



20
22



THE PARALEGAL
ASSOCIATION

2022 Annual Report



Table of Contents

Letter From the NALA CEO	3
Future-Focused Advancements for the Paralegal Profession Through NALA Strategic Planning	4
New Mission and Vision Statements: Pioneering Progress for the Paralegal Profession	5
NALA's Extraordinary Volunteers	6
Membership Growth and New Student Membership Campaign	7
Certified Paralegal (CP) Program	8
Affiliated Associations (AA) Support	10
2022 Annual Conference & Expo Results	11
2022 Annual Conference In-Person Attendees	12
2022 Annual Conference Virtual Attendees	13
Promoting Paralegal Careers	14
NALA's Revolutionary LEAD Program	16
Increased Educational and Professional Development Offerings	17
Financials	18
Improved Outreach and Communications	19
Board of Directors	22
2022-2023 Committees and Members	23
2023 NALA Staff	24

Dear NALA Members,

I am delighted to present the 2022 Annual Report for NALA - The Paralegal Association. This report highlights the remarkable achievements, progress, and initiatives of NALA throughout 2022. As an organization committed to our members and the promotion of excellence in the paralegal profession, we strive to provide valuable resources, nationally-accredited certification, continuing legal education (CLE) and professional development opportunities, advocacy, and a robust network for our members. Together, we will continue to shape a bright future for the paralegal profession.

Warm regards,



Vanessa Finley, MBA, CAE
NALA CEO



48 years strong - supporting paralegals...



Future-Focused Advancements for the Paralegal Profession Through NALA Strategic Planning

In a comprehensive strategic planning process in 2022, NALA embarked on future-focused advancements for the paralegal profession. This included conducting an environmental analysis to understand industry trends and challenges. The Board of Directors also revised NALA's mission and vision statements to align with the evolving needs of paralegals. The Board set clear and measurable goals, developed strategic initiatives, and established key performance indicators to drive progress. Resource allocation was carefully considered to support the implementation of the plan while ensuring financial stability. Regular evaluations are conducted to assess the plan's effectiveness and make necessary adjustments. Through strategic planning, NALA is positioned to shape the future of the paralegal profession and drive its advancement and growth in a changing legal landscape.

Broad Strategic Goals Through 2023

- Be the number one, top-of-mind resource for paralegals and other support professionals within the legal ecosystem.
- Create and execute a formal legislative agenda to promote the importance and value of paralegals and the paralegal profession.
- Prioritize member value, engagement, and retention while concurrently increasing Affiliated Associations membership and promoting the utilization of professional development opportunities.



New Mission and Vision Statements: Pioneering Progress for the Paralegal Profession

In 2022, NALA embarked on a comprehensive evaluation of its mission and vision statements, acknowledging the imperative to align with the evolving needs and priorities of the paralegal profession. The Board of Directors diligently reconsidered and refreshed NALA's mission and vision, placing paramount importance on delivering exceptional programs and services to its members while also expanding efforts in outreach, growth, public education, and advocacy.

The revised mission statement underscores NALA's unwavering commitment to preparing paralegals for future challenges through certification, professional development, and advocacy. The updated vision statement illuminates NALA's resolute dedication to shaping the future of the paralegal profession, ensuring that paralegals receive due recognition and are esteemed as indispensable contributors to the legal ecosystem. By embracing these forward-looking declarations, NALA endeavors to spearhead the advancement and expansion of the paralegal profession in the years that lie ahead.

Mission Statement

Equipping paralegals for the challenges of the future through certification, professional development, and advocacy.

Vision Statement

Ensuring paralegals are known and valued as an integral part of the legal ecosystem.



NALA's Extraordinary Volunteers

At NALA, our volunteers are the backbone of our member-led organization. Their remarkable commitment and tireless efforts drive the growth and advancement of the paralegal profession. Even though many volunteers have full-time jobs, these individuals demonstrate their outstanding dedication to NALA and selflessly give their time to make a difference.

In 2022, NALA was fortunate to have 77 exceptional volunteers who fulfilled important governance and leadership roles. From board and committee members to task forces and project teams, each volunteer played a significant part in our success.

We extend our heartfelt gratitude to these remarkable individuals for their invaluable contributions. Their passion and dedication elevate NALA and empower our members. Join us in embracing the spirit of volunteerism and, together, let's shape a brighter future for the paralegal profession.



77
volunteers
in 2022





Membership Growth and New Student Membership Campaign

NALA experienced significant growth in membership during 2022, including a notable increase in student members. To further support paralegal students and their transition into the profession, we launched a new student membership campaign. This initiative aimed to provide student members with access to educational resources, networking opportunities, and mentorship programs, ensuring a seamless transition from education to a successful paralegal career.

17,090

Total members
and affiliate
members



8,428

Total
members
2022



5,835

Total
active type
members



1,796

Total
student
members



107%

Percent growth
in student
members from
2021 to 2022





Certified Paralegal (CP®) Program



In 2022, NALA's Certified Paralegal (CP) program demonstrated positive outcomes, contributing to the growth and recognition of the paralegal profession. The Certified Paralegal (CP) credential and Advanced Certified Paralegal (ACP) designation saw notable achievements. Firstly, there was an increase in the number of paralegals earning NALA certifications, indicating the growing demand for professional credentials and the recognition of NALA certifications as a mark of excellence. Through NALA's outreach and engagement efforts with paralegal educators and paralegal programs, NALA's CP program expanded its industry recognition, with universities and college paralegal programs seeking to create long-range partnerships with NALA and cornerstone programming to prepare their students to test for the CP Exam upon graduation. The certification program also serves as a catalyst for ongoing professional development, requiring continuing legal education and encouraging paralegals to stay informed and up to date. The NALA certification program has proven instrumental in career advancement, leading to promotions, salary increases, and expanded responsibilities for many paralegals. NALA remains committed to maintaining high standards and enhancing the value and relevance of its certification program, empowering paralegals in their pursuit of excellence and professional success.

20,565

Total CPs
Ever Issued

279

Total number of
new CPs in 2022

7,672

Total 2022
Active CPs

8,520

Total ACPs
Ever Issued

188

Total ACPs
Issued in 2022

**Paralegals with the NALA CP earned nearly \$5,000
more than paralegals without the CP credential.**



Certified Paralegal (CP®) Program



Nationwide Study – Job Analysis Report

The latest nationwide study of paralegal duties was conducted by NALA in 2022. The results of this study were released in the Job Analysis Report in January 2023. This report provides detailed information about the on-the-job duties and responsibilities of paralegals and the skills needed to perform their work. Survey findings are utilized by the NALA Certifying Board to ensure the NALA Certified Paralegal Examination focuses on the skills, knowledge, and core competencies required of working paralegals in today's environment. The job analysis study is conducted by NALA approximately every five or six years.

Enhanced CP Exam Essay Grader: Improving Efficiency and Test Result Availability

In 2022, NALA engaged in dedicated efforts, alongside numerous volunteers, to augment the capabilities of the CP Exam Essay Grader. The primary objective was to expand the capacity of the CP program and to minimize the time taken for paralegals to receive their test results after completing the exam. This endeavor was driven by the desire to enhance outcomes for individuals taking the examination and provide them with prompt access to their results. NALA remains committed to refining processes and implementing improvements to further enhance the overall experience of paralegals taking the CP Exam.

[Click here to see the Job Analysis Report](#)



Affiliated Associations (AA) Support

In 2022, there were 68 NALA Affiliated Associations representing paralegals throughout the nation. NALA continued to foster collaborative relationships with Affiliated Associations across the country. We provided support to these associations by offering guidance, sharing best practices, and facilitating collaboration among their members. Through these partnerships, we aim to contribute to a strong and united paralegal community nationwide, advocating for the profession and promoting the highest standards of practice.

68

Total number of Affiliated Associations

8,662

Total affiliate members

332

**Total number of Affiliated Association events
CLEs approved in 2022**



2022 NALA Conference & Expo Results

The 2022 NALA Conference & Expo was a resounding success, bringing together paralegals from various practice areas and geographical regions. The event featured a diverse range of educational sessions, keynote presentations from industry experts, and networking opportunities. Attendees had the chance to connect with peers, learn about emerging trends, and enhance their professional skills. The conference received overwhelmingly positive feedback, highlighting its value in providing high-quality education and fostering meaningful connections among paralegals.



1,243

Total
Attendees

414

In-Person
Attendees

829

Virtual
Attendees

11,894

Total Conference
CLEs Issued

1,154

Total Bundle
CLEs Issued

**The Largest Hybrid Paralegal
Event in the Nation!**

[Click here to view the 2022 NALA
Conference & Expo hype video.](#)



2022 NALA Conference & Expo In-Person Attendees

91% of respondents were very or extremely satisfied

93% of respondents said that the conference met their expectations

89% of respondents reported that they are very likely to attend NALA in-person or virtual events in the future

Attendee Quotes

"This was my first in-person conference, and I really enjoyed it. NALA is an impressive organization. Very organized, technical, and fun. It was inspiring to be amongst so many paralegals of different experience levels, backgrounds, and skills. Appreciated the swag, food, flexibility, and awesome venue. You made everything easy and fun for me!"

"Thanks for making this an amazing experience. Very professional. I'm very impressed for my first conference. Keep up the amazing work. The professionalism of this organization was so evident in this conference."

"I thought it was well organized and the format of the sessions was well thought out."

"I really just enjoyed all of the classes I went to. I walked out knowing a lot more than I thought I would."

"I learned a tremendous amount about myself and the direction I want my career to go, but my favorite part was the lasting connections I was able to make."



2022 NALA Conference & Expo Virtual Attendees

80% of respondents were very or extremely satisfied

80% of respondents said that the conference met their expectations

78% of respondents reported how easy or extremely easy it was to access and navigate the event virtually

78% of respondents reported that they are very likely to attend NALA in-person or virtual events in the future

Attendee Quotes

"This was my second time attending the NALA conference, both times virtual. Honestly, I would not be able to attend unless virtual was an option (cost, travel time, etc.). Both years have been an awesome experience. Thank you for providing the virtual option!!!"

"Love the platform. Paralegals are not allowed to travel outside the state for CLEs in our office and the virtual format allows us to attend the annual conference each year."

"Awesome to attend virtually to obtain CLE in a short period of time with great speakers and topics."

"Very informative and the remote option made it very convenient. I wouldn't have been able to attend otherwise."

"I loved the chat feature for the virtual attendees; we got to ask each other questions and get some good info from paralegals who work in those fields."



Promoting Paralegal Careers

NALA certifications have proven to be instrumental in paralegals' career advancements. Many paralegals have reported receiving promotions, salary increases, and expanded responsibilities because of obtaining their NALA CP credential. This credential provides tangible evidence of a paralegal's expertise, professionalism, and dedication, opening doors to new opportunities within their organizations and the legal community at large.

New 2022 National Utilization and Compensation Study

For several decades, NALA has collaborated with research organizations to conduct a comprehensive national research initiative. The aim of this study is to gain valuable insights into the educational backgrounds, work environments, duties, responsibilities, and compensation and billing levels of paralegals. Upholding NALA's commitment to diversity, equity, and inclusion, the 2022 study includes additional analysis of various demographic factors such as race/ethnicity, veteran status, and disability status. Moreover, a dedicated section has been incorporated to assess the impacts of the COVID-19 pandemic.

Throughout the years, this report has served as a valuable resource for individuals seeking to advance their careers in the paralegal profession. NALA's 2022 report presents trends dating back to 2016, along with specific breakdowns for 2022. Notably, employee compensation and benefits data in this report reflect information gathered from 2021.



2,868 Survey Participants

[Click here to view the survey overview](#)



Promoting Paralegal Careers

NALA Employment Resources

NALA continued to provide a national online job board for employers and paralegals seeking new job opportunities.

1,027 Total number of job postings

526 Total number of employers

Paralegals with the NALA CP earned nearly \$5,000 more than paralegals without the CP credential.

Advancing Professional Development with Digital Badges: NALA's Partnership with Credly

NALA remains committed to implementing and providing cutting-edge digital benefits to its members and Certified Paralegals (CPs). The utilization of digital badges is an emerging and rapidly-growing practice within the professional realm. These badges offer an exciting new method for proudly showcasing and sharing your NALA accomplishments online. In an increasingly virtual world, it is essential that your achievements carry the same level of recognition in both digital and in-person settings.

Digital badges have gained prominence as they give employers a comprehensive view of your achievements, including verifiable skills and accomplishments. With NALA's commitment to digital badges, paralegals now have the convenience of easily sharing their earned achievements with peers, potential employers, educational institutions, and more.

32,749 Credly Badges issued ever

9,045 Credly Badges issued in 2022



NALA's Revolutionary LEAD Program

Experience the transformative power of NALA's groundbreaking Leadership Exploration and Development (LEAD) Program. Developed in collaboration with experts and beta tested in 2022, LEAD aims to cultivate exceptional leaders within NALA's membership and empower NALA's future volunteer leaders. Through LEAD, members gain access to cutting-edge leadership training, mentorship programs, and networking opportunities, propelling their professional growth and helping them make meaningful contributions to the paralegal profession. The inaugural LEAD Program class launches in summer 2023, marking a new era of leadership excellence within NALA.



Testimonial Videos



Debra L. Overstreet, ACP



Debby J. Sawyer, ACP



Jill I. Francisco, ACP



Increased Educational and Professional Development Offerings

NALA expanded its educational offerings in 2022 to cater to the diverse needs of its members. We introduced new live webinars, panels, and online courses that cover various legal practice areas, technology advancements, and professional skills. These educational resources are designed to equip paralegals with the knowledge and skills required to excel in their roles and adapt to the evolving legal landscape. NALA remains dedicated to providing cutting-edge educational opportunities to support the professional growth of paralegals.

29

Number of live webinars in 2022

798

Number of live webinar CLEs issued in 2022

31

Number of CLEs offered through live webinars in 2022

778

Total live webinar attendance in 2022

238

Number of on-demand webinars available in 2022

1,340

Number of on-demand webinars taken in 2022

1,500

Number of on-demand webinar CLEs issued in 2022

52

Number of self-study courses available in 2022

876

Total self-study course attendance in 2022

8,189

Number of self-study course CLEs issued in 2022



Financials

As NALA moves through and past the COVID-19 era, financial investments have been made to ensure that NALA continues to meet the ever-evolving needs of our members and to encourage membership and support from those who are not yet members. Additionally, NALA has incorporated virtual options into as many aspects of our workflows and programming as possible. With the paralegal profession growing at a rate that is 2.5 times faster (14.1%) than the average job growth (5.3%) and the number of employed paralegals predicted to reach over 400,000 by 2031, NALA is positioning itself to be the first and best choice for those who want to develop new knowledge and skills and advance their legal careers.

The audited financials for the 2022 fiscal year will be available on NALA's website by July 31, 2023.





Improved Outreach and Communications

In 2022, NALA made significant progress in improving its outreach, communications, and marketing efforts. The association revamped its digital presence, improving NALA's user-friendly and informative website that serves as a centralized hub for resources and connections. NALA also increased its social media engagement, sharing relevant content and encouraging active participation within the paralegal community. Targeted email campaigns, live webinar blasts, and an enhanced monthly newsletter delivered personalized and valuable content to members and affiliates. NALA formed strategic partnerships and collaborations, expanding its reach and visibility. By implementing metrics and analytics tools, NALA measured the impact of its efforts and made data-driven decisions to continuously improve its outreach and communications strategies.

NALA Website 2022

1.2

Million Views



284,438

Users



283,479

New Users



121,600

Monthly Views





Improved Outreach and Communications

Social Sites Engagement

64%
increase in
social posts
over 2021

52%
increase in post
impressions
over 2021

250,000
post reach –
47% increase
over 2021

3.93%
Average post
engagement
rate



@NALA - The Paralegal Association



@nalaparalegalassociation



@NALATheParalegalAssociation



@NALA - The Paralegal Association



@NALA_paralegals

NEW Instagram account launched in fall 2022!



Improved Outreach and Communications

NALA Commons, Your Thriving Online Community

NALA Commons is our vibrant online member community, designed exclusively for paralegals.

On NALA Commons, you'll find valuable resources contributed by paralegals from all corners of the country. Discover insightful recommendations, gain access to a wealth of industry knowledge, and stay up-to-date with the latest trends and developments. Embrace the power of connection, knowledge sharing, and collaboration to elevate your paralegal journey.

Visit NALA Commons today and unlock a world of possibilities.

74%
increase in
participants
over 2021

2,324
Participants
in 2022



Board of Directors



First row: Peonca Grier, Vinnie Finley

Second row: Dana Welcker, Debby Sawyer, Debbie Overstreet

Third row: Kelly Elder, Rich Hahn, Angie Oberle, Lisa Stone, Vicki Kasper

Fourth row: Bridget Stuhr, Deana Waters, Cassie Snyder, Cheryl Nodarse

- **Debra L. Overstreet, ACP** - President
- **Cheryl J. Nodarse, ACP** - Vice President
- **Peonca S. Grier, CP** - Secretary
- **Debby J. Sawyer, ACP** - Treasurer
- **Kelly S. Elder, ACP** - Professional Development Committee Chair
- **Richard Hahn, ACP** - At Large Director
- **Vicki L. Kasper, ACP** - Area 3 Director
- **Angela A. Oberle, ACP** - Area 2 Director
- **Cassie D. Snyder, ACP** - At Large Director
- **Bridget M. Stuhr, ACP** - Affiliated Associations Director
- **Deana M. Waters, ACP** - Continuing Education Council Chair
- **Dana G. Welcker, ACP** - Area 1 Director
- **Lisa M. Stone, ACP** - Certifying Board Chair (Non-voting Member)
- **Vanessa (Vinnie) Finley, MBA, CAE** - Chief Executive Officer (Non-voting Member)



2022-2023 Committees and Members

Continuing Education Council

- Deana M. Waters, ACP (Chair)
- Lucinda L. Calhoun
- Jennifer R. Finch, ACP
- Sheila A. Grela, ACP
- Jeanie C. Johnson, ACP
- Eva M. Merrell, ACP
- Jennifer F. Salisbury, CP
- Desire D. Smith, CP
- Debra L. Overstreet, ACP (NALA President)
- Vanessa Finley, MBA, CAE (NALA CEO)

Professional Development Committee

- Kelly S. Elder, ACP (Chair)
- Adrienne D. Berry, ACP
- Kaila L. Glaros, ACP
- Melissa M. Klimpel, ACP
- Dawnne L. Linenbrink, ACP
- Airolyn T. Loggins, ACP
- Laura B. Reaves, ACP
- Caroline C. Wilkerson, ACP
- Debra L. Overstreet, ACP (NALA President)
- Vanessa Finley, MBA, CAE (NALA CEO)

Certifying Board

- Lisa M. Stone, ACP (Chair)
- Kimberly A.S. Brown, ACP (Past Chair)
- Cathy L. Davis, ACP
- Jennifer M. Devine, ACP
- Donna W. Gilliland, ACP
- Kye W. Haymore, JD
- Christine K. Lillo, ACP
- Tracie L. Livesay, ACP
- Tammy Manning Dickerson, CP
- Shannon Moran Simler, JD
- Carl Morrision, ACP
- Thomas Pokladowski, Esq.
- Torii Ransome Freeman, JD
- Debra L. Overstreet, ACP (NALA President)
- Vanessa Finley, MBA, CAE (NALA CEO)

DE&I Committee

- Kristine M. Custodio Suero, ACP (Chair)
- Edward A. Diaz, ACP
- Sarah Duggan, CP
- Debra L. Overstreet, ACP (NALA President)
- Vanessa Finley, MBA, CAE (NALA CEO)



2023 NALA Staff

Cate Benge - Membership Coordinator

Mary Carwile - Member Services Representative – Partner Relationships

Tracy Creamer - Education Manager

Melody Drew - Certification Manager

Vanessa (Vinnie) Finley, MBA, CAE - CEO

Bonita Harris - Member Services Representative – Administrative Support

Kelsey Humphrey - Graphic Designer/Social Media Specialist

Chelsea Minyard - Member Services Representative – Certification

Patrice Pratt - Manager of Member Engagement and Retention

Sierra Pratt - Member Services Representative – Education

Sabrina Smith - Member Services Representative – Pre-Certification

Callie Spencer - Communications Specialist

Paula VanStraten - Director of Projects & Executive Support

Paul Watson, CPA - Controller

Mariah Williams - Director of Operations

Vanessa Williamson - Member Services Representative – Membership



nala.org