

CALIFORNIA YOUNG LAWYERS ASSOCIATION 2009 YEAR-END ASSESSMENT

In 1965, the State Bar's Board of Governors created the State Bar's conference of Barristers. The name was changed to the California Young Lawyers Association (CYLA) in 1977-78 when CYLA's membership on the State Bar's Board of Governors was effectuated through statutory amendment.

In 2008, another significant shift occurred when the Board of Governors voted to change CYLA Board from an elected Board to an appointed one. CYLA's purpose is to provide representation for those attorneys who are 36 years of age or under and lawyers who are in their first five years of active membership in the State Bar. At present, approximately 38% of the active members of the State Bar are young lawyers.

CYLA represents and advocates the interests and needs of young lawyers, promotes the State Bar and public service, assists in the creation, improvement, and coordination of local young lawyer organizations, and provides young lawyer leadership on issues of importance to the State bar.

EDUCATION:

1. How activities furthered completion of CYLA's charge:
 - a. Promote interest of new lawyers by keeping them informed of current issues in the profession and assessing additional needs and interests of new lawyers.
 - b. To offer encouragement and assistance to the new members of the Bar in the task of assuming their responsibilities before the Bar.
 - c. Offer joint-programs with local Barrister groups that market CYLA at the local level, to increase awareness of the CYLA, provide the local bar association with the opportunity to generate non-dues revenue and build relationships with local organizations to develop better ways to serve the needs of young lawyers.
 - d. Be responsible for programs, services, professional development and trend analysis, to assist young lawyers in becoming respected and successful members of the bar, keeping both CYLA and the State Bar ahead of the curve.
2. Measurable accomplishments achieved or not achieved:
 - a. **Joint programs with local Barrister associations:** Each CYLA Board member was asked to host an MCLE program offered by the State Bar in his/her local district. Staff member Robert Hawley's "Ethics Jeopardy" was a very successful program wherever presented.
 - b. **Developed Mentor Resource Clearinghouse:** Pursuant to the 2008-2009 State Bar President's request, and as a follow-up to the needs identified by the 2007 Young Lawyer Survey and Spring Summit, CYLA conducted a survey of local organizations with existing mentoring programs. A listing of 22 mentor programs with descriptions, contact information and links to applications was posted on the CYLA web page as a resource to support the professional development of their young lawyer constituents.
3. Measurement of program success:
 - a. Success was measured by the number of programs co-sponsored, the number of attendees and positive comments received about the MCLE programming. At the conclusion of 2009 a total of four MCLE sessions were co-sponsored with local bar associations serving 73 individuals.
 - b. The Mentor Resource Clearinghouse was promoted to young lawyers at the swearing-in ceremonies in December 2009. Staff and board members receive calls from young lawyers looking for mentoring resources and callers are directed to this resource.
4. Changes to direction and desired outcomes:

**CALIFORNIA YOUNG LAWYERS ASSOCIATION
2009 YEAR-END ASSESSMENT**

- a. In regards to offering MCLE programs jointly with local Barrister groups, each district representative will be encouraged, rather than mandated, to reach out and organize such an event.
- b. CYLA will “webcast” four “101” programs throughout 2010 leading-up to the Annual Meeting. CYLA will offer four “101” programs at the 2010 Annual Meeting.
- c. Staff and board members will track the calls received and the number of website hits on the mentor resource clearinghouse webpage.

OUTREACH:

1. How activities furthered completion of CYLA’s charge:
 - a. Stimulate and encourage interest in State bar programs and activities.
 - b. Screen applicants and make recommendations to the Board of Governors for recipients of the Annual Jack Berman Award of Achievement and for CYLA appointees.
 - c. Develop communication strategies that engage young lawyers in California.
2. Measurable accomplishments achieved or not achieved:
 - a. **Swearing-in ceremonies:** CYLA Board members attended 13 of the 16 swearing-in ceremonies that were held in December 2008 and June 2009. They also attended the swearing-in ceremony at Hastings School of Law. During the ceremonies, Board members distributed State Bar of California informational materials and in some instances spoke to the new admittees either individually or as a group. CYLA collects names and email ID’s for their listserv at the ceremonies and added approximately 350 names through direct outreach to these new members. In addition to attending the ceremonies CYLA produced talking points for attendees who speak at the ceremonies and revised a one-sheet informational handout to distribute to new admittees.
 - b. **Appointment Outreach:** CYLA conducted outreach via email and phone for appointment applications which resulted in a two-fold increase in the number of appointment applicants compared with the number of election nominations CYLA typically receives. They received 25 applications.
 - c. **Award Nomination Outreach:** CYLA conducted outreach for nominations for the Jack Berman Award and received nominations for six highly deserving individuals.
 - d. **Connection to ABA/YLD Resources:** One ABA/YLD Northern California district representative served on the Board of CYLA. CYLA will continue to send a Board members to 2 ABA meetings (Annual and fall or spring) per year. In 2009 one CYLA Representative attended the ABA-YLD Midyear Meeting in Boston and the Annual Meeting in Chicago. CYLA board received reports on activities and programs taking place at the national level from the attendee.
 - e. **E-newsletter:** CYLA produced two editions (February and June) of the scheduled four e-newsletters in 2009. Recognizing that maintaining an editorial schedule with contributions primarily from volunteers was difficult, CYLA will continue to be responsible for sending content recommendations.
 - f. **Promotion of new publication “The California Guide to Opening and Managing a Law Office”:** The State Bar formed a diverse committee consisting of two CYLA Board members and members of the Solo Small Firm and Law Practice Management & Technology sections to oversee and contribute to the completely revised and expanded edition of CYLA’s publication “Opening a Law Office.” The new publication “The California

**CALIFORNIA YOUNG LAWYERS ASSOCIATION
2009 YEAR-END ASSESSMENT**

Guide to Opening and Managing a Law Office” was completed in December 2008 and began shipping in January 2009. CYLA promoted the sale of this publication to new attorneys by handing out information at swearing-in ceremonies and at their local bar associations.

3. Measurement of program success: Success is measured by the number of young and new attorneys reached, the number of new volunteers for committees, increased web site access and phone calls to staff regarding CYLA opportunities, and increased number of CYLA Board candidates.
 - a. Swearing-in ceremonies reached approximately 3500 new lawyers and 350 new lawyers were added to the e-news listserv.
 - b. The e-newsletters sent in 2009 were distributed to 4,268 young lawyers throughout the state. The publishing schedule was not met because the Committee did not meet often or regularly enough to generate the enthusiasm and energy necessary for the successful management of this Committee, and tasks were not sufficiently delegated.
 - c. Approximately 300 flyers for “California Guide to Opening & Managing a Law Office” were distributed promoting the new publication at swearing-in ceremonies and other events.
4. Changes to direction and desired outcomes:
 - a. Better access to CYLA members’ e-mail addresses would enable CYLA to reach a wider audience and more effectively serve its membership.
 - b. Establishing a Facebook page for CYLA would allow cost-effective communication with their constituency.
 - c. CYLA will move from a newsletter model to an e-blast model in order to provide more timely information to members of the young lawyer listserv.
 - d. CYLA is developing an outreach campaign to attract motivated candidates to submit appointment applications for service in 2010-2011.

PRO BONO:

1. How activities furthered completion of CYLA’s charge.
 - a. Stimulate interest in activities and programs designed to increase access to justice.
 - b. Assist in the improvement and coordinate of young lawyers organizations statewide
 - c. Promote interest of new lawyers by keeping them informed of current issues in the profession and assessing additional needs and interest of new lawyers.
2. Measurable accomplishments achieved or not achieved:
 - a. **Jack Berman Award:** CYLA presented the annual Jack Berman Award of Achievement to Heather McGunigle. The recipient was honored at a ceremony at the 2009 State Bar annual meeting.
 - b. **Child Advocacy Training:** Continuing a 2007-2008 program funded through a grant from the California Bar Foundation, CYLA co-sponsored a child advocacy training session with Santa Clara County Bar Association and Law Foundation of Silicon Valley. The session provided practice skills and resources for special education representation and was free to attorneys who volunteer for special education pro bono representation for Legal Advocates for Children and Youth (LACY). Thirty-three attorneys attended the program.

**CALIFORNIA YOUNG LAWYERS ASSOCIATION
2009 YEAR-END ASSESSMENT**

3. Measurement of program success:
 - a. **Jack Berman Award:** The board received six highly qualified nominations and made its selection following guidelines articulated in the Jack Berman Summary Award Process.
 - b. **Child Advocacy Training:** Success was measured by the number of attorneys recruited to take the course and the number who volunteered for LACY. Thirty-three attorneys attended the program for free and committed to volunteering.
4. Changes to direction and desired outcomes:
 - a. **Jack Berman Award:** Increasing the number of nominations submitted for selection increasing from the previous year and the quality of these nominations.
 - b. **Child Advocacy Training:** CYLA will co-sponsor four trainings in 2010 and increase the number of attendees at the sessions.

LONG RANGE PLANNING AND LEADERSHIP DEVELOPMENT:

1. How activities furthered completion of CYLA's charge:
 - a. Stimulate interest in activities and program designed to increase access to justice.
 - b. Offer encouragement and assistance to new members of the Bar in assuming their responsibilities before the Bar
 - c. Assist in the improvement and coordinate of young lawyers organizations statewide.
 - d. Promote interest of new lawyers by keeping them informed of current issues in the profession and assessing additional needs and interests of new lawyers.
 - e. Comment and advise, when requested by the Board of Governors or the Executive Director, on issues of relevance and importance to young lawyers in California.
2. Measurable accomplishments achieved or not achieved:
 - a. **Leadership Development:**
 - i. Leadership and governance training provided at the 2010 Bar Leaders' Conference in San Diego.
 - ii. Create a leadership development track for CYLA board members into the section executive committees.
 - b. **Long-range planning:**
 - i. CYLA members were provided information about the State Bar's Long-Range Strategic Plan and Goals in the 2009 orientation.
 - ii. Incoming and continuing CYLA board members participated in a facilitated orientation and planning session to develop initiatives for the future. The participants reviewed the reports from the 2007 Young Lawyer Survey and the 2007 Young Lawyers Spring Summit to identify short and long-term goals and projects.
3. Measurement of program success:
 - a. **Leadership development:**
 - i. CYLA Chair-elect attended leadership and governance training at the 2010 Bar Leaders' Conference in San Diego.
 - ii. CYLA's immediate past president is now a member of the LPMT Executive Committee. There continues to be discussions about how best to integrate CYLA Board members into section leadership.
 - b. **Long range planning**

**CALIFORNIA YOUNG LAWYERS ASSOCIATION
2009 YEAR-END ASSESSMENT**

- i. CYLA Board members were trained in long range planning/strategic planning process and implementation of State Bar's strategic planning cycle; preparation of a long range plan.
 - c. **CYLA Planning Session:** The following needs were identified:
 - i. Career development/placement
 - ii. Education
 - iii. Leadership Development
 - iv. Communications
 - d. **CYLA Planning Session:** The following short-term and long-term initiatives were identified to meet the needs identified:
 - i. Education opportunities – develop more electronic based education produced by CYLA. Partner with sections to develop curriculum and address overlapping needs/priorities.
 - ii. Member services – develop targeted benefit packages which might provide a non-dues revenue source for CYLA
 - iii. Communications and Marketing – Use existing communication tools their young lawyer constituents are using to facilitate better, more useful and cost-effective communication. Expand CYLA's presence on the web. Brand CYLA to make their existence better know to members.
 - iv. Networking opportunities – Host a CYLA sponsored event at the Annual Meeting.
 - v. Long-term projects – CYLA and staff formed a Working Group to develop a strategy and timeline to move forward with initiatives identified in the 2009 Planning Session, (i.e., Business certificate program for attorneys, Legal Specialization track for young lawyers and publications.)
- 4. Changes to direction and desired outcomes:
 - a. In 2010 CYLA's Executive Committee will review Board of Governors meeting agendas and items that are posted for public comment to evaluate impact on their young lawyer constituents. They will provide feedback through the CYLA Board of Governors Representative or through the formal public comment process when deemed necessary by CYLA's Board of Directors.
 - b. CYLA will implement the short-term goals identified in the planning session.
 - c. The CYLA/staff Working Group will develop a plan and identify resources needed to implement long-term goals.