

C-L-E: Not Easy as 1-2-3

By:

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Lazette Jackson is the CLE Accreditations Manager of ALM Media LLC, an integrated media company that specializes in business news information, and provides CLE accredited programs across the U.S. nationally and regionally. With more than seven years of compliance experience, Lazette's extensive skills have enabled her to build ALM's CLE department and develop a team of CLE specialists that provide service to all mandatory jurisdictions. Offering various formats of delivery, including live programs, webcasts and on-demand, has enabled ALM to expand its customer reach and target its desired audience. This collaborative effort between the CLE department and ALM's expansive list of brands has proven to be successful and continues to grow.

C-L-E Not Easy As 1-2-3

February 4, 2013

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Agenda

- Importance of CLE
 - Why is applying for CLE Credit so complex?
 - What are some of the best methods to help you to obtain CLE for your program?
 - CLEreg
 - State-by-State application breakdown
 - Challenges experienced with different states
 - Audience Challenges with different states/Q&A
 - Services That ALM Media Offers
 - On your own vs. Outsourced
 - Conclusion
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Importance of CLE

- Attorneys are required to earn CLE to keep their licenses
- Keeps lawyers current on legal issues and legislative developments
- Incorporate their knowledge into their practice area and continue to be a valuable asset to their organization
- Benefit from the expertise of thought leaders

Why is applying for CLE Credit so complex?

- The application process for CLE varies by state
- Some states have different applications for accredited CLE providers versus individual course approval
- The fees that the sponsor has to pay are unclear in some states
- The majority of states only accept checks, which delays the approval of the program
- The guidelines for CLE approval vary by state

What are some of the best methods that will help to obtain CLE for your program

- Understand the guidelines for the states that you are applying to
- Know which application you need in order to apply for credit
- Check with staff at the CLE board to ensure that you're sending the correct attachments with your completed application
- Ensure that your detailed agenda has bullet points for each topic and includes the start and stop times of each topic
- Confirm with the CLE board that the fee you're submitting is correct

CLEreg

- This is an extremely useful resource but some of the information is out-of-date and other relevant state information is not included on the site. Therefore you should not use CLEreg as your sole source of CLE information. www.clerereg.org

State By State Application Breakdown

PARTICIPANTS THAT HAVE THE ELECTRONIC VERSION OF THIS PRESENTATION, PLEASE CLICK THE ICON BELOW. I HAVE HARD COPIES FOR THOSE THAT DO NOT HAVE THE ELECTRONIC VERSION.



My Experience with Challenges in Different States

- **Illinois**- Difficulty in navigating tedious PCAM reporting system
 - **Nebraska**- Complex submission process for courses
 - **Ohio**- Due to multiple forms on their website it creates the risks of submitting the wrong form.
 - **Virginia**- Strict CLE guidelines cause delays in receiving CLE approvals and can discourage attorneys from attending program.
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Audience Challenges With Different States/Q&A

Services That ALM Media LLC Offers

- Custom live CLE Events
- Live Webinars
- Sponsorships for various events

On Your Own

Opportunities:

- You have complete control
- Subject matter is yours

Challenges:

- Resource Intensive
- Requires a knowledgeable person to handle CLE
- Follow-up with attorneys before, during and after the event
- Platform is required to deliver event

Outsourced

Opportunities:

- Leverage In house CLE SME
- Platform to deliver online event, platform for registration for event
- Quick turn around for event, market event to brands

Challenges:

- Relying on another resource for your event
- Timing of communication

Conclusion

- The CLE rules vary from state to state.
- Communication with the boards is important to understand how to get your program accredited.
- CLE guidelines are rules given by the accrediting boards that we must follow.
- CLE Reg is a great resource but not the sole resource.
- Applying for CLE in various states requires extreme attention to detail and a dedicated staff member assigned to the task.
- ALM Media LLC offers services for live custom CLE events and webinars.

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