COMMITTEE HANDBOOK

For Committee Chairs and Vice-Chairs
Table of Contents

I. Introduction .......................................................................................................................... 3

II. Keys To Success And Overview Of Requirements .............................................................. 4

III. Committee Leadership Structure ...................................................................................... 5

IV. General Requirements and Guidelines for Committee Leaders ............................................ 6
   A. Interactions Among Chairs and Vice-Chairs ................................................................. 6
   B. Relationship With Liaisons ............................................................................................. 6
   C. Importance of Deadlines ................................................................................................. 6

V. 2019-20 YLD Committee Minimum Requirements and Deadlines .................................... 7

VI. Specific Requirements of Committee Leaders and Guidelines for Meeting Those
    Requirements ....................................................................................................................... 8
   A. Collaboration Plan ............................................................................................................ 8
   B. Quarterly Reports ............................................................................................................. 8
   C. ABA Connect and Social Media Posts ............................................................................ 9
   D. In-Person Programming, Webinars, and Video Conferences ....................................... 10
      1. In-Person Programming ............................................................................................... 11
      2. Webinars ....................................................................................................................... 11
      3. Video Conference ......................................................................................................... 12
   E. Co-Sponsorships ............................................................................................................. 13
   F. Resolution Proposals ....................................................................................................... 14
   G. Publishing Articles in After the Bar ................................................................................ 14

VII. Miscellaneous Issues .......................................................................................................... 15
   A. Relationship with ABA Staff ............................................................................................ 15
   B. Funding ........................................................................................................................... 15
   C. Fall Conference .............................................................................................................. 16
   D. Communication Issues ................................................................................................... 16

Appendices ............................................................................................................................... 17

YLD Committee Collaboration Plan Outline ............................................................................ 17
Seven Tips for Drafting Your Collaboration Plan ....................................................................... 21
Committee Contact Information ............................................................................................... 22
Liaison Contact Information .................................................................................................... 23
Early Career Strategy Group (Yld) Staff Contacts .................................................................... 27
YLD Social Media Guidelines ................................................................................................... 28
I. Introduction

Congratulations on your appointment as a leader in the ABA YLD Practice Services Team! Committee leadership is an integral part of the Division as our committees create content and programming important to our YLD members. We might be biased, but we think that means that Practice Services does the most valuable work of the Division.

This Handbook, as well as the Practice Services Document Repository, should give you the resources you need to have a successful bar year. The handbook contains information regarding each aspect of your job duties and otherwise sets our expectations for your performance through the bar year. Please feel free to reach out to us with any additional questions you may have.

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II. Keys To Success And Overview Of Requirements

For your committee to be successful, you must:

- Communicate with members regularly.
- Clearly communicate information regarding activities and expectations.
- Keep as many committee members involved as possible; do not hesitate to contact others who are interested in the committee's activities.
- Answer all correspondence quickly.
- Praise members’ good work in writing and verbally at meetings.
- Maintain a sense of humor.
- Proactively seek out experts and thought leaders in your committee’s subject matter:
  - Locate those engaged in research on your subject(s). You will get more done by a couple of interested members than by a dozen others.
  - Checking all sources available on your subject(s). Ask committee members and other interested parties to keep you informed. Interested committee members may be assigned an area and be made responsible for covering it.

Committee Chair Expectations:

- Lead the committee and supervise vice-chairs.
- Collaborate with YLD Liaisons to increase collaboration and minimize duplication with other ABA entities.
- Produce program proposals for substantive CLE or professional development programming at live conferences.
- Maintain direct lines of communication with the Liaisons and Committee leaders and members.
- Encourage entities to co-sponsor with us, even if in name only, on programming relevant to new lawyers.
- Contribute content for the YLD website and YLD publications, including The Young Lawyer (TYL) and After the Bar.
- Contribute content for posts to social media and ABA Connect.
- Adhere to ABA and YLD Policies including the Division’s Diversity Plan and Young Lawyer Representation.

Committee Vice-Chair Expectations:

- Assist the Committee Chair in operating and managing the Committee.
- Help draft and implement the committee’s Collaboration Plan.
- Assist committee chair in meeting requirements.
III. Committee Leadership Structure

The Practice Services Division Directors oversee both the committees and liaisons and report directly to the Division Chair. The Practice Services Directors work with two Vice-Directors, one responsible for overseeing the program and content submitted by Committees, and the other responsible for overseeing the program and content submitted by Liaisons.

Committee Chairs are responsible for ensuring that the Committee meets the content and programming requirements discussed below. Chairs submit quarterly reports to the Practice Services Directors and their program proposals and content to their Vice-Director. Chairs serve for one-year terms and may be re-appointed for subsequent years.

Committee Vice-Chairs report to their Chairs. Vice-Chairs help Chairs plan and execute the Committee’s plan for the year. Frequently, Vice-Chairs are assigned specific tasks from their Chair. Vice-Chairs serve one-year terms. The flowchart illustrates the leadership structure:
IV. General Requirements and Guidelines for Committee Leaders

Committee leaders are responsible for meeting requirements laid out in this document.

A. Interactions Among Chairs and Vice-Chairs

Committee Chairs are responsible for the work of the Committees. Chairs should resist the urge to take on the entire burden of Committee work themselves and keep their Vice-Chairs involved. Some ways to involve Vice-Chairs include:

- Assign each Vice-Chair responsibility for one program.
- Hold monthly/quarterly conference calls with your leadership team. (You can schedule calls through your ABA YLD Staff.)
- Require Vice-Chairs to draft a Resolution Proposal.
- Assign each Vice-Chair with creating a membership outreach efforts through Connect, Social Media, or at a conference.

Vice-Chairs and Liaisons should proactively reach out to Chairs to discuss how their job duties, and be willing to step in for Chairs as needed. If the Chair is not responsive, the Vice-Chair should reach out directly to the Practice Services Director.

B. Relationship With Liaisons

Liaisons are a connection to your corresponding ABA Section, Division, Forum, etc. (SDFs). Liaisons should not be viewed as “reporting to” Committee leaders. Committee leaders and Liaisons must collaborate on content and programming. Liaisons can:

- “tap into” other ABA entities because of Liaison’s direct line to SDFs. See Section E on Co-sponsorships;
- draft posts for ABA Connect, as well as articles for TYL or After the Bar, or they may have professional contacts who will;
- generate ideas and contribute resources for drafting a Resolution Idea and Proposal;
- help plan a social event at a conference. See Section E on Co-sponsorships.

You should remain in constant communication and collaborate with your Liaison. Some Committees do not have a directly corresponding SDF. If so, consider working with a Liaison from any SDF based on what you think is the best fit. If you need help finding a fit, please ask the Practice Services Directors for assistance.

C. Importance of Deadlines

Awareness and calendaring of deadlines is vital for Committee leaders. This includes Chairs, Vice-Chairs, and Liaisons—everyone should have the deadlines below on their calendar! Don’t wait until the last minute to plan your events.
V. 2019-20 YLD Committee Minimum Requirements and Deadlines

► (1) Collaboration Plan – per bar year
  • Deadline for Committee Chairs, August 15, 2019

► (Monthly) Social Media Requests/ABA Connect Posts

► (Monthly) Committee Communications

► (4) Quarterly Reports – 1 each quarter
  Note: Submit reports to: Dani Borel (danielle.borel@bswllp.com), Rich Rivera, (rrivera@sgrlaw.com), Rene Lugo (renee.lugo@americanbar.org), and Jen Isaacs (jen.r.duke3@gmail.com).
  • Deadline Fall Conference, September 13, 2019
  • Deadline Midyear Meeting, January 23, 2020
  • Deadline Spring Conference, April 17, 2020
  • Deadline Annual Meeting, July 9, 2020

► Live Program Proposals – Division Chair or National Conference Team will reach out to committees for program proposals in line with the theme for each meeting.
  • Deadline Fall Conference, July 12, 2019
  • Deadline Midyear Meeting – N/A
  • Deadline Spring Conference, January 10, 2020
  • Deadline Annual Meeting, March 20, 2020

► (2) Video Conferences or (CLE or Non-CLE) Webinars – per bar year
  • Deadline December 31, 2019
  • Deadline July 31, 2020

► (2) Resolution Proposals – per bar year
  • Deadline Midyear Meeting, September 15, 2019
  • Deadline Annual Meeting, March 30, 2020

► (2) In-Person Meet-Ups – locally (no funding provided by the YLD)
  • Deadline December 31, 2019
  • Deadline July 31, 2020

► (4) ABA Collaborative Endeavors – with corresponding ABA entity

► (4) Practice Services Collaborative Endeavors – between YLD Committees

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1 These requirements can be accomplished in conjunction with other requirements. Example: A video conference hosted by the Family Law Committee and the Health Law Committee would meet the requirement for both a video conference and a Practice Services collaborative endeavor.
2 See previous footnote above.
VI. Specific Requirements of Committee Leaders and Guidelines for Meeting Those Requirements

A. Collaboration Plan

At the beginning of the bar year, each committee will be responsible for preparing a Committee Collaboration Plan. Your Collaboration Plan is due August 15, 2019.

The Plan requires you to identify your “Top Three” goals for the year. These may include:

1) increasing Committee membership,
2) publishing an article for After the Bar,
3) planning and implementing a certain number of live programs or video conferences,
4) increasing engagement with Committee membership and ABA Connect, or
5) any goal that would be appropriate from your experience on the Committee.

Use SMART goals. These are goals that are Specific, Measurable, Achievable, Relevant, and Time-bound. You do not need to set forth specifics such as titles, speakers, or exact dates. We will be providing a sample Collaboration Plan.

Collaboration Plans are typically drafted by Committee Chairs, with input from Vice-Chairs and the Liaison. Consider conducting a brainstorming session with your Committee leaders, and discuss questions such as:

- What can be done better from previous years?
- What worked and did not work last year?
- Is there anything new we can try?
- What is our Committee’s vision?
- What do we think our members want from the Committee?
- What resource limitations do we face?

We strongly recommend that you reach out to previous leaders of your Committee to see if they have any feedback. You may also consider surveying your Committee’s members for ideas on projects or programming. The ABA Staff member assigned to Committees and Liaisons is also a great resource for historical information. Please discuss any “out of the box” ideas early with staff to ensure that there are no issues or limitations.

B. Quarterly Reports

Quarterly Reports are the primary way Committees report their progress to the Practice Services Directors, Division Chair, and Division Council. Please put time and thought into your reports. They should reflective of the work you have done in the quarter. Try to identify three significant accomplishments, and three action items identifying issues that require discussion, reporting, and/or decision making on the part of the Division Council.
It is ultimately the responsibility of the Chair to ensure that the completed form is timely submitted, though he or she can delegate responsibilities to Vice-Chairs. Failure to submit a timely report is reported to the Division Council. If you need an extension, reach out to your Directors.

All Chairs and Vice-Chairs should review the Quarterly Report. The report also contains prompts that are directed to Liaisons. It is the Committee Chair’s responsibility to complete these prompts. Committee Chairs should not wait until the last minute to try to obtain the necessary information from the Liaison.

Quarterly reports also provide an opportunity for you to seek assistance from Division leadership. Division leadership uses reports to identify strong performers for recognition or future appointments. It is important for Committee Chairs to recognize any Vice-Chairs or Committee member who are doing a great job. In turn, the Practice Services Directors use the reports to identify Committee Chairs who are doing a great job.

C. ABA Connect and Social Media Posts

There has been a recent shift in the focus of the Committees from writing newsletters to communicating with young lawyers through more engaging and interactive platforms online.

ABA Connect - Every Committee has its own Connect community that contains important information regarding the work of the Committees. For Committee Chairs, near the beginning of your term (the deadline will be set by the Director), you will be required to draft a “Welcome” message for your community. Introduce yourself to the Committee members and identify several goals, projects, or activities that members can look forward. Try to give your members a reason to be excited about the Committee and incentivize them to keep returning to the community.

After an initial introduction, plan on contributing content at least once per quarter, and ideally once per month. Updates may relate to: hot topics, new projects or activities you are working on, opportunities for members to get involved, dates of conferences (including conferences hosted by your related ABA entity), links to resources and articles, or any other information that you think will make your ABA Connect community current and relevant.

Committee Chairs could assign a Vice-Chair the task of posting in the community at least monthly. This will help ensure that the community is consistently updated. It is not uncommon for Committees to update communities regularly in the first several months of the bar year, but then lose steam towards the middle of the year. Vice-Chairs should be proactive in this regard and constantly be on the lookout for new materials or information to be posted.

Social Media - Leveraging the YLD’s reach on social media is a great way to highlight your Committee’s work. Please plan social media post requests well in advance. To ensure adherence to best practices and maintain a consistent voice for the YLD, consult
and defer to ABA staff who work on social media professionally. Please review the Social Media Guidelines, available in the Appendices, which are reflective of ABA policy, prior to making any request to post on social media. Social media requests should be coordinated with the YLD Communications Team.

D. In-Person Programming, Webinars, and Video Conferences

Substantive programs are one of the greatest benefits Committees provide their members. These programs are a way to showcase your Committee’s work. Here is a general process for how to plan any type of programming.

Step 1: Brainstorm a topic, including potential speakers and possible CLE.
Consult with your Vice-Chairs, Liaison, and Committee leaders to select a topic and/or speaker you would like to highlight. Consider what topics will attract your members to the program. Check in with ABA staff to see if they have suggestions, or to see a list of previous topics.

Start working with your speakers early. Keep in mind, ABA policy requires programs include diverse speakers as defined by ABA Goal III (race, ethnicity, gender, sexual orientation, gender identity, and disability) and YLD policy requires Young Lawyer Representation for any program that occurs after January 1, 2020.

- Individual programs with 3-4 faculty require at least 1 diverse member and at least 1 young lawyer member.
- Individual programs with 5-8 faculty require at least 2 diverse members and at least 2 young lawyer member.
- Individual programs with 9+ faculty require at least 3 diverse members and at least 3 young lawyer member.

Consider whether you would like CLE credit. If so, reach out to staff as early as possible. Offering CLE is a clear value add, but it requires additional time and resources, along with more rigid requirements and process. For a program to be eligible for CLE credit, it must:
- Be designed for and targeted to attorneys.
- Be an organized program of learning with significant intellectual or practical content and the primary objective must be to increase each attendee’s professional competence as an attorney.
- Deal with matters directly related to the practice of law, professional responsibility, or the ethical obligations of attorneys.
- Be conducted by an individual or group qualified by practical or academic experience.
- Have at least one attorney in good standing who actively participates (not just professionals from other disciplines—e.g., CPA, PhD, etc.).

3 A “Young Lawyer Member” is a member of the ABA Young Lawyer Division in good standing. To be eligible for YLD membership, the person must be “a lawyer who has been admitted to practice in his or her first bar within the past five years or is less than thirty-six years old.”
• Be conducted substantially as planned, including the named advertised faculty, subject to emergency withdrawals and alterations.
• Have high-quality, substantive course materials.

Step 2: Complete a program proposal form.
In-person programming and online programming each have their own proposal forms. Please review the deadlines and requirements below, and on their submission forms. We recommend you plan as far in advance as possible as there are limited programming slots available. In-person programs and webinar requests are highly selective.

1. In-Person Programming

The Division Chair and National Conferences Team (NCT) set a theme for each meeting. The Chair and NCT will work with committees whose subject matter fits with these themes to plan in-person programs. All committees are welcome to submit requests. In-person program proposals must be approved by NCT. Selected programs will be notified by NCT. The program submission form will be available on each meeting’s webpage.

To give your program the best chance to be selected, here are some tips:

• Select an engaging and/or provocative title.
• Show that you have considered diversity.
• Collaborate with another entity.
• Put some thought into the program’s description.

2. Webinars

Please submit all webinar proposals 12 weeks in advance through the online form. Webinars are the best opportunity to reach the widest audience. Committees can provide value for hundreds, or even thousands, of members who cannot attend meetings. These educational programs can be for CLE credit, or not. Recordings will be available to all ABA YLD members at no cost. Please contact Tracy Kaempf with questions (tracy.kaempf@americanbar.org / 312-988-6235).

Webinar proposals must be submitted at least 12 weeks in advance of a proposed program. This timeframe allows for proper planning, marketing, and, if applicable, CLE accreditation. Notification of acceptance will go out within 5 business days of submission. If accepted, we will provide available dates for the program and information regarding next steps.

Keep in mind the following when developing a proposal:

• Proposals need to submitted via the online form at least 12 weeks in advance of a proposed program.
• Programs should have up to three speakers and a moderator.
• Diversity and Inclusion Goals III requirements (see above)
- CLE program requirements (see above)
- Non-CLE webinars do not have an CLE requirement for course materials, but substantive course materials are still recommended. Course materials aid in the communication of the content during the program and are a reference to the program information and topic after the program.
- CLE and Non-CLE webinars should have engaging slides.
- Depending on the topic and complexity of the presentation, faculty should plan for two planning/rehearsal sessions.

3. **Video Conference**

Video Conferences are a perfect format for niche topics and issue of specific interest to a committee. Committee Chairs will market these programs directly to their members through ABA Connect. Please contact Renee Lugo to schedule your video conference (renee.lugo@americanbar.org, 312-988-5626).

Video Conference proposals must be submitted via the online form at least **6 weeks in advance** of the first proposed date listed. Notification regarding whether your proposal has been accepted will go out within 5 business days. The schedule for video conferences is more flexible than other type of programming, but there will be limited opportunities for programs each week. Please note if another committee has submitted something similar or close to the topic you have submitted, we may ask that you work together to submit one proposal.

Your video conferencing proposal should have the following when submitted:

- Proposals need to be submitted via the online form at least **6 weeks in advance** of the first dated proposed.
- Programs should have up to three speakers and a moderator.
- Proposals should have a brief description.
- Diversity and Inclusion Goals III requirements (see above)
- If you plan on having materials for your video conference, please submit them **2 weeks in advance** of the proposed date.
- All proposals that are accepted will be recorded and posted along with materials on the Committee ABA Connect group within **5 business days**.

**Step 3: Plan the mechanics your program.**

Start working to select your speakers and moderator. Please note that the ABA is unable to provide funding for speakers to attend conferences. Schedule a conference call with the panelists to discuss division of topics and responsibilities.

Also, at this stage decide the format of the presentation. The traditional CLE presentation involves an introduction by the moderator, followed by distinct 15-minute (approximately) presentations by each speaker, with time left at the end for questions from the audience. An alternative format is the “roundtable” format, in which the
moderator essentially prepares a series of questions to which each speaker will have a short time to respond. You can, however, be creative with the format.

**Step 4: Obtain written materials and a speaker release from your panelists.**
ABA staff or National Conferences Team will inform you when materials are due. Written materials are required for CLE accreditation. Written materials can take on a variety of formats, include an outline, PowerPoint presentation, articles, or other format. In addition, it is not necessary that the written materials be “lengthy.” *Timeliness* of materials is critical. Missed deadlines may result in staff or NCT filling your slot with another program.

Each speaker must complete a [Speaker Release Form](#).

**Step 5: Advertise your program.**
Draft a post for your ABA Connect community and work with ABA staff on other marketing outlets that will be appropriate for your program.

**Step 6: Implement the program.**
Collaborate with the ABA staff and National Conferences Team to go over logistics such as technology needs and logistics for the program. You will be responsible for communicating with your speakers about these details. On the day of the program, plan to arrive early and make sure everything is set up properly.

### E. Co-Sponsorships

All co-sponsorships require approval. The request to accept or extend an invitation should be submitted at least 75 days prior to the scheduled program/event via the [online form](#). Approval of internal co-sponsorships (ABA entities) can take up to 5 business days. Approval of external co-sponsorships (non-ABA entities) can take up to 15 business days.

The YLD considers the following when reviewing co-sponsorship invitations:

1. **Diversity and Inclusion**

Programs should to meet the aspirations of Goal III by having the faculty include members of diverse groups as defined by Goal III (race, ethnicity, gender, sexual orientation, gender identity, and disability).
   - Individual programs with 3-4 faculty require at least 1 diverse member.
   - Individual programs with 5-8 faculty require at least 2 diverse members.
   - Individual programs with 9+ faculty require at least 3 diverse members.
2. Young Lawyer Representation
Programs should meet the YLD’s Young Lawyer Representation requirement by having the faculty include young lawyer members as defined by the YLD Bylaws.
- Individual programs with 3-4 faculty should have at least 1 young lawyer member as a presenter.
- Individual programs with 5-8 faculty should have at least 2 young lawyer members as presenters.
- Individual programs with 9+ faculty should have at least 3 young lawyer members as presenters.

3. Scheduling Conflicts

4. Funding Requirements

Please contact Tracy Kaempf with questions (tracy.kaempf@americanbar.org / 312-988-6235).

F. Resolution Proposals

The Division strives to help shape ABA policy by drafting and approving Resolutions that, upon approval by the ABA House of Delegates, become official ABA policy. Committee leaders are encouraged to draft and submit a “Resolution Idea” to the Assembly leadership team. There are typically two deadlines (and therefore two opportunities) for submission of Resolution Ideas, one in the early Fall for Midyear Meeting and then another in early Spring for the Annual Meeting.

Submit your Resolution ideas through the Assembly Resolution Idea Form. To increase the chances that your Resolution Idea will be selected, reach out in advance to other Committees and YLD or other ABA entities that may support your idea. If you have any questions as you go through the process of drafting your Resolution Idea, consult the Resolutions Team. If your idea is selected, the Resolutions Team will help you put together the Resolution.

G. Publishing Articles in After the Bar

While not a requirement, committees are encouraged to submit 1-2 articles per year to the new Young Lawyers Division digital publication After the Bar. This is your committee’s opportunity to increase membership and raise awareness of your Committee to those who are new to the profession. Created for new graduates and first through third year associates, After the Bar was designed to help new lawyers navigate the transition from law student to lawyer and to guide them through the early stages of their legal careers. All content submitted for consideration must support the purpose of After the Bar.

4 A “Young Lawyer Member” is a member of the ABA Young Lawyer Division in good standing. To be eligible for YLD membership, the person must be “a lawyer who has been admitted to practice in his or her first bar within the past five years or is less than thirty-six years old.”
After the Bar focuses on four main areas for which new lawyers want and need support:

**Personal Life:** There’s more to life than just work—let the ABA help balance your personal life with tips on wellness, relationships, work-life balance, and stress management.

**Professional Life:** Kick off a successful career with job search tips, strategies for building your practice, and enhancing your research, writing, and public speaking skills. (examples include: legal tips, legal research, advocacy, writing, persuasion, public speaking, “how to be a … lawyer,” or “what does a … lawyer do?”)

**Student Loans and Finances:** Find key strategies on managing your student loans, planning for retirement, saving for your goals, and more.

**Public Service:** From disaster relief to student loan advocacy, learn how the ABA empowers lawyers to help make our profession—and our world—a better place. (examples include: ABA grassroots initiatives, pro bono, giving back to the community and profession, ABA Day, Law Day, Center for Public Interest, Center for Diversity & Inclusion, Center for Human Rights, ROLI, Public Education)

If you are interested in submitting an article, please view our full submission guidelines. After reviewing the guidelines, please direct questions or article submissions to Lindsay Cummings (lindsay.cummings@americanbar.org / 312-988-5935). The TYL editorial board will review all submissions.

**VII. Miscellaneous Issues**

**A. Relationship with ABA Staff**

Committees and Liaisons are assigned an ABA Staff member who will handle many aspects of Committee work, including facilitating communications with Committee membership and scheduling video conferences.

ABA Staff are your partners. They are professionals with expertise, years of experience, and organizational knowledge. It is expected that you will interact with them in a collaborative and collegial manner. Please note that any “bossing around,” harassment, or other unprofessional communications with ABA Staff members will not be tolerated.

**B. Funding**

There are two areas where funding issues arise: (1) funding for Committee leaders to attend conferences; and (2) funding for speakers or events. With respect to conferences, funding is available for some Committee leaders for limited conferences and events. Usually funding will be available for one Committee leader to attend Fall Conference and/or the Midyear Meeting, where special programming is typically held for Committee leaders. The ABA’s reimbursement policy can be found on the YLD’s website.
There typically is not funding for the activities and programing of the Committees during the bar year, aside from ABA Staff resources and allotted funding for CLE programming and similar events.

While funding resources are very limited, and expectations should be set accordingly, there are two ways to make a special request for funding. First, if there is some time sensitivity, you can make a direct written request to the Practice Services Directors. Second, if there is sufficient time for planning, you can include your request as an “action item” in your Quarterly Report. Please note that any request for funding must be conveyed to the Division Chair.

If there are no ABA funds, you may—subject to Division Chair approval—solicit funding from outside the Division, whether that be another ABA entity, a law firm, non-profit organization, or other business. You are not allowed to seek funding of any kind from any source without prior authorization from the Division Chair.

C. Fall Conference

This year, Committee leaders may be eligible for funding to attend the YLD Fall Conference in New Orleans, Louisiana, on October 3-5, 2019. Funding typically covers one Committee leader for each Committee. Funding is dependent on the budget for each meeting and you should confirm you are eligible for funding before attending.

Committee leaders who attend the Fall Conference start off the bar year stronger and maintain high performance longer than those Committees who do not. Committee leaders get a chance to work on collaborative planning for their year at Fall Conference. There may also be a Committee Showcase at the Fall Conference, which offers Committee leaders an opportunity to showcase your committee’s work and materials at a table display. More details will be available later.

D. Communication Issues

We believe new channels and tools, such as Connect and Zoom, will help Committee leaders communicate directly and effectively communicate with members. However, if you are having communication issues with your members, please reach out to the appropriate ABA Staff member and his or her supervisor. If does not solve the problem, contact the Practice Services Directors and an ABA ECS Staff Director, without copying anyone else on the communication. Senior staff and the Directors will resolve the issues.
Appendices

**YLD Committee Collaboration Plan Outline**

Please complete each of the numbered bullet points below for each required task and email a copy of your plan to: Dani Borel (danielle.borel@bswllp.com) and Rich Rivera, (rrivera@sgrlaw.com). Also cc: Rene Lugo (renee.lugo@americanbar.org) and Jen Isaacs (jen.r.duke3@gmail.com).

**Committee:**
**Committee Chair:**
**Date:**

**Top Three Goals for this Year:**
1. 
2. 
3. 

**Collaboration Plans (Concrete Steps to take to accomplish collaboration with other committees or Sections, Divisions, or Forums)**
1. 
2. 
3. 

**Required Tasks**

► (3) **Live Program Proposals** – at least 1 per conference with YLD content
- **Deadline** Fall Conference, July 12, 2019
- **Deadline** Spring Conference, January 10, 2020
- **Deadline** Annual Meeting, March 20, 2020

1. Ideas to Accomplish Activity:
2. Entities for Potential Collaboration & Contact Info:
3. Steps to Accomplish:
4. Key Goals or Deliverables:
►(2) **Video Conferences or (CLE or Non-CLE) Webinars** – per bar year
   - **Deadline** December 31, 2019
   - **Deadline** July 31, 2020

1. Ideas to Accomplish Activity:
2. Entities for Potential Collaboration & Contact Info:
3. Steps to Accomplish:
4. Key Goals or Deliverables:

►(2) **In-Person Meet-Ups** – locally *(no funding provided by the YLD)*
   - **Deadline** December 31, 2019
   - **Deadline** July 31, 2020

1. Ideas to Accomplish Activity:
2. Entities for Potential Collaboration & Contact Info:
3. Steps to Accomplish:
4. Key Goals or Deliverables:

►(2) **Resolution Proposals** – per bar year
   - **Deadline** Midyear Meeting, September 15, 2019
   - **Deadline** Annual Meeting, March 30, 2020

1. Ideas to Accomplish Activity:
2. Entities for Potential Collaboration & Contact Info:
3. Steps to Accomplish:
4. Key Goals or Deliverables:
(4) **ABA Collaborative Endeavors** – with corresponding ABA entity**

1. Ideas to Accomplish Activity:
2. Entities for Potential Collaboration & Contact Info:
3. Steps to Accomplish:
4. Key Goals or Deliverables:

(4) **Practice Services Collaborative Endeavors** – between YLD Committees **

1. Ideas to Accomplish Activity:
2. Entities for Potential Collaboration & Contact Info:
3. Steps to Accomplish:
4. Key Goals or Deliverables:

(Monthly) **Social Media Requests/ABA Connect Posts**

1. Ideas to Accomplish Activity:
2. Entities for Potential Collaboration & Contact Info:
3. Steps to Accomplish:
4. Key Goals or Deliverables:

**Other Activities to Consider**

**Communicating with Committee Leadership**

1. Ideas to Accomplish Activity:
2. Entities for Potential Collaboration & Contact Info:
3. Steps to Accomplish:
4. Key Goals or Deliverables:
Communicating with YLD Liaison and/or SDF

1. Ideas to Accomplish Activity:

2. Entities for Potential Collaboration & Contact Info:

3. Steps to Accomplish:

4. Key Goals or Deliverables:

Comments & Notes
Seven Tips for Drafting Your Collaboration Plan

To develop your Collaboration Plan, Chairs should consider the following:

1. BUILD YOUR TEAM: Identify a core group from your Committee’s leadership who are creative, dependable, and knowledgeable about Committee activities that you can rely to follow through with plans. This group typically includes Chairs, Vice-Chairs, Liaisons, and Scholars, if applicable. As time permits, schedule calls with the Committee leadership to develop an outline of Committee goals, initiatives, etc.

2. KNOW THYSELF: Review Committee membership, present structure, and past performance. Understanding the past is essential to planning the future. The Division’s Staff can provide background information regarding your Committee, but take the initiative to reach out to last year’s Chairs.

3. SURVEY: If the Division is not otherwise surveying committee members, consider a survey to distribute to your committee members. Contact Renee Lugo for more information. This survey is designed to solicit input on new member benefits or improvements to existing member benefits.

4. DON’T PROCRASTINATE: Take into account the time necessary to properly develop the committee Plan of Action.

5. BRAINSTORM: Hold a brainstorming session with your committee leadership.
   - You should approach this session with a “sky is the limit” attitude. Too often our Committees are constrained by past challenges. The key to creativity is thinking outside the box. Consider the following questions to guide your discussion:
     - Committee Self-Assessment Chart
       - What needs to change?
       - What needs to be done better?
       - What new things need to be done?
     - Committee Vision
       - What is the Committee’s vision for its future?
       - What does your Committee want to be known for?
       - What do your Committee members want from the Committee?
       - What do ABA Members want from the Committee?

6. SWOT ANALYSIS: One key component to developing a successful business plan is to identify your Committee’s Strengths, Weaknesses, Opportunities and Threats (SWOT). As part of this process, the Committee should also create a Wish List. This Wish List will help reinforce the creativity component of your Committee’s plan.

7. RESOURCES: If you have any questions as to procedure or policy, consult the YLD Website, Division Staff, or your Director. Reminder: Co-sponsorships require approval. Requests need to be submitted 75 days in advance.
# Committee Contact Information

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For the Committees, Renee Lugo is your go-to YLD staff member. Please address all issues with your Vice-Director, Directors, and Renee Lugo. They will direct you to other staff or YLD leaders where needed.
YLD Social Media Guidelines

Creating and Posting Effective Social Media Content
By: ABA YLD Marketing & Communications Team

To create and post effective social media content for the ABA YLD, remember W4H
Who - What - When - Where - How

1. WHO: First, determine who your audience should be. For every audience, you should have a different and unique voice tailored to that audience, and for every voice, a different mouthpiece. The main three that you should remember, and the suggested audiences, are as follows:

   - @ABAYLD FACEBOOK The broadest platform. As of 2015, 72% of online American adults use Facebook. It is more popular with middle-aged adults than other platforms, but still has over 50 million users under the age of 25. Facebook has the most engaged users; 70% log on daily, including 43% who do so several times a day.

   - @ABAYLD TWITTER Younger users tend to depend upon Twitter for a real-time news feed. Users are more likely to be young, living in urban areas, affluent, and college educated.

   - @ABAYLD INSTAGRAM For photo and video sharing, primarily used by younger users, with 53% of its active users between the ages of 18 and 29, most of whom are on the platform daily.

2. WHAT (and why): Second, determine what your content will be. In addition to the substantive content you need to share (e.g., the time of a webinar, the topic of a CLE, the weblink for a resource tool, etc.), an effective post will be concise, convey enthusiasm, highlight the tangible benefit or use of the information, and should be framed in a way to engage your audience. You’re not just sharing information about either your event, program, or tool; you’re marketing it to demonstrate why it is appealing. More often than not, this will mean that an engaging photo or video should accompany the text. The post should also be as user friendly as possible. If you are advertising a teleconference, include the link to sign up. If there is a call to action, provide the relevant resources within the post itself. Where appropriate, try to create the post in a way that the post will create engagement with the end-user, not just a one-directional message. For example, consider adding a request, such as “comment with your best advice,” “share your feedback on your local implementation,” or “tag a colleague who could use this.”

#ABAYLDSOCIALMEDIAGUIDE #ABAYLDW4H
Creating and Posting Effective Social Media Content

3. WHEN: Third, determine when your content should be posted to reach the best audience; consider providing sufficient advance notice prior to the event such that people can plan in advance, while still making the post close enough in proximity to the event to be remembered and useful. Planning in advance will help ensure your content is posted on time. To the extent possible, plan on providing content at least 72-hours prior to the requested date of the posting. If you are seeking content to be posted within a time frame shorter than 72-hours (an “urgent request”), then you may contact YLD Social Media Staffer Tracey Moore at tracey.moore@americanbar.org directly in place of using the online submission for your post. However, you are encouraged to plan your posts far enough in advance where this is not needed. Specifically, you are encouraged to remember that effectively marketing each of your events, tools, and deliverables is one of the best ways to connect your hard work with the actual end-user. Thus, we recommend keeping the suggested timeline in mind when planning your social media content:

<table>
<thead>
<tr>
<th>EVENT</th>
<th>SUGGESTED TIMELINE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conference Attendance and In-Person Events</td>
<td>Post content 60-90 days in advance</td>
</tr>
<tr>
<td>Webinar/Teleconference/CLE</td>
<td>Post content 30-60 days in advance</td>
</tr>
<tr>
<td>Call to Action</td>
<td>Post content 30 days in advance</td>
</tr>
<tr>
<td>Web-Based Resources</td>
<td>Post content at least 30 days in advance</td>
</tr>
</tbody>
</table>

You may want to stagger posts across social media channels to maximize exposure and avoid inundating the same audience with repeated posts on the same channel. For example:

<table>
<thead>
<tr>
<th>WK</th>
<th>MON</th>
<th>TUES</th>
<th>WED</th>
<th>THURS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>PLAN:</td>
<td>PREPARE:</td>
<td>APPROVE:</td>
<td>REQUEST:</td>
</tr>
<tr>
<td></td>
<td>Plan content for each channel</td>
<td>Circulate draft for approval</td>
<td>Approve and finalize content</td>
<td>Submit ABAYLD Social Media Posting Request</td>
</tr>
<tr>
<td>3</td>
<td>POST 1: Facebook</td>
<td>POST 2: Instagram</td>
<td>POST 3: Twitter</td>
<td>TARGET:</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
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</tbody>
</table>

4. WHERE: Fourth, you should determine the type of event or content you are promoting to determine where you should promote it. Below are some suggestions:

<table>
<thead>
<tr>
<th>EVENT</th>
<th>SUGGESTED AUDIENCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conference Attendance</td>
<td>YLD Facebook Page</td>
</tr>
<tr>
<td>Attendance and In-Person</td>
<td>YLD Facebook Event Page</td>
</tr>
<tr>
<td>Events</td>
<td>Shared Personally by Members and Leaders</td>
</tr>
<tr>
<td>Webinar/Teleconference/CLE</td>
<td>YLD Facebook Page</td>
</tr>
<tr>
<td></td>
<td>YLD Twitter</td>
</tr>
<tr>
<td></td>
<td>Shared Personally by Members and Leaders</td>
</tr>
<tr>
<td>Call to Action</td>
<td>YLD Facebook Page</td>
</tr>
<tr>
<td></td>
<td>YLD Instagram with Photo of Event or Photo of Members and Leaders in Action</td>
</tr>
<tr>
<td>Web-Based Resources</td>
<td>YLD Facebook Page</td>
</tr>
<tr>
<td></td>
<td>Shared Personally by Members and Leaders</td>
</tr>
<tr>
<td>General Promotion</td>
<td>YLD Facebook Page</td>
</tr>
<tr>
<td></td>
<td>YLD Instagram</td>
</tr>
<tr>
<td></td>
<td>Shared Personally by Members and Leaders with Photos of Events, People, and Outcome</td>
</tr>
</tbody>
</table>
## Creating and Posting Effective Social Media Content

### 5. **HOW:** Simply:

- **Go to [bit.ly/YLDsocialrequest](bit.ly/YLDsocialrequest) and complete an ABA YLD Social Media Posting Request.** You should have your content prepared in advance, including who, what, when, and where you want your content to be posted. If possible, we recommend having another team member review and proofread the post as a second pair of eyes, before it is submitted. Have your photos and links ready to go. Use one or two hashtags!
- If your post is urgent (less than 72-hours out), send your completed ABA YLD Social Media Posting Request to [tracey.moore@americanbar.org](mailto:tracey.moore@americanbar.org).
- When your post is up, please like, share, and use the post to generate discussion and genuine interest around the hard work you have created!

### ADDITIONAL TIPS FOR CREATING AND POSTING EFFECTIVE SOCIAL MEDIA CONTENT FROM YOUR ABA YLD:

- Posts are most effective when they are part of a broader marketing and social media strategy. To the extent possible, evaluate what your known activities and deliverables are likely to be throughout the course of the bar year, make a calendar of when posting about those items is likely to be most effective, and build upon that momentum for your other deliverables.
- Embrace social media and become a leader, not a follower! Strive to do more than the bare minimum, or worse, nothing at all!
- Remember the “Social” in Social Media. Keep social media content engaging, interesting, and human! Avoid SHOUTING at your audience and end-user for no reason, in the same way you would avoid shouting FIRE in a crowded room for no reason. Effective social media content should engage your end-user in the same way a good conversation engages a friend or acquaintance.
- Seek listeners, not just followers. Listeners, assuming your content is engaging, interesting, and human, will re-broadcast your content for you to their own audience and end-users.