, Share, Tweet, Retweet).
• At a CLE or event? Take some photos! Send some tweets and use a #hashtag, and most importantly “@” us!
• Lastly, ask yourself the following questions before you post:

Who am I trying to reach?

What do you want them to do with this information?

How does it support or enhance my other forms of communication?
JUMP IN THE CONVERSATION!

Submit your content directly to us to be featured on WSBA social channels!

Facebook
- Short engaging content.
- Under 60 words.
- Image inclusion preferable.

Twitter
- Messaging should be short and sweet.
- Under 280 characters.
- “In the moment.”

Let’s discuss how we can work together to promote and educate your fellow members about WSBA Sections!

Email: Connors@wsba.org

Phone: 206-733-5948
SECTIONS UPDATES & DISCUSSION

PARIS ERIKSEN, SECTIONS PROGRAM MANAGER
ELEEN TRANG, SECTIONS PROGRAM SPECIALIST
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.
The Sections Policy Workgroup (FY16) marked the beginning of a continuum of discussions and work to help strengthen the value of WSBA section membership. Several discussion topics were not covered by the Sections Policy Workgroup but acknowledged to be important for future discussions. Below these items are described in a 5-year continuum.

<table>
<thead>
<tr>
<th>FY15/FY16</th>
<th>FY17</th>
<th>FY18</th>
<th>FY19</th>
<th>FY20</th>
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<tbody>
<tr>
<td>POLICY</td>
<td>BYLAWS</td>
<td>CLEs</td>
<td>ASSESSMENT</td>
<td>IMPROVE MEMBER BENEFITS</td>
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<td>Sections</td>
<td>Amend WSBA Bylaws,</td>
<td>explore financial</td>
<td>What do WSBA members</td>
<td>Based on assessment</td>
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<td>Policy</td>
<td>Article XI.</td>
<td>partnership, revenue</td>
<td>value about Sections?</td>
<td>and section leader</td>
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<td>Workgroup</td>
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<td>sharing, etc.</td>
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<td>analysis</td>
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<td>WSBA</td>
<td>Amend/align Section</td>
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<td>What do Section</td>
<td>Better leverage reserve</td>
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<td>Fiscal</td>
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<td>leaders value in</td>
<td>funds for section</td>
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<td>WSBA and what can be</td>
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<td>collaboration?</td>
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OVERVIEW: SECTIONS TEAM PRIORITIES  
FY19 (October 1, 2018 – September 30, 2019)  

Dated: May 2018  

- Assess section leaders to determine ways to improve leadership engagement and collaboration with WSBA (staff and other entities).  

- Assess what section members value in their section communities. Are sections the right model? If so, can we do it better? and How?  
  - Robust survey. External party?  

- Engage section leaders in strategizing ways to strengthen section communities.  
  - Hold ‘debrief chats’ with section leaders based on feedback from member assessment.  
  - Identify ways to improve section member communication through improvements to Lyris (list serves) or new online community tool  

Status: On Hold
OVERVIEW: NEW SECTIONS TEAM PRIORITIES
FY19 & FY20 (October 1, 2018 – September 30, 2019)

• Continue to improve the elections process.

• Summer 2019: design orientation outputs with input from section leaders.

• FY20: implement any improvements to orientation materials and events.
ONBOARDING NEW SECTION LEADERS

• Spring Election, terms begin in Fall → chance to be a part of budget planning process and/or discussions.

• Welcome Documents
  Email from Sections Team to NEW executive committee Members which includes: 1) ‘Guide to Section’ and 2) ‘Sections Staff Support Services’

• Inclusion on Section Leaders List Serve

• Annual Fall & Spring Section Leaders Meeting

• Volunteer Toolbox
Discussion:

• What information do you wish you had when beginning to serve on a section executive committee?

• How would you wish to receive that information?
Thank you!