

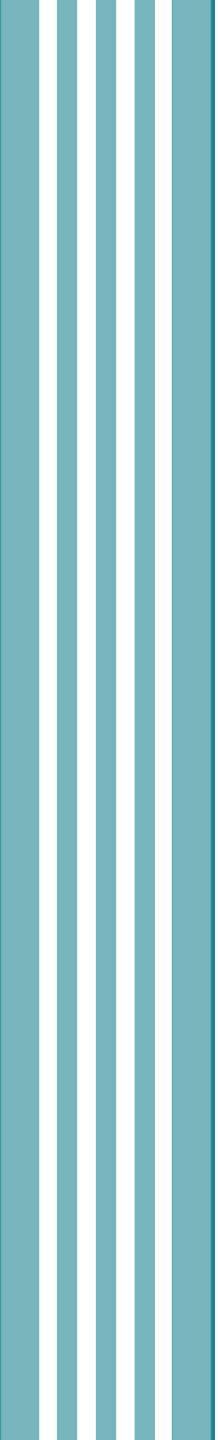
Affiliated Associations Annual Meeting & Awards

Wednesday, July 12th 5:00pm

Be in the now.

Be in the know.

Be NALA.



Call to Order



Opening Remarks



Introductions

2023 Milestone Anniversaries

Affiliated Associations

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5 Years – 2018

- Arizona Paralegal Association
- Fremont College Paralegal Studies Association



10 Years – 2013

- Tampa Bay Paralegal Association



15 Years – 2008

- Lancaster Area Paralegal Association
- San Diego Paralegal Association



20 Years – 2003

- Inland Counties Association of Paralegals
- Las Vegas Valley Paralegal Association
- San Antonio Paralegal Association



25 Years – 1998

- Iowa Paralegal Association
- Southwest Florida Paralegal Association, Inc.



30 Years – 1993

- Greater Memphis Paralegal Alliance, Inc.
- Texas Panhandle Paralegal Association
- Tyler Area Association of Legal Professionals
- Madison Area Paralegal Association

Greater
Memphis
Paralegal
Alliance



35 Years – 1988

- Central Illinois Paralegal Association
- Northeast Texas Association of Paralegals
- Oklahoma Paralegal Association



40 Years – 1983

- South Florida Paralegal Association
- Northwest Florida Paralegal Association
- Red River Valley Paralegal Association
- West Texas Paralegal Association
- Richmond Paralegal Association
- Virgin Islands Association of Legal Assistants



NWFPA
NORTHWEST FLORIDA PARALEGAL ASSOCIATION



WEST TEXAS PARALEGAL ASSOCIATION
SINCE 1983
WTPA
LUBBOCK, TEXAS



45 Years – 1978

- Paralegal Association of Northwest Ohio





Announcements

Election of Officers

Be in the now.

Be in the know.

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Congratulations!

2023-2024 Affiliated Associations Secretary

Rich Hahn



Congratulations!

2023-2024 Affiliated Associations Director

Sharon D. Jones, ACP



Affiliated Association Awards

Be in the now.

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Be NALA.

Carin England, ACP

Alabama Association of
Paralegals, Inc (AAPi)



Teresa Romero

Arizona Paralegal Association
President



Deborah A. Kallas, ACP

Central Florida Paralegal
Association



Marlena Mendez Higgins

Central Oklahoma Association of
Legal Assistants



Shene Hawk

Charleston Association of Legal
Assistants



Brenda Kehl

Iowa Paralegal Association



Amanda Flanagan

Legal Assistants of Wyoming



Norma Franco, CP

Maricopa County Association of
Paralegals



Bridget Breithaupt, CP

Mississippi Paralegal
Association (MPA)



Andria Bell

Nebraska Paralegal Association



Allison Whittaker, CP

Northeast Florida Paralegal
Association, Inc.



Susan W. Harrell, J.D.

Northwest Florida Paralegal
Association, Inc.



Tammy Manning Dickerson, CP

Orange County Paralegal
Association



Jodee L. Buck, ACP

Paralegal Association of Florida



E. Brooks Godwin

Richmond Paralegal Association



Christina Hough

San Diego Paralegal Association



Kate Harris, CP

Smoky Mountain Paralegal
Association



Lorena Anderson, CP

South Carolina Upstate
Paralegal Association



Jessi Stucke, ACP

South Dakota Paralegal
Association



Nita Gorman

Tennessee Paralegal
Association





End of Business Portion

Affiliate Exchange Presentation

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Be in the now.

Be in the know.

Be NALA.

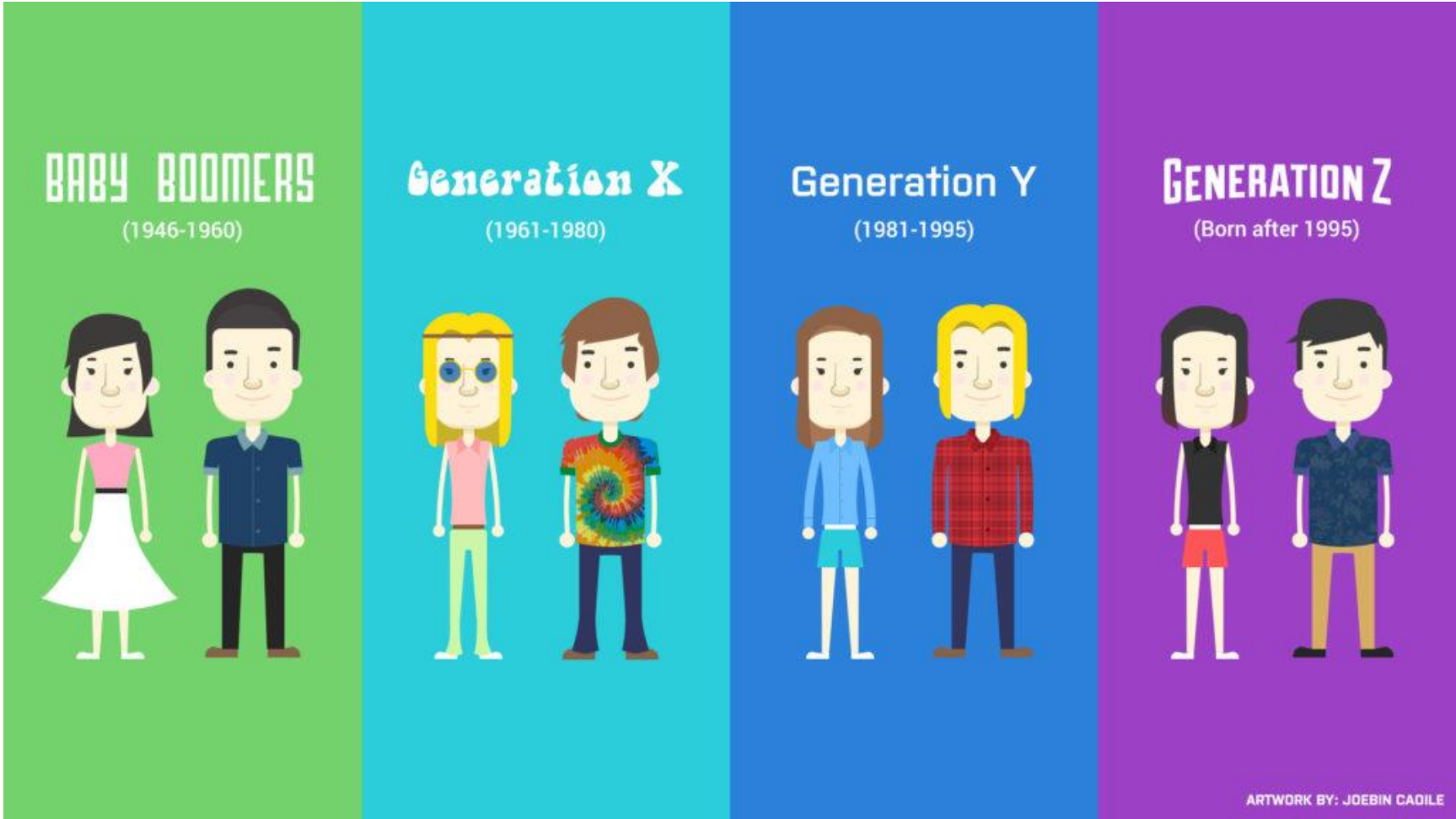
FOMO: How to Keep Your Association Relevant in a Technology-Driven World

Houston Paralegal Association

State of Leadership and Technology Savviness in Your Association



Generations Defined



21st Century Workforce

Year	Workforce
2020	80% of the workforce was comprised of Gen Xers and Millennials
2030	74% of the workforce will be comprised of Millennials and Gen Zers

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 .**

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.**

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.**

Generation Z Characteristics

- **Gen Zers are the best educated generation yet.**
- **Gen Zers 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.**



But how is this affecting Paralegal Associations?



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.

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.

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.

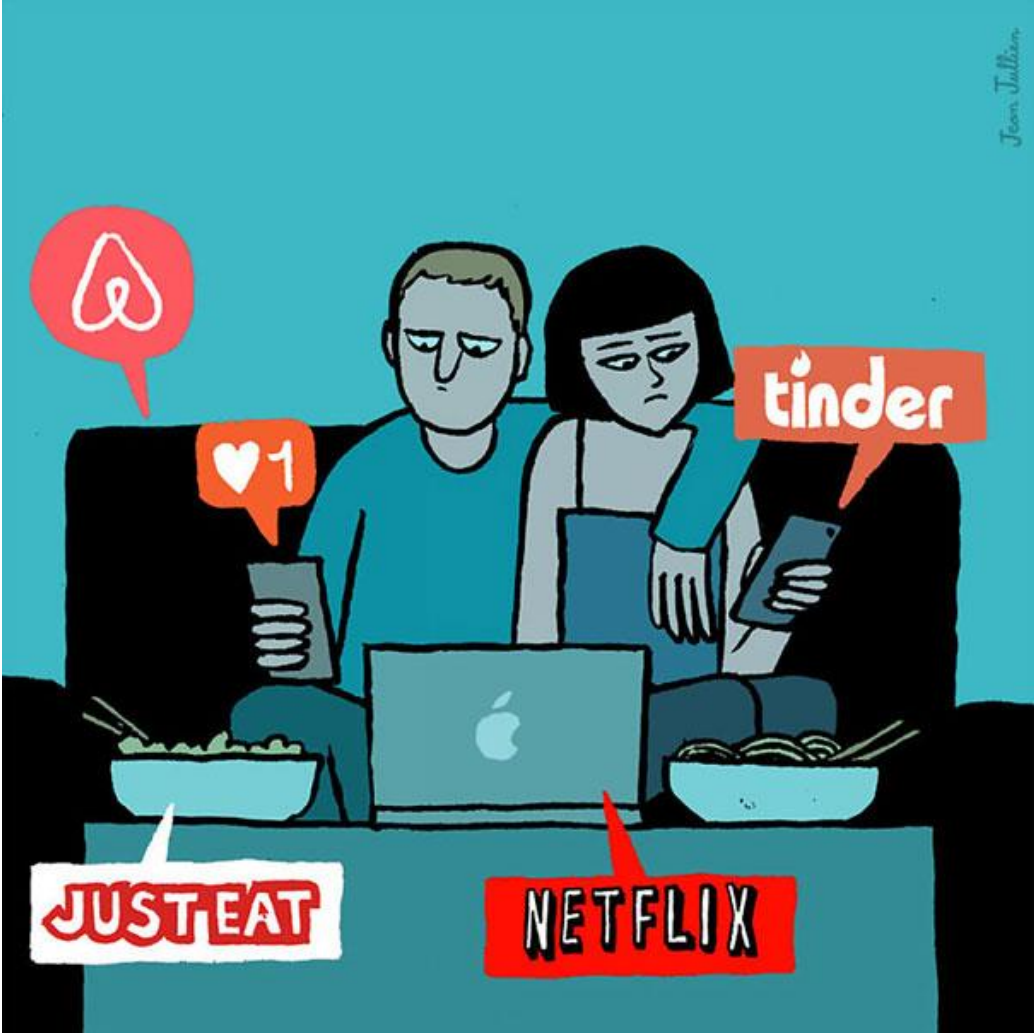
Vision Statement:

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 members support. HPA welcomes members from all backgrounds and encourages collaboration and connections within our diverse membership.

Get an App for your Association

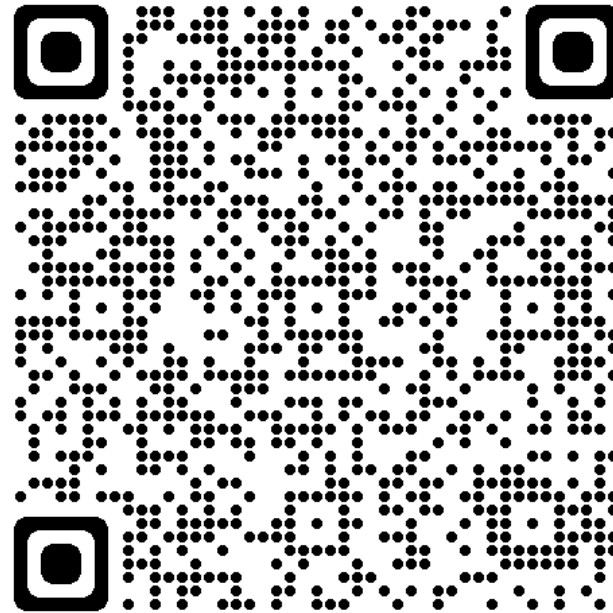


There's an App for That!



Wild Apricot Mobile App

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



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



Houston Paralegal Association

Ruth Conley ACP

Active Membership
Renewal date: Monday, January 01, 2024

Houston's first NALA Affiliate serving Houston paralegals since 1999

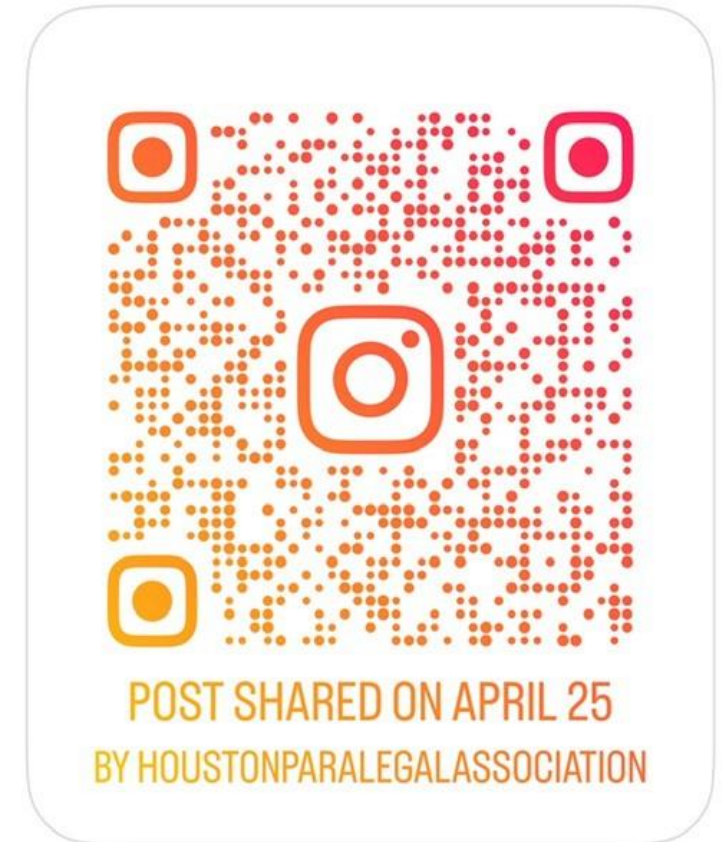
QR Codes – the BFFs of Marketing for Associations

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?

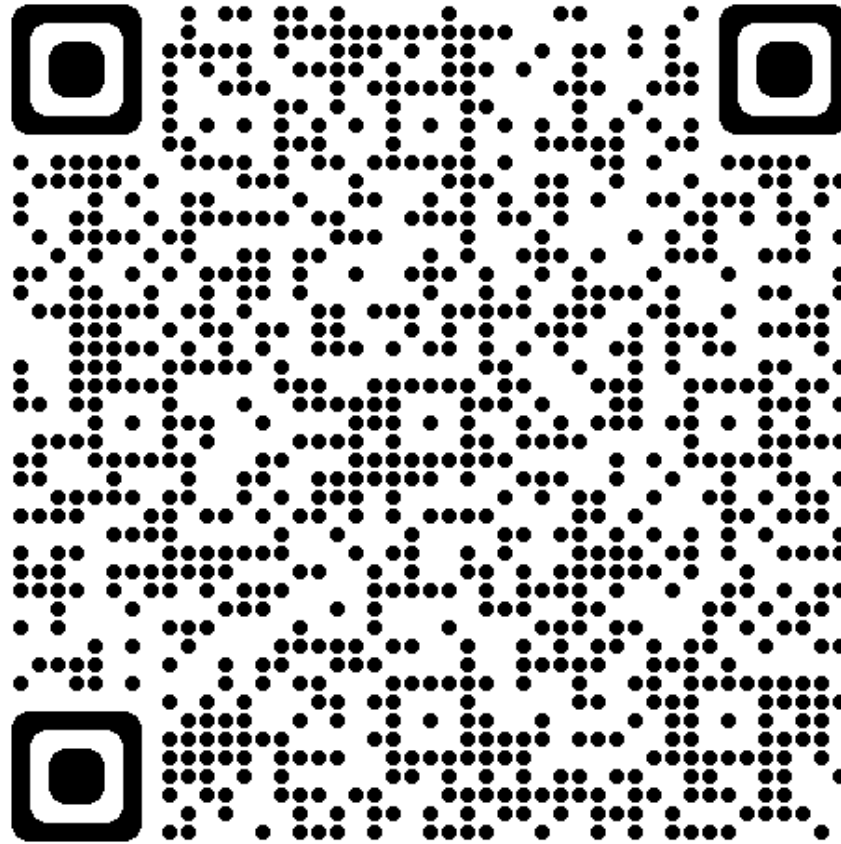
- can be used on most social media platforms, including videos.



How to Create QR Codes

The screenshot shows a web browser window with the URL <https://www.hpatx.org>. The page displays the Houston Paralegal Association logo and a navigation menu. A context menu is open on the right side of the page, with the option "Create QR Code for this page" highlighted and circled in blue. A blue arrow points to this option. The browser's address bar and navigation icons are visible at the top. The taskbar at the bottom shows various open applications, including "Screenshots", "Houston Paraleg...", "How to take a sc...", "Inbox - rconley...", "ndOffice", "2022 PFS still du...", "FOMO.pptx - Po...", and "FOMO SCRIPT 5...". The system clock shows the time as 11:27 AM on 5/19/2023.

Using QR Codes to Promote Events



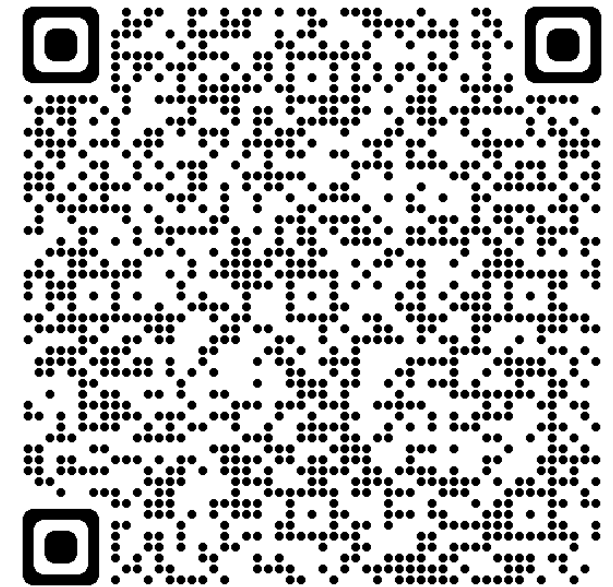
Using QR codes to check in registrants

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.

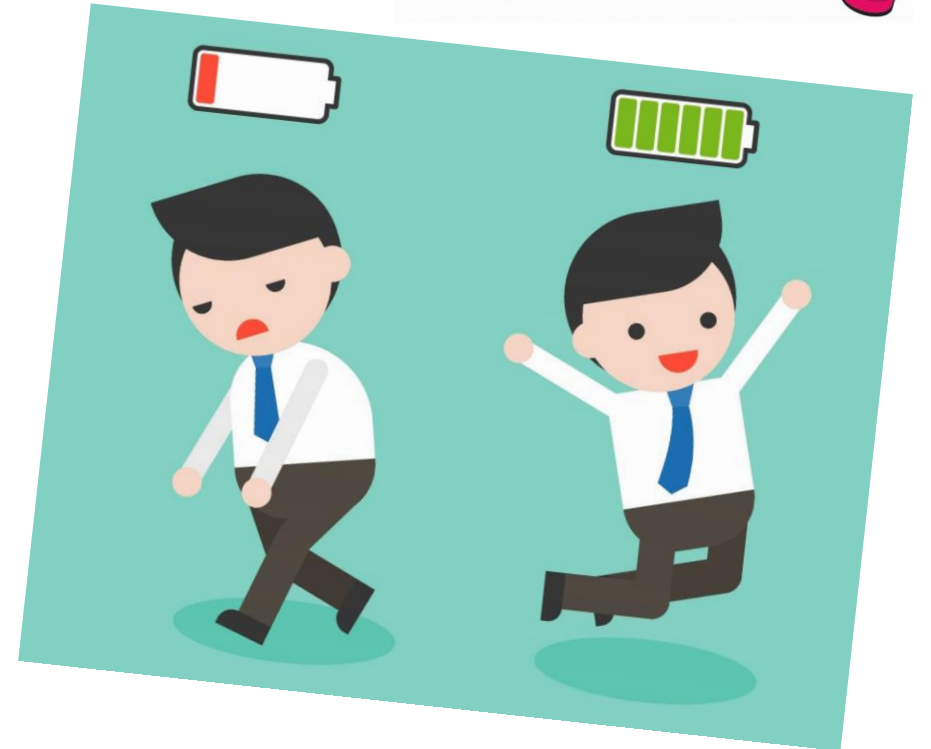


Event Planning for Millennials and Gen Zers




Events Planning for Millennials and Gen Zers

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



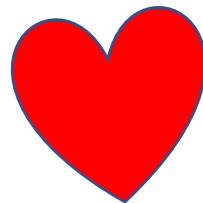
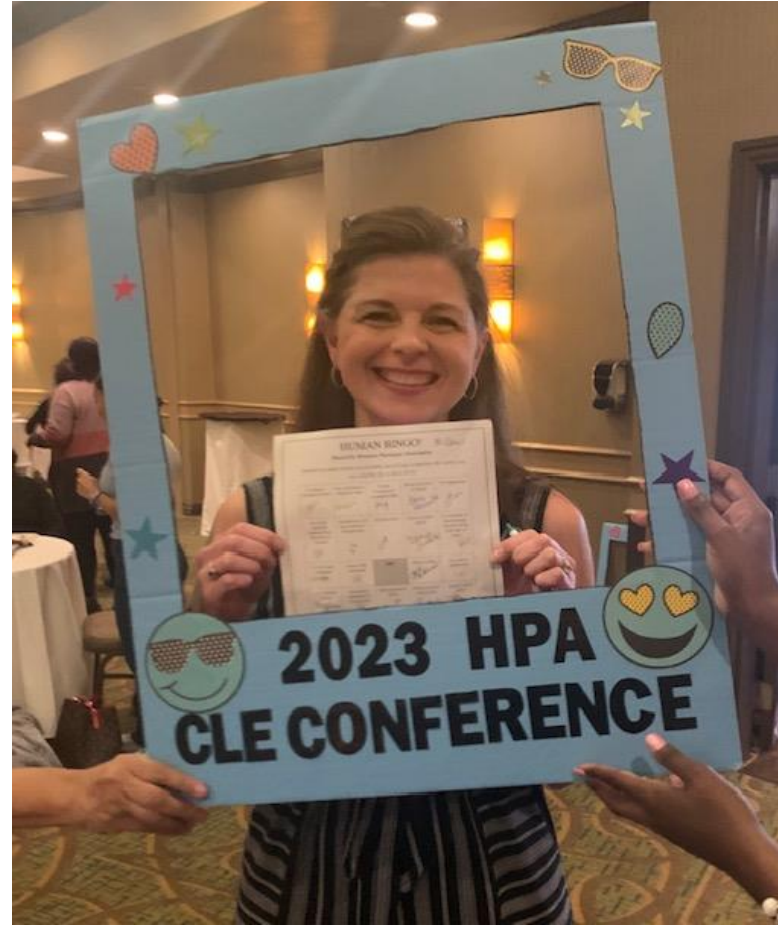
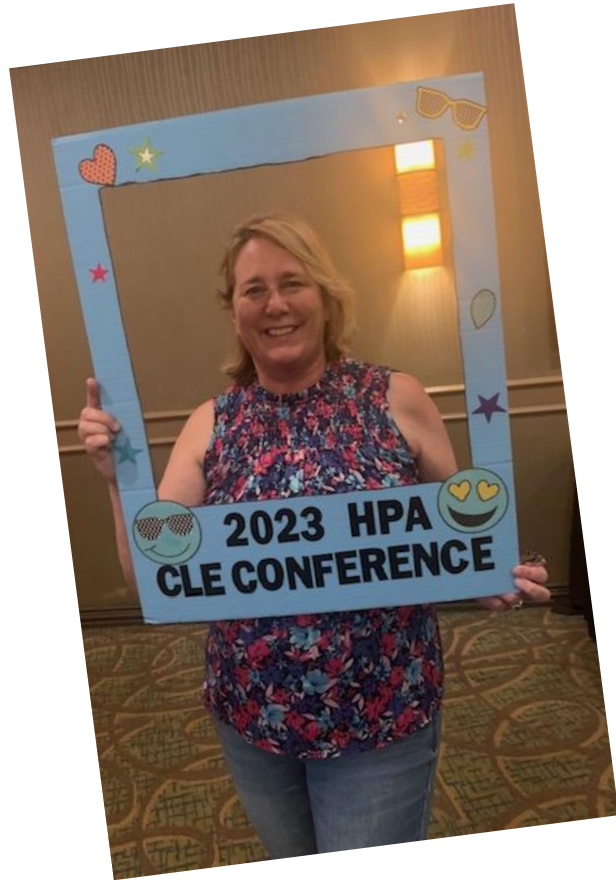
HUMAN BINGO

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

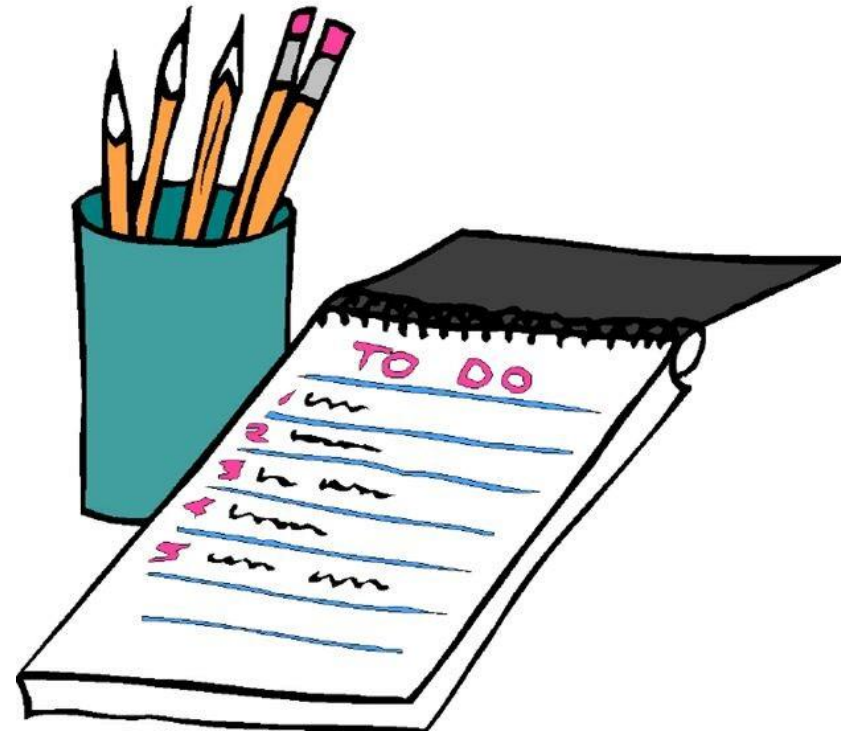


#HPA Door Prize Winners



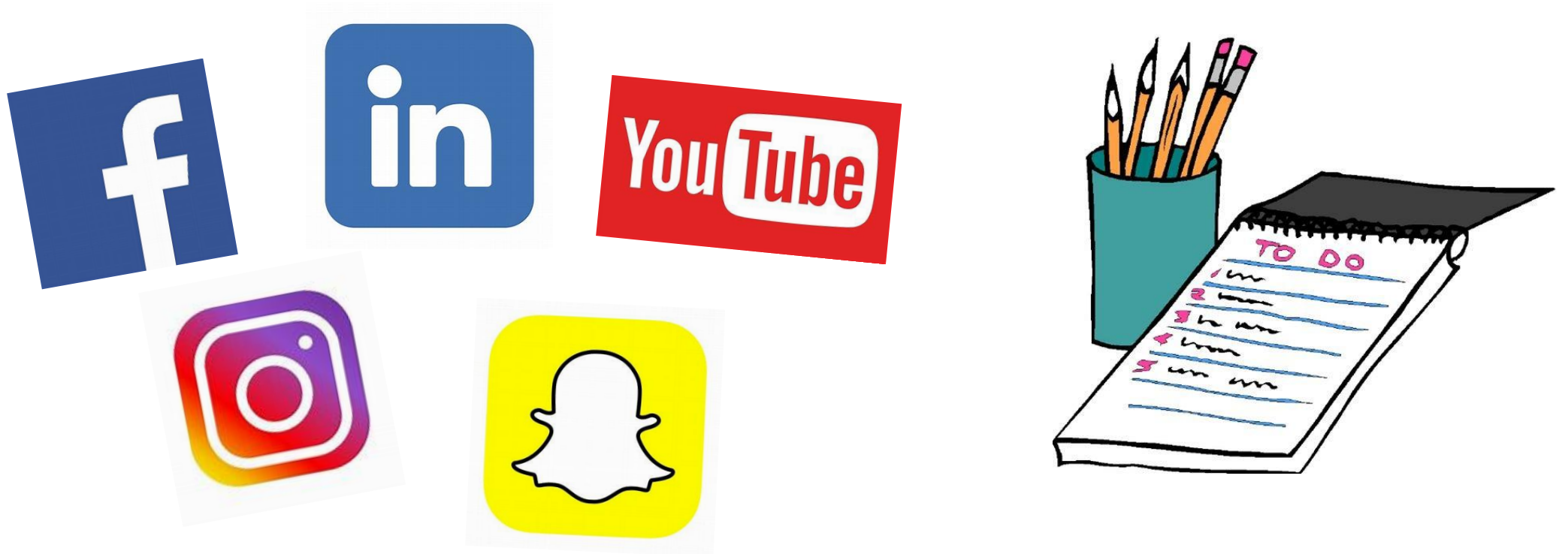
Association “To Do” List

1. Review your association’s Mission Statement for relevancy



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...



Update your Association's Brand with Instagram



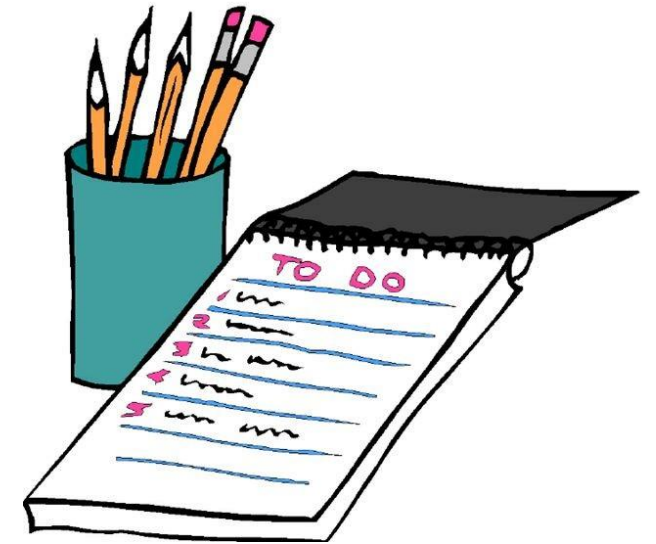
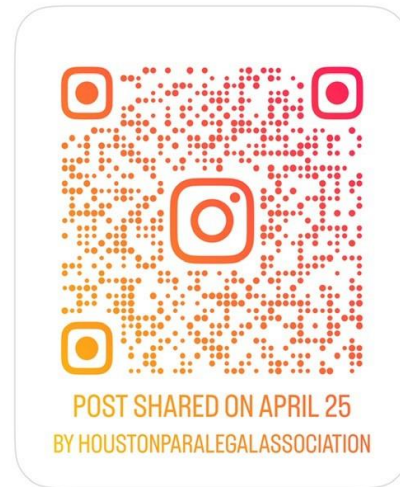
#NALAparalegalsareAwesome



#Iloveparalegals

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**



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



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



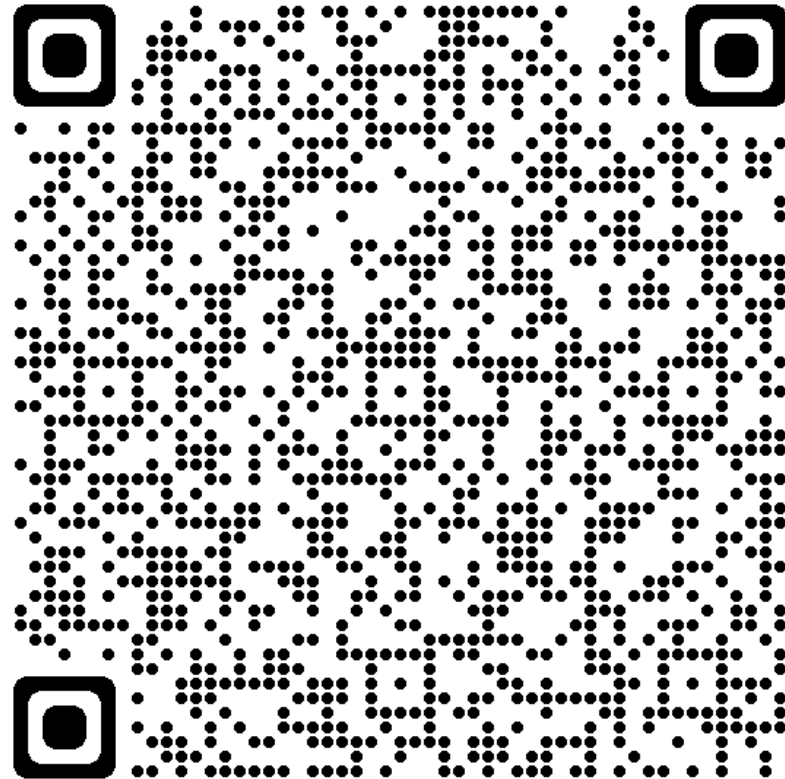
Together, All Generations Make Associations Better





<https://hpatx.org>

To receive a copy of this PowerPoint





Closing Remarks

Thank you!

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