



Hispanic Bar Association of the District of Columbia Highlights from the 2011 Membership Survey

This summer, we launched the first-ever HBA-DC Membership Survey. The survey asked 26 questions to help us get a better understanding of how well we are serving our members. We are pleased to share with you highlights from your responses, which will enable us to make more informed decisions about the services and programs that we offer, as well as the allocation of our resources.

The questions covered four general themes – (1) Programming/Event Development; (2) Communications; (3) Membership Recruitment, Benefits and Services; and (4) New Programs/Initiatives.

Programming/Event Development:

- Professional networking and social interaction with other attorneys are of greater importance than business development and referral opportunities at HBA-DC events;
- More opportunities for mentoring between attorneys would be valuable.

Communications:

- The weekly newsletter is a very popular and useful tool for keeping membership informed;
- The newsletter often contains too much information and/or insufficient notice of upcoming events;
- Respondents generally prefer to receive e-mails from the HBA-DC once/week.

Membership Recruitment, Benefits, and Services

- Most respondents work for a governmental entity or small firm;
- HBA-DC members have diverse practice areas, with civil litigation, administrative law, and immigration law most frequently mentioned;
- Most respondents have 10 years or less of legal experience;
- Respondents were less interested in retail and other membership discounts;
- Evening events are strongly preferred;
- Fees of up to \$10, particularly for non-members, are appropriate for HBA-DC events;
- Current membership rates are reasonable;

- Greatest interest in volunteering to: mentor law students, provide community outreach, and advocate on behalf of immigrants and low-income populations.

New Programs/Initiatives

- Expand professional networking opportunities;
- An on-line membership directory would be a valuable resource;
- Actively welcome and support new members;
- More aggressively promote opportunities to become involved in the HBA-DC, e.g., through committees
- Expand opportunities for public service

Based on these responses, over the next year, we will explore the following opportunities for our members:

- Continue to focus events on social and professional networking opportunities;
- Increase efforts to expand mentoring program to include attorney mentees, in addition to law students;
- Explore ways of improving weekly newsletter to be more user-friendly;
- Provide members with guidance regarding how to set up their member profiles to adjust the frequency and types of information that they receive;
- Regularly provide post-event summaries to promote greater awareness of HBA-DC activities;
- Expand outreach to attract more members from large firms and in-house legal departments;
- Continue to plan more events after work than during the work day;
- Launch on-line, member-controlled, directory to facilitate social networking ;
- Actively recruit new committee members throughout the year;
- Plan more events specifically designed to improve members' marketability and competitiveness for employment;
- Look for new partnerships with legal service and other public interest organizations in the DC metropolitan area.

We thank those of you who responded to the survey, and remind you that your feedback is always welcome.

¡Saludos!



William Alvarado Rivera
President



Lyzka P. DeLaCruz
President-elect