



THE STATE BAR OF CALIFORNIA

SECTIONS *and* CYLA

180 HOWARD STREET, SAN FRANCISCO, CA 94105-1639

TEL (415) 538-2210 • FAX (415) 538-2368

DATE: August 4, 2016

TO: State Bar Section Orientation Manual - Section Education

FROM: Pam Wilson, Senior Director, Sections and CYLA
Tricia Horan, Director, Sections and CYLA

RE: In-Person CLE Program Planning Process and Timeline

The State Bar requests all Sections and CYLA to provide program submissions for in-person CLE events **no later than November 15** (for conferences to take place during the following calendar year). This means that by November 15 of this year, your Section will need to have submitted requests for any in-person CLE events that you wish to conduct next year.

Your Section Coordinator will encourage you to focus on this deadline many months in advance, so that you can be fully prepared to submit your program(s), if your Section offers CLE outside of the Annual Meeting and the Solo Summit.

This procedure will accrue many benefits for your Section, including the following:

- Your Section will be able to employ long-range advanced marketing, which is crucial to the success of your programs. (This has become increasingly important in light of the competition for CLE “dollars”, which has escalated in recent years.)
- Your Section will be able to take advantage of “group marketing” in the monthly Sections and CYLA e-news, resulting in greater exposure for individual Sections.
- There will be better opportunity for good rates at desirable hotel locations.
- You will ensure that your Section program is not competing with other Section programs that may be covering topics that overlap with your own.
- You will ensure that your Program Chairs have adequate advanced lead-time for effective program planning.
- Advanced planning allows Sections and CYLA to provide better staff support.

Please submit your program proposals to your coordinator by November 15. Note that you will need to provide four things: (1) general topic(s) to be covered, (2) the program date, (3) the city in which the program will occur, and (4) the length of the program (3 days, 1 full day, 1/2 day etc.).

The State Bar will provide each Section with the calendar of Section CLE for the following year **no later than December 31 each year**, so that you can begin to plan and market your events for the upcoming year.

If your Section develops additional ideas within a given year that it wishes to pursue during that year, you can take advantage of our successful webinar program. Webinars require very little advanced planning. In addition, webinar programs are recorded and automatically posted on the State Bar website so that they are available to Bar members (both in California and across the country) long after the actual webinar takes place.

We encourage each of you to begin to think about ideas now, so that you will be fully prepared to submit topics by November 15th. Your Section Coordinator will work with you as we move toward this goal.