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Non-JD Programs a Win for Law Schools, Professionals

Now that the “law school bubble” has popped — and stayed that way — how are some law schools making sure they remain vital? By offering non-JD law programs for the many professionals who need to know the law but don’t want to be lawyers. In fact, one dean estimates that almost a third of the students at his law school are in non-JD programs. What types of professionals are going back to school for this type of degree, and why? A post at [Marketplace](#) offers a closer look.



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Canadian Bar Promotes Legal Innovation ... with Cash and Prizes

If you’re a large bar association with a long history, how do you demonstrate that you want to encourage innovation, not stifle it? How about holding an innovation contest at your annual conference? That’s just what the 36,000-member Canadian Bar Association did recently, with a contest for law-related start-up ideas, complete with “disco lights and thumping pop music”, according to [The Canadian Press](#). But the competition wasn’t just razzle-dazzle: What was at stake for the contestants, and what did the contest judges identify as the most noteworthy new concepts?

New ED in Monroe County, ABA President-Elect Both Praised for Focus on Future

You might know Kevin Ryan, formerly of the Vermont Bar Association and now the executive director of the Monroe County (N.Y.) Bar Association. But did you know he has a blog in which he challenges lawyers to understand and adapt to the changing legal profession? Nicole Black from [Above the Law](#) does — and met with him over coffee. And was very impressed. Black, who believes bar associations are generally resistant to change, was also pleasantly surprised to read some recent future-focused remarks from ABA President-elect Hilarie Bass. Find out why Black believes Ryan and Bass are important voices for the organized bar.

Trying to Find the Next Big Thing for Your Members? Know What Brings Value

What do consumers — and, in bar associations’ case, members — really want? Eric Almquist at [Harvard Business Review](#) says there are 30 different elements that provide value, and that they fall within four basic areas of consumer need. Finding “the next iPhone” depends on figuring out what elements are most important to your members, and which of those you can deliver well. “Affiliation/belonging” sure sounds like a bar association thing ... What else does? Check out the handy graphic of all 30 elements, and start combining and creating!

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