

CALIFORNIA YOUNG LAWYERS ASSOCIATION

2011 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.

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.

4. Changes to direction and desired outcomes:

- 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.

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 10 of the 16 swearing-in ceremonies that were held in December 2010 and June 2011. 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 15 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.
- e. **ENews:** CYLA eNews goes out in January and July. Recognizing that maintaining an editorial schedule with contributions primarily from volunteers was difficult, CYLA will continue to be responsible for sending content recommendations.
- f. **Facebook/Twitter:** CYLA is now on Facebook and Twitter this will provide more timely information to members of the young lawyers.

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 4500 new lawyers.
- b. The eNews sent in 2011 were emailed to 53,590 young lawyers.

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. CYLA is developing an outreach campaign to attract motivated candidates to submit appointment applications for service in 2012-2013.

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 Emily Arnold-Fernandez. The recipient was honored at a ceremony at the 2011 State Bar annual meeting.

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.

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.

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.

2. Measurable accomplishments achieved or not achieved:

a. Leadership Development:

- i. 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 2011 orientation.

3. Measurement of program success:

a. Leadership development:

- i. CYLA continues to be discussions about how best to integrate CYLA Board members into section leadership.

b. Long range planning

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. 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 known to members.

iii. Networking opportunities – Host a CYLA sponsored event at the Annual Meeting.