

ACLEA - Association for Continuing Legal Education
45th Mid-Year Meeting
Albuquerque, New Mexico
January 31-February 3, 2009

SIG Co-chairs
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The value of our SIG (Significant Interest Group) membership continues to grow as we all try to address the impact of changes in the economic environment, technology and how we can best adapt to the changes so we can continue to meet the CLE needs of our respective markets.

State and Provincial SIG members shared breakfast on Sunday, February 2, 2009. Following are some of the topics discussed at our meeting

- Minnesota has done a Courtroom Evidence Manual. It is available for online purchase. This seminar was also done in conjunction with the publication of the Courtroom Evidence Manual. The program was focused on learning objections.
- Raymond's jurisdiction did a Discovery Practice Manual in conjunction with a program where video vignette were used to frame a problem/issue. Discussion followed on what should happen.
- Montana has developed a one-hour substance abuse/mental health program. The program focuses on recovery. Others suggested different approaches to subject: neurological presentations, what to do if your partner or another attorney has a problem, etc. Many agreed online was a good way to go with this type of programming because of potential stigma from attending.
- Young lawyers and issues unique to that group was another topic of discussion. Generational issues continue to be important. Specifics discussed: careers for Jds other than law practice, ethics, professionalism, etc.
- Other program topics noted included: How to be Happy and Ethical; When Good Real Estate Loans Go Bad; and the benefit of partnering with other professionals.
- Different approaches to training legal support staff were discussed. One way is to have two programs in the same substantive area, back to back, with one for attorneys and the other is for support staff. Different faculty and different planners are used. Creating a database of legal support folks was discussed. Providing a sign up option online worked.
- How to Survive and Thrive as mentioned as a good for-profit program provided by national speaker Dustin Cole.

Discussions continued at the **State and Provincial Bar SIG** Luncheon held on February 2, 2009.

The group discussion focused on: what is your shop doing different...what are current issues ... and what are some suggested solutions

Suggestions for expanding or developing more programs

- Repurposing – converting live programs to on demand video, products, webcast and video replays
- Breaking full day programs and materials to one hour programs
- Presenting more webcasts to help eliminate travel concerns for attorneys and staff
- Webcast scheduled same time each week/month
- Webcast on specific areas of law - market only to those who practice in that area
- Multiple webcasts in a targeted practice area of law w/special pricing for entire package

Suggestions for dealing with facilities

- Revisit
- Negotiate
- Use less expensive facilities, i.e. community colleges
- Send you CLE calendar to your facilities and let them bid on hosting your CLE presentation package

Suggestions and comments re: telephone seminars

- May be able to purchase programs already produced
- Make a good way to present a hot item in quickly with the information needs to get out

Suggestion for program development

- Visit law firms, invite attorneys to prepare and present in their area of practice

Discussed advantages/disadvantages of

- Powerpoints vs expanded written materials
 - . could save production costs
 - . sell only with DVD or audio so entire presentation is beneficial
- USB drive or CD with materials vs. coursebook production
 - .benefits and disadvantages
 - .paperless seminar – can presenters teach without materials
- Get sponsors for CD's, USB's

Professional speakers

- Negotiate per head instead of flat rate
- Negotiate, negotiate, negotiate

Discussed anticipated increased request for scholarships

- Policies
- How to handle anticipated increase in future
- Financial assistance form
- Track and keep records, important to share what you have done to assist your members

Discussed pricing structures for registrants including incentives and discounts

- Attorneys – two for the price of one
- Support staff – reduced fee if attorney and support staff attend particular seminar
- Other professions – marketing to other professions and reason for pricing structure