

CLE Challenge One

Beginning January 1, 2013, there will no longer be “mandatory” CLE in your state.

Instead, lawyers will have to take an annual test on the substantive laws and practical skills such as client relations, trust account management, legal research, court rules, etc. that they’re likely to use in the areas in which they practice.

Lawyers can prepare for the test any way they like, including self-study, online courses and even “traditional” CLE.

How can you remain relevant to your state’s lawyers in a post-mandatory CLE world?

What skills should you teach? What courses should you present? What alternative ways could you deliver your content?

Discuss and be prepared to present your top three responses to this challenge.

CLE Challenge Two

A recent study of your programs showed that the traditional format you use (speakers / panel sessions / powerpoint presentations) is ineffective at teaching lawyers the skills they need to succeed in their practices and serve their clients well.

To improve your lawyers' learning, you've been given a mandate to explore alternative formats to deliver content to you state's lawyers in different ways.

If you were no longer permitted to deliver CLE in traditional formats, how could you adapt?

What are some alternative ways you can teach your lawyers the skills they need?

What can technology do to help you accomplish this?

Discuss and be prepared to present your top three responses to this challenge.

CLE Challenge Three

You've been approached by a prominent law school in your state to create a "practice-ready" curriculum for their graduating law students.

The law school's goal is to deliver, in three months, the core skills their newly-minted lawyers would need to be able to open up a law practice (after passing the bar) and competently practice law in each student's chosen speciality.

If you accept the law school's challenge, what should the "practice-ready" curriculum look like?

What skills should it teach (and how)?

What substantive law areas should it cover, and why?

Discuss and be prepared to present your curriculum overview with the group.

CLE Challenge Four

It is 30 days until a CLE event your committee has been working on for over a year. You have national speakers slated to speak and lots of great content ready to go.

There's only one problem: the person responsible for developing and sending all your marketing materials (email, brochures sent through the mail, etc.) went crazy and didn't do any of it. She instead absconded to Vegas with the entire marketing fund, and trashed all your mailing lists before she left.

You have 30 days before the event, and have already booked rooms, paid speakers and printed 1000 binders full of the materials.

How could you market this program to make it a success without access to traditional methods (email, mail, etc.)?

What unorthodox ways could you use to get people talking about the event and fill the house?