

**Oregon State Bar
Special Meeting of the Board of Governors**

July 25, 2014

12:00 p.m.

Oregon State Bar Center – Tigard

McKenzie Room

Open Agenda

- | | | | |
|----|--|------------|-------------|
| 1. | Call to Order | | |
| 2. | Six Month Financial Review [Mr. Wegener] | Inform | Exhibit |
| 3. | CLE Seminars Program Review [Mr. Kranovich] | Discussion | Posted 7/22 |
| 4. | Executive Director Selection Process [Mr. Kehoe] | Inform | |
| 5. | Appointment of <i>Ad Hoc</i> Awards Committee | Action | |
| 6. | Support for ABA “Citizenship in the 21 st Century” Initiative | Action | Exhibit |

BOG Calendar of Events
*****SUBJECT TO CHANGE*****

2014

July 15-17	HOD Regional Meetings	All Regions
July 19	SPRB Meeting	TBD
July 25	BOG Committee Meetings	OSB Center
July 29-30	Bar Exam	Red Lion Jantzen Beach
July 31	Oregon Minority Lawyers Assoc. Social/Auction**	World Trade Center
August 7-12	ABA Annual Meeting	Boston, MA
August 14	PLF Board of Directors	Blue River
August 21	Partners in Diversity Say Hey**	World Trade Center
August 22	SPRB Meeting	Conference Call 8:30am
September 4	HMCC Celebration Dinner**	Oregon Convention Center
September 5	Board and Committee Meetings	OSB Center
September 15	Hispanic Heritage Month Breakfast**	Salem Convention Center
September 20	SPRB Meeting	OSB Center
September 23	HOD Resolution Deadline	Received by OSB
September 26	Oregon Women Lawyers Workplace Reception**	Embassy Suites Hotel – Pine Street
September TBD	New Admittees Swearing In Ceremony*	Smith Auditorium – Willamette University
October 3 – date change	Board (Special) and Committee Meetings	OSB Center
October 3	Oregon Native American Chamber Gathering**	Oregon Zoo
October 6	BOG Election Ballots Sent	Online voting only
October 7	Urban League Equal Opportunity Dinner**	Oregon Convention Center
October 10	PLF Board of Directors	Yachats
October 17	HOD Agenda Published	Distributed by OSB
October 17	SPRB Meeting	Conference Call 8:30am
October 18	OGALLA Dinner & Silent Auction**	Hotel Vintage Plaza
Oct 21-23	HOD Regional Meetings	All Regions
October 20	BOG Ballots due to OSB by 5pm	Online voting only
October TBD	Pro Bono Fair*	TBD
October 2015	CEJ Laf-Off (only in ODD years)	
November 7	House of Delegates Meeting	OSB Center
November 13-15	Board & Committee Meetings & Planning Retreat	Salishan
November 22	SPRB Meeting	OSB Center
December TBD	OSB Annual Awards Luncheon*	TBD
December 5	PLF Board of Directors & Annual dinner	Tigard
December 19	SPRB Meeting	Conference Call 8:30am

2015

January 9	OSB Employee Luncheon	OSB Center
January 9	BOG Special Session & Committee Meetings	OSB Center
January 9	BOG/MBA Reception	Portland
January TBD	SPRB Meeting	TBD
January 19	Dr. Martin Luther King Breakfast**	TBD
February 4-10	ABA Mid-Year Meeting	Houston, TX
February TBD	PLF Board of Directors	TBD
February TBD	Partners in Diversity Say Hey**	TBD
February TBD	SPRB Meeting	TBD
February 18	CEJ 23rd Annual Awards Luncheon**	TBD
February 12	Lunch with Supreme Court & Court of Appeals	Salem
February 12	Committee Meetings	Salem
February 12	Local Bar and Legislative Reception	Salem
February 13	Board Meeting	Salem
February TBD	Oregon Hispanic Bar Assoc. Dinner**	TBD
February 24-25	Bar Exam	TBD

March TBD	ABA Bar Leader Institute	TBD
March TBD	Oregon Women Lawyers Dinner/Auction**	TBD
March TBD	SPRB Meeting	TBD
March 20	BOG Committee Meetings	OSB Center
March 20	50-Year Luncheon	Tualatin Country Club
March 20	BOG / ONLD Dinner	OSB Center
March 25-27	Western States Bar Conference	Big Island, HI
April 7-9?	ABA Day in Washington, D.C.	Wa, D.C.
April TBD	SPRB Meeting	TBD
April 23	OSB/PLF Joint Dinner	TBD
April 24	Board and Committee Meetings + PLF	OSB Center
April TBD	PLF Board of Directors	Tigard
April TBD	Basic Rights Oregon Leaders Luncheon	TBD
April TBD	HNBA Legal Education Fund Scholarship Lunch	TBD
April TBD	CLP Legal Citizen of the Year Award Dinner	TBD
April TBD	The Asian Reporter Foundation Banquet	TBD
May 4-5?	Northwest Bars Conference	TBD
May TBD	MBA Annual Meeting & Dinner	TBD
May TBD	SPRB Meeting	TBD
May TBD	Hispanic Metro Chamber Scholarship Lunch **	TBD
May TBD	BOG Candidate Statements Due	For October Election
May TBD	New Admittees Swearing In Ceremony*	Smith Auditorium – Willamette University
May TBD	Asian American Youth Leadership Conference	TBD
May 15	BOG Committee Meetings	OSB Center
May 15	BOG Alumni Dinner	OSB Center
May TBD	National Conf. on Prof. Responsibility	TBD
May TBD	Partners in Diversity Say Hey Spring	TBD
June TBD	SPRB Meeting	TBD
June TBD	PLF Board of Directors	TBD
June 25-27	Board and Committee Meetings	Medford, OR
July 14-16	HOD Regional Meetings	All Regions
July TBD	SPRB Meeting	TBD
July 24	BOG Committee Meetings	OSB Center
July 28-29	Bar Exam	TBD
July 30 - Aug 4	ABA Annual Meeting	Chicago, IL
August TBD	Oregon Minority Lawyers Assoc. Social/Auction**	TBD
August TBD	PLF Board of Directors	TBD
August TBD	SPRB Meeting	TBD
September 11	Board and Committee Meetings	OSB Center
September TBD	SPRB Meeting	TBD
September 22	HOD Resolution Deadline	Received by OSB
September TBD	New Admittees Swearing In Ceremony*	Smith Auditorium – Willamette University
October TBD	BOG Election Ballots Sent	Online voting only
October 9	Board (Special) and Committee Meetings	OSB Center
October TBD	PLF Board of Directors	TBD
October 16	HOD Agenda Published	Distributed by OSB
October TBD	SPRB Meeting	TBD
Oct 20-22	HOD Regional Meetings	All Regions
October TBD	BOG Ballots due to OSB by 5pm	Online voting only
October TBD	Pro Bono Fair*	TBD
October TBD	OGALLA Dinner & Silent Auction**	TBD
October 2015	CEJ Laf-Off (only in ODD years)	TBD
November 6	House of Delegates Meeting	OSB Center
November 19-20	Board & Committee Meetings & Planning Retreat	Cannon Beach

November TBD	SPRB Meeting	TBD
December TBD	OSB Annual Awards Luncheon*	TBD
December TBD	PLF Board of Directors & Annual dinner	TBD
December TBD	SPRB Meeting	TBD

BOG Meetings and Committee Meetings are in BOLD type.

Other events announced, as information is available. Events added since last BOG meeting are highlighted in yellow.

* OSB Board members are encouraged to attend. ** indicates **sponsored** events which OSB Board members have made a commitment to attend.

For more ABA events: http://www.abanet.org/abanet/oc/abatoday/?gnav=global_calendar_lead



FINANCIAL STATEMENTS SUMMARY

Mid Year 2014

Net Operating Revenue	\$ 806,873
REVENUE	
All Revenue	\$2,000 more than Mid Year 2013; \$102,000 more excl. Reserve
Membership Fees	0.3 % decrease from 2013; excluding Late Fees, up 0.4%
Admissions	1.9% increase in applications
Lawyer Referral	New Funding model - \$247,000 59% increase
CLE Seminars	1.3% less than 2013 – but Net Expense \$56,400 lower
EXPENDITURES	
Salaries & Benefits	47.7% of budget
All expenses	46.9% of budget
Client Security Fund	Claims paid - \$14,944 2013 - \$453,814
FANNO CREEK PLACE	
Net Cash Flow	\$5,100 better than budget

Mid Year 2014

SHORT-TERM CASH	
Mid Year 2014	\$1.140 million more; \$817,000 more after Unclaimed Funds
RESERVE INVESTMENT PORTFOLIO	
Mid Year 2013	\$4.459 million
Mid Year 2014	\$5.100 million
Gain	\$641,000, or 14%
Needs vs. Haves	\$1.419 excess of All Reserves

PROJECTED END OF 2014	
Operating Revenue	\$312,000
Membership Fees	.5% increase
All Expenses	Under budget

WHAT 2014 RESULTS MEAN FOR 2015

- Active Membership Fee
- Client Security Fund Assessment
- Impact of AMS software purchase
 - CLE Seminars
- Revenue from Admissions, Lawyer Referral
 - PERS rate
 - Program changes

OSB CLE Seminars — Business Plan Outline

Executive Summary

The OSB CLE Seminars Department has been unable to achieve its goal of a break-even budget for several years. In 2013 the department's net expense was its largest ever, approximately \$230,000. This report lays out a 3-5 year plan to decrease or eliminate that deficit. In year one (2014) the focus is on market research and testing, along with new product development. For 2015 new products will be introduced and measured while policy changes will be explored and developed with sections and other bar groups. In 2016, based on those discussions, any policy changes directed by the BOG will be implemented. Also in 2016, new registration software will be installed and adapted to the new membership database, allowing greater flexibility with registration services along with cost savings.

Throughout this three-year period bar staff will increase its ability to provide efficient online services, including marketing, distribution and e-commerce functions. If CLE Seminars is still unable to meet its budget targets, the next phase beginning in 2017 will be to transition away from content development in favor of a producer/distributor model, focusing on the OSB's core infrastructure strengths: an established conference center; membership data and access; e-commerce, web and other technology platforms; and partnerships with content developers, including section, local and specialty bars.

Program Overview

The CLE Seminars Department advances the bar's mission of improving the quality of legal services by providing high-quality seminars and seminar products that are cost-effective, relevant and widely accessible. As a provider, the OSB operates in a highly competitive market that includes a large number of CLE providers, multiple options for accessing CLE seminars and a diverse customer base encompassing multiple generations, practice types and geographic locations. To meet these challenges and provide a meaningful educational experience for bar members, the department provides a wide range of CLE topics in a variety of formats that acknowledge diverse learning styles and changing technologies for delivery of CLE content.

In 2013 CLE Seminars produced 53 live CLE events, of which more than 75% were available as live webcasts, allowing real-time participation from remote locations. In addition to the live seminars and webcasts, programs were available on CD/DVD and online on-demand. CLE Seminars also partnered with a half dozen CLE educational partners to offer additional programming to OSB members.

CLE Seminars has always been among the bar's most highly valued programs, with strong performance ratings in all past bar-wide member surveys. Evaluations by seminar participants are also very positive, including outstanding reviews for program quality (87% "excellent" or "very good" in 2013) and for customer service (89% "excellent" or "very good").

Nearly 400 volunteers participate each year as speakers and program planners, including attorneys and other professionals; the department is committed to promoting diversity of all types in its programs. The department also supports other OSB priorities and initiatives, including "pro bono" registration services

for special bar events. In addition, each year approximately 20 OSB sections either cosponsor seminars or enter into contracts with CLE staff for registration and/or on-site event services. Sections that cosponsor or contract for event/registration services also rate the department highly.

While not every CLE event breaks even or generates revenue, seminars with net revenue support seminars that do not break even but still provide valuable CLE content for the membership. For example, the four-year average revenue for the Oregon Tax Institute was \$9889 per year. This contribution to overall department revenue supported seminars in topics such as veterans' law, constitutional law and disability law. These practice areas have a limited target market (compared to business law or litigation) but provide practitioners in these areas with vital Oregon-specific CLE.

Even when not cosponsoring with sections CLE Seminars Department staff provide CLE advice and recommendations to all sections. Although a section may be using limited services such as registration, there are usually questions about marketing, A/V and other bar services. There is an expectation that the bar will provide sections with whatever information is needed to successfully produce a CLE seminar.

Current Business Environment

The traditional CLE market has changed dramatically over the past 10 years, mostly due to increased competition [*see Exhibit 1*]. From the mid-90s to the early 2000s, the department's market share was calculated on a random sample basis and averaged 30%. Beginning in 2004, the department's market share was calculated as a percentage of total CLE credits reported by OSB members filing MCLE compliance reports. From 2004 to 2013 average market share was 17.16%. The increased competition can be divided into two distinct categories: internal and external.

Internal competition includes the PLF, ONLD, sections and other OSB programs. These providers generally regard CLE more as a member service than a revenue source, and as a result often charge low or no fees [*see Exhibit 2*] to participants. They also all receive some level of support from the OSB. The PLF, which focuses on law practice management through its loss prevention program, charges only for live programs with webcasting (\$15 regardless of program length); the OSB does not charge PLF for conference facilities. The ONLD's CLEs target new lawyers and are supported by staff in Member Services and Accounting. About half of section CLEs contract for some level of support from CLE Seminars; the rest are supported to varying degrees by other bar staff. Some bar programs produce training and recruitment CLEs for volunteers or to promote program priorities. Finally, local bars are not internal competitors but do receive OSB support through waiver of MCLE accreditation fees.

External competition includes traditional providers (ABA, OLI, OCDLA, etc.) and a growing number of online providers, mostly national companies. These providers produce content with broad market appeal, allowing them to set a low per-unit cost while making profits based on sales volume. Oregon is an attractive market for these providers because, unlike most states, our MCLE rules do not require that any credits be earned through participatory/interactive programs.

Other factors influencing the CLE market include: 1) shifting demographics, with four generations of members who have different learning styles, 2) law practice economics, with most lawyers and law firms

seeking to lower expenses, and 3) a trend toward shorter, more convenient delivery models that reduce travel and time away from work.

In 2013 program revenue totaled \$984,855 and expenses totaled \$832,258 for an initial program balance of \$152,598. After allocating the program's share of ICA (HR, IT, Accounting, Reception, OSB Center, etc.) it had a net expense of \$229,589. The net expense for 2012 was \$95,206 and for 2011 it was \$153,140. Although revenue has been declining for some years, in general expenses have decreased proportionately [*see Exhibit 3*]. Expense reductions have included: an overall FTE decrease with cross-training of remaining staff; providing written course materials only by pre-order for a fee; reducing brochure production and mailings; and hosting the majority of live events at the OSB Center, with refreshments purchased at Costco.

Live seminar revenue is projected to continue decreasing as more members turn to the convenience of online delivery. Correspondingly, online seminar revenue has steadily increased as more members attend seminars "live" via webcast or obtain credit through on-demand seminar products. The department is offering an increasing number of studio-only (no live audience) seminar webcasts, which are relatively inexpensive to produce while boosting on-demand sales revenue. To date the department has continued to produce a large number of live events, which are still favored by a segment of the market and provide valuable networking opportunities.

Some of these market forces are having a similar impact on CLE departments in other state bars. Many are experiencing similar declines in revenue despite having more advantageous MCLE rules and stricter controls on internal competition. At least two states expect to adopt participatory requirements for MCLE in the near future; staff will monitor these developments.

Business Development Timeline

2014: Marketing and New Product/Resource Development

Two major program developments have already been implemented this year. First, the independent CLE Seminars website was migrated to the main OSB site to create a stronger, more integrated web presence. Second, event registration is now handled by a contract vendor, InReach. This move consolidated registration services, addressed issues with the bar's proprietary event software, allowed a .25 FTE reduction in CLE Seminars and reduced the Accounting Department's workload. The new system, however, could not replicate the functions of the CLEasy-Pass annual discount program so it has been discontinued. The budget impact of this is as yet unknown; should it prove to be a negative, a new annual pass can be introduced in the future.

Goal #1: Position OSB CLE as a quality, convenient source of legal education options for lawyers of all practice types from all parts of the state.

- Refocus on OSB brand, including visuals, for website and all collateral materials

- Better use of existing OSB marketing channels: website integration; new section in Bulletin; Bar News “this month in CLE” feature; cross-promote in BarBooks; member dashboard promotional space; analysis of email campaign effectiveness
- Pricing, promotions and special offers: Calendar-based system to test discounts/incentives (especially impact of CLEasy Pass elimination) and pricing options. Examples: Summer Overstock Sale, Pay equity CLE (promote in BOG Update); slight pricing increases for targeted programs; promotion/addition of CLE materials library in November; last chance discounts/close-out discounts

Goal # 2: Increase targeted marketing to member groups, building on success of reciprocity bundles.

- MCLE reporters: Package deals, specialty credits; emphasize convenience, reporting
- New lawyers: Networking opportunities of live programs
- Rural/out-of-state: Participate live through webcasting

Goal #3: Develop new products/services and new revenue sources

- Section registration services, webcasting services and mp3 royalty option
- Online discussion groups to supplement on-demand products
- InReach advertising (test case for OSB site advertising)
- Sponsorships (live events)

2015: Expand New Products/Develop and Communicate Policy Changes

The focus for staff in 2015 will be to increase use of CLE Seminars services by member groups and affiliates. Based on 2013 figures, had all sections and the ONLD paid for basic registrations services for their independent programs, CLE Seminars would have earned an additional \$45,000 in revenue. At the same time, we would have avoided \$40,000-\$60,000 in costs from other departments to support those CLEs. (The enhancement to revenue would be even greater if sections and other groups co-sponsored their programs with the CLE Seminars Department.) If bar groups cannot be encouraged successfully to do so, the BOG may wish to consider whether, as a policy matter, to require bar groups to use CLE services, and also may wish to consider other policy changes, including MCLE requirements.

Goal #1: Increase use of CLE Seminars services by bar affiliated groups.

- BOG contacts and staff liaisons will meet with every section executive committee to discuss CLE budget background, invite feedback, discuss package options [[see Exhibit 4](#)]

- Sell the benefits of using CLE services: Online registration 24/7, including day of event; credit cards and electronic checks accepted and processed; inclusion on the OSB CLE calendar; MCLE attendance reporting

Goal #2: Review policies that put OSB CLE at a competitive disadvantage or otherwise conflict with the BOG's goals for the continuing legal education program.

- Limits on comp registrations; meeting room and equipment charges
- Require bar groups to work with CLE Seminars department at some level [Other State Comparisons link](#)
- Modify MCLE rules: participatory requirement, purchase requirement

2016: Implement Policy Changes/New Software Installation

Goal #1: Bring event registration services in house with new software package

- Direct cost savings of \$1.99 per registrant (current vendor contract price) plus reduced staff time in both CLE and Accounting to reconcile accounts
- Members complete MCLE self-reports online for database upload, saving time for members and bar staff while allowing better market analysis, e.g., incidences of product sharing

Goal #2: Implement any BOG-approved policy changes.

2017: Program Review

If, after all of the marketing and policy initiatives discussed above, the department is unable to meet its budget goals, the BOG should consider a new model: CLE Online Marketplace.

Under this model the department would transition out of event planning and program sponsorship in favor of an electronic production/distribution role. Programs that have proven profitable or for which there are current contracts would continue for a year or two, but all unprofitable programs would be eliminated, and staff would no longer work with sections on planning and marketing live programs or coordinating event logistics. Instead, the department would manage the bar's conference center, including a full range of A/V, webcasting and recording services, and would maintain the online CLE Marketplace as a one-stop source for CLE from any provider interested in working with the OSB.

Under this model the department would no longer compete with other Oregon-based providers, internal or external. Instead it would focus on helping those providers increase their market reach through electronic delivery on a profit-sharing plan. This model takes advantage of OSB's special business strengths: access to the membership database, including section rosters and MCLE reporting software; a robust and well-established web presence; and e-commerce capabilities difficult for smaller or independent providers to replicate.

The disadvantages would be a likely gap in programming since few local providers currently offer online distance learning, and those that do are all based in Portland. Also, other providers may be less likely to cover areas of law in which a small number of lawyers practice. In addition, a smaller number of live programs will further reduce opportunities for lawyers to network and interact with their colleagues, including judges and speaker experts. There is also a strong likelihood that sections and the ONLD would still expect to receive some level of program planning services from the OSB staff, and a protocol for responding to such requests would have to be developed.

State (# sections)	CLE Policies
Alaska (28)	Sections must co-sponsor all programs with the Bar; section pays all expense and retains all net revenue. Short lunch programs may be held at the bar office; sections are not charged to use the facility.
Arizona (28)	Currently sections can do programs independently but the board is considering requiring sections to work with the bar CLE department. If they co-sponsor now, the bar gets 50% of the annual net revenue. Sections are charged \$450 to use the bar facility if the program isn't co-sponsored.
California (16)	Sections must co-sponsor with the bar. Sections pay all expenses but retain all revenue.
Idaho (21)	All CLE is done through the Idaho Bar Foundation. Sections do their own CLE, pay all expenses and retain all revenue. Staff keeps records of time spent assisting with programs and sections are charged for all of it.
Nevada (23)	Sections must work with the bar on CLE programs. The section pays an administrative fee plus a percentage of gross revenue for "standard" services. There is a lower administrative fee for "minimal" services which consists of the bar handling attendance, production of written materials and the MCLE application.
Utah (34)	Sections must co-sponsor with the bar; net revenues are split 50/50.
Washington (28)	Sections can do independent mini-CLEs of less than two hours and there is no charge for bar support. The bar takes care of the MCLE application, electronic registration, promotion of the program through email, preparation of sign-in sheets, and reporting of attendance after the program. If the section holds the program in the WSBA facility, there is a \$20/attendee fee (\$35 for a webcast). The facility charge includes coffee, tea and water. Sections can use the facility no more than 4x/year.

CLE Seminars Plan

Exhibits

Increased Competition

CLE Market Share Analysis—01/01/13–12/31/13

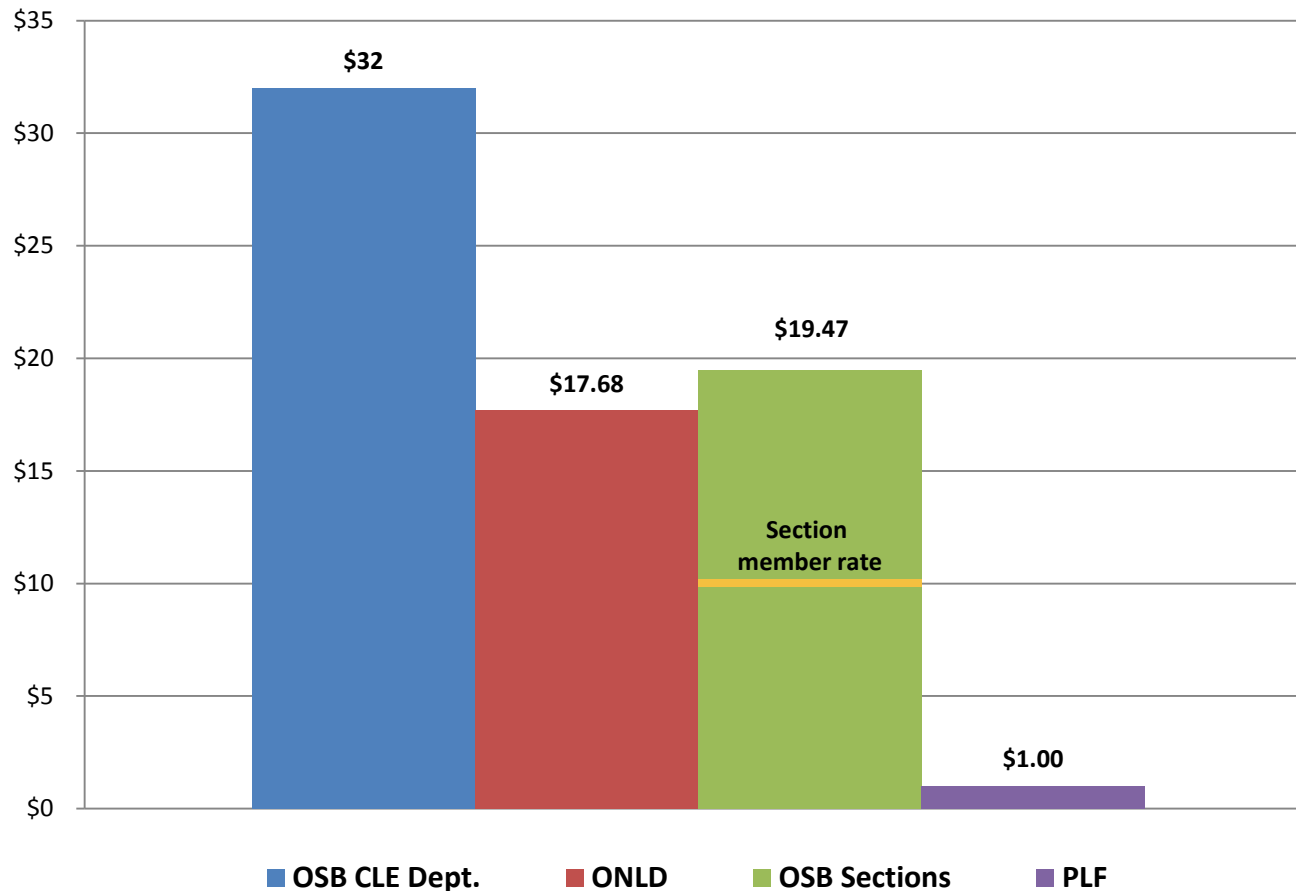
Sponsor Name	Credit Hours	% of Total Sponsor Credits	Registration Count
Oregon State Bar	22,261.75	12.60	4,235
Oregon Criminal Defense Lawyers Association	14,785.50	8.37	1,483
Oregon Law Institute	9,893.75	5.60	2,079
Professional Liability Fund	8,558.00	4.84	1,840
Oregon Trial Lawyers Association	6,436.75	3.64	1,650
Oregon District Attorneys Association	5,778.00	3.27	564
OSB Family Law Section	4,342.75	2.46	337
Judicial Education Committee	4,096.50	2.32	453
Multnomah Bar Association	3,830.00	2.17	2,463
American Bar Association	3,109.25	1.76	701
The Seminar Group	3,039.25	1.72	368
New Lawyer Mentoring Program	2,538.00	1.44	423
Lawline.com	2,106.50	1.19	1,363
OSB Real Estate & Land Use	1,997.75	1.13	342
OSB Workers Compensation Section	1,897.50	1.07	278
Oregon Department of Justice	1,888.50	1.07	1,065
Oregon Association of Defense Counsel	1,876.50	1.06	298
Practicing Law Institute	1,780.50	1.01	447
West Legal Ed Center	1,339.75	0.76	1,037
Federal Bar Association: Oregon	1,280.25	0.72	197
Law Seminars International	1,240.25	0.70	172

Top Registration Counts

Internal OSB Programs

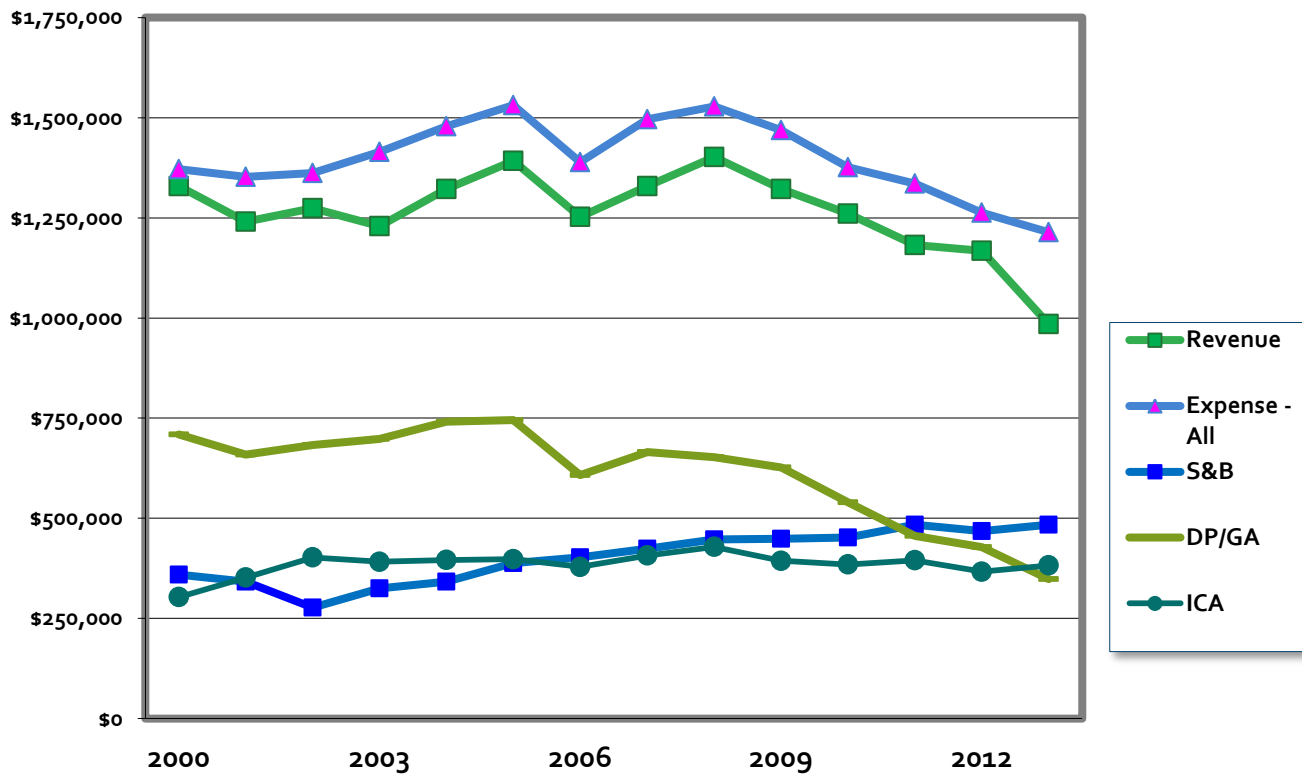
Internal Competition

Average Cost Per Credit Hour (2013)



Financial History

CLE Seminars - 21st Century Financial History



Section CLE Services

Registration Services

The following registration services are available to sections at a cost of \$10 per registrant (\$350 minimum) unless otherwise stated:

- Access to 24/7 online event registration using all major credit cards and checks. (All registrations are subject to applicable bank and transaction fees.)
- Processing cancellations and refunds.
- Sending event confirmations to registrants.
- Providing event and registration information via the OSB CLE Service Center during regular business hours.
- Providing an attendee list for check-in at event.
- Printing speaker name tents, name badges and providing badge holders (*name badge ribbons are available at 45 cents each; requires three-week advance order*).
- Sending attendance information to MCLE for posting to members' compliance reports

- Providing MCLE recordkeeping and event evaluation forms for attendees.
- When electronic course materials are available, send registrants a link to electronic course materials prepared by the OSB Creative Services Department 48 to 72 hours in advance of the seminar date.

Additional related services at no extra charge:

- Up to two hours of Creative Service staff consultation for marketing materials and electronic services
- Up to three emails announcing the event to the sponsoring section and two additional sections
- Web posting (up to three months) of electronic course materials (1 gigabyte or less)

Section CLE Services

Event Services

The following services are available to sections at an hourly rate of \$35 per hour per OSB CLE staff member (two-hour minimum and additional charges, such as travel expenses, may apply):

- Subject to staff availability, on-site registration assistance by CLE Seminars staff (two-hour minimum)
- Assist the section with selecting and reserving an event facility; recommend room arrangements
- Obtain, review, and forward the facility contract to the OSB Executive Director for approval
- Review registration information before CLE event notices are distributed
- Assist the section with making catering selections and finalizing the Banquet Event Order (BEO) with the facility
- Assist the section with audio visual equipment selection

Section CLE Services

Product Sales Services

ONLINE VIDEO STREAMING

- Section to pay for professional video recording and provide a copy to OSB CLE Seminars (copy will be returned)
- Section can offer either the entire program or Individual program sessions for sale
- Section to provide electronic course materials
- Section to provide copy of the brochure for catalog information
- Sales price cannot be less than \$35 per credit hour
- Section will receive 15% of the sales price
- Product will remain in the online catalog for the MCLE accreditation period unless the section requests otherwise

ONLINE MP3 FILES

- Bar staff will audio record the program, not to exceed two hours in length
- Section to provide electronic course materials
- Section to provide copy of the brochure for catalog information

- Sales price cannot be less than \$35 per credit hour
- Section will receive 15% of the sales price
- Product will remain in the online catalog for the MCLE accreditation period unless the section requests otherwise

CDs or DVDs

- Section to pay for audio or video recording and a provide a copy to OSB CLE Seminars for duplication
- Section to pay for all associated fees (e.g., accounting set up, credit card merchant fee, media duplication, etc.)
- Section to provide course materials either electronically or a file for hard copy printing
- Section to provide a copy of the brochure for catalog information
- Sales prices cannot be less than \$35 per credit hour
- Section will receive 30% of the sales price
- Product will remain in the catalog for the MCLE accreditation period unless the section requests otherwise

U.S. Citizenship in the 21st Century—Overview

The American Bar Association (ABA) Division for Public Education, in cooperation with the American Library Association (ALA), proposes to conduct the national implementation project: *U.S. Citizenship in the 21st Century* under the *Museums, Libraries, and Cultural Organizations: Implementation Grants* initiative. This national implementation project will build upon our planning grant, *U.S. Citizenship in the 21st Century*, funded by the National Endowment for the Humanities (NEH), under the *Museums, Libraries, and Cultural Organizations: Planning Grants* initiative in 2012. The proposed national implementation project will include 12-15 public discussion programs conducted in libraries and other community venues in 12-15 communities across 12-15 states. In addition, the proposed project will develop national implementation project resources, including printed materials as well as an online public discussion guide consisting of four public discussion modules around the theme, text discussion starters, focus questions, resource lists, and practical program resources such as planning guides, customizable publicity materials, and evaluation tools. Developed resource lists will include nonfiction and fiction texts, film, audio, images, and primary sources to support library collection development and public book or film discussions, and engage a diverse public audience in meaningful conversation about policies and ideas that are important to their communities. Moreover, the proposed national implementation project will include coordination and technical assistance, as well as dissemination of project resources through local, state, and national events and media sources. Finally, the proposed national implementation project will include the collection, analysis, and reporting of data, not only to evaluate the success of the project, but also to better understand how public dialogue around the project theme might be shaped by demographic factors.

Drawing upon longstanding relationships with local, state, and national legal, civic, and community organizations the ABA, working with the ALA, will identify 12-15 lead local or state organizations to coordinate programs within their communities. Each organization will assemble a planning committee that includes a broad range of organizations reaching a diverse constituency. Planning committees might include representatives from organizations such as state or local bar associations, public or other libraries, state humanities councils, local universities or community colleges, state or local civic organizations, or state or local media sources.

Programs at each site, tailored to public audiences, might include book or film discussion groups, scholar-facilitated seminars, moderated panel discussions, a series of town hall meetings, or other public discussion forum utilizing project resources and emphasizing sustained dialogue. Live programs will be supplemented by online discussions via established social media networks. Each of the public programs will explore the evolving understandings of the meaning of citizenship, which might include the impact of group identity on notions of citizenship, the rights and responsibilities of citizenship, relationships between citizenship and equality, and effects of 21st century globalization on nationalization. Each public program will bring together scholars, educators, legal professionals, community leaders, students, and other interested members of the public to learn about and explore these ideas, reflect purposefully, and generate sustained public discussions around the project theme and subthemes.

The national implementation project will begin April 1, 2015, and will be completed by March 31, 2018. The public programs will be scheduled between the spring of 2016 and fall of 2017.

July 19, 2014

Dr. Mabel McKinney-Browning, Director
ABA Division for Public Education
321 N. Clark Street
Chicago, IL 60610

Dear Dr. McKinney-Browning,

I am writing to express my enthusiastic support for *Citizenship in the 21st Century*, the national dialogue program proposal being submitted to the National Endowment for the Humanities by the American Bar Association in partnership with the American Library Association.

Discussions of national identity, citizenship, and what it means to be “American” are timely and increasingly important in today’s world. I am delighted to be included in this project, and look forward to planning and hosting a program as part of the efforts to implement the programs outlined in *Citizenship in the 21st Century*.

Please let me know if you need any additional information.

Sincerely,