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FOMO: How to Keep Your Association Relevant in a Technology-Driven World

Houston Paralegal Association

Be in the now.
Be in the know.
Be NALA.

NALA THE PARALEGAL ASSOCIATION

180

State of Leadership and Technology Savviness in Your Association



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Generations Defined

Generation	Years
Baby Boomers	1946-1964
Generation X	1965-1980
Generation Y	1981-1996
Generation Z	Born after 1997

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Slide 2

MD0 Does each slide need to have the NALA logo? If not, no changes.

Melody Drew, 2023-03-15T20:38:39.541

21st Century Workforce

Year	Workforce
2020	80% of the workforce was comprised of Gen X-ers and Millennials
2030	74% of the workforce will be comprised of Millennials and Gen Z-ers

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Millennials and Technology

- “Digital Pioneers” – they bore witness to the explosion of technology and social media. They are heavy users of digital technology.
- More likely to use voice recognition, virtual assistants, design and drawing tools, and virtual reality.
- Millennials (and Gen X) are the main users of Facebook.
- Millennials prefer Instagram over Snapchat and TikTok.
- 86% are digital buyers and believe loyalty and reward programs are important.

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Millennials and the Workplace

- Believe in work/life balance and expect flexibility to stay engaged in their work.
- Celebrate diversity, cannot live without technology, and respect authority without being in awe of it.
- Millennials want meaningful work. It is estimated they will have 12 different employers over their lifetime.
- Millennials want to know they are making a difference and want to engage with organizations that have the same goals.

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Generation Z and Technology

- First generation to be born into a world where information was immediately accessible and social media increasingly ever-present.
- Technological advancements have had both positive and negative effects on Gen Z.
 - **PLUS:** An abundance of information at their fingertips allowed Gen Z-ers to broaden their knowledge and be proactive in their learning.
 - **MINUS:** Too much screen time compounded feelings of isolation and lead to underdeveloped social skills
- Gen Z-ers use social media as a means to curate their own personal brand.
- Gen Z-ers are pragmatic and financially-minded.

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Generation Z Characteristics

- Gen Z-ers are the best educated generation yet.
- Gen Z-ers watch at least two hours of social media videos a day. They prefer YouTube, Instagram, Snapchat, and TikTok.
- The average attention span of Gen Z-ers is 8 seconds.
- Gen Z spends more than three hours daily on messaging apps.



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But how is this affecting Paralegal Associations?



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Update Your Association's Brand

- **Mission Statement** - involves the organization's purpose, principles, and short-term goals.
- **Vision Statement** - describes the long-term objectives and desired future position of the organization
- **DE&I Statement** - demonstrates a commitment to building an association that welcomes people of all backgrounds and abilities.

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HPA's Mission Statement (1999)

- HPA pledges to provide programs of education and professional development to advance the professional development, objectives and goals of paralegals.
- HPA will promote the paralegal profession by maintaining ethical conduct and the highest standards of integrity for governing its members.
- HPA is dedicated to promoting the education and understanding of legal professionals and the general public, regarding the utilization of paralegals to assist attorneys in providing effective legal services.

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HPA's Mission, Vision, and DE&I Statements (2023)

Mission Statement: HPA empowers paralegals to achieve their professional objectives and goals, while maintaining the highest ethical standards and integrity, to better serve the legal profession.

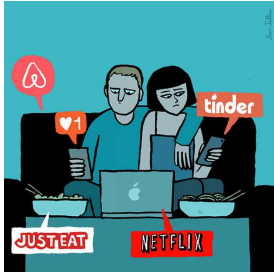
Vision Statement: To be the leading, accessible resource for paralegals and legal professionals in the state of Texas.

DE&I Statement: HPA endorses a diverse, equitable, and inclusive environment within our association as well the legal community our member's support. HPA welcomes members from all backgrounds and encourages collaboration and connections within our diverse membership.

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Get an App for your Association



There's an App for That!



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Wild Apricot Mobile App

- Mobile App for Members and Mobile App for Admins
- Available for IOS and Android in your App Store



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Wild Apricot Mobile App

With the App, members can:

- Renew their membership
- View a calendar and details of upcoming events
- Register for an event and pay the registration fee
- View their existing event registrations
- Cancel an existing event registration
- Pay an outstanding event registration fee
- View their membership card



Adrian Mendezky
Revised Jan. 2016, January 01, 2014
Houston's first NALA Affiliate serving Houston paralegals since 1989

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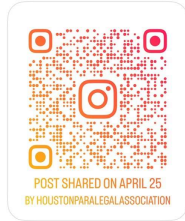
QR Codes – the BFFs of Marketing for Associations

What is a QR Code?

- code that can store and digitally present a lot of data, including url links, geo coordinates, and text

Why Use QR Codes?

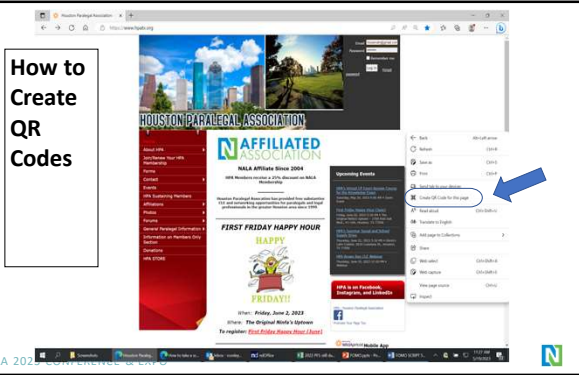
- can be used on most social media platforms, including videos.



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How to Create QR Codes



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Using QR Codes to Promote Events



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Using QR codes to check in registrants

- Add the QR Code macro to your event confirmation email.
- At the event, simply print or pull up the email confirmation and the QR code for your registration will be at the bottom
- Use your Wild Apricot Admin App to scan the QR Code and check in the registrant.
- Registration is fast and easy and will reduce a registrant's wait time in line for busy events.



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Event Planning for Millennials and Gen Z-ers

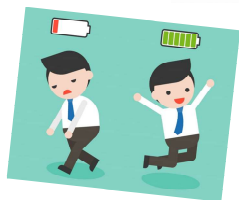


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Events Planning for Millennials and Gen Z-ers

- Make Your Event Mobile
- Promote Your Events on Social Media
- Energize Your Event
- Gameify Your Event



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HUMAN BINGO

Answer as many boxes as possible and if you complete the card, you are eligible for a door prize!

Is a Board member of HPA	Has a birthday in March or April	Checks Facebook or Instagram daily	Works remotely or hybrid	Is a vegetarian
Has never watched The Walking Dead OR Game of Thrones	Travelled out of the country in the past year	Has blue eyes	Loves to watch sports	Is a member of the Paralegal Division of the State Bar of Texas
Is a first-year paralegal	Doesn't like chocolate	FREE SPACE	Likes to camp	Has used a typewriter
Is a morning person	Has been a paralegal for twenty years	Likes pepperoni pizza	Plays a musical instrument	Doesn't drink coffee
Carpools to work	Is left-handed	Can whistle to a song	Does not work in Harris, Fort Bend, Galveston or Montgomery counties	Likes Spicy food

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#HPA Door Prize Winners

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Association "To Do" List

1. Review your association's Mission Statement for relevancy

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Association “To Do” List

1. Review Your Association’s Mission Statement for relevancy
2. Conduct a Social Media Audit – Facebook, LinkedIn, Instagram, Youtube, SnapChat etc...



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Update your Association’s Brand with Instagram

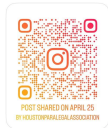


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Association “To Do” List

1. Review Your Association’s Mission Statement for relevancy
2. Conduct a Social Media Audit - Facebook, LinkedIn, Instagram, SnapChat etc...
3. Check out all available technology – mobile apps, QR codes



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Association “To Do” List

1. Review Your Association’s Mission Statement for relevancy
2. Conduct a Social Media Audit
3. Check out all available technology
4. Hold events to attract younger members for potential association involvement and leadership recruitment

Types of Events:
 #speednetworkingsocials
 #rookieparalegalevents
 “Be Seen” or “Empowering” events
 Socials with an environment theme



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Association “To Do” List

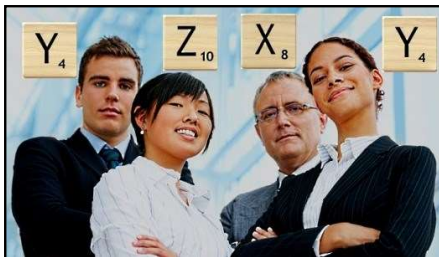
1. Review your association’s Mission Statement for relevancy
2. Conduct a social media audit
3. Check out all available technology
4. Hold events to attract younger members for potential association involvement and leadership recruitment
5. Consider establishing a membership loyalty program



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Together, All Generations Make Associations Better



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<https://hpatx.org>

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