Awards of Achievement Cover Sheet
Service to the Bar

Number of Exhibits:

Name of YLD Affiliate: IL - Chicago Bar Association Young Lawyers Section

Affiliate Type/Division: Local Affiliate: 2000 or more

How did you hear about the AOA program? YLD Website

ORGANIZATION PROFILE

Number of young lawyers in your affiliate: 9,000

Is your organization affiliated with a senior bar? Yes

If YES, is membership in your organization automatic? Yes

If a state organization, are you voluntary or mandatory?

When does your fiscal year begin and end? May 31/June 1

CHAIRPERSON/PRESIDENT OF AFFILIATE

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2013-2014 AWARDS OF ACHIEVEMENT

Project Information Form

Service to the Bar

Name of YLD Affiliate: IL - Chicago Bar Association Young Lawyers Section

Project Title: Future of the Legal Profession

Affiliate Type/Division: Local Affiliate: 2000 or more

Type of Project: Educational

Degree of Change or Growth: New Project

Project Description: This year the Young Lawyers Section (“YLS”) adopted a topic that has received too little attention but was looming over every new lawyer entering the practice (and those already in it): what is the Future of the Legal Profession. The theme focused on the following questions: why only 50% of young lawyers find legal jobs; why the majority of young lawyers saddled with enormous debt, and; why law firm associated is listed as the unhappiest job in America. To address these dismal statistics, we created a special committee that we called our “Future of the Profession” committee. This committee was designed to come up with ways to address these issues and, hopefully, to promote change in the industry. We split up our Committee efforts into three topic areas: (1) technology in the profession; (2) law firm management; and (3) education. All of the committee’s work can be viewed on the Future of the Profession webpage we created at: www.chicagobar.org/ylsfuture / / Keynote Events / / Our kick-off event took place in September and was designed to start the conversation across all areas of the legal market on how our industry must change, and how we must plan for the future. At the event, author Deborah Epstein Henry set the stage by discussing the changing legal profession based on her bestselling book, Law & Reorder. She first provided the audience with an overview of the state of the legal market, how entirely new ways of providing legal services are emerging, and why changes must be made. She then moderated a panel discussion that involved three industry leaders in Chicago: a law firm managing partner, the Dean of Northwestern Law School, and the general counsel of a Fortune 500 corporation. This was a sold-out event, followed by a cocktail reception where the conversations continued. / / Our second keynote event took place in April with author and attorney Steven J. Harper, a graduate of Harvard Law School and former partner at Kirkland & Ellis. Mr. Harper discussed his recent book, The Lawyer Bubble - A Profession in Crisis, and highlighted the challenges young lawyers face in this new legal environment. The program was interactive, with volunteer
“discussion leaders” at each table. The program was paused halfway through to allow each table to consider a series of questions on our profession, such as the culture of short-term thinking, and why law firm associate has been rated the “unhappiest job in America.” Participants who asked questions received a free copy of Mr. Harper’s book. Mr. Harper then addressed these issues and offered ways that we can work to deflate the lawyer bubble. / / Law Firm Management / Under the sub-topic of law firm management, the Futures committee focused on creating programs on how law firms could be doing business differently, and how young lawyers should be planning for success: / / First, because young lawyers can no longer excel in a law firm without business development skills, we brought in Akina to provide a three-part series to help young lawyers with professional development in the following areas: (1) Strategic relationship-building for business development; (2) How to close new business in the law firm setting; and (3) How to engender client loyalty and create a client experience that differentiates you from competitors. / / Second, we also wanted to explore alternative law firm models. Our programs included: (1) “Goodbye Billable Hour, Hello Alternative Fees,” focusing on two lawyers who have designed their litigation firm on the flat fee agreement; (2) “Tomorrow’s Law Firm Today: Alternative Business Structures,” where a panel of attorneys explored alternatives like virtual practice, referral networks, and "ad hoc" representation; and (3) a two-part series on “Expanding Your Practice With a La Carte Legal Services,” discussing limited scope representation, marketing these services, and the ethical rules that apply. / / Technology / / New technology is also at the forefront of how the legal profession is evolving and how we are - and should be - providing legal services. Here we created a program titled “The Social You: Positioning Yourself Online for Success,” where social media strategist and coach, Jason Baumann, sought to answer social media questions applicable to young lawyers legal practices. We also wanted to highlight working alternatively, designing a program where former BigLaw attorney discussed legal career options covering (1) secondments; (2) freelancing; (3) working for a virtual firm; and (4) working for a NewLaw firm (the example provided is a company that hires contract attorneys for substantive legal work - not document review).

Needs Assessment: The need for these programs spans the entire legal community, not just young lawyers. Our keynote events were attended by young attorneys, law students, and senior attorneys alike. But the target audience was our group of young lawyers, as they will be the agents of change in our profession.

Achievement of Goals: Our goal was to begin the conversation about the future of our profession and how to change it for the better, not to solve all the problems that young lawyers are facing (or are expected to face in the future). We achieved the goal of starting the conversation and getting our young lawyers efforts noticed. In addition to all of the lawyers we touched through programming, our work was also highlighted in the Chicago Lawyer Magazine where our year of work was reviewed “as a jumping off point for more young lawyers to think about how the profession can change to their benefit.” Here is a link to the article: / http://chicagolawyermagazine.com/Articles/2014/06/The-Futures-Game-CBA-YLS.aspx /

If goals were not met, why?
Will this be a recurring project? Yes

If Yes, will you make any revisions? The exciting news is that our Futures committee will be continuing on to promote change in the next bar year as well. Additional time will allow the committee to expand its efforts, and create the many programs we were not able to complete this bar year. We were not able, in our short year, to complete the program we envisioned under the “education” component of this theme: the YLS 4L Fellowship. We did, however, lay the groundwork. This program will match new graduates with law firms willing to pay a stipend for legal work, while the law firms provide mentorship and experience in the areas of litigation, depositions, mediations, and court appearances, to name a few. This program, we hope, will launch this Fall.

Degree of Participation by Members

How many young lawyer members actually participated in this project?

- How many young lawyer Leadership (officers, directors, board membership)? 10
- How many young lawyer committee members? 12
- How many young lawyer general membership? 0

Was the project conducted with the Senior Bar? No

What other groups or individuals participated and in what / numbers? The Women's Bar Association of Illinois co-sponsored one of our events on law firm management.

What do you think is the optimum amount of members needed to / carry out this project? The great part of this project is that it can be as big, or as small, as you like. We had 12 committee members but we could certainly have done more with more committee members planning events.

Timeframe

How much time did it take to organize the project? Various times for each event

How much time did it take to recruit members for the project? Recruitment of the committee members occurred within a couple weeks time.
How much time did it take to carry out the project from beginning/to end? Events ran throughout the bar year and are continuing to run.

**Budget**

What was the cost of this project excluding in-kind/donated/services? We spent over $5,000 in donations and/or funding throughout the bar year for all programs. The primary cost was due to our keynote events (asking authors to come in to speak to our membership). For our two keynote events, we received funding from Le

How was the project funded? Donations and funding from the Chicago Bar Association YLS budget.

How long did it take to raise the funds needed for this project? The YLS Executive Council voted on each program and appropriation request separately.

**Suggestions/Recommendations**

What suggestions/recommendations would you make to other young/lawyer groups who would consider undertaking a similar project? This is a project that can be implemented in so many different ways. Every bar association could focus on this subject and create programming relevant to their members