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

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

Baby Boomers (1946-1960)
Generation X (1961-1980)
Generation Y (1981-1995)
Generation Z (Born after 1995)
### 21st Century Workforce

<table>
<thead>
<tr>
<th>Year</th>
<th>Workforce</th>
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</thead>
<tbody>
<tr>
<td>2020</td>
<td>80% of the workforce was comprised of Gen Xers and Millennials</td>
</tr>
<tr>
<td>2030</td>
<td>74% of the workforce will be comprised of Millennials and Gen Zers</td>
</tr>
</tbody>
</table>
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
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
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!

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

NALA 2023 CONFERENCE & EXPO
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
To receive a copy of this PowerPoint

https://hpatx.org
Closing Remarks
Thank you!

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Be in the know.
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