Chapter Summit

Friday, July 11, 2014
Marriott Rivercenter
San Antonio

Working Together to Create a Sustainable Future
Chapter Summit Planning Committee

The content for this summit is peer-developed and directed. Enjoy and benefit from this day-long program. Please remember to provide your feedback by completing the evaluation form.

Chair, Holly M. Riccio

Amy J. Eaton

Michele Finerty

JoAnn Hounshell

Heather Waltman
Leaders from AALL and the Following Chapters Attending

Leaders from the profession have come together for an important discussion of the future of law librarianship and their role in it.

American Association of Law Libraries
AzALL
Law Librarians of Puget Sound
Atlanta Law Libraries Association
Association of Law Libraries of Upstate New York
Chicago Association of Law Libraries
Greater Philadelphia Law Library Association
Houston Area Law Librarians
Law Librarians of New England
LLSDC
Law Library Association of Greater New York
LLAM
Program Facilitator, Mark Levin

Mark has over 30 years of experience working with association and society leaders. This includes service as a local chapter director, National Membership and Chapter Relations Director for a major construction trade association, membership and new unit development executive for the Boy Scouts of America, and Chief Executive Officer for three organizations (one national and two international).

In his role as a speaker and consultant, Mark’s clients include such groups as the National Association of Social Workers, the American Medical Association, the Australian Society of Association Executives, the National Education Association, the Society of Petroleum Engineers, and hundreds of other organizations.

His first book, “Membership Development: 101 Ways to Get and Keep Your Members” is in its ninth printing, while his second book, “The Gift of Leadership”, has been a hit on five continents. His third book “Millennium Membership” has been on the best seller list for ASAE (the American Society of Association Executives) for more than four years. His newest book, “Retention Wars: The New Rules of Engagement” is now available worldwide.

Mark is the ONLY practicing association executive to have earned both the CAE (Certified Association Executive) and CSP (Certified Speaking Professional) designations.

A graduate of the University of Maryland, Mark served on the faculty of the U.S. Chamber’s Institute for Organization Management for 15 years, and currently serves as Executive Vice President of the Chain Link Fence Manufacturers Institute and as Executive Director of the Montgomery Blair Alumni Association.
AGENDA – July 11, 2014

8:00 a.m.  Continental Breakfast
8:30 a.m.  Opening and Welcoming Remarks
8:45 a.m.  The Legacy of Leadership
            (Why we’re here)
9:30 a.m.  Communicating Our Value – Strategic Alliances
            (Why we matter)
10:15-    
10:30 a.m.  BREAK
12:30 p.m.  Luncheon and Program - Mentoring Our Future Leaders
            (Why we’ll thrive)
1:45 p.m.  Member Recruitment, Retention and Engagement
            (Why we’re in this together)
3:15-    
3:30 p.m.  BREAK
3:30 p.m.  What Keeps Us Up at Night?
            (Why change is our opportunity)
4:45 p.m.  Adjourn
5:00 p.m.  Reception

The Chapter Summit and luncheon are generously sponsored by Wm. S. Hein & Co., Inc.
PROGRAM and SPEAKERS

8:00 a.m. Check-in and Continental Breakfast

8:30 a.m. Opening and Welcoming Remarks
Steven P. Anderson, AALL President
JoAnn Hounshell, Chapter Council Chair

8:45 a.m. The Legacy of Leadership – Mark Levin
(Why we’re here)

Sometimes a leader is measured not so much by what he or she did while in a leadership role as much as by what he or she left behind for the organization to build on after leaving that role. **Understand your own role in leaving a legacy** of:

- Organizational Growth
- Leadership
- Member Involvement
- Quality
- Continuity

9:30 a.m. – 12:30 p.m. Communicating Our Value – Strategic Alliances
(Why we matter)

AALL is conducting a **Return on Investment (ROI) Study** to develop a comprehensive, quantitative report on law libraries’ value in order to assist AALL and its chapters in implementing programs and strategies to better communicate ROI. Preliminary findings will be explored.

*Kris Martin and Constance Ard, HBR Consulting*

10:15 a.m. BREAK
Many chapters are already finding ways to raise the profile of the profession. **Chapters will share their successful initiatives to partner with other legal or library related organizations** to produce education and events at the local or regional level.

*Kathleen S. Martin (LLAM), Montgomery County Circuit Court Law Library; Mark A. Gediman (SCALL), Best Best & Krieger LLP; and Emily R. Florio (LLSDC), Finnegan, Henderson, Farabow, Garrett & Dunner, LLP*

AALL chapters are also partnering with their local and state bar associations to produce CLE programs and to contribute articles to their magazines, journals and other publications. **Learn more from chapter members about how to implement a program in your area.**

*Benjamin T. Almoite (VALL), Virginia State Law Library; Jane Larrington (SANDALL), University of San Diego School of Law*

Chapters have experience in working with their state and local governments to advocate for law library funding, to prevent closings and to safeguard access to legal information. **We will also hear some of those success stories.**

*Michele Finerty (NOCALL), University of the Pacific McGeorge School of Law; Mary Jenkins (ORALL), Hamilton County Law Library*

How we can form better resource sharing channels to support these important efforts, and communicate why we matter?

**Luncheon and Program - Mentoring Our Future Leaders**  
(Why we’ll thrive)

*Barbara A. Bintliff (SWALL), University of Texas, Jamail Center for Legal Research*
1:45 p.m.  **Member Recruitment, Retention and Engagement - Mark Levin**  
(Why we’re in this together)

How can we better align our programs and activities to meet the needs of the profession and improve communications and outreach within the legal information community? What should we do to draw new members into our organizations and keep current members active and engaged?

2:45 p.m.  This session will begin with an examination of the unique characteristics and needs of the multiple generations now actively involved in all organizations. A better understanding of these groups and better communications among them is critical if we’re to accomplish the important work of our organizations. Just as importantly, understanding what motivates each generation will be the key to attracting them to membership in the first place. **Successful strategies in the area of member recruitment, retention and engagement will be shared.**

John H. Davey (LLAGNY), Alston & Bird LLP and Deborah Ginsberg (CALL), Chicago-Kent College of Law Library

3:15 p.m.  **BREAK**

3:30 p.m.  **What Keeps Us Up at Night?**  
(Why change is our opportunity)

What will the law library of the future look like? How can we work together to identify emerging opportunities? How do we integrate the services we provide to affirm them as essential to our institutions’ missions? How do we position ourselves to chart the course of our profession? What skills do we need to adapt to the rapid change in our workplaces and in the field? What hurdles lie in our path? We hope that this will be a lively discussion of the future of law librarianship, and our roles in that future.

4:45 p.m.  **Adjourn**

5:00 p.m.  **Reception**
8 Things Chapter Leaders MUST Do to Leave a Legacy of Leadership

1. Learn to make ________________________________.

2. Be more like__________________________________.

3. Be mindful of ___________ and ___________ differences.

4. Put ______________________on EVERYTHING the chapter does.

5. Never underestimate the ____________________ factor.

6. Let them know you ________ their __________.

7. Put more _____________________ in the water.

8. Learn how to give the _________ of ____________.
Member Recruitment, Retention, and Engagement
By Mark Levin

1. Generational differences can have a big impact on how members perceive the _____ of membership.

2. Have a clear _______ about what membership in your chapter provides.

3. Don’t forget that you only get ____ chance to make a good first impression.

4. Focus on _______ members.

5. The key to member retention is ___________, not just ___________.
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<tr>
<th>No-Brainers</th>
<th>Good Ideas</th>
<th>Uh...No Way</th>
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Ideas from the 2014 AALL Chapter Summit
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