



PLAN OF WORK TEMPLATE FOR STANDING COMMITTEES

Not applicable for event planning committees

ALA is the premier professional association connecting leaders and managers within the legal industry. We provide extensive professional development, collaborative peer communities, strategic operational solutions, and business partner connections empowering our members to lead the business of law.

Effective committees are those that focus on achieving outcomes directly linked to and supportive of achieving the [Association’s Strategic Direction](#). To ensure the Committee remains focused, it is imperative that the Chair, Board Liaison and Staff Liaison agree on key outcomes which the Committee is pursuing through its work.

COMMITTEE NAME: Professional Development Advisory Committee (PDAC)

CURRENT COMMITTEE CHAIR: Daniel P. Atcheson, Vice-Chair: Roberta A Bauer

CURRENT COMMITTEE BOARD LIAISON: Karie Rivkin

CURRENT COMMITTEE STAFF LIAISON: Valerie Danner

COMMITTEE DESCRIPTION (source from <https://www.alanet.org/membership/volunteer-opportunities/standing-committees>):

The Professional Development Advisory Committee (PDAC), in alignment with ALA’s Strategic Direction, provides recommendations for a broad range of professional development activities/initiatives, topics and educational content for ALA’s evolving membership, based on current and emerging trends in the legal industry. PDAC collaborates with ALA staff and other Standing Committees, as needed, to ensure that members’ educational and professional development needs are being met through ALA’s various resources and publications. Though PDAC guides the educational strategy, it is not directly responsible for developing content or identifying instructors or speakers for courses or conferences.

Please outline how the work of this committee is tied to the overall goals of the Association as outlined in the current [strategic direction](#).

Goal	How does the work of this committee tie to this goal?
Member Value	The Committee identifies and shares developing and future trends in the legal industry, regardless of the size of legal practice environments. We strive to be in front of and ready for changes in our industry to proactively assist our members in their careers.
Advance DEIA in ALA and the legal industry	The Committee collaborates with the DEIA Committee on identifying trends and articles, as well as assisting in the conference committee with content around DEIA, thereby being proactive in providing inclusion and accessibility options to attendees.
Education – relevant learning and development	The Committee assists the conference committee with their education review as needed, and also assists ALA staff with ideas for webinars, podcasts, roundtables, and articles.
Elevate the visibility of the association and advocate for legal	The Committee reviews various industry avenues and groups both in and outside ALA to collaborate and expand awareness of important trends in the industry. We support thought leadership by participating in podcasts, webinars, roundtables and by writing articles.



management professionals	
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List at least three (3) key outcomes the Committee’s work should focus on achieving next year.

1. PDAC will work to increase its role by identifying developing and future trends within the legal industry and assisting in identifying educational resources members need to manage in an organization of any size and at any management level. A key component of this work is raising awareness of trends both to members as well as to ALA HQ staff for their use in identifying educational sources and to be aware of who our membership is, how they use the community boards, and what they need in their various positions, including the C-Suite positions.
2. PDAC will continue to collaborate closely with various ALA committees, by identifying how we can assist, how best to partner with them, and how we can add value to their initiatives and projects. PDAC will continue to work closely to align and assist ALA HQ staff with their initiatives and needs.
3. PDAC is interested in developing relationships with ALA HQ staff, as well as with key emerging legal industry entities, and use our contacts, connections and experiences to assist ALA and our members as being seen as thought leaders in the legal industry. This may include the Committee to participate in podcasts, webinars, roundtables and by writing articles.
4. PDAC will collaborate with ALA HQ staff, other Standing Committees, and outside consultants to assist with identifying, developing and encouraging members with their career growth.

RESOURCES: Outline any resources needed (programs, staff support, budget, etc.) to complete the key outcomes described above.

- PDAC is requesting the budget to send the Chair and Vice-Chair to both Association Leadership Institute and Chapter Leadership Institute.
- PDAC like to purchase stress balls of some sort for the ALA Annual Conference with PDAC’s email and ALA’s logo (not to exceed \$500) at the ALA Booth.
- PDAC would like to purchase retractable signage (not to exceed \$500).
- Nominal amount (\$300-\$500) for educational materials (books for the team) or swag items to be used at speaking engagements of the team (swag items would utilize ALA’s logo as well as PDAC’s contact information).

Please indicate which other committees (if any) are working in areas closely aligned with the work of this committee, and thus requiring the coordination of work and/or resources.

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| <input checked="" type="checkbox"/> Certification Committee | <input type="checkbox"/> Standards Review Committee |
| <input checked="" type="checkbox"/> Diversity, Equity, Inclusion and Accessibility Committee | <input checked="" type="checkbox"/> Annual Conference & Expo Planning Committee |
| <input type="checkbox"/> Large Firm Administrators Caucus Steering Committee | <input type="checkbox"/> IP Conference for Legal Professionals Planning Committee |
| <input checked="" type="checkbox"/> Membership Development Committee | <input type="checkbox"/> Legal Management Fundamentals Planning Committee |
| <input type="checkbox"/> Product and Service Review Committee | <input type="checkbox"/> Executive Leadership Summit Planning Committee |
| <input type="checkbox"/> Professional Development Advisory Committee | |



Briefly outline existing collaboration efforts with other committees here, if any:

PDAC has been working with the DEIA and the First Five to collaborate as needed. We have a member actively involved with First Five and has hosted discussion topics for that group. We have also initiated collaboration with the Membership Development Committee and expect that to grow in 2023-2024 so we may be ready to meet our new members' needs with emerging trends within the legal industry.

PDAC is also interested in collaborating with the Certification Committee as they may be a good source for PDAC to provide valid reference sources pertaining to specific subject matters. The Product and Service Review Committee may provide introductions to businesses that may have expertise on professional content that we are exploring.

ALA is committed to inclusivity which, in part, includes continually acknowledging and addressing issues surrounding diversity, equity, inclusion and accessibility. Please outline the steps this committee is considering taking in the coming year to reinforce this commitment through its work.

We are looking to the DEIA Committee to provide sources for professional development experts for PDAC to collaborate with to ensure we are meeting the needs of our diverse members.

Effective May 2023