



## TOWN HALL SUMMARY REPORT

The 1<sup>ST</sup> Virtual CLOC Town Hall of 2020 took place on June 3<sup>rd</sup>, hosted by CLOC board member, Jennifer McCarron. Other board members, Mary O'Carroll and Chris Coats, addressed several topics of interest to the membership and introduced the new CLOC Executive Director, Betsi Roach. We wanted to share that conversation with all of you.

### Introducing CLOC's New Executive Director

Betsi Roach is CLOC's first Executive Director. Having spent eleven years of her career as the Executive Director of the Legal Marketing Association (LMA, and eight years as the Director for the ABA Section of Intellectual Property, Betsi is well versed in association management within the legal industry. When asked what attracted her to CLOC's Executive Director position, Betsi responded, *"I love setting the stage for people to advance their professional development."* She also added that being the first ED for the organization, the opportunity to work on the "client-side" of legal and the strategic nature of the position were attractive features of the job.

### Why did CLOC decide to hire its first Executive Director ?

CLOC President, Mary O'Carroll reminded participants that though CLOC is a young organization, we have seen continued growth at an increasingly fast pace. The organization has reached a tipping point, and a dedicated professional director is needed to ensure our progress in transitioning from a startup to a professional, mature, and global organization.

Betsi will lead our full-time team, oversee our global membership activities, and partner with the Board in setting strategy and direction. In addition, she will help develop a new strategic plan for improving our members' digital experience with our website, growing our community, and creating better and more relevant content. She will also lead the way in building alliances with other organizations in the legal ecosystem.

### What is CLOC's near term focus?

CLOC Board Member, Chris Coats provided three areas of focus for the remainder of 2020:

- **Improve how we work and operate as a team** – Transitioning from a startup "insurgency" to a professional, mature, global organization requires a dedicated team to execute on the organization's vision successfully. Betsi will be an integral member of that team.
- **Improve how we serve our members** – Serving the membership has and will always be CLOC's central focus. Some of the improvements we are working toward now include:
  - More direct and searchable access to content, resources, and answers online
  - More accessible ways to connect with like-minded members in online groups
  - Improved quality and breadth of content
  - More user-centric public website

- **Improve how we engage and communicate** – Ultimately, our mission is to improve the business of law. We want to ensure we continue to amplify our collective voice and drive stronger thought leadership into the market.

#### **How does the appointment of an Executive Director change the engagement or role of the Board?**

Mary assured members and participants that the board would continue to be heavily engaged in developing and executing strategies for the organization.

*She added, "The addition of a position dedicated to executing our strategic directives allows the Board of Directors to do even more. We have an incredible and high functioning Board, of which I am humbled to be a part. Together, we have so many plans and ambitions for CLOC, our community, and, ultimately, the industry. We never want to slow down or stop innovating. Adding an Executive Director ensures we can continue to do all that and more."*

#### **With the cancellation of the Vegas Institute this year due to COVID-19, how does that impact future events?**

Mary shared that canceling the Vegas Institute due to COVID19 was a tough decision, but one that has already proved to be a catalyst for meaningful change in expanding CLOC's reach. Our ability to deliver educational content virtually through our "Legal Operations Professional Series" and "The Innovation Series" of webinars has created the opportunity for us to share our messages with the broader industry and the public - where they are. Our new CLOC podcast, "CLOC Talk," provides yet another channel for us to share and connect with the community.

*Mary added: "As for the 'Institutes,' Vegas will always be our flagship event, but we are also very excited about the idea of a virtual event. We see the need to meet people where they are. We want to be able to amplify our collective voice and share ideas by expanding our reach globally. I think this is going to be an incredible opportunity for all of us to reach so many more people and to see the legal ops role continue to grow, so stay tuned for more on this global institute."*

#### **What is CLOC doing to improve its membership value?**

Earlier this year, we launched our first Voice of the Member survey to give our members and law firm participants an opportunity to make their voices heard on how we can improve the value of our membership. We received over 100 responses from corporate legal members and over 60 responses from law firm participants. This survey provided insightful information about the involvement of Committees, engagement with our Law Firm Community, participation in Regional Group Meetings, suggestions for Interest Groups, education offerings, and more.

After careful review of the responses received, we're excited to provide an update of current projects and offerings you can expect this year and into 2021.

Besides the aforementioned upcoming virtual Institute and new CLOC Talk podcast which you can find on all major streaming services like: Spotify, Apple, and Google, other programs the CLOC Community can be looking for in the coming weeks include:

- **CLOC's State of the Legal Industry Report**

The report is complete and will be available to members in the next two weeks. Over 140 companies representing 30 industries across 17 countries responded to the survey. This report is an industry-standard in recognizing the continued growth and investment in legal operations.

- **Legal Operations Pro series of Webinars Sign-up**

Whether you're just getting started in setting up a legal operations function or building on your existing capabilities, the Legal Ops Professional Series for members and law firms have what you need to get there. You may find the sign-up form by clicking on this [link](#). The webinar series is open to law firms and members only.

- **Organized Resources in Document Libraries**

We have recently completed an audit of our document libraries to ensure that all resources are relevant, educational, and easier to find. Every resource has a new formatted description, which includes the maturity stage/content level, content type and year created, and a brief summary so you can quickly find the content that you are looking for.

- **New Content for All Maturity Levels**

In the coming months, we will be working with our members, industry leaders, law firms, and service providers to curate new content on trending topics such as career development skills assessments, diversity and inclusion benchmarking, case studies, and more. All new content added will be featured on the Community Home Page, so be sure that you have the page bookmarked.

- **New cloc.org site**

For the last year and in response to both member and ecosystem feedback, we are now close to launching a new CLOC.org web site. The new site has improved navigation and a more robust user experience. We worked with an agency to help design the site to be more engaging and actionable with the updated resources and content. We are looking to launch the site this summer.

That wraps up our summary of our first ever Town Hall. Be sure to sign up for "Around the CLOC," our monthly newsletter, to stay informed on all the things happening in the CLOC community. You can also follow us on LinkedIn, YouTube and Twitter. We have a lot of new exciting content coming out.