Committee Leadership Guide

2018-2019

Key Resources

Section of Litigation Web Page:
http://www.americanbar.org/groups/litigation.html

Section of Litigation Leadership Portal:
http://www.americanbar.org/groups/litigation/leadership_portal.html
## TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Topic</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Organizing Your Committee and Communicating with Leadership</td>
<td>2</td>
</tr>
<tr>
<td>Welcoming New Committee Members &amp; Outreach to Dropped Members</td>
<td>6</td>
</tr>
<tr>
<td>Using Committee Listserv Emails</td>
<td>8</td>
</tr>
<tr>
<td>Your Committee’s Webpages and E-Newsletter</td>
<td>11</td>
</tr>
<tr>
<td>Committee Book Projects</td>
<td>15</td>
</tr>
<tr>
<td>Committee CLE</td>
<td>18</td>
</tr>
<tr>
<td>Sound Advice</td>
<td>20</td>
</tr>
<tr>
<td>Committee Roundtables</td>
<td>22</td>
</tr>
<tr>
<td>Planning and Promoting a Regional CLE Meeting</td>
<td>26</td>
</tr>
<tr>
<td>Social Media</td>
<td>34</td>
</tr>
<tr>
<td>Meeting Sponsorships</td>
<td>35</td>
</tr>
<tr>
<td>Working with Section Sponsors</td>
<td>37</td>
</tr>
<tr>
<td>Working with Section Staff</td>
<td>39</td>
</tr>
<tr>
<td>Calendar Tools</td>
<td>40</td>
</tr>
</tbody>
</table>
ORGANIZING YOUR COMMITTEE & COMMUNICATING WITH LEADERSHIP

Committee leaders are a crucial link to Section members. Section members become and remain engaged with the Section through its committees. Volunteer committee leaders are the committee’s co-chairs, who are appointed by the Chair of the Section, and the committee’s vice chairs, subcommittee chairs and editors, who are appointed by the committee co-chairs.

Active and committed subcommittee chairs are critical to every committee's success. Subcommittees support and accomplish committee goals, which advance the Section’s initiatives.

Committee co-chairs determine the tenure and goals for each of the subcommittee chairs.

Subcommittee Structure

Subcommittees are the workers who deliver committee benefits and perform committee activities. They can be structured in one or more ways. Some common structures are, for example:

- **Issue Orientation** – ADR, Ethics, Electronic Discovery, Private Equity Litigation, Internet Litigation, International Litigation, Damages
- **Interest Orientation** – Work-Life Balance, Rainmaking, Women in Products Liability, Mentoring
- **Substantive Practice Area Orientation** – Medical Devices, Trade Secrets, Directors’ and Officers’ Liability Insurance
- **Region or Circuit Orientation** – Northeast Region, “Circuit Notes” for the Eighth Circuit Court of Appeals
- **Function Orientation** – Newsletter, Program, Membership, Diversity, Social Media

Every committee should have at least the following subcommittee chairs:

- **Membership Chair(s)** – to help achieve the goals of committee membership growth, diversity, and inclusion
- **Newsletter and Website Editor(s)** – to coordinate the editorial content and production of the committee website and e-newsletter
- **Book Chair(s)** – to work hand in hand with the Sections Book Publishing Board and lead committee book projects, such as model jury instructions or 50-state surveys, and any special reports that the committee develops
- **Program Chair(s)** – to plan the content—including topics and speakers—for Regional CLE Meetings, Committee Roundtables, Section Annual Conference/ABA Annual Meeting programs, CLE Seminars, and Sound Advice podcasts.
- **Social Media Chair(s)** – to set up and maintain a group under the Section’s LinkedIn page for that committee to have its own presence on social media.
The subcommittee structure can be creative and flexible. If committee co-chairs meet a lawyer with a keen passion in an area relevant to their committee's focus, they should consider inviting that member to head up a new subcommittee on the topic.

---

**Subcommittee Chair Appointments**

In appointing subcommittee chairs, committee chairs need to be mindful of Goal III of the American Bar Association (ABA) and the Section's Diversity Plan. The Section of Litigation is committed to ensuring diversity and equal opportunity, and expects that your subcommittee appointments will reflect these goals.

At the start of each bar year, co-chairs should call every person on their roster of subcommittee chairs and obtain a renewed commitment to the committee. For those subcommittee chairs who have had a problem with commitment, determine whether it is time for a change. Depending on the circumstances, extend another invitation, but assign a task that will require a relatively prompt response. If there is a problem with the response (quality, timeliness, etc.), then it is time for a change.

Recognize the “drag” on personal time and the committee’s energy of having nonresponsive subcommittee chairs on the roster. No one wants vacancies on a subcommittees roster, but a vacancy is better than “in name only” subcommittee chairs. These appointments give a false sense of support and impede the search and appointment of a fully committed replacement. (See “Recruit New Subcommittee Chairs” below.) Note: If you are considering the nomination of a subcommittee chair working for a corporate firm or entity, please confer with your division director as there may be a conflict of interest with current Section relationships.

Whether reappointing someone or making a new appointment, appoint subcommittee chairs to a one-year term by way a formal appointment letter. This letter should set out the committee co-chairs’ expectations for the subcommittee chair in the coming year. A letter is also useful for subcommittee chairs who must negotiate their firm’s leadership for approval to participate in ABA activities.

Letters should address the need for:

1. Consistent participation in monthly committee leadership calls
2. Attendance at the Section Annual Conference
3. Attendance at the ABA Annual Meeting or another Section CLE Conference of the member’s choosing
4. Attendance at committee events held at the Section Annual Conference, ABA Annual, or any other committee events
5. Submission of a newsletter article or program idea on a regular basis
6. Support of specific publications and/or programming activities that the subcommittee chair will deliver
7. Assistance in the recruitment of new members

Consider appointing subcommittee vice chairs for the more important or time-consuming subcommittees. Promotion to the position of vice chair is a natural move for successful subcommittee chairs.
Please note that appointment to a vice-chair position does in no way guarantee future appointment to a committee co-chair position. While the chair-elect of the Section will take into account the work of a vice chair when considering appointments, the vice chair position is not a succession to the co-chair position.

Subcommittee Chair Responsibilities

Subcommittee chairs are usually expected to:

- Propose program ideas for the ABA Annual Meeting, Section Annual Conference, or Regional CLE Meetings
- Submit newsletter and website articles and Practice Points
- Join in committee & Section’s social media activities
- Participate in committee book projects
- Assist in preparing House of Delegates resolutions relevant to the committee’s area of interest
- Recruit new and continue to engage current Section and Committee members
- Attend ABA Annual or another Section CLE Conference of the member’s choosing, Section Annual Conference, and all committee meetings
- Participate regularly in committee activities
- Participate in strategic planning for the committee
- Support the programs of the committee.

Leadership Communication Tips

Committee chairs' regular follow-up with their subcommittee chairs is essential to the success of the committee.

Early in the bar year, set a schedule of regular conference calls in which the committee's business can be discussed and moved forward. Host “open” monthly calls for all members. Using FreeConferenceCall.com if a corporate conference call system is not available. Committees host regular calls for special interest groups within their committees as well.

Announce conference call information using emails, listservs, and your website. Include an agenda for the call. Schedule calls in which subcommittee chairs will be asked to report on their progress and any significant issues on a regular basis. If a subcommittee chair misses two or more conference calls, find out why. If a chair misses calls and his or her work is lagging, someone else may need to pitch in or take over.

Include highlights of the calls in listservs, so that all subcommittee chairs and rank and file members are kept up to date with activities.

Engage subcommittee chairs by offering opportunities to contribute in material, substantive ways. Establish a set of substantive projects and deadlines that will ensure the active involvement of subcommittee chairs and other committee members. For example, prepare an 11-month timeline during which each subcommittee is scheduled to deliver an original article for the committee’s newsletter or
website, in addition to website Practice Points items. With goals and deadlines set for each subcommittee, identification of those subcommittees that need stronger leadership will be easier and more active participation from the stronger subcommittee chairs is more likely.

Reach out to each subcommittee chair at least twice during the bar year and ask how the year is going. Listen to the responses and adjust your support and expectations accordingly.

At every Section Annual Conference, Section CLE meeting where the committee has a presence, or committee event, plan a “pay on your own” dinner or event. These give everyone an opportunity to meet and socialize with the committee leadership, which will strengthen and enrich commitment within the committee.

Schedule a committee business meeting or substantive discussion when you have the opportunity. If non-committee members are welcome, be sure to bring recruiting materials.

Recruit New Subcommittee Chairs

When different or additional subcommittee chairs are needed, ask active subcommittee co-chairs to recommend others for the open position.

For openings, use listservs, the committee website, social networking, and co-chair letter to identify available positions of current need. Interested candidates are more likely to respond if they know the expected commitment. Avoid posts or requests that do not identify the open position.

Post information for regularly scheduled committee conference calls on your webpage and in listservs to allow those who are considering becoming more active to develop some idea of committee activities and leader personalities.

Invite peers, colleagues, adversaries (collegial ones only!), and firm associates to join you in committee work by appointing them to vacancies. Again, if you are considering the nomination of a subcommittee chair working for a corporate firm or entity, please confer with your division director.

Once a member volunteers, put him or her to work immediately. This will prove your need and openness, and show that a real opportunity exists. Before recruiting, have at least two or three assignments that need attention soon, and give new volunteers their choice of two assignments. Reply as soon as any offer to help comes in.

For Additional Information

Contact the Section’s Committees Manager
Heather Nichols at heather.nichols@americanbar.org

WELCOMING NEW MEMBERS & OUTREACH TO DROPPED MEMBERS
When new members join a committee, the ABA system automatically sends an email (nominally from the committee chairs, but system-generated) welcoming them to the committee and copying the committee chairs. Committees should supplement the Section’s efforts with a “welcome stream” of their own. Once the system is created, the workload involved in maintaining and executing it is modest. Contacting each new member promptly and personally is a great way to create engagement and find volunteers for committee activities. We also know that statistically, committee engagement is one of the strongest predictors of continued membership in the Section.

Many committee chairs appoint someone on the committee to be in charge of welcoming new members. It should not be a time-consuming task, but it is an important one.

A welcome stream could include:

- An email, personalized letter, handwritten note, or phone call welcoming the new committee member. Many committees have used each of these methods.

<table>
<thead>
<tr>
<th>Channel</th>
<th>Advantages</th>
<th>Disadvantages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Email</td>
<td>+Prepared in advance</td>
<td>-Can be lost in email flurry</td>
</tr>
<tr>
<td></td>
<td>+Can include links</td>
<td>-Not all members provide email addresses</td>
</tr>
<tr>
<td></td>
<td>+Can include attachments</td>
<td>-Less personal</td>
</tr>
<tr>
<td></td>
<td>+Easy to Locate Emails in Member Directory</td>
<td></td>
</tr>
<tr>
<td></td>
<td>+No cost</td>
<td></td>
</tr>
<tr>
<td>Letter</td>
<td>+Prepared in advance</td>
<td>-More time consuming</td>
</tr>
<tr>
<td></td>
<td>+Stands out from email</td>
<td>-Non-reimbursable postage costs</td>
</tr>
<tr>
<td></td>
<td>+Can include hard copy attachments</td>
<td></td>
</tr>
<tr>
<td>Written note</td>
<td>+Most personal</td>
<td>-More time-consuming</td>
</tr>
<tr>
<td></td>
<td>+Can include hard copy attachments</td>
<td>-Non-reimbursable postage costs</td>
</tr>
<tr>
<td>Telephone call</td>
<td>+Most personal</td>
<td>-Most time-consuming</td>
</tr>
<tr>
<td></td>
<td>+Encourages two-way communication</td>
<td>-No additional information can be attached</td>
</tr>
</tbody>
</table>

- The initial contact should introduce committee activities such as the newsletter, website, Sound Advice podcasts, CLE programming, upcoming roundtables, books, or other long term projects, etc.
- The initial contact should highlight what the committee is doing in the next 100 days and encourage the new member’s participation. For example, an initial contact to a member joining in February would encourage Section Annual Conference attendance, while an initial contact to a member joining in May would encourage ABA Annual Meeting attendance, along with your committee’s dinner (paid for by each participating member), practice area lunch, business meeting, CLE program, or other activities at the upcoming meeting.
- In drafting an introductory letter or email, recall that new members may not know how the Section and the committee work. Initial contact should explain the benefits and activities of the committee.
- In addition to mentioning committee activities, early contact with a new member should ask about the member’s areas of interest and expertise. This information should be forwarded to the appropriate subcommittee chair or publication editor for a follow-up call.
• While initial welcome contact is great, periodic follow-up contact is the key to getting members involved. Follow-up contact could include contact from:
  • Web editor
  • Newsletter editor
  • Book chair
  • Social Media Chair
  • Program chair
  • Subcommittee chair (when the new member has expressed an interest in a particular area of expertise).
• The contacts should be spread over a multi-month period. A flurry of initial activity followed by no activity is less likely to generate sustained interest than a steady stream of contacts.

In addition, in the middle of each month, committee co-chairs receive an email prompt to retrieve their list of “drops” and “adds” to their committee roster from the month prior. The “adds” are the new members who received the automatic emails when they joined. This is a good time to double check whether they have been contacted.

The “drops” are members of a committee who have ceased to be members, whether they asked to be dropped or allowed their Section or ABA membership to lapse. These people should also be contacted since many are not aware they are no longer members. They already know the benefit of membership and may be persuaded to rejoin.

In the monthly email alert that you receive, you can find a Quick Guide to Contacting Drops that is a one pager explaining ways you can reach out to your drops to reinstate them. While the Section of Litigation is not able to provide email addresses for added or dropped members, you can easily look these members up in the ABA Membership Directory located on the ABA homepage.

For Additional Information
Contact the Section’s Committees Manager Heather Nichols at heather.nichols@americanbar.org
USING COMMITTEE LISTSERV EMAILS

One of the best ways for a committee to keep in contact with its members is through listserv emails. Committee emails can convey useful information, inform members of committee activities and opportunities, and seek volunteers and ideas. Committee chairs may appoint someone on the committee to be in charge of preparing emails to committee members and working with ABA staff on distribution.

Guidelines for listserv emails include:

- Each committee may send up to two emails a month to its members.
- Your request must come to the Section staff from one of your committee’s co-chairs or a co-chair must be copied on the request.
- Include a subject line for the email.
- Provide only the final text—in Microsoft Word or plain text format—as you would have it presented to recipients. Staff may suggest minor edits and will add hyperlinks as needed.
- The messages may not include attachments, but information can be uploaded to the committee website, and a link to that information can be included in the email.
- Each message must include a salutation and end with the name, title, and email address of a committee co-chair or another member of committee leadership.
- Staff may take up to 3 business days to send the message out to the committee.

All requests for committee-wide email messages should be sent to Committees Manager Heather Nichols at heather.nichols@americanbar.org
**Sample Schedule for Committee Listserv Emails**

You can customize the sample monthly listserv schedule below as a template to create your committee’s listserv calendar.

<table>
<thead>
<tr>
<th>Month</th>
<th>Topics</th>
<th>Due Date</th>
<th>Assigned To</th>
</tr>
</thead>
<tbody>
<tr>
<td>August</td>
<td>– Introduce new committee co-chairs</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>– Advertise subcommittee co-chair openings</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>– Highlight committee activities at the ABA Annual Meeting</td>
<td></td>
<td></td>
</tr>
<tr>
<td>September</td>
<td>– Provide 3–5 Best of Committee Content articles or audio content</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>– Remind members of subcommittee chair openings</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>– Announce full committee conference call open to all members to be held in October</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>– Announce Regional CLE Meeting and/or Committee Roundtable webinar, and selected SAC programs.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>October</td>
<td>– Remind members of full committee open conference call</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>– Solicit authors for model jury instruction or 50 state survey book project</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>– Announce subcommittees members may join and the subcommittee chairs</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>– Call for articles and Practice Points items for newsletter and website</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>– Invite members to join LinkedIn group</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>– Solicit ideas for House of Delegates resolutions</td>
<td></td>
<td></td>
</tr>
<tr>
<td>November</td>
<td>– Provide link to first Sound Advice podcast</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>– Invite members to submit Sound Advice topics</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>– Announce first Committee Roundtable to be held in December</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>– Remind members of opportunity to participate in the 50-state survey book project</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>– Announce any committee CLE seminar or regional committee meeting</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>– Give progress update on committee activities</td>
<td></td>
<td></td>
</tr>
<tr>
<td>December</td>
<td>– Remind members of first Committee Roundtable to be held in December</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>– Give progress update on committee activities</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>– Remind members of opportunity to participate in model jury instruction or 50-state survey book project</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>– Remind members of any committee CLE seminar or Regional CLE Program</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Month</td>
<td>Activities</td>
<td></td>
<td></td>
</tr>
<tr>
<td>--------</td>
<td>------------</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
| **January** | - Remind members of any committee CLE seminar or regional committee meeting  
- Announce full committee open conference call to be held in February  
- Call for articles and Practice Points items for newsletter and website |
| **February** | - Provide link to second Sound Advice podcast  
- Full committee open conference call reminder  
- Announce committee activities to be held at Section Annual Conference  
- Substantive update on your committee’s area of the law  
- Solicit ideas for special committee projects  
- Solicit ideas for House of Delegates resolutions |
| **March** | - Announce committee activities at Section Annual Conference  
- Announce second Committee Roundtable to be held in April  
- Provide highlights of any committee CLE seminar or regional committee meeting |
| **April** | - Promote attendance at the Section Annual Conference  
- Remind members of second Committee Roundtable to be held in April  
- Call for articles and Practice Points items for newsletter and website  
- Highlight committee activities at Section Annual Conference |
| **May** | - Provide link to third Sound Advice podcast  
- Promote newsletter and solicit articles |
| **June** | - Provide link to fourth Sound Advice podcast  
- Remind members of third Committee Roundtable to be held in July |
| **July** | - Call for articles and Practice Points items for newsletter and website  
- Promote committee activities at ABA Annual Meeting |

For Additional Information

Contact the Section’s Committees Manager Heather Nichols at [heather.nichols@americanbar.org](mailto:heather.nichols@americanbar.org)
YOUR COMMITTEE’S WEBPAGE & E-NEWSLETTER

Overview

Your committee’s webpages and e-newsletter are a crucial benefit to your committee members. Practical and thought-provoking content provides value to the majority of your committee members, whose only contact with your committee is through its webpages and newsletters. Committees that produce useful content engage and retain Section members by helping them excel in their profession and stay abreast of practice points, legal analysis, and developments in their fields. In addition to producing important member benefits, a strong editorial subcommittee is richly rewarded with the opportunity to serve its committee by working hard to offer this member benefit, and volunteer editors often pursue and are rewarded with larger roles in Section leadership.

How to Support Great Content Generation

- Editorial subcommittee structure and staffing are key.
- Ensure that your editors understand the work of your committee and its subcommittees, as well as each subcommittee’s topic areas.
- Help your editors build an Editorial Board structure that addresses those areas.
- When seeking your top-tier editor(s), look for previous experience in writing and editing.
- Require your subcommittee chairs to help the editors develop content.
- Consider themed newsletter issues to ease issue planning and article solicitation.
- Set and communicate firm deadlines well in advance.
- Enlist the active support of each subcommittee by challenging them to produce at least two articles a year and one Practice Points piece each month.
- Invite two editors to attend the annual Editors’ Symposium, held each year during the Fall Leadership Meeting.

Personal Attention Makes a Difference

- The attention you pay to your committee webpages ensures that both the substantive and administrative sections of your webpages stay current and are of value to your members.
- Check your webpages weekly. Become familiar with the types and quality of content they contain and the frequency with which they are updated.
- Require regular editorial planning conference calls, and participate in them.
- Read the quarterly Content Management Committee (CMC) review of your webpages and newsletter and discuss it with your committee’s editors.
- Always keep an eye out for potential topics and authors and pass your ideas to your editors.
- Use listserv emails to solicit articles from members for upcoming issues.
- Use listserv emails to promote “hot” content posted to your webpages as Practice Points and articles.
- Keep an eye out for articles on other committee webpages that might enhance your offerings and consider repurposing content from other committees in your newsletter.
What Is Administrative Content?
A committee’s administrative content consists of your website’s message from the chairs, mission statement, announcements, and subcommittee rosters. While the rosters are now automatically updated from the membership database, it is up to you to be sure that your message is fresh and relevant, and that your announcements are current. More guidance on administrative content can be found on the Section’s Editors’ Resource Center webpage - (see “For Additional Information” below).

Resources Needed

Committee Resources: Co-chairs should appoint a sufficient number of editors to cover the recruitment of authors for articles on all subtopics in the committee’s field. It is also advisable to appoint at least one editor to take care of Practice Points, which are short, blog-like pieces of content that should be posted frequently to your committee webpage. Committees typically have two or more newsletter editors and website editors, including at least one editor specifically assigned to Practice Points. You should encourage all of your committee editors to plan content together and to support one another’s efforts.

Content Management Committee: The CMC is available to help you build and maintain your content production infrastructure. Each committee has a CMC member overseeing its content. Along with reviewing your webpage and newsletter production on a quarterly basis, your CMC member is experienced in understanding the challenges committees face with content production and can help you structure your subcommittee, find resources, or work through problems you may encounter. Reach out to your CMC member for any support you may need.

Staff of Litigation: The Section of Litigation’s publications department includes staff editors assigned to work with your committee’s editors on content production and to assist you in posting your administrative content. Staff editors edit your committee’s materials, prepare and send your committee’s e-newsletters, and post content to your webpages. Staff and the CMC confer regularly and host the annual Editors’ Symposium at the Fall Leadership Meeting to offer hands-on training to your committee editors.

ABA Technical Resources: The Section of Litigation provides staffing and the ABA provides technical solutions and support to accommodate the display and distribution of committee content.

Project Plan

Substantive Content
A committee’s substantive content consists of articles and blog-like postings that offer practice-oriented advice on, e.g., business development, litigation skills, work-life balance, and legal analysis related to the committee’s areas of interest. Each committee has two separate webpages where it posts this content: one page for short Practice Points pieces and another for Articles (for more guidance on the distinctions and requirements for each, see “For Additional Information” below).
Each committee is encouraged to send quarterly e-newsletters to its membership. An e-newsletter consists of four or more articles, two or more Practice Points, and announcements and advertisements for Section and committee products and activities. Below is a generic schedule template for producing a committee e-newsletter. Please note that in this model, articles are collected and sent to the Section’s staff editor in a single batch for processing into a newsletter. This is a good process for analytical material that is not time-sensitive. For other material that may need a faster turnaround, committees are encouraged to post articles as soon as they are available. These can be posted to the web within 1-2 days by the Section’s staff and included in the e-newsletter when it is sent.

Completion of the following items will take about 60 days, so plan accordingly and start early.

<table>
<thead>
<tr>
<th>Task</th>
<th>Lead Time</th>
<th>Assigned To</th>
</tr>
</thead>
<tbody>
<tr>
<td>Planning conference call.</td>
<td>1 day</td>
<td>Co-chairs, Editors</td>
</tr>
<tr>
<td>Contact authors.</td>
<td>5 days</td>
<td>Editors</td>
</tr>
<tr>
<td>Check in with authors.</td>
<td>15 days</td>
<td>Editors</td>
</tr>
<tr>
<td>Manuscripts to editor(s).</td>
<td>5 days</td>
<td>Editors</td>
</tr>
<tr>
<td>ABA deadline.</td>
<td>10 days</td>
<td>Editors</td>
</tr>
<tr>
<td>Processing by Section staff.</td>
<td>16 days</td>
<td>Staff Editor</td>
</tr>
<tr>
<td>Final Review.</td>
<td>2 days</td>
<td>Editors</td>
</tr>
<tr>
<td>E-Newsletter sent.</td>
<td>2 days</td>
<td>Staff Editor</td>
</tr>
<tr>
<td>Distribute to authors</td>
<td>0</td>
<td>Editors</td>
</tr>
<tr>
<td>Total Business Days</td>
<td>56</td>
<td></td>
</tr>
</tbody>
</table>
For Additional Information

You will find extensive information on committee content production on the Section's Editors’ Resource Center webpage (see link below). This Resource Center includes definitions of the different types of content and guidance on production; editorial guidelines; contact information for staff and Content Management Committee; the committee content style sheet; a list of all Section of Litigation committee editors; a schedule template; and guidance on how to build editorial boards, recruit authors, and more.

The Section’s annual Editors’ Symposium is held every year during the Fall Leadership Meeting and offers hands-on training for volunteer editors. Two editors from each committee are invited and encouraged to attend each year.

http://www.americanbar.org/groups/litigation/resourcecenter.html
COMMITTEE BOOK PROJECTS

Overview

The Section’s book publishing program benefits both Section members and the legal community at-large, and is an important source of Section revenue. Committee book projects have the potential to involve numerous members and provide them the opportunity to create a tangible product that benefits not only the consumer, but also the members that participate in the creation of the book with the satisfaction of contributing to the success of the Section.

Committees are a key source of book projects because of their members’ vast collective experience and legal knowledge. Some of the best books are produced when committee leaders agree on a strong idea and appoint a dynamic person to serve as editor. The editor then coordinates the work of the committee members who contribute individual chapters to the book.¹

As a Section leader in the forefront of litigation practice, you are in the best position to think of book ideas, and in doing so, you may want to ask yourself:

- What topic would litigators in my field of practice find useful, and has the Section published any books on this topic to date?
- What current legal developments could become a cutting-edge topic?
- Has our committee presented a CLE program or produced a newsletter article that could and should be explored in more depth?

Book projects should not be taken lightly, since they are typically multi-year undertakings that require much coordination and perseverance. A volunteer editor, in conjunction with a committee’s book chair, will work with the Book Publishing Board to bring the book to publication. Section of Litigation staff will provide editorial assistance and book marketing once a manuscript is completed.

If you or your committee has a book idea, you can submit your idea to the Book Publishing Board or to Michelle Oberts at michelle.oberts@americanbar.org. If you want to kick some ideas around first, or get some guidance on the best way to proceed, feel free to contact any member of the Litigation Book Publishing Board.

After you have submitted your idea, a member of the Book Publishing Board will contact you to discuss your idea and possibly request that it be followed up with a formal book proposal submission (the Book Proposal Form, is located on the Section’s website).

¹ In addition to this type of collaborative committee effort, books also can be written by a single author or small group of individuals who pursue their own concept through to conclusion.
Resources Needed

Committee Resources: One or two dynamic editors and an author(s) for each chapter.

Section Book Board: Your book proposal must be accepted by the Litigation Book Publishing Board to proceed. In some instances, you may be asked to develop your proposal further and resubmit. Following acceptance, the committee will work with a member book editor assigned to your project.

Staff of Litigation: Section staff will assist with the editing, publication, and marketing of your book.

Project Plan

This is a generic template for a committee book project with two committee editors. The template will need to be customized for a specific book project and book publishing unit.

<table>
<thead>
<tr>
<th></th>
<th>Task</th>
<th>Lead Time</th>
<th>Assigned To</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Solicit member interest in book project through committee listserv.</td>
<td>30 days</td>
<td>Committee Editors, Co-Chairs</td>
</tr>
<tr>
<td>2</td>
<td>Vet and select editors for the proposed book.</td>
<td>60 days</td>
<td>Committee Editors</td>
</tr>
<tr>
<td>3</td>
<td>Prepare list of chapters and identify potential authors.</td>
<td>30 days</td>
<td>Committee Editors</td>
</tr>
<tr>
<td>4</td>
<td>Complete Book Proposal Form and submit to Michelle Oberts at <a href="mailto:michelle.oberts@americanbar.org">michelle.oberts@americanbar.org</a></td>
<td>30 days</td>
<td>Committee Editors</td>
</tr>
<tr>
<td>5</td>
<td>Book Publishing Board reviews proposal and accepts or declines.</td>
<td>30 days</td>
<td>BPB Editors</td>
</tr>
<tr>
<td>6</td>
<td>Once proposal is approved, vet and select chapter authors and identify the chapters they are qualified to write.</td>
<td>60 days</td>
<td>Committee Editors</td>
</tr>
<tr>
<td>7</td>
<td>If not done previously, create detailed outline of book and incorporate feedback from authors.</td>
<td>30 days</td>
<td>Committee Editors</td>
</tr>
<tr>
<td>8</td>
<td>Authors submit first drafts to Editors A and B (each of whom will be responsible for half of book).</td>
<td>90 days</td>
<td>Authors</td>
</tr>
<tr>
<td>9</td>
<td>Editors A and B complete feedback on first drafts.</td>
<td>60 days</td>
<td>Committee Editors</td>
</tr>
<tr>
<td>10</td>
<td>Authors submit second drafts to Editors A and B.</td>
<td>60 days</td>
<td>Authors</td>
</tr>
<tr>
<td>11</td>
<td>Editors A and B complete feedback on second drafts.</td>
<td>30 days</td>
<td>Committee Editors</td>
</tr>
<tr>
<td>12</td>
<td>Authors submit final drafts to Editors A and B.</td>
<td>30 days</td>
<td>Authors</td>
</tr>
<tr>
<td>13</td>
<td></td>
<td>30 days</td>
<td>Committee Editors</td>
</tr>
<tr>
<td></td>
<td>Editors A and B complete final substantive edits of their respective halves of book.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>---</td>
<td>---------------------------------------------------------------------------------</td>
<td>---</td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>The board member assigned to your project completes style edits to manuscript.</td>
<td>30 days</td>
<td>BPB Editor</td>
</tr>
<tr>
<td>15</td>
<td>Editors submit completed manuscript.</td>
<td>10 days</td>
<td>Committee Editors</td>
</tr>
<tr>
<td>16</td>
<td>Anticipated publication date.</td>
<td>4-5 months</td>
<td>Section Staff</td>
</tr>
</tbody>
</table>

For Additional Information

Contact the Section’s Content Development Manager
Michelle Oberts at michelle.oberts@americanbar.org
COMMITTEE CLE

Overview
Members consistently cite high-quality Continuing Legal Education as one of the most important benefits they receive from their membership. A principal goal of the Section of Litigation is to be a leader in promoting and enhancing the professional growth and competence of litigators. A range of CLE options enables a committee of any size to meet its members’ CLE needs, as well as to attract and retain members.

Accredited CLE

- Committee Regional CLE Programs are excellent opportunities for one or more committees to present a stand-alone program or collection of programs on a topic of interest to members. Their principal goal is to provide timely, low-cost CLE to a local audience. The format is generally a full day, half day, or 90-minute program hosted at a law firm, corporate law office, or law school. Thirty to 100 attendees are expected. Once a program has been approved in accordance with the Section’s guidelines, committee chairs are responsible for most aspects of the program, including ensuring that the program is not a loss financially.

- Committee CLE Seminars are larger-scale CLE events presented by a Section committee or committees over one or more days that often include social functions as well as CLE programming. The events are expected to attract 100 to 250 people from around the country. The seminars are fully supported by Section staff—from site selection to post-meeting reporting. Financially, the seminars are required to break even. Current committee CLE seminars are the Corporate Counsel CLE Seminar, the Insurance Coverage CLE Seminar, the Joint Committees CLE Seminar and this year, the Professional Success Summit, and LGBT Forum. Any proposal for a new Seminar must be approved by Council.

- The Section Annual Conference is a three-day CLE intensive held in the spring of each year. This conference offers 30+ CLE programs running from an hour to 90 minutes, in addition to several social and networking events. The ABA Annual Meeting is held in early August. During the meeting, the Section presents CLE programs between an hour and 90 minutes. Meeting chairs typically solicit program proposals well in advance. Program selection for the SAC and ABA Annual is highly competitive; generally, programs must be designed to appeal to a broad audience. Quality written materials are required.

- Webinars are streamed audio and visual presentation on computers. The programs are prepared and presented by leading attorneys and are generally 1-2 hours in length during lunchtime hours. Webinars are a great way for members to conveniently earn CLE.
Non-CLE Educational Opportunities

- Committee Sound Advice is an audio presentation of up to 12 minutes. Your committee should consider offering its members one Sound Advice podcast per quarter. The presenter records the podcast on his or her phone, and the recording is made available to all Section members via your committee’s website and is pushed out to committee members via your committee’s listserv. No written materials are required. There is no CLE credit offered for Sound Advice programs.
- Committee Roundtables are thirty minutes to an hour, telephonic non-CLE programs produced directly by committees and their subcommittees. Members can access them from anywhere at no charge. Committees will pick a topic, find speakers, write a short description, notify their members about the program, and run the call. Section staff will handle registration and caller surveys. Committees are encouraged to offer four Committee Roundtables per year. The programs may be recorded for upload to the Section website as an MP3 file. No written materials are required.
- Committee Practice Area Lunch Programs at Section Annual Conference are an opportunity to attract people to become active members of your committee. These meetings can be used to discuss a substantive topic, for committee business, or both. No audio/visual equipment is available. Written materials are not required, but presenters may provide handouts.

Diverse Speakers Requirement

The Section is fully committed to ABA Goal III—to eliminate bias and enhance diversity in the profession and the justice system. Every program must have speakers who reflect the diversity of our profession. For further information concerning the Section’s diversity, please consult the ABA CLE Diversity Policy.

For Additional Information

See the pages on Regional CLE Programs, Committee Sound Advice, Committee Roundtables, and Section Annual Conference and ABA Annual Meeting programs.
SOUND ADVICE

Overview

Sound Advice recordings of news, analysis of court decisions, and practice tips are a great way to reach and retain committee members. Sound Advice audio recordings are short (8–12 minutes) and easy. No special equipment is necessary. They can be recorded on an iPhone or android device, at home, or in the office. They are a great way to get committee members involved and recognized. The recordings will be available to committee members and are easily accessible from iPhones, Androids, iPads, or similar devices. Because the recordings will also be available to nonmembers on the Section’s website, recordings on intriguing, timely topics and strategies may also increase your committee’s visibility and membership. No written program materials are required, and no CLE credit is given.

Resources Needed

- Committee chair or subcommittee chair for Sound Advice and podcast presenter decide on a topical subject or practice tip relevant to your committee.
- Presenter records the podcast on an iPhone, iPod, or Android, or if needed, a recording device provided by Section staff.
- Presenter completes online submission form found on the Sound Advice home page or here.
- Presenter completes a podcast release form and submit to Heather Nichols.
- Section’s Sound Advice Committee will review the recording for content.
- Staff will notify the presenter and your committee’s Sound Advice Subcommittee chair when the recording will be uploaded to the Section website.

For Additional Information

Contact the Section’s Committees Manager
Heather Nichols at heather.nichols@americanbar.org
COMMITTEE ROUNDTABLES

Overview

The Roundtables program makes it easy for committees and subcommittees to provide free, substantive programming to their members that can be accessed from anywhere. Committee Roundtables are telephonic, non-CLE programs produced directly by committees and subcommittees. Section staff handles registration. Committees pick a topic, find speakers, write a short description, notify their members about the program, promote the program, and run the call. To see a list of upcoming Roundtables or listen to a recorded program, visit the Roundtables webpage.

Roundtables are generally held midday to accommodate members in all time zones and last about 60 minutes. Often, there is a single featured speaker who talks about a case, a change in the law, or practice generally. Groups of two or three speakers have also been popular. Typically, Roundtables are configured so that moderators and panelists are the only ones who may speak. Other participants listen in, and they may submit questions to the moderator by email. Sometimes the speakers provide materials, but they are not required to do so. Some committees provide listeners with links to existing Section articles and recordings on the topic to supplement the program.

The benefit of Committee Roundtables is that they are easy to produce, avoid the significant expense of CLE accreditation (no CLE credit is given), do not require a significant time commitment from the speakers, allow the committee to promote other committee programs and resources, and can be set up quickly in response to new developments in the law (within a month). They are also a terrific member benefit, as Section members can listen in for free from wherever they are, without the need for travel. They can also be used to recruit new members, as Section membership is not required to register. Finally, Roundtables allow committee members to organize programs and/or serve as speakers, which are both excellent professional development opportunities.

As leaders of your committee, you know best what issues would appeal to your members. You could discuss a recently released court decision, legal trends, or new legislation. Or, you could provide an introduction to a specific practice area. Your committee could also discuss networking, client development and management, negotiation, mediation, or other skills-based topics. And because these programs do not include CLE accreditation or require a minimum number of participants, you can be creative and respond directly to the needs of any subset of your members.

Roundtables typically attract between 10 and 200 listeners, with most programs having 20–40 live listeners. Each conference call line can accommodate up to 300 callers.
Interested in presenting a Roundtable? Keep these points in mind.

- The Roundtables Committee is available to help you brainstorm, plan, and promote your program. Your committee will be assigned a specific member of the Roundtables Committee who will be your contact person.
- With rare exceptions, Roundtables must be scheduled at least 30 days in advance, and longer lead-time usually correlates to a higher number of registrants.
- Special rules apply if you want to have a speaker who is an author, consultant, or vendor. Please contact your Roundtables Committee contact before you ask authors, consultants, or vendors to serve as speakers.
- To schedule your Roundtable program, you will complete an online form that asks you to provide your program information, including the date and time you have selected. You may pick almost any date and time, but we ask that you avoid holidays and the weeks when the Section is holding its fall, winter, spring, Section Annual, or ABA Annual meetings.
- After you submit your online form, you will receive a “registration link” that you can use to promote your program. Committees should publicize the events directly to their members to give them the first opportunity to register. Committees are strongly encouraged to use their listservs and social media to promote their programs. The Roundtables Committee will also provide limited promotion through a monthly communication it sends to members of participating committees.
- You may prepare written materials for your program, but they are not required. They need to be submitted two business days before your program so that an online link to the program can be created and included in the reminder email that will be sent to all registrants. Note: If you would like to include an article or other published work that was not created by the Section, please contact the Roundtables Committee for more information on securing permission to use the materials.
- You have the option to create a recording of your program that will be posted online for anyone to hear; your Roundtables Committee contact person can give you the necessary instructions.
- Starting the call requires you to enter a few short commands using your telephone keypad, such as entering a leader code number and muting all the lines so that only your speakers can be heard. Your Roundtables Committee contact will provide you with the details.
- At this time, we are unable to offer webinar Roundtables. Participants connect only by phone, but you are welcome to provide a PowerPoint or similar presentation in advance that participants can download and use to follow along.
- The online submission form, plus additional suggestions and information on Roundtables, including sample scripts you can use to start your call, are available online. Click on the “Overview” link on the Roundtables website for more information.
Resources Needed

- Committee Resources: Your committee recruits one or two members to organize and present the program. Your committee also markets the programs using its monthly listserv, social media and other networking resources. There is no cost to the committee.

- Section Resources: The Roundtable Committee is available to assist committees with programs, and will also advertise Roundtables in Monthly Membership Newsletter and Leadership Update communications.

- Staff Resources: Section staff, using an online registration system, will handle registration and send a reminder to all registrants the day before the call.

- Financial Resources: The Section will cover the cost of all calls.

Project Plan

This is a generic template for a Committee Roundtable. The template can be customized as needed to produce programs more quickly.

<table>
<thead>
<tr>
<th>Task</th>
<th>Lead Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Identify committee leader(s) to take the lead on a particular Roundtable.</td>
<td>40–90 days</td>
</tr>
<tr>
<td>2 Identify potential topic and speaker(s). (Note: Special rules apply for speakers who are authors, consultants, or vendors; seek assistance before inviting one as a speaker.)</td>
<td>30–90 days</td>
</tr>
<tr>
<td>3 Select format (such as 1 speaker, 2+ more speakers, moderator, Q&amp;A) and target program length (generally 30–60 min.).</td>
<td>30–90 days</td>
</tr>
<tr>
<td>4 Select a day/time for program. With few exceptions (e.g., holidays and Section meetings), you may choose any day and time for your program, but we encourage you to select a time between noon and 3 p.m. Eastern so that people from all time zones can easily participate.</td>
<td>30–90 days</td>
</tr>
<tr>
<td>5 Schedule your Roundtable using an online form. When reserving a time slot, you will provide the program description and any other information that will appear on the registration page. This can be revised later if necessary, but committees should use language that, barring changes, is ready to use to recruit listeners. <strong>You must submit this online form at least 30 days before the date of your program.</strong></td>
<td>30–90 days</td>
</tr>
<tr>
<td>6 Working with Section staff, the Roundtables Committee will prepare a registration link and forward it to you, along with additional instructions. Note: It may take up to one week from the date you submit your form online to receive your registration link</td>
<td>30–60 days</td>
</tr>
<tr>
<td>7 Unless you have changes, the registration link is immediately ready to use in promotion.</td>
<td>30–60 days</td>
</tr>
<tr>
<td>8 Committees begin promotion via listservs, websites, and social media. The Roundtables Committee will also provide limited publicity.</td>
<td>30–60 days</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td>9</td>
<td>Identify written materials, if any, and existing articles to provide links to in confirmation emails.</td>
</tr>
<tr>
<td>10</td>
<td>Consider asking a committee member to attend the program and write an article for your e-newsletter or website.</td>
</tr>
<tr>
<td>11</td>
<td>Hold teleconference with speakers to finalize format, discussion points, and the timeline for presentations—including determining order of speakers—and a moderator to start the call and present questions emailed by attendees.</td>
</tr>
<tr>
<td>12</td>
<td>Finalize written materials (if any) and/or links to articles. Provide these to your Roundtables Committee contact person at least 4 business days prior to your program.</td>
</tr>
<tr>
<td>13</td>
<td>Final registration push.</td>
</tr>
<tr>
<td>14</td>
<td>If any changes to the program description or list of speakers need to be made, notify your Roundtables Committee contact.</td>
</tr>
<tr>
<td>15</td>
<td>Standard reminder will be sent to all registrants the day before the program. If you have new language to include, notify your Roundtables Committee contact.</td>
</tr>
<tr>
<td>16</td>
<td>Have a phone call with your Roundtables Committee contact to confirm leader code, muting/unmuting, and recording instructions.</td>
</tr>
<tr>
<td>17</td>
<td>Present program. Organizers and speakers call in 15 minutes early. A Roundtables Committee person can join your call to assist you with muting/unmuting lines if you like.</td>
</tr>
<tr>
<td>18</td>
<td>Send thank you notes/emails to speakers.</td>
</tr>
<tr>
<td>19</td>
<td>If your program was recorded, your program will be posted online within one week. The staff will edit out chatter at the beginning and end of the call.</td>
</tr>
<tr>
<td>20</td>
<td>Post a summary of the program and/or a substantive article on the same topic on your website or in your e-newsletter.</td>
</tr>
</tbody>
</table>

For Additional Information

Contact the Section’s Committees Manager Heather Nichols at heather.nichols@americanbar.org
PLANNING & PROMOTING A REGIONAL CLE PROGRAM

Regional CLE Programs are a great member benefit that committees may provide. They are an opportunity to deliver CLE on specialized topics and in locations where the Section is not presenting a program. They also offer a great opportunity to network with other litigators in a smaller setting. However, unlike other Section CLE meetings, the organizational work for Regional CLE Programs is provided by committee members and their firms—the Section staff only provides the specific support described in the Regional CLE Program Guidelines, and monitors the committee’s compliance with these guidelines. Accordingly, it is very important that any committee wishing to present a Regional be familiar with these guidelines. The committee should refer to the guidelines often, and to be in contact with the appropriate staff or their assigned Regionals Committee liaison if there are any questions or problems.

Tools for Planning a Regional CLE Program

You may find all the necessary planning tools for Regional CLE Programs on the Leadership Portal or by visiting the websites below:

- Regional CLE Program Guidelines
- Regional CLE Program Application
- Budget/Sponsorship Template

Scheduling and Deadlines

A Regional CLE Program Application must be received and approved 12 weeks before the proposed date of the meeting. The Section allows the scheduling of one Regional per week. Regional CLE Programs cannot be scheduled within one week of a Leadership Meeting or the Section Annual Conference.

It is very important that the Committee Leadership and leaders of the program know, and adhere to the timeline and deadline. These deadlines are important—marketing cannot begin until a completed Regional CLE Program application has been received and approved. The ABA needs sufficient time to prepare and send its marketing announcements and get CLE approval. Adhering to all deadlines will help ensure the best possible attendance.

Regional CLE Program Financials

The Section does not provide a budget for Regional CLE Programs. Careful budgeting is essential to your meeting. Any losses will not be absorbed by the Section. The Section will not reimburse such entity unless and until all expenses and all revenues are collected. All expenses and anticipated requests for reimbursement must be outlined in the original budget that is submitted with the application. An itemized
Receipt is required for all expenses that are being reimbursed. Any requests for reimbursement that are not pre-approved will be declined. Nothing should be billed directly to the Section or the American Bar Association.

### Registration

All attendees, including guests, speakers and sponsors must register for the program. No reimbursement will be authorized for travel expenses. **Registration fees may be waived for speakers and sponsors pursuant to the guidelines.** Even if your Regional CLE Program finances break even and meet the Section’s financial requirements, there must be at least 15 paid registrations in order for the meeting to take place.

### Promoting a Regional CLE Program

Two email messages will be sent on behalf of the Section to those in the sponsoring committee(s) and to those who have interest related to your Regional CLE Program in the state and surrounding states. The Section of Litigation Marketing Unit will create an e-brochure that will be available on the registration website and it will be included in the promotional emails that the Section sends. The Section Marketing Unit will also promote your Regional CLE Program with two social media posts on two of the Section of Litigation main platform pages. Organizers of successful Regional CLE Program will reach out to their own contacts, utilize their own networks, and social media to market this program.

### Regional CLE Program Sponsorships

Before your committee seeks in-kind or financial support from law firms, corporations or other sponsors, you must contact the Section of Litigation’s Program Manager Porscha Boyd at porscha.boyd@americanbar.org and you must become familiar with and follow the Section’s rules and limitations on sponsorships. All prospects must be approved by the Revenue Officer and by the ABA (via Section staff) before any solicitation of sponsors can occur. No proposed sponsor may be contacted until approval is granted, which generally takes approximately five weeks. Please see the Regional CLE Program Guidelines for more information.

### Regional CLE Program Planning Responsibilities

Committee Co-chairs are expected to have personal oversight in planning Regional CLE Program. They should appoint a Regional CLE Program chair(s) with responsibility for the following:

- Identifying and securing a host firm/location
- Identifying and securing all speakers and moderators
- Submitting the Regional CLE Program application
- Reaching out to approved prospects to solicit sponsorship funds for the program.
- Promoting the program through personal and professional networks
- Producing program materials
- Managing onsite duties
- Submitting CLE Sign in sheets and a final list of attendees to the ABA within 7 days of the program.
• Submitting all reimbursement requests and itemized receipts within 30 days of the program.
• Submitting ABA approvals for funding, including sponsorships and in-kind contributions, from the Revenue Officer
• Submit all checks and allowable expenses to the staff with the completed post-program evaluation form within 30 days following the program. No vendor may serve as a CLE program chair.

For Additional Information
Contact the Section’s Program Manager
Porscha Boyd at Monica.Anchondo@americanbar.orgporscha.boyd@americanbar.org
SOCIAL MEDIA

The Section has a robust and active social media presence on Twitter, LinkedIn, and Facebook. Committees are encouraged to utilize the Section’s social media presence as an additional means by which to communicate with active and prospective committee members as well as more broadly to the entire Section. Tweets, Facebook, and LinkedIn postings may be submitted to the Section’s Marketing Associate, Aimee Nguyen for inclusion on the Section’s pages.

Social media uses hashtags to find information on certain topics. The Section has official hashtags for their events and products. If promoted by enough individuals, it can trend and attract more individual users to discussion. Some of our official hashtags include #LitigationLeader, #LitigationSAC, #LitigationBooks, #LitigationNews, #LitigationInsurance, etc.

Committees can take advantage of using the Section of Litigation’s main social media channels by submitting posts. Please send your requested posts to the Section’s Marketing Associate, Aimee Nguyen.

In addition, a committee may work with the Social Media Committee to set up a group under the Section’s LinkedIn page for that committee to have as its own presence on social media. For information on how to create a LinkedIn subgroup, please visit the Leadership Portal under LinkedIn Group Setup.

Postings on the Section’s social media sites on behalf of committees by committee members are strongly encouraged but, as with all committee publications, they must be professionally done and noncontroversial so that the Section’s overall goals and image are not compromised. Committees are not allowed to have an independent social network site or presence without approval by the Social Media Committee so that a regularly updated social media presence is consistent with the Section’s goals and image is maintained.

Representatives of the Social Media Committee are available as a resource to committees to assist them with their use of the Section’s social media presence.

For Additional Information

Contact the Section’s Marketing Associate, Aimee Nguyen at aimee.nguyen@americanbar.org

Or Contact Social Media Committee Co-Chairs David Scriven-Young, Lindsay Rollins, or Geoff Miller
MEETING SPONSORSHIPS

The Section of Litigation approves seeking outside financial or in-kind support from law firms or corporations to support Section CLE conferences, seminars and Regional CLE Program. All Section of Litigation sponsorship initiatives must comply with both ABA and Section policies and procedures. **No individual is authorized to seek sponsorship support without the Revenue Officer’s approval. ABA policy requires that all sponsor packages and the firms/corporations being solicited be approved by the ABA Executive Director via the Section’s Business Development Manager.**

In addition to ABA policy (see ABA Policy and Procedures Handbook, Corporate Support/Sponsorship; available from the Business Development Manager), the Section has adopted the following policies:

- All sponsor solicitations must include a written sponsor package, with a comprehensive list of the benefits being offered and the fee. All sponsor packages, for paid or in-kind sponsorships, are to be developed and priced by staff and approved by the Revenue Officer and ABA Executive Director before any discussions with a potential sponsor.
- Sponsorships are only executed after the potential sponsor reviews the package and returns a signed commitment form. Verbal agreements are not allowed.
- Speaker slots are not to be included or offered in connection with any sponsor benefit package. However, speaking opportunities that may be a fit for our sponsor experts should be considered and encouraged by program chairs.
- No sponsor is allowed to address the attendees of a meeting or event they are sponsoring. Section representatives give all recognition at the event unless otherwise approved in special circumstances only by staff, the Revenue Officer and Chair.
- Generally, all event components at the Section Annual Conference and the ABA Annual Meeting (i.e. receptions, luncheons, breaks, dinner dances, etc.) are reserved for corporate Section Sponsors and Meetings Sponsors. There are no event component sponsorships at CLE Seminars or Regional Workshops.
- Law firms in states where either the ABA Annual Meeting or Section Annual Conference is being held that year may not be solicited for other meetings or projects without special authorization from the Revenue Officer.
- In the Section budget process, the budgets submitted for conferences and seminars must indicate the amount that they expect to raise from sponsorships. Once the Council approves the budget, any significant deviation from the amount listed from sponsors must be authorized by the Revenue Officer and Budget Officer.
- The Section has express policy concerning whether consultants/vendors may be involved in Section leadership and in what capacity. The policy is available from the Business Development Manager.
All seminar, conference, and meeting sponsorship prospects (law firm and corporate) **MUST** be submitted to the Section's Business Development Manager approved by the Section's Revenue Officer and the ABA General Counsel's office **PRIOR** to solicitation or acceptance of sponsorship monies. Sponsorships that are not approved before solicitation may be rejected by the Section.

- During program planning, committees should submit all sponsorship prospects to the Section's Business Development Manager in advance of solicitation. For Regional CLE Program, the prospect list will be communicated as part of the application initially submitted to Section staff for approval of the meeting.
- The prospect review and approval process takes a **minimum of four weeks** to complete. Regional approvals are generally a quicker turnaround.

Completion of the sponsorship commitment form will confirm sponsorship. Section staff will ensure that an **INVOICE** is issued to the sponsoring entity from the ABA Finance Department (*sponsors should be discouraged from sending payment without an invoice*). All sponsorship monies will then be collected and deposited by the ABA. Committees should **NOT** use a member’s law firm as the “bank” to hold and redistribute sponsorship monies to vendors.

**Key Sponsorship Terms**

- **Prospects:** List of potential sponsors for Section support or meetings & events
- **Solicitation:** The “ask” for funds in the way of Section or event support
- **Sponsors:** Investors contributing to the revenue of the Section
- **Sponsorship Level:** The amount of investment required to get a certain amount benefits
- **Benefits:** That which is provided to sponsors in exchange for their dollars contributed, i.e., signage, registrations, logos in brochures, etc.
WORKING WITH SECTION CORPORATE SPONSORS

Working with Section Sponsors

Section and Meeting Level Sponsor relationships are managed by the Business Development Manager. However, Committees are key to making these relationships a success. Section and Meeting Sponsors contractually receive top tier benefits and recognition for all appropriate meetings and events and should not be solicited for any additional funds without consent of the BD Manager/Revenue Officer. (This includes Section Sponsors hosting social or networking events in conjunction with Section meetings.) Participating in collaborative initiatives, completing surveys and sharing feedback on engagement with Section and Meetings Sponsors is critical in illustrating our value proposition to our sponsors.

Get Involved

To help move Section and Meetings Sponsor initiatives forward in collaborative ways, the Section has established the Ankura* Relationship Board and the LexisNexis Advisory Board. If you are interested in learning more about either of these boards, please contact the Business Development Manager or Revenue Officer. *(Note: As of August 2018, Ankura completed the acquisition of Navigant’s Disputes, Forensics and Legal Technology (DFLT) segment.)*

Ankura (Section Sponsor):

- As the driving force of its work, the Section’s specialized committees address emerging legal issues for today's litigator through a variety of activities and events. Ankura Partners (corporate liaisons) assist these committees in their planning, programming, and other substantive business throughout the year.
- Ankura will name (at their discretion) a Partner for any number of the open enrollment committees in Divisions IV, V, VI, VII annually.
- Ankura Partners should be considered for positions as subcommittee chairs, newsletter and web authors, and contributors to programs, podcasts, or roundtables ONLY.
- You should hold Ankura Partners to the same standards of participation and deliverables as other committee members. Performance issues with Ankura Partners should be brought to the attention of the Managing Directors and the Section’s Revenue Officer.
- For CLE programs, Ankura Partners should be considered for inclusion in request for proposals for programs and speakers.
- Please keep track of the opportunities (interactions, speaking engagements, business opportunities) you have discussed with Ankura Partners as we will need to report on these in the aggregate. From time to time, your Division Directors will ask for these reports.
- Encourage Ankura Partners to participate in regular committee calls or meetings. Experience has shown Ankura Partners can provide resources to help committees deliver on contemplated member benefits.
Meetings and Annual Sponsors:

- These entities may also provide speakers and resources for programs and projects in the Section. For conferences and seminars, both should be considered for inclusion in request for program proposals and speaking opportunities.
- Committee leaders should track and be prepared to report on their firms’ activities with these entities during the year.

Note: While the Section no longer has a formal non-compete list for any of our corporate relationships, engaging with direct competitors of these sponsors is strongly discouraged. We ask that you look to sponsorship experts first for your program and content needs.

For Additional Information

Contact the Section’s Business Development Manager Madalyn Messer-Brooks, at madalyn.messerbrooks@americanbar.org or

Section’s Revenue Officer, Danny Van Horn at danny.vanhorn@butlersnow.com
WORKING WITH SECTION STAFF

Overview

The Section’s staff is organized into various departments designed to support committees. Your primary contact will be the Committees Unit. However, understanding the Section’s staff’s organization and structure will save you time.

Use staff as a resource and as a source of organizational memory. Odds are what you want to do have been tried before and staff can send you to the leader with the most knowledge about the topic or the benefit. Treat staff as the professionals they are.

The following is a breakdown of staff and their responsibilities:

<table>
<thead>
<tr>
<th>Administration</th>
<th>Children’s Rights Litigation</th>
<th>Committees Administration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cecilia Kukenis</td>
<td>Catherine Krebs</td>
<td>Heather Nichols</td>
</tr>
<tr>
<td>Director, Section of Litigation</td>
<td>Program Specialist</td>
<td>Committees Manager</td>
</tr>
<tr>
<td>Bridget Miller</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Associate Director, Section of Litigation</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Kristie Bailey</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Office Administrator</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Judicial Intern Opportunity Program (JIOP)</th>
<th>Membership &amp; Marketing</th>
<th>Sponsorships</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gail Howard</td>
<td>Julie Finch</td>
<td>Madalyn Messer-Brooks</td>
</tr>
<tr>
<td>Program Specialist</td>
<td>Technology Specialist</td>
<td>Business Development Manager</td>
</tr>
<tr>
<td>Kelly Kondry</td>
<td>Aimee Nguyen</td>
<td></td>
</tr>
<tr>
<td>Program Assistant</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Meetings &amp; CLE</th>
<th>Publications</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maria Gamboa-Vargas</td>
<td>Michelle Oberts</td>
</tr>
<tr>
<td>Meetings Manager</td>
<td>Content Development Manager</td>
</tr>
<tr>
<td>Sohana Cantwell</td>
<td>Scott Lewis</td>
</tr>
<tr>
<td>Sr. Meeting Planner</td>
<td>Managing Editor</td>
</tr>
<tr>
<td>Rachael Terach</td>
<td>Genuine Pyun</td>
</tr>
<tr>
<td>Meeting Planner</td>
<td>Managing Editor</td>
</tr>
<tr>
<td>Antionette Tanner</td>
<td>Steven Gartland</td>
</tr>
<tr>
<td>Meetings Assistant</td>
<td>Web Editor</td>
</tr>
<tr>
<td>Porscha Boyd</td>
<td>J.R. Haugen</td>
</tr>
<tr>
<td>Program Manager</td>
<td>Web Editor</td>
</tr>
</tbody>
</table>
CALENDAR TOOLS

Overview

The key to an organized committee and a well-planned year is a committee calendar.

- Make the calendar accessible to anyone who has responsibility for the completion of tasks.
- Have limited, designated persons in charge of editing the calendar to avoid duplicate entries and unintended additions or deletions.
- Calendar all committee deadlines with reminder notices pushed out to assignees in sufficient advance of due dates. For example:
  - Program proposal submissions deadlines
  - Targeted listserv dates, including possible topics for listservs
  - Newsletter, website, and book project deadlines
  - Deadlines for submission of Committee Sound Advice podcasts
  - Section Annual Conference
  - ABA Annual Meeting
  - Committee CLE Seminars & CLE Meetings
  - Committee Roundtable webinars
  - Monthly committee leadership conference calls
  - Monthly committee calls, open to all members
- Calendar deadlines as soon as you know them.
- Make the calendar a living document that can be kept up to date and be used by the committee well into the future.
- Have a uniform system for entering the data, such as the event title, in bold font and details in a smaller regular font.
- Consider color coding by type of event.
- Think ahead and plan beyond the current year.
- Choose a calendar tool that allows for multiple views, such as day, month, and year.
- Choose a calendar tool that allows for easy integration with other tools, such as Outlook.
- Keep a back-up of the calendar just in case.

Examples of Online Calendaring Tools

- Google Calendar https://www.google.com/calendar
- My Memorizer http://www.mymemorizer.com
- Cozi http://www.cozi.com

For Additional Information

Contact the Section’s Committees Manager
Heather Nichols at heather.nichols@americanbar.org