

FINAL



MEETING MINUTES

January 27, 2017

Members Present: Nancy Pacharzina; Nikhil Bavariya; Shana Pavithran; Vitaliy Kertchen; Loriann Ouimet; Kari Petrasek; Kristina Larry; Shashi Vijay; and Bruce Gardiner.

Liaisons Present: Jordan Couch, YLC Liaison, Gil Price, ALA Liaison

Advisors Present: John Redenbaugh; Ann Guinn; Pete Roberts

Others Present: Paris Eriksen ; Destinee Evers

Welcome, Agenda, Logistics Nancy

Greeting by Nancy and roll call.

Core Function Review

Member Recruitment:

We currently have 1,047 members. Solo: 5,751 out of 39,879 (includes all membership categories). Solo/shared office: 1,712. 2-5 attorneys: 4,867. Active: 26,110. Not all renewal memberships are in yet.

Seattle Open Sections Night: had about 50 people. This is a 50% drop off from the RSVP. The room set-up seemed very lively and there were 25 sections present. The noise level was high. Was not a hosted bar, which is a new change.

The Tacoma Open Sections night was not well attended. They may consider doing it again in the future. The venue had bad parking.

Facilitate the List Serv:

Very robust and still very active.

Motion: To approve the updated List Serv Guidelines. Approved unanimously.

Maintain a Website:

The WSBA has rolled out a new website. Our section landing page is updated.

Management Tools, Tips and Forms is a treasure trove of information for members with videos, webinars, mini-CLEs, articles, practice management tips, and forms.

CLE chapters and articles have a number of resources with one chapter from our co-sponsored programs. We may be able to add resources from CLEs that are over 3 years old—it is a work in progress.

We should get permission from a webinar presenter when we set up a webinar that allows us to post the presenter's written materials and the recording of the webinar in the members-only area without going back to the presenter after the program for permission.

Lawyerist.com and Start Here HQ are willing to provide content for us to post on the Section website. Perhaps we should have them send us a proposal of what they would like to share. Jordan will contact.

John's post to the listserv with reminders of how to get to the member's only section has been very useful.

Paris: In April our membership database is being upgraded. After the upgrade, members will be able to select whether they want their section membership status to be posted.

Produce Webinars:

Webinars are going great. Averaging about 120 people every time. Going to plan it out and make it more streamlined. The Education Committee is discussing having a single producer because it will help make things go smoother. Nancy: we have the money to pay someone and it shouldn't be a lot of money.

Solo & Small Firm Conference:

Ann & John are actively working on the steering committee to get it ready. They have been meeting every 2-3 weeks and are working on getting a national speaker, narrowing the topics and speakers. It is at Lynnwood Convention Center Sept 21-22. They are planning new ideas & items, but they are not ready to announce yet. The Sponsors are signing up. This is our 13th annual conference.

Plan & Host Networking:

Trying to plan more events. One attorney has reached out to do a “parents” networking (with facilities for children, rather than a bar). The state bar is good about getting back to us, but we have to plan ahead for how long it takes to get contracts signed.

Nancy suggested putting together a timeline so that these are easier to set up and as a template for others to set-up networking events as well.

Nancy suggested doing group events too, such as Mariners games. Kari has organized these events and there are a lot of options. Could do tent events at Pyramid across the street, and kids would be welcome. Could charge as little as \$12 for adults for food events.

Having a charge is not necessarily a bad thing, and people do come.

We want to encourage members to do small events and we will support them.

Budget Review - Bruce

So far, we are at 99.1% of our income for mini-CLEs already this year, with only 2 done. We made more on the last one than we usually do with an all-day CLE. We had 84 paid for the last CLE out of 120 attendees. Ethics was the last topic.

When the Sub-Committees meet, Bruce has the proposed budgets and he will hand them out. Please use the meetings to determine what you want to put in the budget for the next year. Every year we under-budget income and over-budget the expenses.

Reserves are \$60,000. We do have some large expenses that are not in that, including the \$4,000 for the Solo and Small Firm Conference.

At the meeting for sections there were budgets at all the tables, and our section’s executive committee-related expenses are about 17% of our budget, others were 0 to 33%/40% (RRPT and Family).

Board Recruitment & EC Election Planning – Nancy

Bruce, Kristina, Shana’s positions are up for election this year. Karin Quirk has resigned. There are 4 positions open. The terms are 2 years.

Shashi will chair the nominating committee. Mar 1-Mar 30 is the suggested nomination window. Kari and Nikhil will assist. Nancy will contact former EC

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members to be on the Nominating Committee to have a non-EC member. The committee will need to meet and look at the time line.

Loriann Ouimet is resigning early with this term and her spot needs to be filled. We will need 5 positions filled.

Jordan, Bruce, and Kristina will be running.

The YLD will send resumes for us to review for the new Young Lawyer Liaison. Gil suggests looking for more attorneys in small firms because the majority of the EC is solo. Also suggests looking for active members on the listserv and calling for potential candidates.

Ann: Suggests getting many more candidates than necessary because we receive a much lower number of actual candidate statements.

Message Board Project Part 1: Overview and results of member survey -

John

Held a January meeting to discuss and made progress. They put out a survey and created a plan for a tutorial and FAQ. Came up with a timeline for implementation of the message board and identified software and related costs. (Editor's Note: corrected cost and timeline information has been provided, as follows: updated costs projection for the electronic message board; year 1: \$36 plus tax and after that \$111 plus tax per year (subject to the possibility of a rise in pricing due to inflation and/or new pricing from companies.)) Feb. 12 -- list serve post will invite beta users for the message board; Feb. 15 -- start beta testing by Executive Committee Members, Liaisons and Advisors plus invited guests; April 16 is the launch date when the message board will go live for all, with passwords to all; 5/31/18 the current list serve will be shut down.

Jordan-Survey: Got a 10% response rate on the survey. It was a very wide response. We asked 9 questions to judge engagement and get a baseline on what the project looks like and what its impact would be. Got opinions and feedback.

- 1) On a scale 1-10 how likely are you to recommend the list-serv to a friend? (A net promoter score, whether it is growing or dying). They count every 9 and 10 as a promoter, 1-6 as detractor, and rest is neutral. Anything in the positive is growing (after the calculation). Our net score is 8%, but it is a very low number. Amazon's is 65% (which is the highest of a big company). He also looked at how many were in favor of message board with 9/10s—the general trend is toward it.

Many responses were neutral. One of last questions:

What would your primary concern about the transition be:

- No email notifications
- Engagement would go down because others wouldn't use it.

65% of the responses said they post on the list-serve less than monthly but read it daily. The engagement of others is very important to our members.

One concern was that many of the posts are urgent. Most of the options we have looked at have email notifications and offer customization. List-serve complaints are: nonsensical threads, lack of organization, non-searchable. The message board would help people.

The responses had some polarized people, but mostly there were people in the middle with some logical concerns about use and notification. Will be able to follow on a topic by topic basis. Discussed lots of training to include in the rollout.

Message Board Project Part 2: Product options and demonstrations- Vitaliy

Product Options: Paris sent some suggested and we looked at all of them. Some did not do good email notifications, commercial products that were not open source and could not be modified when we wanted. We want certain features for our members. This is free, open source, we just have to pay for hosting. There is a big community behind this platform and there is a lot of development with options. This phpBB software has been around since 2000. We would use it with a GoDaddy domain.

Product Overview: Vitaliy walked the group through a website demonstration of the message board. A topic (post) is a thread (like an email). A Forum is the List-Serv itself. This can have sub-forums. Vitaliy's suggestion is to keep it one large list to start, and as people grow we can create sub-forums such as Family Law. We will encourage people to start using the board for posts for certain topics (rather than having the same topics cycle through the listserv on a monthly basis). The thread continues indefinitely and is one long chronological chain. If you leave the tab up, you will need to refresh the screen.

We will receive a member list from the WSBA. We will register everyone, and they will have usernames of everyone with their bar number (which is not changeable). We may want to have some ability to link their profile with their email or address for contact information. We should have an email address visible for people to contact 1-on-1.

The search feature only searches posts. To search the member directory would need to go to the full page and search in your browser. Discussion of how to train the members and keep FAQ and tips at the top of the posts for everyone to see.

Nancy thinks the rollout needs to be slow and have a lot more buildup. The people who are opposed are more intensely opposed. Wants to think of creative ways to do it. Suggestion that the only first topic on the message board is the message board for people to see and learn. We should opt everyone in automatically and they can opt out if they choose to.

The board is mobile friendly. We can do some things to make it look better.

Please let the group know if there is anything you want to see in the tutorial.

BREAK

Paris: Will the users be able to change their information? Yes, under the user control panel. We will not let them change their username, but everything else will probably be adjustable.

What is the plan to maintain it as a members-only benefit—to maintain those who drop their membership? We will need to check it against the membership list annually.

WSBA cannot add or subtract people from the message board but can send us the list regularly. They add monthly.

Nancy: do we want to hire someone to be our administrator for the board? Vitaliy: Generally, this should be low key, and we may not need that level of help. We will at least have Vitaliy serving as administrator; the WSBA will have administrator privileges (as a backup contingency).

Only the administrator can create or change Forums.

Will need a plan for law students and other subscribers that do not have bar numbers. Decided: we will not use the bar numbers with the name.

Paris: The first step communication strategy: Thank people for taking the survey. Be careful not to say we were already going to do this. Give a summary, acknowledge people have been heard and show we have decided to move forward and list the pros/con etc. Do a couple bar eblasts so we get all the members and not just those already on the list serv.

Have the dual-running phase be around 2 months, and during that time ask people to opt in early to be part of the test phase. Nancy agrees to a dual-phase for 2 months.

Nancy: Have a launch and tutorial in the beginning with just us and a few invitees, then some beta testers, then a launch for dual. We had a few direct emails and have a few people who were opposed, so they may be good people to reach out to.

We would like to have an auto-response for when the list-serv is first canceled to have people get notice to transition to the message board. We would also like to know if we can have an auto-response before it shuts down with a countdown notice. Paris will check if these options are possible.

Gil thinks the transition should not be as hard on the members as we are afraid of because of the new technology people are subjected to. Also, if we put on a FAQ, can we link a YouTube video to it which will help people learn the system. Vitaliy: yes, there are lots of videos for training and we can make this happen.

We would like a new timeline and description of the launch plan.

Paris: The bar is still in the grassroots phase of trying to get the message board started. They are trying to find something that works considering all the complaints about the current list-serv. One of the main issues is letting the member drive their level of engagement. Right now, the bar staff does all the work. Ideally, logging into the bar would allow you to navigate everything you are a part of, rather than navigating lots of areas. There are not a lot of systems which are compatible, and the price tag is very high for them. Any tool we use has to work for all of the users (which are not just sections).

Sub-Committee Reports (& Breakouts)

Membership – Jordan.

We have ramped up our events plan. We have put in items to the budget to allow others to do events and will also provide a template for how to plan events. We have added events such as a BBQ, Mariners game, and webcast/CLE viewing events.

We want to test the viewing in Spokane and see if we can get more connections and attendance. The Mariners will be the test for that event.

Education Committee – Shashi

Lined up their 6 webinars and have plenty of topics for the webinars. In time they would want to work with the viewing party. May do a repeat of Dec's due to the popularity.

They came up with ideas for the producer; they think that is the goal.

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They have streamlined the dates for their monthly webinars. The message board training will be outside of their monthly programming.

Electronic Communications Committee – John

Law-Office-In-A-Box is now free. Kari will send out notice to the members and John will post on a message board.

Feb. 12 we'll have a list-serve post to invite beta users for testing; Beginning with an eblast to all Section members and subscribers on Feb. 16, between Feb. 16 and April 16 four eblasts are planned—one every two weeks; April 16 is the launch date when the message board will go live for all; there will be a webinar on April 17 on how to use the message board and to address questions.

CLEs - Ann

WSBA will start sharing the profits from recorded CLEs. They will combine the proceeds from the live presentation with the after-market recorded products. Webinars and live in-person are decreasing as people want things to be on-demand.

They are looking at sharing the profits from both. It is about a year out—the idea is still in the brainstorming phase. If there is a loss, the after-market sales would first make up the loss, then be a revenue split. The bar previously absorbed the loss.

They are encouraging sections to do the annual CLEs because members want on-demand content. The bar thinks we are not fulfilling the educational purpose of providing CLEs for members. Our webinars are not available on the WSBA store to purchase.

Discussion:

The bar still wants their revenue and availability of on-demand programming for members. The question is whether our mission mandates that we populate the CLE store with content, and whether we want to be team players and help the bar from the financial side. The bar indicates the sales of those on-demand CLEs are good and increasing.

We would like to know the sales projections and the numbers for the last few years. We do have a product on the shelf already—the Conference. The Legal Lunchbox already covers many of our topics. They could take our webinars and actually put them out—it would require a change to their process, staff, and other things. Quality is an issue. CLEs are done in studio so the quality may be better versus a webinar done over the internet and not in a studio.

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It is an enormous amount of work to put on the annual CLE and/or the webinars. Our objective is to serve our members—does doing an annual CLE serve our members? A compromise might be to do some webinars as “in-studio”.

The current plan is they absorb the loss for CLEs. With the conference we receive nothing and have no say on where it is held. The bar lost lots of money on the Spokane conference, among others.

The CLE discussion will continue after we get more information for the bar.

EC Meeting Calendar

March 6

May 1

July 10

Oct 2

Dec 4

Jan 26-27 retreat

Adjourn: 4:00 pm