

AGENDA ITEM

SEPT 112

DATE: September 17, 2011

TO: Members, Member Oversight Committee
Members, Board of Governors

FROM: Nancy McCarthy, Acting Director, Media & Information Services

SUBJECT: Survey of State Bar Membership

EXECUTIVE SUMMARY

This item seeks board approval to conduct a demographic survey of the State Bar's membership. The Board of Governors' Policy Book, Tab 22 [General Authority of the Board], Article 2 [Public Communications], provides that any "poll" of the State Bar's membership by the State Bar requires advance Board approval. The State Bar has periodically conducted surveys of its members. The last survey was conducted in 2005. Demographic and other data is sought in the survey to assist the State Bar better serve the profession and the public. The survey is directed at a statistically relevant randomly selected segment of the membership. The survey will be conducted by a consulting firm experienced in conducting such surveys at a cost not to exceed \$75,000.

BACKGROUND

Surveys of the State Bar's membership were conducted in 1990's by SRI International and Rand, and in 2001 and 2007 by Richard Hertz Consulting. These surveys sought information to update demographic data on State Bar members and how they practice law to assist with projecting trends in the legal profession and track other data of relevance to the profession, the State Bar and its commitment to the administration of justice.

The State Bar's Office of Media and Information Services (MIS) administers the survey process. To assure statistical validity and the general integrity of the survey, a consulting firm experienced in conducting such surveys is retained. MIS intends to retain Richard Hertz Consulting to conduct the survey at a cost less than \$75,000.

Requests are routinely received asking for demographic information that is currently out of date. The survey will update this data and seek information designed to measure

members' use of various technologies that did not exist when the last survey was taken, as well as explore other areas that will assist the State Bar fulfill its public protection and administration of justice mission. The survey will be conducted electronically, by email to a random list and via a link posted on the website and in the Bar Journal.

FISCAL / PERSONNEL IMPACT:

There is no personnel impact. The fiscal impact is within existing budget and policy standards. The survey will be funded with non-mandatory revenues in the MIS public education budget at a cost of less than \$75,000.

BOARD BOOK IMPACT:

None.

RECOMMENDATION

The Office of Media Information & Services recommends that the following resolution be adopted.

RESOLUTION:

If the Board of Governors agrees with the request from the Office of Media & Information Services, it would be appropriate to adopt the following resolution:

RESOLVED, that upon recommendation of the Board Committee on Member Oversight, and in conformity with the Board's Policy Book, Tab 22 [General Authority of the Board], Article 2 [Public Communications], the Board of Governors authorizes the Office of Media & Information Services to conduct a survey of the State Bar's membership; and it is

FURTHER RESOLVED, that the State Bar contract with an appropriate firm to conduct the survey at a cost not to exceed \$75,000; and it is

FURTHER RESOLVED, that the content and format of the survey shall be subject to the approval of the Executive Director in consultation with the State Bar's Office of General Counsel.