



WSBA

EDUCATION AND PROFESSIONAL DEVELOPMENT DEPARTMENT

**CLE Committee Meeting
Minutes
April 18, 2012**

Present:

Committee:

Chad Dold, Esther Park, Hillary Evans, Jason Dennett, Qingqing Miao, Richard Sayre, Tracy Grant

WSBA Staff:

Chad Clark, Christopher Cellars, Janey McCaulley, Julie Mass, Katelyn Stayer, Kathy Burrows, Margaret Morgan, Susan Strachan

By Phone:

Tara Gillespie

Absent:

Anthony Ravani, Brita Long, Douglas Reiser, George Jarecke, Jeanette Nyden, Marijean Moschetto, Mark Arend, Patricia Paul, Sheila Ridgway, Stuart Brown, Susan Machler

Approval of February Minutes

Motion was made to approve minutes of February 8, 2012 meeting. Motion seconded. Motion carried.

Director's Report

Julie Mass, WSBA Deputy Director, stated that WSBA is moving forward with budgetary plans to reduce the general fund by 28% (\$3.6M) as a result of the recently passed referendum. Julie outlined some of the preliminary funding cuts being considered. Some of the cost reductions that WSBA is exploring are reduction of the BOG activity costs by \$100K; elimination of funding for WYLD as a division and replacement with a standing committee (saving \$153K); savings through staff benefits reduction; elimination of the accommodation fund; and discontinuation of the subsidy for the ATJ conference starting in FY2013. She also mentioned that Budget & Audit is recommending using \$2 million in reserves over FY13 and FY14.

Some of the revenue-generating ideas that will be brought before the Board are charging members for subscriptions to Casemaker and requesting an increase in the Pro Hac Vice fees. In addition, Julie shared a proposal to move New Lawyer Education into the CLE Seminars budget to change how the program is funded. The Board of Governors will meet on April 27-28 to begin deliberating/deciding on an initial list of cost-savings measures proposed by the Budget & Audit Committee, while WSBA staff continues to

look at consolidation of workloads and staff efficiencies. A \$3.6M reduction in budget (even if reduced to \$2.6M by using \$1M of reserves), will result in staff layoffs and long-term cuts to programs.

Comments from the committee and staff included the following:

- CLE needs to educate the membership better about the valuable professional development seminars and products CLE provides.
- CLE can be more of a revenue-generating arm of WSBA to fund related initiatives.
- Do we have tiered pricing? If we want to grow the business, we need to consider increasing the seminar prices and also having a range of prices for different types of programs. WSBA-CLE programs are inexpensive compared to the marketplace.
- Can we charge more for specialty programs? “Masters” programs would be a good way to offer value to experienced lawyers at a higher price.
- The PowerPass program will not be going away.
- It would be helpful to have the CLE Committee’s backing for recommendations taken to the Board -- e.g., increases in CLE pricing and other revenue-generating ideas. Staff may be asking for more discretion in setting pricing for seminars.
- Hillary Evans commented that she would like to see cost comparisons for the market equivalent of WSBA CLE programming. Margaret Morgan said that that could be provided.
- Casemaker should be promoted among young lawyers, since many do not know of this free member benefit.

CLE Committee Housekeeping Matters

- The CLE Committee will recommend to the BOG that Diane Caley be appointed to fill the one opening on the CLE Committee starting in 2013. The BOG will begin appointment process in July.
- In order to streamline communications for the CLE Committee members, going forward the committee will receive two notices of upcoming CLE Committee meetings: one confirmation of the date for the next meeting that goes out after each meeting, and one reminder notice one week prior to the next-scheduled meeting (notice will include agenda and committee draft minutes from prior meeting). Both announcements will come via e-mail not Outlook. This was agreed on by committee members attending this meeting.

CLE Seminars Report

Katelyn Stayer, Associate Director of CLE Seminars and Operations, reported that the March 28 CLE planning meeting with Sections went very well and attendance was good. Program calendaring, program visibility and best practices (presented by Kathy Burrows, Senior Seminar Development Specialist, Sections) were major topics discussed at the meeting. Several creative ideas were raised and discussed. Katelyn would like to conduct one meeting with Sections in the summer months, as there is a heavy push for CLES from April-Fall, and new programming leads push against available time slots up through December.

Clarification of the Sections and CLE partnership was made at the request of a committee member:

- Plan A: 50/50 revenue split less administrative fee
- Plan B: 100% of revenue for Sections less administrative fee (Sections assumes all gains/losses)

CLE Publications/Products Report

NLE programming is ramping up. A professional video editor was hired to produce recorded programming faster with better graphics and faster turnaround to the CLE online store. Online library of WSBA-CLE deskbooks on Casemaker will be ready soon for review. Committee's review on user experience will be solicited at that time.

Subcommittee Reports

- **Quality Control**
 - Qingqing Miao attended the NW Securities Institute to evaluate the seminar from a CLE committee member standpoint. She liked the conference center environment. Layout was very good. Good mix of volunteers. One technical mishap occurred. Qingqing suggested using a pre-recorded audio tape with a phone Q&A at a pre-appointed time. Chad Clark, Webcast Production Manager, spoke on the challenges and lessons learned from this particular seminar. Chad explained that this seminar was a partnership between multiple organizations whose technology compatibility became an issue with delivery. Much was learned from this experience as a team.
 - Katelyn discussed program idea solicitation and placement of the list of ideas in the Dropbox, and may move the older ideas lower on the site page or over to a second page.
- **Section Relations**
 - Update provided under the CLE Seminars Report (above) re: March 28 CLE Planning meeting with Sections.
- **Technology**
 - With respect to our MP3 products access via mobile device, Esther Parks reported that playing audio and simultaneously looking at the associated coursebook was difficult. **ACTION:** Katelyn will check out the issue on an I Phone.

CLE Programming

Program ideas are coming to the Dropbox. It is working and collecting data. Katelyn wants to get brainstorming started and add that to a CLE Committee meeting agenda when desired.

Set Next Meeting Date

Next meeting date was set for July 18.

Adjourn

Motion made to adjourn meeting at 4:00 p.m. Motion seconded. Motion carried.