



PRESIDENTS' AWARD OF EXCELLENCE "Roadmap to Success"

Recognizing chapter activities from January 1, 2021–February 28, 2022

Revised February 2021

The Presidents' Award of Excellence, named in honor of Past ALA Presidents, recognizes chapters for their efforts in effective chapter leadership.

ALA is the premier professional association connecting leaders and managers within the legal industry. We provide extensive professional development, collaborative peer communities, strategic operational solutions and business partner connections empowering our members to lead the business of law.

The Presidents' Award of Excellence encourages chapters to take effective and collaborative action in support of ALA's mission to:

- Promote and enhance the competence and professionalism of legal administrators and all members of the legal management team.
- Improve the quality of management in law firms and other legal service organizations.
- Represent professional legal management and managers to the legal community and to the community at large.

A member of the [Chapter Resource Team](#) will meet with the incoming or new Chapter President (and potentially other chapter leaders) to review these guidelines and the [chapter performance objectives](#). They will also help the chapter set goals for the year. This will be accomplished either in person or over the phone. Throughout the year, the Chapter Resource Team and ALA's professional staff are available to assist chapters in achieving these objectives creatively through the virtual environment in response to the COVID-19 pandemic.

It is expected that ALA chapters will meet and exceed the criteria set forth on the following pages. As an incentive to recognize chapter success and continued innovative growth, we ask each chapter to strive to achieve the Presidents' Award of Excellence.

Use the following checklist to chart your progress and highlight your chapter successes. Initiatives should be completed within a 14-month period prior to the award submission date.

RESPONSIBILITIES TO CHAPTER MEMBERS

√	Required or Recommended	Description	Individual Responsible
<input type="checkbox"/>	REQUIRED	Reinforce ALA’s position as a thought leader within the legal management industry by promoting readership of Legal Management magazine , including monthly distribution of current articles or relevant features.	
<input type="checkbox"/>	REQUIRED	Actively promote and educate members about ALA’s Certified Legal Manager (CLM)® program . This could be achieved by recognizing CLMs at chapter events, advertising the benefits of the program with the local bar association and/or including a CLM-focused presentation as part of the chapter’s annual educational programming.	
<input type="checkbox"/>	REQUIRED	Maintain the chapter’s website or communicate with chapter members at a minimum of biannually, current news and upcoming events. Include the links found in UNPACK ALA on the chapter website or communication.	
<input type="checkbox"/>	REQUIRED	Promote and/or create awareness of the ALA Online Community .	
<input type="checkbox"/>	Highly recommended	Regularly recognize achievements and/or contributions by members, volunteers, business partners and those in their legal communities. Such recognition could be made part of the chapter’s website or newsletter, a chapter meeting, social media postings or business partner events.	
<input type="checkbox"/>	Recommended	Promote and/or create awareness of the articles and resources available in ALA’s Career Center .	
<input type="checkbox"/>	Recommended	Maintain the chapter’s social media accounts with current news and upcoming events. If the chapter does not have a social media presence, share information with chapter members via newsletters and listservs.	
<input type="checkbox"/>	Recommended	Develop a written plan with measurable goals and objectives to increase membership and attendance at meetings and events.	
<input type="checkbox"/>	Recommended	Reinforce ALA’s position as a thought leader within the legal management industry. This could be achieved by making presentations on law firm management at law schools and/or bar associations or by authoring original articles for inclusion in a law school or bar association publications.	

Responsibilities to Chapter Members: _____ Required (4) _____ Highly Recommended (1) _____ Recommended (4)

RESPONSIBILITIES TO CHAPTER MANAGEMENT

	Required or Recommended	Description	Individual Responsible
<input type="checkbox"/>	REQUIRED	The chapter has a formal policy of recruitment and retention of diverse members and a mission statement posted on the chapter’s website or shared annually with chapter members that reflects the diversity of the community it serves. Chapter provides their Chapter Resource Team member a report highlighting what they did to recruit/retain diverse members in the prior year including aspects of membership to appeal to current and prospective members across all generations — consider elements on developing long-term leadership and involvement.	
<input type="checkbox"/>	REQUIRED	The chapter has a Diversity, Equity, Inclusion and Accessibility Officer or Committee (which can be the responsibility of a board member or the nominating committee) and engages in succession planning to ensure all members have the same opportunities to lead, including diverse members in its leadership.	
<input type="checkbox"/>	REQUIRED	On regular basis (at least annually), conduct a “benefits of membership” session for new and prospective members and invite existing members who may want a “refresher.” Highlight benefits for all levels of the Association (chapter/international) and the value of our business partner relationships. This can be part of Chapter Resource Team visit.	
<input type="checkbox"/>	REQUIRED	At a minimum of quarterly, maintain communication with the Chapter Resource Team. On at least a semiannual basis, communicate the chapter-related diversity, equity, inclusion and accessibility initiatives and needs.	
<input type="checkbox"/>	Highly Recommended	<p>Maintain a continuous retention and recruitment effort to create a diverse chapter membership from all cross sections of the legal management community, with the following goals in mind:</p> <ul style="list-style-type: none"> a. Retention rate goal exceeding 80% (industry average for individual associations). b. Total membership equal to or greater than its membership total on December 31 of the previous year. <p>Headquarters will provide the recruitment and retention chart from the prior year.</p>	
<input type="checkbox"/>	Highly Recommended	At least on annual basis, survey members to determine what issues they are facing in their jobs; their satisfaction with chapter benefits and activities; and to determine what diversity, equity, inclusion and accessibility goals and challenges they are currently facing.	
<input type="checkbox"/>	Highly Recommended	Ensure at least one member of the chapter’s board attends and/or listens to recordings of all Chapter Leader Educational Series sessions hosted by the Chapter Resource Team.	
<input type="checkbox"/>	Highly Recommended	Create and/or maintain a diverse difference and/or new member mentor or peer support program or use existing ambassador program. This program supports conferences, events and education related to diversity, equity, inclusion and accessibility to promote a diverse workforce.	
<input type="checkbox"/>	Highly Recommended	Conduct a joint event or initiative with another professional organization (see ALA’s listing of Strategic Alliance Partners). Submit Strategic Alliance Profile Form include any alliances chapters have that are not listed as part of the ALA’s listing.	
	Highly Recommended	Submit at least two (2) nominations from their membership for an ALA leadership position.	
<input type="checkbox"/>	Highly Recommended	Assist ALA headquarters with recruitment efforts by regularly providing them with names and contact information for prospective members.	

RESPONSIBILITIES TO CHAPTER MANAGEMENT

<input type="checkbox"/>	Recommended	Create and/or maintain a program to keep seasoned legal management professionals, including Past Presidents, actively involved in chapter activities.	
<input type="checkbox"/>	Recommended	Provide educational enrichment within the community through activities such as internship programs, advisory panels, curriculum development efforts or teaching.	
<input type="checkbox"/>	Recommended	Submit an entry for the Elevate ALA Award or recommend recipients for the Spirit of ALA, Outstanding Association Volunteer or NextGen Leader Awards .	

Responsibilities to Chapter Management: _____ Required (4) _____ Highly Recommended (7) _____ Recommended (3)

RESPONSIBILITIES TO BUSINESS PARTNERS

√	Required or Recommended	Description	Individual Responsible
<input type="checkbox"/>	REQUIRED	Publish at least one article or provide one program per year to educate members about the importance and value of business partners. This can be shared in the chapter newsletter, on the chapter website and or through the chapter's social media posts.	
<input type="checkbox"/>	Highly recommended	Subscribe to and participate in ALA's Business Partner Listserv .	
<input type="checkbox"/>	Highly recommended	Encourage members to use the Legal Marketplace program.	
<input type="checkbox"/>	Highly Recommended	On an annual basis, submit an updated Chapter Business Partner Program profile .	
<input type="checkbox"/>	Recommended	Inform business partners about ALA opportunities by providing them with a link to ALA's Business Partner Center .	
<input type="checkbox"/>	Recommended	Assist ALA headquarters with growing business partner relationships by regularly providing names and contact information for relevant business partner prospects. Send details to marketing@alanet.org .	

Responsibilities to Business Partners: _____ Required (1) _____ Highly Recommended (3) _____ Recommended (2)

RESPONSIBILITIES TO THE ASSOCIATION

√	Required or Recommended	Description	Individual Responsible
<input type="checkbox"/>	REQUIRED	Actively promote and educate members about ALA's Annual Conference & Expo, specialized conferences and other educational opportunities, such as webinars and preconference workshops.	
<input type="checkbox"/>	REQUIRED	At a minimum of annually, provide chapter activity reports and/or photos to ALA headquarters for inclusion in various ALA publications. Submit details to chapters@alanet.org .	
<input type="checkbox"/>	REQUIRED	Enter the chapter's educational program summaries and evaluations into ALA's Chapter Education Database . Preference is to provide submissions for all quality education programs, especially when an outside speaker is used. Use evaluation forms and summary forms to compile data.	
<input type="checkbox"/>	Highly recommended	Ensure that one or more chapter board members (or other designated individuals) attend the Chapter Leadership Institute annually. The President-Elect is encouraged to attend. Limited financial assistance is available for those chapters that demonstrate need. Contact chapters@alanet.org for further information related to financial assistance.	
<input type="checkbox"/>	Highly recommended	Upload chapter newsletters, news blasts and chapter meeting minutes to the chapter's online community regularly (bimonthly preferred).	
<input type="checkbox"/>	Highly recommended	If the chapter has social media, actively promote chapter members to share social media postings of the international Association by liking, sharing, retweeting and/or reposting. Actively promote the social media postings of Diversity, Equity, Inclusion and Accessibility Committee by liking, sharing, retweeting and/or reposting from chapter accounts: Facebook , Twitter , LinkedIn .	

Responsibilities to the Association: _____ Required (3) _____ Highly Recommended (3) _____ Recommended (0)

SUMMARY

Responsibilities to Chapter Members:	_____ Required (4)	_____ Highly Recommended (1)	_____ Recommended (4)
Responsibilities to Chapter Management:	_____ Required (4)	_____ Highly Recommended (7)	_____ Recommended (3)
Responsibilities to Business Partners:	_____ Required (1)	_____ Highly Recommended (3)	_____ Recommended (2)
Responsibilities to the Association:	_____ Required (3)	_____ Highly Recommended (3)	_____ Recommended (0)
TOTAL:	_____ Required (12)	_____ Highly Recommended (14)	_____ Recommended (9)

REQUIREMENTS FOR PRESIDENTS' AWARD OF EXCELLENCE:

Required Items	12 out of 12
Highly Recommended Items	10 out of 14
Recommended Items	4 out of 9

AFFIRMATION STATEMENT — PRESIDENTS' AWARD OF EXCELLENCE

As the Chapter President, I affirm the information above is true and accurate to the best of my knowledge. I understand ALA reserves the right to verify the accuracy of the information submitted.

Chapter Name

Chapter President's Name (please print)

Chapter President's Signature

Email Address

Telephone Number

Date

Completed entry forms must be submitted to awards@alanet.org on or before February 28, 2022.