

ABA 2009 Partnership Awards Program Nomination Form

1. Program Title

Minority Attorneys at the Podium (MAP) Project

2. Name of Bar Association

State Bar of Texas

3. Address

1414 Colorado Street

4. City/State/Zip Code

Austin, Texas 78701

5. Phone

(800) 204-2222

6. Email Address

minorityaffairs@texasbar.com

7. Number of Association Members

83,713 State Bar members

PROGRAM INFORMATION

8. Description of your program to include:

▪ **Program's objectives**

The MAP Project is designed to recruit, train and support minority and women attorneys interested in becoming speakers, authors, planning committee members, and course directors for State Bar of Texas continuing legal education programs. To accomplish this objective, the State Bar Office of Minority Affairs works in conjunction with TexasBarCLE to do the following:

- 1) Identify ethnically diverse and women attorneys who are qualified and available to present topics at, and write articles for, State Bar continuing legal education courses.
- 2) Assist course directors and planning committees in diversifying their faculty.
- 3) Increase the visibility of talented minority and women attorneys by providing numerous opportunities to participate in State Bar CLEs.

The project creates a structure to support recruitment and mentoring efforts for diverse attorneys. A participating attorney can benefit from the MAP Project by receiving:

- Complimentary online educational resources useful to them as a speaker and as a practicing attorney
- Recognition as an authority in an area of law
- The opportunity to increase their business and networking opportunities

Through the Minority Attorneys at the Podium Project, we hope to not only increase the involvement of minorities and women in the State Bar, but to ensure we are producing programming that addresses the needs of all attorneys in the state of Texas while accurately reflecting the demographics of the entire Bar membership.

▪ **History of program**

In 2007, State Bar Board Member Rhonda Hunter proposed developing a program to increase the number of ethnically diverse speakers at State Bar of Texas CLEs. Our course planning committees, which consist of volunteer attorneys who are considered experts in their fields, are often willing to add minority speakers to a program but had limited access to specific names or areas of expertise. The creation of a database of qualified women and minority speakers, searchable by topic and area of expertise, was the first step of the MAP Project.

In 2008, the first “Train the Trainer” event was held. At these events, attorneys met some of the State Bar’s most prominent and successful speakers. They were provided with useful tips on becoming an effective legal education speaker and how to best fit this public service into their busy practice. The program featured a panel discussion of veteran speakers sharing their wisdom and experience. Additional topics included speaker expectations/requirements and the various State Bar speaking opportunities that are available. Following the programming, an evening reception gave attendees an opportunity to socialize and network. This was a chance for new or less experienced speakers to learn from, and develop relationships with, successful State Bar speakers.

▪ **Number of times presented**

The recruitment brochure has been widely mailed twice and new minority and women speakers are consistently being added to the more than 200 CLE programs the State Bar produces. One “Train the Trainer” event was held on June 20, 2008, and another is scheduled for April 8, 2009.

▪ **Targeted audience**

The target audience is approximately 35,000 women and minority attorneys in Texas who are interested in becoming speakers, authors, planning committee members, and course directors for State Bar of Texas continuing legal education programs.

▪ **Number of people participating**

The number of new minority and women attorneys who have become involved in State Bar programming as a result of this project is difficult to track as it is changing daily, but approximately one to two hundred registration forms from around the state have been received and included in our database. Our training sessions are quickly becoming sold-out events.

▪ **Measurable results of efforts to date (include statistics, program evaluation and follow-up)**

To date, we have increased the number of minority and women attorneys in the speaker database and on our CLE programs. Our first "Train the Trainer" event held in 2008 had approximately 20 attendees. The "Train the Trainer" event scheduled to take place this month has over 100 people registered.

▪ **Future program plans**

Future plans include conducting additional Train the Trainer Events in various cities around the state. We are also in the process of developing a speaker resource webpage which will contain:

- Speaker tips
- State Bar speaker/author guidelines
- Videos of previous "Train the Trainer" events
- Speaker mentor information
- Video clips from top speakers
- Links to info on innovative teaching techniques

9. Total Program Budget

Our total program budget is approximately \$8,750 per year which covers printing and mailing of a recruitment brochure and expenses related to our Train the Trainer Events: food, beverage, room rental, materials, speaker reimbursements, and staff travel.

10. Source of Program Funds

Funds for this project come from our budget for research and development of new ideas and courses.

11. Other Resources (e.g. inkind contributions, materials, etc.)

Law firms and local bar associations also contribute to this project by providing venues and/or sponsorship of the "Train the Trainer" events.

12. Identify other "partners" who supported your effort (e.g. bar associations, agencies, high schools/colleges/universities/law schools, law firms, etc.)

Partners who support the MAP Project include:

- Minority and women sections of the State Bar of Texas
- Minority and women committees of the State Bar of Texas
- Local bar associations (Houston Bar Association)
- Law firms (Vinson & Elkins LLP)

13. Note any recognition that these efforts have received (e.g. media coverage, awards, etc.)

N/A

14. Could another bar association easily replicate this program? If so, how? Are there materials, checklists, reports that lend themselves to a "how to" guide for other organizations? Please include any pertinent materials with the application form or send separately by e-mail.

There is a three step process to replicating this program:

- 1) The bar association should develop a searchable database which can be used to generate lists of minority and women speakers who have already spoken for the bar, a valuable tool for future CLE course planning efforts.
- 2) New recruits should be solicited to join the program, by developing a brochure and conducting outreach events related to local minority bar activities.
- 3) Once recruited, speakers should have resources available to them including a webpage with information on how to become an effective speaker, a list of volunteer mentors who are available to answer questions or give advice, and regular training sessions.

Additional program materials and reports will be sent separately by e-mail. Other organizations are welcome to use our brochure as a template and we are happy to offer information about our database configuration.

15. What suggestions or recommendations would you offer to others who might undertake a similar program?

16. Program contact person, title, phone number:

Caren Blackwell
Director of Minority Affairs
(800) 204-2222, x 1735

17. Program contact person's snail mail and e-mail address:

State Bar of Texas
Texas Law Center
1414 Colorado Street
Austin, TX 78701
cblackwell@texasbar.com

Return by March 31, 2009 to:

Complete this online form. You can also email your submission as a Word document or as a PDF file to the attention of Kimberly Vann at vannk2@staff.abanet.org. You can view previous award submissions online at www.abanet.org/barserv/partnership. For further information, contact Kimberly Vann, ABA Division for Bar Services, at (312) 988-5364. Thank you for your interest.