

AGENDA ITEM

JULY 165

Annual Meeting -RFI and interest in sponsoring and funding key events at future State Bar Annual Meetings

DATE: June 13, 2008

TO: Members of the Board Committee on Stakeholder Relations

FROM: Starr Babcock, Senior Executive for Member Services

RE: Annual Meeting - Request for Information (RFI) and interest in sponsoring and funding key events at future State Bar Annual Meetings

EXECUTIVE SUMMARY

The Annual Meeting Task Force is asking for Board direction to issue a Request for Information (RFI) seeking information and interest in sponsoring and funding key events at future State Bar Annual Meetings. These events include but are not limited to the Annual Meeting luncheons and evening events offered Thursday – Saturday. This includes an opportunity to offer an additional State Bar event on Thursday evening, which has typically been the timeslot for the California Women Lawyers (CWL) dinner. Current sponsors and stakeholders will be included in the RFI.

The RFI is for information purposes only and is similar to other State Bar operations periodically engaging in the RFI/RFP process to ensure fair compensation and new opportunities for programs more suited to current interests and trends in the profession. If the Board agrees staff will prepare and RFI for review and approval by the Task Force and report back to the Board at its next meeting.

Board members with questions on this item may contact Starr Babcock at (415) 538-2070 or starr.babcock@calbar.ca.gov.

BACKGROUND

The Annual Meeting Task Force was established to take a top down review of the State Bar Annual Meeting including the cost, efficacy, and content of the meeting, and to also examine all the existing ticketed events.

The Task Force acknowledges the many reasons to continue the Annual Meeting including statute, tradition, and the governance transfer process for the State Bar and other judicial branch entities. The Annual Meeting also provides an opportunity to

provide State Bar sponsored CLE. There is also the practical issue of scheduling the meeting at a minimum of 5 years in advance.

However, Annual Meeting attendance has remained essentially static since the refunding of the State Bar in 2000. Moreover, the Annual Meeting does not pay for itself and relies on a general fund subsidy. The Task Force identified two major underlying reasons for the lack of growth. The first is venue fatigue--4 California sites are available with our current attendance experience (Monterey, Long Beach, Anaheim, and San Diego). The catch 22 is we must contract out 5 years to ensure these limited venue choices. Expansion of venue choices is also restricted by State Bar rules that do not permit holding meetings out of state. The Task Force has addressed this issue by recommending a change in the State Bar rules that will permit planning for and holding future annual meetings out of state. The rule change is out for public comment.

The second major reason identified by the Task Force as contributing to a lack of growth in numbers and enthusiasm for the Annual Meeting is the format, including the number of Annual Meeting days, luncheon and dinner events, the enormous number of education programs, and the current stakeholders and partners who participate. The Morrison Foundation, CEB, California Bar Foundation (CBF) and CWL have been granted de facto sponsorship of key ticketed luncheon and dinner timeslots during the Annual Meeting. The proposal below is to seek input and information about alternative sponsors who could share in the planning and filling of timeslots with a greater financial commitment, and also increase the numbers from all the demographic groups who make up the membership. There is no intent to preclude the existing sponsors and stakeholders from future participation, but rather an attempt to share the opportunities while addressing the financial shortfall and static attendance.

FISCAL AND PERSONNEL IMPACT

No fiscal or personnel impact. At such time as any decision is made about accepting a proposal, the cost benefits will be thoroughly examined.

BOARD BOOK ADMINISTRATION MANUAL IMPACT

None.

RULE AMENDMENT

None.

PROPOSED BOARD COMMITTEE RESOLUTION

Should the Board Committee on Stakeholder Relations agree with the Annual Meeting Task Force, adoption of the following resolution would be appropriate.

RESOLVED, that the Board Committee on Stakeholder Relations the Board recommends that the Board of Governors requests staff .to draft an RFI to be sent out in August with a date for consideration at the next Board meeting.

If the Board of Governors concurs with the recommendation of the Board Committee on Stakeholder Relations, the following resolution would be appropriate

RESOLVED, that, upon recommendation of the Board Committee on Stakeholder Relations, the Board of Governors hereby requests staff to draft an RFI to be sent out in August with a date for consideration at the next Board meeting.