

2. * Division (Figures are for the young lawyer membership of your organization)

#	Answer	Bar	Response	%
1	State Affiliate: 8000 or more		1	100%
2	State Affiliate: Between 3000 and 8000		0	0%
3	State Affiliate: 3000 or less		0	0%
4	State Affiliate: New Affiliate (within last 3 years)		0	0%
5	Local Affiliate: 2000 or more		0	0%
6	Local Affiliate: Between 800 and 2000		0	0%
7	Local Affiliate: 800 or less		0	0%
8	Local Affiliate: New Affiliate (within last 3 years)		0	0%
9	National Affiliate		0	0%
	Total		1	

3. * How did you hear about the AOA program ? (Select all that apply)

#	Answer	Bar	Response	%
1	Friend/Colleague		0	0%
2	Local Affiliate		0	0%
3	YLD Email		1	100%
4	YLD Website		0	0%

4. * Number of young lawyers in your affiliate

Text Response
24,000

5. * Is your organization affiliated with a senior bar?

#	Answer	Bar	Response	%
1	Yes		1	100%
2	No		0	0%
	Total		1	

6. If YES, is membership in your organization automatic?

#	Answer	Bar	Response	%
1	Yes		1	100%
2	No		0	0%
	Total		1	

7. If a state organization, which are you?

#	Answer	Bar	Response	%
1	Mandatory		1	100%
2	Voluntary		0	0%
	Total		1	

8. * When does your fiscal year begin and end?

Text Response

June 1 - May 31

9. * First Name

Text Response

Jennifer

10. * Last Name

Text Response

Morris

11. * Address

Text Response

901 Main Street, Suite 5500

12. * City

Text Response

Dallas

14. * Zip Code

Text Response

75202

15. * First Name

Text Response

Jennifer

16. * Last Name

Text Response

Morris

17. * Address

Text Response

901 Main Street, Suite 5500

18. * City

Text Response

Dallas

20. * Zip Code

Text Response

75202

21. * Email Address

Text Response

jmorris@ccsb.com

22. * Telephone

Text Response

214-855-3044

23. * Please indicate number of exhibits being submitted

#	Question	Publications	CD or DVD
1		16.00	1.00

24. * Single Project Title

Text Response

The Little Voice - Recognizing Child Abuse and Your Duty to Report It

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6	Local Affiliate: Between 800 and 2000		0	0%
7	Local Affiliate: 800 or less		0	0%
8	Local Affiliate: New Affiliate (within last 3 years)		0	0%
9	National Affiliate		0	0%
	Total		1	

3. If Comprehensive Application, Project Number

Text Response
10 Office in a Flash - Service to the Bar

4. * Type of Project

#	Answer	Bar	Response	%
1	Educational		1	100%
2	Legislative		0	0%
3	Commemorative Events		0	0%
4	Pro Bono Projects		0	0%
5	Diversity		0	0%
6	Disaster Recovery		0	0%
7	Competitions		0	0%
8	Special Events		0	0%
	Total		1	

5. * Degree of Change or Growth

#	Answer	Bar	Response	%
1	New Project		1	100%
2	Continued Project		0	0%
	Total		1	

6. * Project Description(Please provide a brief description (750 words or less) of your project. Be sure to include a description of the role(s) played by the young lawyer volunteers in the undertaking of this project; any products resulting from the project; and in the case of continuing projects, if they have been expanded, explain how.)

Text Response

Continuing its theme of providing practical resources to help young lawyers handle economic challenges, TYLA created Office in a Flash – everything a young lawyer needs to know to open up a law practice, all on a flash drive (see flash drive exhibit and/or www.tyla.org/officeinaflash). Office in a Flash provides information about business plans, revenue sources, revenue management, firm structure, office logistics, and technology. It includes helpful forms necessary for starting a practice, and there is one free hour of CLE on law office management and four ten minute segments from successful lawyers who have already made the journey of opening their own law firm. Starting your own practice is a life-altering experience that requires full-time commitment and hard work. The anticipated benefits are tempered by financial risk, lack of a steady paycheck and benefits, commitment of time and effort, and sole responsibility for your firm's success. Successful solo and small firms have at least two things in common – great legal skills and business acumen. First, you have to work at becoming a great lawyer, as clients and other lawyers will refer more business to you if you have a great reputation. Second, organization and management are critical to assessing and meeting the demands of marketing to potential clients, cultivating and maintaining sound relationships with suppliers and vendors, ensuring sufficient staffing and efficient business operations, and maintaining compliance with State Bar regulations and court orders and rules. Office in a Flash is a free program designed to address these areas and more for those young lawyers interested in starting their own law firm.

7. * Needs Assessment(What was the reason for undertaking this project? e.g. was the project internally or externally motivated; was there a need in the community for the project; was there a target audience?)

Text Response

Continuing its theme of providing practical resources to help young lawyers handle economic challenges, TYLA created Office in a Flash – everything a young lawyer needs to know to open up a law practice, all on a flash drive (see exhibit). Office in a Flash provides information about business plans, revenue sources, revenue management, firm structure, office logistics, and technology. It includes helpful forms necessary for starting a practice, and there is one free hour of CLE on law office management and four ten minute segments from successful lawyers who have already made the journey of opening their own law firm. Starting your own practice is a life-altering experience that requires full-time commitment and hard work. The anticipated benefits are tempered by financial risk, lack of a steady paycheck and benefits, commitment of time and effort, and sole responsibility for your firm's success. Successful solo and small firms have at least two things in common – great legal skills and business acumen. First, you have to work at becoming a great lawyer, as clients and other lawyers will refer more business to you if you have a great reputation. Second, organization and management are critical to assessing and meeting the demands of marketing to potential clients, cultivating and maintaining sound relationships with suppliers and vendors, ensuring sufficient staffing and efficient business operations, and maintaining compliance with State Bar regulations and court orders and rules. Office in a Flash is a free program designed to address these areas and more for those young lawyers interested in starting their own law firm.

8. * Achievement of Goals / Impact (What were the goals and objectives of this project?)

Text Response

The success of Office in a Flash can be measured by the number of young lawyers who are interested in starting their own firm that this project reached. While we do not know the number of lawyers interested in starting their own law firm, we know that over 400 copies of Office in a Flash were provided to young lawyers in Texas. In addition, Office in a Flash had 1,500 hits on its website during the past six months. Finally, Office in a Flash has been presented to over 500 lawyers throughout the State of Texas during the past year, and was included in the course materials flash drive for the State Bar Annual Meeting.

9. If goals were not met, why not?

Text Response

They were!

10. * Will this be a recurring affiliate project?

#	Answer	Bar	Response	%
1	Yes		1	100%
2	No		0	0%
	Total		1	

11. If yes, will you make any revisions?

Text Response

Yes, we plan to continue to distribute Office in a Flash via flash drive and on the TYLA website in the future. We plan to add additional material to the existing version of Office in a Flash such as additional forms, new free CLE programs on small law firm management, and updating the various sections to comply with any changes in the law or in availability of services.

12. * How many young lawyer members actually participated in this project?
(Consider young lawyer involvement in all the different stages of the project...planning, organization, implementation, and/or presentation.)

#	Question	How many young lawyer leadership (officers, directors, board membership)?	How many young lawyer committee members?	How many young lawyer general membership?
1		6.00	15.00	10.00

13. * Was the project conducted with the Senior Bar?

#	Answer	Bar	Response	%
1	Yes		0	0%
2	No		1	100%
	Total		1	

14. * What other groups or individuals participated and in what numbers?

Text Response

Several young lawyer groups participated by asking TYLA to present the project to their membership such as the Austin Young Lawyers Association, the Dallas Association of Young Lawyers, and the State Bar Solo and Small Firm Section, and the Law Practice Management Committee.

15. * What do you think is the optimum amount of members needed to carry out this project?

Text Response

2-5

16. * How much time did it take to organize the project?

Text Response

5 attorneys at 15 hours each

17. * How much time did it take to recruit members for the project?

Text Response

5 hours

18. * How much time did it take to carry out the project from beginning to end?

Text Response

15 attorneys at 10 hours each and 2 attorneys at 40 hours each

19. * What was the cost of this project excluding in-kind/donated services?

Text Response

\$5,000

20. * How was the project funded?

Text Response

TYLA Budget

21. * How long did it take to raise the funds needed for this project?

Text Response

Six Months

22. * What suggestions/recommendations would you make to other young lawyer groups who would consider undertaking a similar project?

Text Response

The more forms we can provide the better. Also suggest working with State Bar CLE committee so at least 1 free hour of CLE can be provided. That has been a very popular component.

2. * Division (Figures are for the young lawyer membership of your organization)

#	Answer	Bar	Response	%
1	State Affiliate: 8000 or more		1	100%
2	State Affiliate: Between 3000 and 8000		0	0%
3	State Affiliate: 3000 or less		0	0%
4	State Affiliate: New Affiliate (within last 3 years)		0	0%
5	Local Affiliate: 2000 or more		0	0%
6	Local Affiliate: Between 800 and 2000		0	0%
7	Local Affiliate: 800 or less		0	0%
8	Local Affiliate: New Affiliate (within last 3 years)		0	0%
9	National Affiliate		0	0%
	Total		1	

3. If Comprehensive Application, Project Number

Text Response

1. The Little Voice - Service to the Public

4. * Type of Project

#	Answer	Bar	Response	%
1	Educational		1	100%
2	Legislative		0	0%
3	Commemorative Events		0	0%
4	Pro Bono Projects		0	0%
5	Diversity		0	0%
6	Disaster Recovery		0	0%
7	Competitions		0	0%
8	Special Events		0	0%
	Total		1	

5. * Degree of Change or Growth

#	Answer	Bar	Response	%
1	New Project		1	100%
2	Continued Project		0	0%
	Total		1	

6. * Project Description(Please provide a brief description (750 words or less) of your project. Be sure to include a description of the role(s) played by the young lawyer volunteers in the undertaking of this project; any products resulting from the project; and in the case of continuing projects, if they have been expanded, explain how.)

Text Response

Four children die and 18,000 suffer every day from child abuse in this country. Most people do not know they have a statutory obligation to report suspected abuse. In an effort to help combat child abuse and to educate the public about our obligation to report it, TYLA created a multi-media project entitled The Little Voice – Recognizing Child Abuse and Your Duty to Report It. The Little Voice consists of a 15 second radio public service announcement, a 30 second television PSA (available in both English and Spanish), and a 35 minute video that educates those who care for children about how to recognize child abuse and our statutory duty to report it. The video (copy included in DVD and available at www.tyla.org/thelittlevoice) includes the story of three victims of child abuse with information from experts in the field. Each victim suffered from a different form of abuse and each tells their personal story of what they went through physically and emotionally as child victims and how they survived child abuse. Victor Rivers, an actor, former professional football player, and now advocate, agreed to participate at no charge. The PSAs address children's unwillingness to talk about their abuse. Most children hide their abuse because they have been threatened by their abuser or because they are not aware that the abuse they are subjected to is wrong. The PSAs tell the story of "Alex the liar." "Alex" is a victim of child abuse who lies about things such as where he got the bruises on his arms and why he didn't get his homework done. TYLA also created a poster that contains information outlined in the video, child abuse hotline phone numbers, and a list of additional resources on child abuse. The pamphlet folds out into a poster of the poem that inspired the name of the project "The Little Voice." The pamphlet is available in both English and Spanish. The committee also created pencils, band aids, magnets and tattoos for marketing.

7. * Needs Assessment(What was the reason for undertaking this project? e.g. was the project internally or externally motivated; was there a need in the community for the project; was there a target audience?)

Text Response

TYLA assessed that the public generally was not aware of its obligation to report child abuse, and with four deaths every day and over 18,000 abused children every day, educating the public about its statutory obligation fills a significant need. This project was internally motivated. There was no previous project in the state to educate the public and professionals who work with children about our obligation to report suspected abuse like The Little Voice. Our objective was to create resources that could be used in Texas and in other states to effectively educate those who take care of children about recognition of abuse and reporting obligations. The Little Voice addresses the signs that may indicate a child is being abused, the emotional and physical damage abuse can cause a child, and the legal duties the community and professionals have to report suspected child abuse. Our goal is to reach as many individuals as possible through radio, television, and personal presentations with the video.

8. * Achievement of Goals / Impact (What were the goals and objectives of this project?)

Text Response

The committee began marketing efforts in November with a 20 mile walk for which we raised over \$7,000 for Prevent Child Abuse Texas. The video and PSAs were completed in March 2011, and our goals are already being realized. We issued multiple press releases, which created interest by way of radio interviews. We have distributed over 2000 copies of the video and 2400 copies of the posters have been distributed to agencies and venues across the state at no cost to them. The video is available as a DVD or online for download by any interested party on the TYLA website and will be available in Spanish later this summer. We have had over 1300 hits on our website, the PSA has played over 1200 times on the radio and is playing on every major television market in Texas. In addition, the video has been presented at the following venues to date: State Bar of Texas Board of Directors, January 29, 2011 in Austin, Texas (approximately 100 attendees). Prevent Child Abuse Texas, Walk to Action, November 6, 2010 in San Antonio, Texas – TYLA raised over \$7,000 for this fundraising campaign (approximately 150 attendees). Texas Bar Foundation, Board of Directors Meeting held on March 4, 2011 in Austin, Texas (approximately 30 attendees). Twenty-Fifth Annual Conference on the Prevention of Child Abuse, February 28-March 1, 2011 (approximately 80 attendees). Texas CASA State Annual Meeting, March 25, 2011 (approximately 60 attendees). DAYL, Lawyers Serving Children CLE, March 31, 2011 (approximately 100 attendees). Chick Lit luncheon benefitting Community Partners of Dallas held on April 1, 2011 (approximately 750 attendees). The "Go Blue Day Rally" put on by Senator Carlos Uresti and the Blue Ribbon Task Force on the Steps of the Texas State Capital on April 6, 2011 (approximately 50 attendees). April 21, 2011 premier of the video at the Angelica Movie Theatre in Dallas.

9. If goals were not met, why not?

Text Response

Goals were met!

10. * Will this be a recurring affiliate project?

#	Answer	Bar	Response	%
1	Yes		1	100%
2	No		0	0%
	Total		1	

11. If yes, will you make any revisions?

Text Response

Yes, this project should be continued next year. I recommend following up with the contacts this year and recruiting others to help TYLA roll-out The Little Voice.

12. * How many young lawyer members actually participated in this project?
(Consider young lawyer involvement in all the different stages of the project...planning, organization, implementation, and/or presentation.)

#	Question	How many young lawyer leadership (officers, directors, board membership)?	How many young lawyer committee members?	How many young lawyer general membership?
1		25.00	19.00	30.00

13. * Was the project conducted with the Senior Bar?

#	Answer	Bar	Response	%
1	Yes		1	100%
2	No		0	0%
	Total		1	

14. * What other groups or individuals participated and in what numbers?

Text Response

TYLA is working in conjunction with schools, parent and community organizations, such as PTA associations, and professional organizations such as CPS, CASA and Prevent Child Abuse Texas, Inc. to distribute and present the film across the State of Texas.

15. * What do you think is the optimum amount of members needed to carry out this project?

Text Response

TYLA created this project specifically so affiliates could use it across the state. National child abuse reporting numbers were used. At this point, a few people could take the video or use the PSA and/or posters and educate the public at little to no cost.

16. * How much time did it take to organize the project?

Text Response

Three months

17. * How much time did it take to recruit members for the project?

Text Response

Three months

18. * How much time did it take to carry out the project from beginning to end?

Text Response

Ten months

19. * What was the cost of this project excluding in-kind/donated services?

Text Response

\$47,500

20. * How was the project funded?

Text Response

TYLA received a generous grant from the Texas Bar Foundation. Additional funding came from the TYLA budget.

21. * How long did it take to raise the funds needed for this project?

Text Response

Three months

22. * What suggestions/recommendations would you make to other young lawyer groups who would consider undertaking a similar project?

Text Response

We recommend working with local child abuse nonprofits and agencies to reach the right audiences. We also recommend working with school districts, churches, EMC departments to reach broad audiences.