Task Force M Report

Task Force Members

Athena M. Dickson (Chair)

Perry Brandt
Karrie Clinkinbeard
Ashley Grace
Phyllis Norman
Karl Phares
Emma Schuering
Darrion Walker
Chris Wirken

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I. MISSION AND CHARGE

On December 9, 2016, Dan Blegen, President of the KCMB, created the Millennial Task Force ("Task Force M"). President Blegen created this Task Force to evaluate how the organization and its member firms can better engage Millennial lawyers. The task force was asked to focus on the following:

1. Understanding and serving Millennials;
2. Connecting the generations; and
3. Providing value on this topic to law firms and the legal community.

President Blegen asked Secretary of KCMB, Athena Dickson, to chair this Task Force. Athena Dickson met with President Blegen and Executive Director Vickie Schatz to further discuss the intended mission of the Task Force, including having members of different generations on the Task Force. The following Task Force members were asked to serve and accepted appointment:

   Perry Brandt
   Karrie Clinkinbeard
   Ashley Grace
   Phyllis Norman
   Karl Phares
   Emma Schuering
   Darrion Walker
   Chris Wirken

Additionally, this project was the primary focus of the 2017 KCMB Board Forward (KCMB’s annual planning retreat) and KCMB invited members of the Task Force as well as the YLS officers to join the Board for the day on Friday,
January 20, 2017 at The Morrell Ranch in Gallatin, MO. KCMBA hired consultant, Dan Negroni, a wonderful speaker and thought leader from San Diego, to present and facilitate the Forward discussion. President Blegen, Athena Dickson and Vickie Schatz set up a telephone meeting with Mr. Negroni on January 6, 2016 to address the format and schedule of the Board Forward.

At the Board Forward, Mr. Negroni discussed with the KCMBA Board of Directors, YLS Board of Directors and Task Force M members ways to engage the younger generation. Mr. Negroni lead an afternoon session regarding Millennials including truths, myths, and ways to work together to accomplish goals.

After the group session on January 20th the Task Force met to discuss the next steps. The following ideas were discussed under each goal:

- **Understanding and serving Millennials;**
  - Refreshed website- more visuals, testimonials from members young and seasoned (This is my KCMBA)(put on social media too), branding to attract millennials (pop up HH), survey for millennials about how they would like KCMBA to help them, coaching to get new clients;

- **Connecting the generations**
  - teach older attorneys how to coach millennials, mentor programs, list serv to connect generations (maybe loop in past presidents) and allow q & a, doing more across bar associations, public service;

- **Providing value on this topic to law firms and the legal community.**
  - CLEs, summit to form a dialogue between the groups (civility summit), consider implementing something to help law firms by providing the information we have acquired from our Task Force.

II. **SUMMARY OF METHODS/PROCESS OF THE TASK FORCE**

After the Board Forward meeting, chair Athena Dickson attended the next Young Lawyers Section (YLS) board meeting on February 9, 2017 and presented about the goals and solicited help, ideas and feedback from the YLS Board of Directors.

The Task Force met again at KCMBA’s headquarters on February 22, 2017 and brainstormed the best way to get feedback from the existing member attorneys. A
survey was discussed as well. After the meeting the idea of conducting an in-person survey was suggested during which KCMBKA members ask millennial attorneys questions about what KCMBKA can do for them. The idea was to create a “Pop In” session instead of a “pop up” as discussed in detail at the Board Forward. The concept was to have a law firm host these “Pop In” sessions at the end of the day. The group discussed looping in someone in leadership to plan the time and date and make sure someone from management is present. An email from the organizer of the “Pop In” session would instruct all young lawyers/millennials to gather in a specific location within the firm where Task Force members are present to facilitate a discussion. The survey should last no longer than an hour.

Chair Athena Dickson, along with KCMBKA staff, began to organize the Pop In Surveys at local law firms. Pop In Surveys were scheduled at Bryan Cave on April 18, 2017, Polisinelli on May 9, 2017 and a final Pop In Survey was held at KCMBKA on July 25, 2017.

Prior to the Pop In Surveys, chair Athena Dickson and Task Force members Ashley Grace, Emma Schuering and Darrion Walker met on April 5, 2017 to determine the format for collecting information from the attorneys. A list was created and was given to Mr. Negroni. Mr. Negroni had a telephone conference with Vickie Schatz and Athena Dickson on April 10, 2017 and a complete list of the information to seek from the Pop Ins was modified and is attached as Exhibit C.

**Pop In 1- Bryan Cave**

At the first Pop In on April 18, 2017, Task Force M committee members met with several young lawyers and discussed the following topics: Communication, Professional Development and KCMBKA/YLS involvement. The invitation (Exhibit B) and notes from
this Pop In (Exhibit F) are incorporated into this report. This Pop In generated a lot of practice specific ideas as well as general feedback from the younger generation of attorneys. One idea generated was to work with other trades and have joint events so that attorneys can meet other professionals. Attorneys that attended this event were welcomed and introduced to each Task Force member and were given swag (a KCMB A beer coozie with bottle opener) for their participation in our event.

**Pop In 2- Polsinelli**

At the second Pop In on May 9, 2017, Task Force M committee members again met with several young lawyers and discussed the following topics: Communication, Professional Development and KCMB A/YLS involvement. The invitation (Exhibit D) and notes from this Pop In (Exhibit G) are incorporated into this report. At the second Pop In the committee met with Polsinelli attorneys in a relaxed atmosphere with drinks and refreshments. Several attorneys shared their love of sports and suggestions for softball, baseball and other sports team to be formed for KCMB A young attorneys.

**Pop In 3- KCMB A**

At the last Pop In on July 25, 2017, Task Force M committee members met with a small group of young lawyers and discussed the following topics: Communication, Professional Development and KCMB A/YLS involvement. The invitation (Exhibit E) and notes from this Pop In (Exhibit H) are incorporated into this report. It was determined to host the last Pop In at KCMB A to get the perspective of younger lawyers from solo and smaller firms. The group discussed identifying young lawyers and letting them know they are a part of the YLS section and should feel welcome to attend committee meetings and events.
Mid-year Report to KCMB board

Chair Athena Dickson presented to the KCMB board of Directors on July 21, 2017 to update on progress of the Task Force. There was discussion regarding communication and how some younger attorneys prefer emails while others preferred social media posts. Additionally, personal relationships were discussed as being vitally important. See below for a summary of board discussion:

Relationships and introductions matter:
- Pop In One –
  - Suggestions for increased awareness included formal introduction of new attorneys shortly after passing the bar, possibly coordinated through law firms instead of individually
  - More focus on welcoming/bringing new/young lawyers into the fold – intentional icebreaking activities.
- Pop In Two –
  - Org → how to work w/ Millennials… Millennials are loyal to each other (big on relationships)

Events and happy hours: (again relationships matter…)
- Pop In One –
  - Who else will be there is important. FB shows you which of your friends are attending, etc.
- Pop In Two –
  - Having someone to go to socials/events with
  - Personal reach out about events
  - Important to know people going

Service and partnerships:
- Pop In One –
  - What kind of YLS events would you be interested in attending? Service-oriented events. Joint events with other young lawyer organizations – could help with diversity recruiting for law firms.
- Pop In Two –
  - What kind of YLS events would you be interested in attending? Interested in volunteer opportunities i.e. kids

Identity:
- Pop In One –
  - Need to distinguish from other young lawyer groups (ABA, MO Bar, Johnson County Bar, LAKC, etc.).
- Pop In Two –
  - Confusion b/w LAKC & KCMB YLS
A PowerPoint was also presented and is a part of this report (Exhibit J).

ABA Conference- NYC

President Dan Blegen, Chair Athena Dickson and Dan Negroni presented to the leaders of other bar associations on August 11, 2017. The PowerPoint is attached at Exhibit K. There was great discussion regarding resistance from more seasoned attorneys embracing the Millennial attorneys. One suggestion was to have meet and greets with the past presidents and young lawyers section and also to give the more seasoned attorneys buy in to want the younger generation to succeed.

This Report

After the events described above and various informal meetings and board discussions, Task Force M then divided the responsibility for preparation of this report. The Chair and Millennial Task Force members prepared a draft of this report. Task Force M set deadlines for the presentation of draft subparts of the report to the Chair on November 3, 2017, and then to circulate to the full Task Force and KCMBM Executive Committee for discussion. The final report will be presented to the KCMBM board on November 17, 2017.
III. CURRENT STRUCTURE AND PROGRAMS

A. Communication/Social Media

- Currently, KCMBAs communicates with its members through the following media types:
- Facebook: Page, found at “Kansas City Metropolitan Bar Association.” Includes posts promoting KCMBAs events and news in the KC legal community.
- Instagram: user handle: “kcmetrobar.” The account has not had an active post since July 2015. Dan Blegen’s user handle is “kcmbaprez” and has had an active participation this year.
- Twitter: user handle: “KCMBAs.” Currently, the account has 562 followers and KCMBAs tweets news of events or news stories approximately 2-4 times per week.
- Snapchat: now offering filters for KCMBAs events
- Email: weekly Sidebar email
- Print: Monthly KC Counselor magazine

Of the forms of communication that KCMBAs utilizes, most people were the most familiar with the weekly Sidebar email and the KC Counselor. Many people indicated that they do not read the Sidebar email or only skim it to look for event details; part of this could be the timing of when the email comes out, since it is currently delivered at around 3:00 p.m. on Thursday, and many people indicated that by the end of the day when nearing the weekend was not the time at which they would spend the time to read the email. Many were unaware that the Sidebar email offered a way to put events directly on their calendars.

Regarding the KC Counselor, many people indicated they read the Counselor to look at the pictures from events or to look for CLE events. Most people indicated that they like having the Counselor come in paper form, as in this day and age it is easy to receive too many emails (such as with the Sidebar email) that are easily deleted.

KCMBAs also has a presence on social media, although many people were
unaware that KCMBA was on Facebook, Twitter, and Instagram. Most were receptive to more social media interaction with KCMBA, particularly Facebook and Instagram, and our recommendations focus on engaging with our members through more social media.

B. Professional Development

KCMBA historically has had multiple programs for professional development of young attorneys. Three of the popular programs are: The Bar Leadership Academy (BLA), Ross T. Roberts Trial Academy, and YLS sponsored CLE programs.

The Bar Leadership Academy (BLA) is a program designed to help emerging younger leaders of the legal profession in Kansas City develop the skills, knowledge, and experience needed to become leaders in both the profession and the community. BLA runs a seven-month program, where new attorneys participate in seven interactive leadership training sessions featuring prominent speakers, instructors, and discussion facilitators. Since 2015 there have been 161 graduates of the BLA Program.

Another established professional development program is the Ross T. Roberts Trial Academy. The Ross T. Roberts Trial Academy is an annual program organized in conjunction with the Young Lawyers Section and the U.S. District Court for the Western District of Missouri that is designed to teach new lawyers trial advocacy skills. The program provides participating attorneys with training and guidance from experienced litigators and judges and allows them to practice trial techniques in a realistic courtroom setting. Led by United States Magistrate Judge Robert E. Larsen, training sessions cover voir dire, opening statements, direct and cross examinations, evidentiary foundations, expert witnesses, and closing arguments. The program is
eligible for 50-55 CLE credit hours in Missouri and Kansas, including two hours of ethics.

Programs that are also utilized by millennial attorneys are Continuing Legal Education (CLE) events. There is a YLS CLE committee focused on CLE and there are other CLE events that while not sponsored by YLS are structured for young lawyers. Additionally, there have been YLS tracks in the past at Bench Bar.

C. Young Lawyers Section

The Young Lawyers Section (YLS) works to provide access to the Kansas City legal community to new lawyers during the early stages of their careers. The stated purposes of YLS include:

- Enhancing relationships among attorneys who practice in the state and federal courts of Missouri and Kansas;
- Promoting the professional development, welfare, interests and education of YLS members;
- Promoting the sound administration of justice;
- Providing meaningful services and education programs for the benefit of YLS members and the state and federal courts of Missouri and Kansas;
- Encouraging involvement of the members in activities of the state and federal courts of Missouri and Kansas; and
- Providing members opportunities to assume leadership roles in KCMB.

YLS membership is limited to attorneys who are under the age of 36, or lawyers who, regardless of age, are currently enrolled in law school or have graduated from
law school within the prior three years. YLS leadership is comprised of a board of five leaders (President, Secretary, Treasurer, Senior Member-at-Large, and Junior Member-at-Large), Immediate Past President, President-Elect, and seven committees led by as many as three co-chairs and/or vice chairs.

**YLS Committees:**

- **Continuing Legal Education Committee:** As discussed above this committee is dedicated to offering legal seminars of interest and benefit to YLS members through its continuing legal education programs.

- **Membership and New Lawyers Committee:** A committee involved in various projects, including co-sponsoring an Annual High School Mock Trial competition with the Lawyers Association of Kansas City, and co-hosting an annual “Introduction to the Courts” program with Legal Services of Western Missouri for newly admitted lawyers.¹ This committee also serves as a liaison between KCMBAA and area law schools, and regularly sponsors education programs and events at local law schools to promote membership in YLS both during and after law school.

- **Public Relations Committee:** A committee designed to publicize YLS events and programming.

- **Public Service Committee.** A committee sponsoring various projects and forums to allow YLS members an opportunity to provide needed services to the public for the betterment of the community at large, most notably Law Week (see below) activities in connection with the national Law Day celebration

¹ Note that Membership and New Lawyers has not been involved in these programs for the previous two years.
sponsored by the American Bar Association.

- **Ross T. Roberts Trial Academy Committee.** A committee convened to organize and conduct the Ross T. Roberts Trial Academy program, designed to better equip young trial lawyers for courtroom appearances and to promote excellence, collegiality, professionalism, and ethics in the legal community.

- **Social Committee.** A committee responsible for planning and facilitating social events for YLS with a focus on recruitment of new members through these events.

- **Special Projects Committee.** A committee designed to consider, plan and implement certain projects which may be appropriate for YLS from time to time.

**YLS Programs:**

- **Law Week.** A program designed to honor and celebrate National Law Day through a series of public service projects designed to help the public resolve their legal issues and develop a better understanding of the justice system in the U.S. Programming includes an Ask-A-Lawyer telethon which responded to 649 calls in 2016, the Gold E. Locks Mock Trial teaching over 200 local students, and a Naturalization Ceremony for 54 individuals originating from 32 different countries in 2016.

- **Golf Tournament.** An annual tournament donating a portion of the proceeds to support YLS public service projects. This tournament generates $10,000 plus to support YLS public service projects.

- **Ross T. Roberts Trial Academy.** A year long program for YLS members providing new attorneys with training and guidance from experienced litigators
and judges and allowing for practical skills training on trial techniques in a realistic courtroom setting. The program covers topics including pre-trial preparation, voir dire, opening statements, direct and cross examination, evidentiary foundations, expert witnesses, impeachment, and closing arguments. The academy concludes with a mock trial competition.

IV. TASK FORCE M’S FINDINGS AND RECOMMENDATIONS

A. Recommendations For Communications/Social Media

At each Pop In, we discussed with Millennials the different ways in which KCMBTA communicates with its members, and what value they felt they received from the communication. The feedback was interesting, as it showed us that with such vast personality types come various ways that people prefer to receive communications from KCMBTA. Based on our results, we make the following recommendations. Also included are ideas that were generated but are not being recommended at this time.

1. Facebook: The current Facebook page for KCMBTA is active and has great posts on it. We did find that many KCMBTA members were not aware that KCMBTA has a Facebook page. This could be addressed by advertising the Facebook page in the weekly Sidebar email and KC Counselor magazine. Even though Task Force M heard multiple times that Facebook is fading in popularity, however it appeared to be the most common form of social media that younger attorneys were utilizing.

**Recommendation:** Continue to create Facebook events for all of KCMBTA’s social events to advertise for events. This allows younger members to see who is going and can encourage participation. Additionally, the Facebook
event will remind members of events that have indicated they are interested in attend.

2. **Additional Facebook Group Page for YLS Member Engagement:**

The current Facebook page for KCMBBA is maintained in a way that presents news and event details to members but does not encourage or have a feature for much member engagement. We think the structure of the current page is great. In addition to that, we would recommend a second page for KCMBBA’s younger members to engage with one another regarding referrals, CLEs, questions and practice tips, etc. Currently on Facebook there is a group called “Girl Attorney – MO” that operates this way and has great engagement among the group’s members.

**Recommendation:** Create an additional Facebook group page for Millennial member engagement. Establishing guidelines that can be used will be needed and draft guidelines are part of this report (Exhibit K/5).

Task Force M understands that this recommendation may use additional KCMBBA resources to monitor a group page but believes that resources could be minimized by having a member on YLS’s board being the first line to uphold posting guidelines.

3. **Instagram takeovers:** Other organizations have been using Instagram “takeovers,” where the members of the organization take over the account for a day or a week and post to the account. It is a way to bring the members perspective to the account, while also growing the following of the Instagram account. A great way to utilize this is in conjunction with events (for example, have
someone or a few people “takeover” at the next social or the 2018 Bench Bar.)

**Recommendation:** Allow the Young Lawyers Section to run the Instagram “takeover” program. This will be run in accordance with KCMB’s Social Media Guidelines. Again, establishing guidelines that can be used will be needed and draft guidelines are part of this report at Exhibit K, Page 7.

4. **Snapchat:** KCMB has recently begun utilizing the event filter feature on Snapchat.

**Recommendation:** Continue to create event filter features on Snapchat for each KCMB event. Advertise these filters throughout KCMB events.

**Other Ideas Considered But Not Recommended at This Time:**

1. **Text message alerts or KCMB app:** At this time, we do not recommend text message alerts or a KCMB specific app. While some members liked the idea, many were not receptive to it. It was discussed that the younger attorneys will not use the push notifications and further would not use a KCMB application on their mobile device.

2. **Facebook page ran by YLS:** At this time, we do not recommend a Facebook page ran separately by YLS. We believe that a Facebook group page managed by KCMB would give more value to the younger generation of attorneys.
B. **Recommendations For Professional Development:**

Overall, the feedback we obtained regarding professional development revolved around 'branching out'. Branching out in terms of networks and events were central among the feedback.

**Interdisciplinary Networking Events**

Currently, KC MBA events – by and large – focus on lawyers linking up with other lawyers, many young professionals believed interdisciplinary interaction would be most advantageous, particularly as it relates to servicing young lawyers who are not litigators.

**Recommendation:** One way to offer this would be establishing an event either on a monthly basis or even quarterly basis – that would bring together professionals across a variety of disciplines (e.g., accounting, finance, healthcare, construction, etc.)
A step to take towards bringing together an event like this would be to explore KCMA’s connection with the KC Chamber of Commerce, and open up a dialogue about how KCMA can link up with the Chamber’s contacts, groups, etc. to work together towards establishing a general ‘summit’ where professionals can mix and mingle.

This setup would allow lawyers both in the transactional and litigation arenas to connect with what could potentially be future clients.

**Connecting Events**

Through Task Force M’s interactions, we heard that many younger lawyers lack the skills on *how* to network, communicate, and use groups to help develop professional interests.

**Recommendation:** KCMA can look into holding periodic ‘Networking 101’ events that could include ‘how-to’ sessions on communicating effectively, networking, etc.

- One way to get started in this regard is to contact or partner with local career counseling offices (at colleges or law schools) to gather intel on how KCMA can structure such an event. From there, KCMA can either utilize career counseling professionals or attorneys who have been successful at building networks to present on various topics on communication: where to get involved, having business cards to pass out at every event, developing an elevator speech, etc.
Another idea is to expose newly admitted lawyers in the KC metro area to KC MBA early by establishing a ‘Welcome to the Bar’ event in KC shortly after new Bar members are sworn in in Jeff City.

Sending a KC MBA representative to Jeff City on the day that lawyers are sworn in in the fall would help spread the word about the same-day or upcoming ‘welcome’ event.

**Connect with Community/Volunteer Events**

Task Force M heard a lot of feedback that there were not enough of public service events. Currently, there appears to be a lack of general service events that KC MBA promotes in which lawyers can engage (outside the legal community). Younger professionals would like the chance (and convenience) of connecting with these local events.

**Recommendation**: Tap into local organizations on how KC MBA can partner with or promote them; then, establish a database of such organizations from which KC MBA can provide to members or create a volunteer event around.

Some specific organizations suggested were Operation Warmth and Harvesters. Other organizations include Operation Breakthrough, the Metropolis, Big Brothers Big Sisters, etc.
Connecting Younger and Seasoned Attorneys

Gathering younger and seasoned attorneys in the same area to meet was expressed by many to be important to them. While, the KCMB A socials work well enough, oftentimes, unless there is an attorney in the room who takes it upon him or herself to scout out new faces and get them introduced to KCMB A regulars, younger attorneys fly under the radar.

**Recommendation**: When KCMB A has done “speed-dating”-type events for the Bar Leadership Academy in the past, such events have worked extremely well. Thus, the goal here is to establish – perhaps twice annually – a larger “speed networking” event where one to three seasoned lawyers (across a variety of practice areas) sit at tables, new lawyers (in groups of one to three) are prompted to go around the room for 5-7 minutes at a time to network and connect with these lawyers.

- KCMB A could provide “prompt” questions at every table, but it would be encouraged for younger attorneys and seasoned attorneys to establish their own Q&A dialogue on the spot, based upon what each new group/pair wants to discuss.
- This would be a great event in which new lawyers could pass out business cards, build relationships, and afterwards, mix and mingle with seasoned lawyers over appetizers and drinks.
Linking Bar Leadership Academy (BLA) with Young Lawyers Section (YLS)

Promoting greater participation with the BLA and YLS was a recurring theme we heard from younger attorneys. It was often thought that a young lawyer decides on the path of either BLA or YLS. Bar Leadership is designed to identify KC metro’s next group of up and coming attorneys, but also has the goal of getting and keeping them engaged in KCMB and promoting positions of leadership within the organization.

Recommendation: Establish a ‘BLA/YLS’ liaison that would be responsible for helping to segue the BLA graduates with YLS and service positions within the organization.

- Right now, YLS seems pretty large, and is a big organization which may be easy enough to break into, but hard to navigate where to go. That is where a few ‘liaisons’ would come in, be they past YLS presidents or Vice Chairs, or past BLA participants and current active YLS members.
- YLS is the most natural pipeline between Bar Leadership and KCMB; so exploring ideas in addition to creating a liaison will be an ongoing process.

C. Young Lawyers Section (YLS)

During our information gathering, a number of common themes regarding perceptions of YLS and misinformation about YLS emerged. While YLS does important programming, it appears as though it is not effectively communicating that information to its membership, or if the programming information is communicated by KCMB, it is not reaching the targeted YLS membership in a manner that is gaining
traction or interest from YLS members. There is also significant confusion between YLS and other local young lawyers’ associations. Further, we received extensive feedback that YLS (and more broadly, KCMB) is perceived as an organization targeting only trial lawyers and hosting after-work social events focused exclusively on networking among attorneys. It is clear YLS needs to focus on hosting events that better meet the needs of all of its members and find ways to communicate and distinguish itself with its membership more effectively.

Taking this feedback, the Task Force developed the following recommendations:

- **Restructuring Leadership.** Traditionally a YLS member must be selected for a Board position then work up through the ranks on the Board before he or she is eligible to be considered for the role of President. This means a member interested in the position of President must dedicate at a minimum 5 years to serving on the Board. The Task Force believes this trajectory is simply too long and too complicated and may deter very qualified individuals with fresh perspectives and ideas from involvement in YLS leadership. The Task Force recommends phasing out the two “at-large” positions from the Board, and re-distributing those positions’ responsibilities among other members of the Board and/or appropriate Committees.

- **New Programming and Events.** The Task Force received significant feedback regarding the perceived lack of programming and events hosted by YLS and the need for new, service and education based events for YLS members. The Task Force, therefore, is recommending YLS consider both (1) evaluating closely its current programming to ensure it is planned, promoted, and executed in a manner consistent
with YLS’s stated purposes and to meet the needs of its membership, and (2) develop new programs and events to fulfill the apparent unmet needs of its members. Specifically, the Task Force recommends hosting events where alcohol is not served at times other than immediately at the end of the workday (i.e. coffee shop meet up or breakfast event); traditional community service events that are not law related (i.e. food drive benefitting Harvesters, Habitat for Humanity build, etc.); and other family friendly events. The Task Force is also recommending that YLS and KCMBABA work to ensure programming like the Introduction to the Courts program is promoted and executed and consider adding a “networking” component to that program.

- **Communication with Members.** Task Force M gathered information that strongly suggests that YLS, and more generally, KCMBABA, can improve the way it communicates with its Millennial members, and that improving when and how YLS does it will increase membership, retention, and involvement in the Section. For this reason, the Task Force recommends YLS be allowed to create and manage content for various social media pages, such as Facebook and Instagram, subject to a written social media policy developed in conjunction with KCMBABA. Understanding that this is a time consuming but important undertaking for YLS, the Task Force recommends YLS consider creating a separate social media position or committee responsible for the creation, implementation, and management of these policies and social media accounts.

- **Restructuring Committees.** The Task Force recognizes that the recommendations made herein may not square with the existing YLS structure. Accordingly, the Task Force is also recommending YLS closely evaluate existing committee structure to ensure the stated purposes of both YLS and its committees
accurately reflect the current activities of the Section and committees. To the extent those descriptions need to be updated and expanded upon, Task Force M urges YLS to do so and promote the updates to its members.

- **Other Changes Considered But Not Recommended.** The Task Force discussed specific changes to YLS structure designed to improve membership and retention, including expanding YLS membership to all area lawyers under the age of 40 and providing for free or discounted membership to certain classes of members, such as new members during their first few years. After consideration, the Task Force, with input from KCMBA, concluded the challenges and disadvantages associated with these changes outweighs the potential benefits to YLS membership, and, therefore, is not recommending these changes. Again, Task Force M believes YLS should focus its efforts to put in motion the changes outlined above which the Task Force believes will ultimately be more beneficial to YLS’s membership long term.

V. **CONCLUSION**

Task Force M was asked to evaluate and make recommendations to KCMBA focusing on: understanding and meeting the needs of Millennials; bringing together the different generations; and sharing the valuable insight we have learned with law firms and the entire legal community. We believe the information gathered by the Task Force and the resulting recommendations outlined in this report will be a step forward toward understanding the younger generations and help both new and seasoned lawyers work together. We plan to provide this information to all KCMBA law firms. We want to thank all the attorneys we have met with and are grateful for the assistance we have received from KCMBA staff and KCMBA's Board of Directors.
MILLENIALS ON THE MOVE

YOUNG LAWYERS ARE MORE LIKELY TO JOB HOP THAN PREVIOUS GENERATIONS

After Joey Vitale graduated he spent two years doing litigation work at Behr, McCarter and Potter in St. Louis.

He enjoyed the job when it was mostly doing research, but when he started having to appear in court a lot, he realized it wasn’t a good fit for him.

“I never really enjoyed being in a place of constant argument all the time,” he said.

So, he decided to open up his own law firm, focusing on start-up law, specifically business formation and intellectual property.

Vitale opened the firm in March, making him among the 21 percent of millennials who have changed jobs within the past year, which is three times more than non-millennials, according to a Gallup poll. (Definitions of millennials vary but generally apply to those born in the early 1980s to the early 2000s.)

Additionally, 60 percent of millennials say they would be open to changing jobs.

To curb that trend of job hopping, some firms are shaking up business as usual.

Changing expectations

Bob Newmark, managing partner of Bryan Cave, said the firm has definitely noticed a trend in lawyers changing jobs more frequently for the past 10 to 20 years. That has only increased in recent years, he said.

“We have not really attributed it purely to a millennial phenomenon, but it’s also entirely possible that there are generational trends at play here as well that...”

Father’s prison term plays key role in loss of child

The Missouri Supreme Court upheld a judge’s decision to terminate the parental rights of an imprisoned man, despite a state statute that says incarceration cannot be the sole reason to do so.

In a 4-2 opinion released Jan. 5, the court’s majority said the loss of parental rights for the father, who has never met his son and won’t be released until the child is at least 5 years old, was “not justified by his mere incarceration, but is justified by the duration of his incarceration when considering the infancy of Child.”

But in an anguished dissent, Judge Laura Denvir Stith argued that the majority’s ruling was “palpably wrong.”

“To suggest that incarceration is not the reason for termination of Father’s parental rights is doublespeak,” Stith wrote. “Of course it is the reason.”

Michael R. Squires, referred to in the

Union disputes modification to prosecutor’s arbitration award

A Missouri appeals court will hear arguments this week in a suit that alleges the Jackson County prosecutor and former county executive exceeded their authority in modifying an arbitration award that had favored a fired assistant prosecutor.

Oral arguments are set for Thursday in the case of the International Association of Fire Fighters Local 42, which represents assistant prosecutors, against the county.

The 2011 termination of Bryan Krantz by prosecutor Jean Peters Baker is at the heart of the case. Krantz had been an as...
A handoff in generational leadership at the Kansas City Metropolitan Bar Association has spurred its leaders to consider how the organization and its member firms can better engage millennial lawyers.

At KCMBA’s annual meeting last month, newly-elected president Dan Blegen announced the formation of a task force to study the rising ranks of millennials.

Over the next year, the group is being asked to provide concrete steps to include millennials and help to bridge the generational divide.

Blegen was quick to point out how his presidency is a turning point for the KCMBA – he is a member of Generation X, the generation sandwiched between the baby boomers and millennials.

With that reference point, he said he got the idea for the task force hearing an expert on millennials speak at an American Bar Association event.

“As a bar association, we need to make sure we are appealing to and providing an outlet for all the lawyers, including lawyers who are millennials, and presenting ourselves in a way so they choose to be involved with our organization as opposed to the many other things they can do with their time,” Blegen said.

He added member firms need to know how to engage with young lawyers if they want to retain talent.

“We need to make sure that we are meeting the needs of a generation of lawyers so they want to be lawyers and remain in the profession. Eventually they’re going to be in charge,” Blegen said.

“Dan Blegen, KCMBA president announced a new social media account in connection with this effort. He has joined the photo-sharing app Instagram, where he plans to post his work as president under the account @kcmbaprez.

“Athena Dickson, secretary of the KCMBA’s board of directors, will lead the millennial effort. Dickson, a fellow Gen Xer, said she thinks the group is a great idea.

“It’s almost like a different language between the generations right now,” she said.

“Anything we can do to bridge that and make it easier for both generations to be able to communicate together and get the job done is going to be important for all attorneys in general.”

She said there is an interest in bringing millennial members into the fold.

“We want to make sure how to make the transition easiest for all of us,” she said.

Firms adjust to meet needs of younger generation

[Millennials from page 1]

cause people to explore more jobs over the course of the career,” Newmark said.

Some possible reasons for the trend, he said, could be an increased flow of information that allows lawyers to know more about what’s going on at other firms. Plus, he said, he thinks there was a greater sense of loyalty to firms in previous generations than young lawyers have today.

“Not that people aren’t loyal to their firms, but they view how they connect with a firm differently,” he said.

“Law firms are not a place where you get a ton of feedback,” she said.

“Doing a great job’ and we get a ton of feedback,” she said.

With that reference point, he said he got the idea for the task force hearing an expert on millennials speak at an American Bar Association event.

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“At KCMBA’s annual meeting, Blegen announced the formation of a task force to study the rising ranks of millennials.

“While millennials work hard and do their job, they also have a sense of thinking about what unique things they bring to the table and making sure they’re utilizing those well.”

Joey Vitale, St. Louis attorney

Vitale and Courtyard both said that among their peers, there hasn’t been a noticeable abundance of job hopping. For those who are changing jobs, however, they both suspect the same reason – people took any job they could get when graduating law school, because of a tough econo-

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WE WANT TO HEAR FROM YOU!

WHAT
POP IN SURVEY

WHERE
Bryan Cave LLP
One Kansas City Place
1200 Main Street Ste. 3800
Kansas City, MO 64105

WHEN
TUESDAY APRIL 18, 4PM-5PM

CONTACT
ATHENA DICKSON
FOR ADDITIONAL DETAILS AT
adickson@sirosmithdickson.com

PROFESSIONAL DEVELOPMENT
communication
COMMUNITY SUPPORT
Task Force M

KCMBA

Pop In Surveys to Address Needs of Members

KCMBA

QUESTIONS TO UNDERSTAND OUR AUDIENCE

• What do you think of when you hear of the bar association or KCMBA?
• Are you a member?
• Have you thought of being on a committee? Are you on one?
• Have you ever been to BBBC?
• Why wouldn’t you join KCMBA?
• What could/should we provide that would make you want to join?
• What other professional development groups are you a part of?
  o Why did you choose them?
  o What do they do to meet your needs?

QUESTIONS TO ADDRESS PROFESSIONAL DEVELOPMENT NEEDS

• What are your overall career goals?
• Where do you expect to be, professional, in the next 5 years?
  o In what ways could KCMBA contribute to help you progress toward your career goals?
  o What would you like to learn more about?
• What areas of your job are you most interested in?
  ▪ In what form or manner is feedback most constructive?
  ▪ What information or experience could you use to help you do your job better?
• Do you feel like you have a mentor?
• Would you like a third party neutral mentor who could help?
• Have you ever considered Peer to Peer Mentoring?
• What sort of professional interests do you have outside of law (political, business, etc)?
  o How could KCMBA assist in connecting you with opportunities to explore those interests?
• What kinds of programs/activities do you attend – outside of your day-to-day work?
• What sort of programs or events would you be likely to participate in, if offered?
DO YOU KNOW ABOUT YLS

- Are you aware of YLS
- Are you involved in YLS?
- Do you know anyone on the YLS board, have you attended a YLS event
- What is your perception of what YLS does and benefits of involvement?
- Would you be interested in assuming a leadership role in YLS, etc.?
- What kind of YLS events would you be interested in attending (social, CLE, service, etc.)—we recognize we could host more events, even if informally in conjunction with larger KCMB events, it's just a matter of planning and getting it off the ground.
- If YLS conducted regularly scheduled open meetings, would you attend?
- What kind of social media presence would you be interested in seeing from YLS?

COMMUNICATION WITH YOU

- **How do you like to be communicated with?**
- How do you get your information about KCMB socials and events? (ex: weekly email blast, Facebook, etc.)
- Is social media something you use as part of your career? (ex: recruiting clients, sharing information, etc.)
- **Do you want to be part of a peer group or network?**

Social Media:

- What social media platforms do you use in general? (not law or KCMB specific)
- Is there a social media site that KCMB could utilize more that would help remind you of socials and events?
- Do you use social media for career development – if so, what platforms?
WE WANT TO HEAR FROM YOU!

WHAT
POP IN
SURVEY

WHERE
Polsinelli PC
900 W. 48th Street, Ste. 900
Kansas City, MO 64112

WHEN
TUESDAY MAY 9, 4PM-5PM

CONTACT
ATHENA DICKSON
FOR ADDITIONAL DETAILS AT
adickson@sirosmithdickson.com

PROFESSIONAL DEVELOPMENT
communication
COMMUNITY SUPPORT
WE WANT TO HEAR FROM YOU!

WHAT
POP IN SURVEY

WHERE
KCMBKA
Conference Center
2300 Main Street Ste. 100
Kansas City, MO 64108

WHEN
TUESDAY JULY 25, 4:30PM - 5:30PM

CONTACT
EMMA ELROD
RSVP ENCOURAGED
email: eelrod@kcmba.org

PROFESSIONAL DEVELOPMENT
COMMUNICATION
COMMUNITY SUPPORT
Current Communication Forms from KC MBA

- Weekly Sidebar Email: many people glance it, but don’t really read it. In general feel they receive too many emails.
- Counselor magazine: look at pictures; read articles if interesting or written by someone at Bryan Cave; look for CLE notices
- Should the Counselor be online only? – No; both options would be nice, but many said they prefer to read it in print (back to the idea of too many emails).
- Several people liked the idea of receiving text reminders from KC MBA for events.

Rank of how people check media:

- 1 Text/Calls
- 2 Email
- 3 Social Media
- 4 Written materials

General feedback:

- Sidebar and KC MBA events are too focused on litigators
- How to make it more relevant: more focused CLEs; an event to meet in-house counsel; transactional skills event
- Not everyone was aware that KC MBA has a Facebook or Twitter page.

There are features from the sidebar emails –such as being able to add an event to your calendar by clicking on the event – that many people were not aware was a feature. In general, there seemed to be features of the sidebar/KC MBA communications that people are not aware of.

- One person did not have any social media except for LinkedIn.

I think the biggest 2 takeaways: 1) text reminders would be something our members would be interested in and 2) everyone tends to prefer to receive their information in different ways. Some prefer emails while others would be ok with just social media posts.

DO YOU KNOW ABOUT YLS

Are you aware of YLS?

- Just about all of the attorneys were aware of KC MBA and YLS.
Suggestions for increased awareness included formal introduction around time of attorneys passing the bar, possibly coordinated through law firms instead of individually;

Are you involved in YLS?

- Most of the attorneys had had little to no involvement with YLS.
- Do you know anyone on the YLS board, have you attended a YLS event?
- Some attorneys had personal/professional connections to the YLS Board. Most attorneys had attended at least one monthly happy hour and/or CLE event.

What is your perception of what YLS does and benefits of involvement?

- Responses here ranged from unknown to providing CLE for professional development, providing networking opportunities, and providing leadership opportunities.
- Would you be interested in assuming a leadership role in YLS, etc.?
- Most attorneys expressed interest attending more YLS events, but not necessarily in a leadership capacity.

What kind of YLS events would you be interested in attending (social, CLE, service, etc.)—we recognize we could host more events, even if informally in conjunction with larger KCMBa events, it’s just a matter of planning and getting it off the ground.

- Non-happy hour events.
- Service-oriented events.
- Informational presentations on local politics/issues.
- Joint events with other young lawyer organizations – could help with diversity recruiting for law firms.
- More focus on welcoming/bringing new/young lawyers into the fold – intentional icebreaking activities. Feel like disconnected outsiders at happy hours.
- What kind of social media presence would you be interested in seeing from YLS?
- Facebook was the predominant recommended social media platform, particularly Facebook Events feature for YLS events.
- Who else will be there is important. FB shows you which of your friends are attending, etc.
- Content matters, professionalism expected: See Mizzou Law FB account and don’t do that.
- Need to distinguish from other young lawyer groups (ABA, MO Bar, Johnson County Bar, LAKC, etc.).
Discussions around the room:

- KCMB is perceived as a "litigators" bar association or specifically a "plaintiff's attorney" bar association
- Would like to see committees related to more of their practice related interests (i.e. banking, corporate, defense attorneys committee, etc.)
- Would love to see more programming that would have them mixing with area businesses and in house counsels.
- Most of been to BBBC but don't return because firm will not pay for them to go so comes out of pocket.
Group 3

- KCMA YLS - heard of it but 0 involved b/c no mentor to grab them to go; 0 know about events
- Confusion b/w LAKC & KCMA YLS
- Location is important when deciding whether to go to events
  ✓ Important to know people going
- For attys. w/ kids hard to go to something @ 730 on Tuesday night
- More so go to events that crossed industries w/ other professions
- Lunchtime close to work better for attys. w/ families
- Billable ___?__ requirement hinders participation
Overall career goals:
  • Courtroom Experience

Expect to be professionally in 5 years:
  • NITA
  • Ross T. Roberts

Areas of job most interested in:
  • Royals game
  • KC Crew

Information/ experience could help:
  • Lawyers League (Softball team)

Professional Interest outside of law:
  • Independence
  • Become partner

KCMBA assist in connecting:
  • Book of clients
  • Develop Client Base
  • Professional Development

Children’s place, VAP, LEAP, ask a lawyer.

Information from KCMBA:
  • Security
  • Side Bar
KCMB
Task force M
Pop In Survey

Sidebar:
- Too long – don’t want to scroll; timing ok
  ✓ Content is a lot
  ✓ Looking for CLE
  ✓ Mail comes in weird
  ✓ Not reading them

KC counselor:
- Sometimes read; look at pictures
  - Pictures/Ads

Social Media
- Follow for professional Stuff
  - Don’t want to be invited

Email → 1; FB → 2 who else going

Having someone to go to socials/events with
Personal reach out about events
Exercise workout CLE’s
Transactional
Direct Calendar invite
Overall career goals:
- Courtroom experience
- Trail Camp

Interests outside law in community:
- Children’s Place (reading buddies)
  - Service dogs, etc.
  - Operation Breakthrough
- Sporting events/Rec League
  - 3 nights weekly (softball)
  - Summer
  - Sand volley ball would be fun

What feedback is effective?
- Litigation generally
- Feedback = Redline → open door if need to discuss
- Follow up questions to research projects is effective

Career goals:
- Go to (Reputation) in practice area
- Build equity→ pay off loans
- Progressing (building skill set)

Helpful development:
- CLE’s are helpful
  - Even out of state
  - For outside: more IP related events & smaller networking events for IP folks
- Org → how to work w/ millennials
  - Compensation, structure/ expectations
  - Millennials are loyal to each other (big on relationships)
  - More duel income couples now
  - KCMBNA to survey young attorneys ( 5 yrs. or less)
    - Married? Single? Work demographic
  - Feel valued= better work product (as opposed to someone to just educate or teach)
  - Flexibility (in terms of how you work) time factor both spouse works x hrs. = conflicts w/ children
- Education in how millennials can work w/ older GEN & vice versa
  - Smaller group roundtable (hash out)
  - Larger presentation

Mentoring:
- Best mentorship is not forced
- Mentorship at different levels = appreciated (3-5 year range)
- Broader pool; to choose from
- Cross cultural mentorship = beneficial

Career goals what helps in development?
- Partnership track/ own clients
- Sense of independence/ ownership
- Advance in career
Navigate politics/ what it takes to develop
- Opportunities to consent with clients (ex. In–house counsel)
- Client base is national, so local access to local biz = beneficial
- CLE’s related to professional development
  - Depends on speaker
  - Time & stress mgmt. – helpful
  - Communication with different people
- Political orgs, social
  - Volunteering
  - VAP/Operation Breakthrough
  - Telethon
  - More natural
  - Volley
  - Chicken & Pickle happy hour
- Tech trans. /construction litigation.
- Successful Lawyer
  - active in community
  - respected for craft
  - fun
- professional, known, active in bar associations
  - mentoring younger lawyers/students
- no all work, no play

**Professional Goals:**
- give back to community using expertise
  - diff. than pro bono
  - specific opportunities for in-depth advisory rule
- LAKC
- Where to dedicate time to meet goals
  - 4-5 years in
- Is it convenient? (Wrap presents @ firm?)
  - Seriously impactful
  - Interaction w/ people your helping
  - See results of what you do immediately

**Mentorship:**
- Internal Mentors
  - Need to get out more
  - Informal works well

**Outside urges:**
- The art= econ development
Group 1

- In YLS- not involved
- Confusion b/w role of LAKC & KCMB
  - YLS for both
  - Involved in LAKC YLS
- Maybe host YLS board mtg= 0 likely go
  - B/c involved in other sections in KCMB
    - Diversity
    - Ad hoc committees i.e.; LEAP
- Aware of LAKC YLS Sponsored events
- Send YLS only emails personally directed
- Calling it something different than “YLS”
  - Would be helpful but confusing
- Would be interested in community service project/event
- Unsure if YLS offered something beyond
  - public service would interest them
  - maybe connectivity
- who do you want to meet= judges, peers, older attys, in practice area to form mentorships with
Group 2

- New (1st year) associations
  - Never been to any & 0 know anyone involved in YLS
- Not involved in anything really b/c focused on work
- Interested in volunteer opportunities i.e. kids
  - Something passionate about or volunteer in way that will help your network
  - 0 aware of what YLS does or what it is involved in
- Interested in networking opportunities
- Interested in seminars/speakers
  - Motivational
- Partnership w/ LAKC on certain events/speakers
- Networking events=0 traditional style
  - Maybe have an activity
  - Pair people up to facilitate networking discussions
Group 3

- KCMA YLS- heard of it but 0 involved b/c no mentor to grab them to go; 0 know about events
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- Lunchtime close to work better for attys. w/ families
- Billable requirement hinders participation
Questions to understand our audience:

- Mentor programs, social events, committees
- Yes - a member
- Military Matters, KC ___ Foundation
- No BBBC
- Other groups: Vice Chair Veterans law & legislative veteran committee

Questions to address professional development needs:

- Overall career goals - well established training
- Areas most interested in - US Attorney - Missouri
- Mentor - big brother big sister
- Programs/events likely to participate - veteran’s initiatives, legal reference, harvesters board, public service

Overall feedback:

- Attendance was due to “personal” emails from staff and from peers
- Echoed the same feedback about wanting to know who is attending events
- Confusion with LAKC
- Keeping Up With the Bar is important and they read it
- Some read our emails, other pass them over for something more personal
Taskforce M

July 21st, 2017
Kansas City Metropolitan Bar Association
Presented by: Athena Dickson

*Numbers based on information from 02/13/2017*
Goals

• Understanding and serving millennials;
• Connecting the generations; and
• Providing value on this topic to law firms and the legal community.
First Meeting Ideas

- **Understanding and serving millennials;**
  - refreshed website-
    - more visuals,
    - testimonials from young members
    - branding to attract millennials (pop up HH),
    - coaching to get new clients
    - survey for millennials about how they would like KCMB to help them
First Meeting Ideas Cont.

- **Connecting the generations**
  - teach older attorneys how to coach millennials
  - mentor programs
  - list serv to connect generations (maybe loop in past presidents) and allow q & a
  - doing more across bar associations
  - public service
First Meeting Ideas cont.

• Providing value on this topic to law firms and the legal community
  • CLEs, Summit to form a dialogue between the groups (similar to civility summit)
  • look at implementing something to help law firms by providing the information we have acquired from our task force.
Target

- KC MBA members 25-33 (excluding the free memberships for law students)
  - 13%
    - 45% Women
    - 55% Men
- Invitations were emailed and done in person by a member of the firm.
Pop In Surveys

• Go into local larger law firms and talk to the younger attorneys
  • Do it at the end of the day so that they can go to work if needed
  • Talk to the firm and try to get the attorneys development hours to help
  • Separate the lawyers that attend pop in into subsections and have them rotate
• 4 stations; 2 Task Force people at each location
  • KCMB
  • Professional Development
  • YLS
  • Social Media

• Don’t forget the swag!!
Pop In Survey Invitation

WE WANT TO HEAR FROM YOU!

WHAT
POP IN SURVEY
WHERE
Bryan Cave LLP
One Kansas City Place
1200 Main Street Ste. 3800
Kansas City, MO 64105
WHEN
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CONTACT
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Pop In Feedback

• Relationships and introductions matter:
  
  • Pop In One – Suggestions for increased awareness included formal introduction around time of attorneys passing the bar, possibly coordinated through law firms instead of individually
  
    • More focus on welcoming/bringing new/young lawyers into the fold – intentional icebreaking activities.
  
• Pop In Two – Org → how to work w/ millennials...
  
  Millennials are loyal to each other (big on relationships)
Pop In Feedback cont.

• Events and happy hours: (again relationships matter...)
  • Pop In One – Who else will be there is important. FB shows you which of your friends are attending, etc.
  • Pop In Two –
    • Having someone to go to socials/events with
    • Personal reach out about events
    • Important to know people going

• Service and partnerships:
  • Pop In One –
    • What kind of YLS events would you be interested in attending? Service-oriented events. Joint events with other young lawyer organizations – could help with diversity recruiting for law firms.
  • Pop In Two – What kind of YLS events would you be interested in attending? Interested in volunteer opportunities i.e. kids
Pop In Feedback cont.

• Identity:
  • Pop In One -
    • Need to distinguish from other young lawyer groups (ABA, MO Bar, Johnson County Bar, LAKC, etc.).
  • Pop In Two –
    • Confusion b/w LAKC & KC MBA YLS
Where do we go from here

• Changes to YLS
• Changes to Social Media
• Restructuring Socials?
• Additional Ideas
Breaking Down the Millennial Divide: A Guide For Connecting All Generations And Delivering Value

SPEAKERS:
Kansas City Metropolitan Bar Association
Daniel Blegen, President
Athena Dickson, Secretary

launchbox 365
Dan Negroni, CEO
Engaging the Millennial Lawyer

WHY?
KCMBNA creates millennial task force

By Jessica Shumaker
jshumaker@molawyersmedia.com

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So far, the group includes 25-35 young attorneys, as well as some baby boomers and law firm managers.

At KCMBNA’s annual meeting, Blegen announced a new social media account in connection with this effort. He has joined the photo-sharing app Instagram, where he plans to post his work as president under the account @kcmbaprez.

Athena Dickson, secretary of the KCMBNA’s board of directors, will lead the millennial effort. Dickson, a fellow Gen Xer, said she thinks the group is a great idea.

“It’s almost like a different language between the generations right now,” she said.

“Anything we can do to bridge that and make it easier for both generations to be able to communicate together and get the job done is going to be important for all attorneys in general.”

She said there is an interest in bringing millennial members into the fold.

“We want to make sure how to make the transition easiest for all of us,” she said. [continued]
Task Force M Goals

- Understanding and serving millennials
- Connecting the generations
- Providing value on this topic to law firms and the legal community
The Face of the Initiative
Kick Off

• Program Launch
• Board Forward
  • http://www.pewresearch.org/quiz/how-millennial-are-you/
• Other KCMBIA Initiatives
Task Force M Planning
Gathering Feedback

• Pop In Surveys
  • Go into local law firms and talk to the younger attorneys
    • Have the firms reach out directly via email and in person
    • Do it at the end of the day so that they can go to work if needed
    • Talk to the firm and try to get the attorneys development hours to help
    • Separate the lawyers that attend pop in into subsections and have them rotate
Pop In Survey Invitation

WE WANT TO HEAR FROM YOU!

WHAT
POP IN SURVEY
WHERE
Bryan Cave LLP
One Kansas City Place
1200 Main Street Ste. 3800
Kansas City, MO 64105

WHEN
TUESDAY APRIL 18, 4PM-5PM

CONTACT
ATHENA DICKSON
FOR ADDITIONAL DETAILS AT
adickson@bryancaivelk.com

COMMUNITY SUPPORT
COMMUNICATION
PROFESSIONAL DEVELOPMENT

WHAT
POP IN SURVEY
WHERE
Pollinetti PC
300 N. 4th Street, Ste. 600
Kansas City, MO 64112

WHEN
TUESDAY MAY 9, 4PM-5PM

CONTACT
ATHENA DICKSON
FOR ADDITIONAL DETAILS AT
adickson@bryancaivelk.com

COMMUNITY SUPPORT
COMMUNICATION
PROFESSIONAL DEVELOPMENT

WHAT
POP IN SURVEY
WHERE
KCMBBA
Conference Center
2200 Main Street Ste. 100
Kansas City, MO 64108

WHEN
TUESDAY JULY 25, 2:30PM-5:30PM

CONTACT
EMMA ELROD
RSVP ENCOURAGED
email: eelrod@kcmbba.org

COMMUNITY SUPPORT
COMMUNICATION
PROFESSIONAL DEVELOPMENT
Findings

- Relationships and introductions matter:
  - Suggestions for increased awareness included formal introduction around time of attorneys passing the bar, possibly coordinated through law firms instead of individually
  - More focus on welcoming/bringing new/young lawyers into the fold – intentional icebreaking activities
  - Millennials are loyal to each other (big on relationships)
Findings

• Events and happy hours: (again relationships matter...)
  • Who else will be there is important. FB shows you which of your friends are attending, etc.
  • Having someone to go to socials/events with
  • Personal reach out about events
  • Important to know people going
Findings

• Service and partnerships:
  • Interested in YLS offering service-oriented events
  • Joint events with other young lawyer organizations – could help with diversity recruiting for law firms
  • Interested in volunteer opportunities i.e. kids
Where Do We Go From Here?

- Current projects
- Proposed projects for next year

**Kansas City Metropolitan Bar Association** added an event.

JUL 27

**July Members’ Social**

Thu 5 PM • The Well • Kansas City

Sara, Kristi and 7 friends

Unfair Generalizations Ahead: Proceed with Caution
From the New Crew

Q & A with young lawyers about life, law and growth.

Karl R. Phares

About

- Associate atklisson Leonard Street LLP
- Education William Mitchell College of Law, J.D.
- SCBBA Engagement Young Lawyers Section
- From Fremont, NE
- Favorite Pastime I enjoy sports, the outdoors and road trips with my family.

Follow KC MBA On Social Media

- facebook.com/KansasCityMetropolitanBarAssociation
- Kansas City Metropolitan Bar Association
- @kcmabar

Do you identify more with Gen X, Gen Y or Millennial? Why?
The simple test for whether you are a millennial is two-part: 1) Whether you take more photos of yourself or other people/things; and 2) Whether you actually use more than 3 social media accounts. Based on my age I could technically qualify as Gen X, Gen Y and/or Millennial. I probably fit within each in some way, but I don’t really feel defined by any of them. I had to google “Gen Y” to see if it was real and I still don’t understand what it is.

Does this impact how you practice law?
The biggest impact is probably how I relate to my colleagues and clients. Communication type and formalities vary greatly depending on where you fall on the spectrum relative to the other person. Being somewhat in the middle probably makes it easier to connect with the baby boomers and millennials.

How has KC MBA impacted your legal career?
KC MBA has provided excellent opportunities to make and retain many connections with other attorneys in Kansas City, both within and outside of my practice area. KC MBA has helped me better appreciate the impact of attorneys on our community and also how diverse the practice of law is.

What would you do if you were not a lawyer?
I would most likely be a real estate developer, but the sports industry would be really intriguing.

If you would like to be featured in From the New Crew, contact Maggie Heck at mheck@kcmbar.org.
Thank you!

Kansas City Metropolitan Bar Association
Daniel Blegen, President
DanB@germanmay.com

Kansas City Metropolitan Bar Association
Athena Dickson, Secretary
adickson@sirosmithdickson.com

launchbox 365
Dan Negroni, CEO
dan@launchbox365.com
Social Media Guidelines for KCMBΑ Accounts

The goal of KCMBΑ’s social media is to promote KCMBΑ, its events, members, programs, and benefits in a positive light to current and prospective members as well as the general public. Currently KCMBΑ manages a LinkedIn Business Page, a LinkedIn Group Page, a Facebook account, a Twitter account, a Google+ account, a Flickr account and an Instagram account. KCMBΑ should attempt to post 50% for enjoyment, 30% useful information, and 20% promotion.

The purpose of KCMBΑ’s social media is to:

- Increase awareness of the KCMBΑ brand.
- Provide up to date and accurate information about KCMBΑ events, KCMBΑ news, and KCMBΑ programs.
- Serve as a member benefit by promoting members, their successes, and their programs and events.
- Provide a source for legal news relevant to our membership base.
- Provide a source of light amusement to our member base.
- Serve as an additional line of communication with our members.
- Promote our Affinity Partners in compliance with their individual contracts.
- Increase member and nonmember engagement with KCMBΑ.
- Create an online community of KCMBΑ followers.
- Connect and share posts from the Diversity Bar Associations.

In an effort to portray the KCMBΑ and its membership base in a positive light, KCMBΑ will limit posting on the following topics, unless situationally relevant and/or with Director approval.
• KCMB will not comment on potentially controversial subjects, inflammatory subjects, or political arguments unless specifically approved by a Director.
• KCMB will avoid posting a dollar value on the successes of our members, unless linking to a news article with the relevant information.
  o Example: “Congrats to John Doe on his million dollar settlement!”
• KCMB will avoid promoting events, programs, or services that directly conflict with our events, programs, or services.
  o Example: “Check out this CLE offered by John Doe Law Firm!”
• KCMB will not engage in public arguments or “flame wars” via social media.
• KCMB will generally not post negative reviews or negative news articles. KCMB’s social media will remain a “positive environment.”
  o KCMB reserves the right to remove or hide negative comments that are posted to our social media from an outside source.
• KCMB will not post private information about a member that is not readily available to the general public, unless requested or approved by that member.
• KCMB will not post protected/copyrighted material without the consent of the creator or without crediting the original source via name or link to original content.
• KCMB will not post internal sensitive information, including:
  o Information about our practices, staff, budgets, or future plans that is not intended for public knowledge.
  o Sensitive information about other people or companies KCMB is associated with.
• KCMB will avoid the use of inflammatory words, language, and/or images.
• KCMB will avoid making appeals for donations to the KCMB or other organizations unless it is a sanctioned fundraiser or benefits KCMBF.
• KCMB will not post in support of businesses or charities, unless they are specifically tied to a member or have a relationship with KCMB.
  o If they are specifically tied to a member, our posting will be in support of the member and not in support of the charity.
  o KCMB will not post “donate now” links or images for charities we are not directly supporting.
• KCMB will not post anything deemed illegal by local or federal law.
Goals and Guidelines by Platform

LinkedIn:

Content on LinkedIn will be presented in a professional or semi-formal manner, with a focus on education and not entertainment. Posts on LinkedIn should be done sparingly, between 1-4 posts per week. As often as possible an appropriate image or video should be included with a post to increase post visibility and interaction. LinkedIn must also be checked frequently for new requests to join the group and to moderate group posts.

Common posts on LinkedIn include:

- KCMB A Events & CLE programs
- Major news about the KCMB A and its Affinity Partners
  - Including Press Releases
- Job postings
- KCMB A Programs
- Court news
- Third party posts by group members that are relevant to KCMB A’s members
- Thought leaders on LinkedIn, who are also KCMB A members

Facebook:

Content on Facebook will be presented in a fun, informal manner, with a focus on both education and entertainment. Posts on Facebook should be done consistently, ranging between 3-4 posts per week. When possible, and appropriate, posts should contain tags to other businesses or relevant terms that are mentioned within the post to increase visibility. Also posts to our wall should be responded to in an appropriate timely manner. As often as possible KCMB A will include an image or video with posts to increase user interest.

Common posts on Facebook include:

- Information about KCMB A events, CLEs, programs, job listings, press releases, and news.
  - KCMB A will include links to the original content, as possible.
- Change the page hero image to match branding for KCMB A special events.
- Member social events and day of reminders
- Other social events and programming for KCMB A members
- Photo albums from KCMBAn events.
  - Pictures must present members in a positive way.
- Fellow Friday
- Thankful Thursday
- Sundays have a priority message scheduled in advance
- Important news articles or press releases relevant to our members.
- Reposts of Affinity Partner blogs/social media.
- “Thank You” to members, companies, sponsors, or important people for visiting, attending, or sponsoring our events.
- Congratulations to members who receive awards, become a judge or commissioner, or are otherwise featured positively in news articles.

**Facebook Group for YLS Section:**

See attached guidelines for YLS Section Group FaceBook

**Twitter:**

Content on Twitter should be presented in a fun, informal manner. Twitter should work as a signpost, directing users to other places with more information such as our website, outside articles, or our other social media platforms. When possible hashtags and tags to other people/businesses should be used to increase post visibility. Hashtags should be limited to a max of three per posting. Anything posted to Facebook or LinkedIn can be used on Twitter with variation. Also when possible, it is appropriate to retweet interesting or informative tweets, as long as they are relevant to our members and are in line with our social media guidelines.

Tweets should be done as often as possible, with at least one per day, but with no upper limit. As often as possible an image or video should be included with a tweet to increase visibility and interaction.

Common posts on Twitter include:

- Trivia Tuesday
- Social events and programming for KCMBAn members
- Live tweeting, at events when possible
- Photos of members at events
- Posts directed at law students
- Likes and reposts of relevant messages

Add Instagram account with guidelines for take overs. (Ashley will look into getting samples)
Social Media Guidelines for KCMBAYLS Facebook Group

KCMBAYOUNGLAWYERSECTION(YLS): Posts in this Group need to be related to working as young lawyers, generally, or the field-of-law, specifically.

NO Facebook LIVE.

PRODUCTS or PROGRAMS FOR SALE: Do not share products for sale: This is distinctly different than telling everyone what kind of law practice you have, and letting us know your specialty - and completely different from responding to a request for an attorney referral with a, “Yes! I do that!” But do not pitch to the Group about any non-legal related businesses. EXCEPTION: KCMBA-approved CLEs may be posted about in the Group, but subject to all other Social Media Posting Guidelines in re images, website links and Events, etc.

TONE: First and foremost, disagreeing is no problem...but being condescending, rude, or downright mean (obviously) is not going to be tolerated. Let’s keep our comments authentic, kind, and constructive. This Community is made up of young lawyers, and it is designed to be a safe place.

GOOD CAUSES FOR DONATION (TIME OR $): Do not post requests for donations (either financial or alleged “free time”) to even VERY GOOD causes. EXCEPTION: You MAY ASK for folks to volunteer at KCMBA sanctioned events or with KCMBA approval.

JOB POSTINGS: These are allowed. Unless or until job postings take over the Group feeds (not likely), they will continue to be permitted. You may ask folks to let you know if they have any lawyer-job opportunities for you.

REFERRALS: Etiquette be damned (in this way, anyhow), please do not hesitate
to respond to a request for counsel - in an area you consider yourself competent - with (you know, basically), “I do that!” Also, if you know of someone in the Group who might be interested or a good fit, please tag them in the Comments. Finally, while the purpose of this Group is consistent with looking first to recommend other young attorneys, recommending other local attorneys is allowed. All genuine recommendations are encouraged. BE AWARE, too, KCMBBA is most certainly NOT vetting any of the responses for quality – so, if you get a suggestion from this Community which turns out to be bad, in any way, KCMBBA cannot be held legally responsible in any way for this bad experience.

MEMBERS: ONLY KCMBBA YLS MEMBERS WHO ARE ATTORNEYS, or IN LAW SCHOOL. Also know this – you may add, as a Member of this Group, anyone who is a FB Friend of yours, who is also a young attorney (or law student). BUT, NO ONE ELSE – so, no vendors, paralegals, law clerks or legal secretaries (unless they are in law school).

NON-POLITICAL ZONE: KCMBBA has decided that this Group is not a place for political-opinion speech. Posts or Comments with opinions about elections and/or political positions, are not permitted. This Guideline reflects a commitment to create Community notwithstanding, and regardless of, political opinions.
The basic purpose for the Instagram Takeover is to showcase what life is like as a KCMB Anbar YLS member. We appreciate you taking time to represent YLS on the Instagram account - @kcmba_yls- from _______________ to ______________, 2018.

During this time, you are encouraged to highlight your unique personality in a respectful and responsible way and to let followers get to know more about you. We encourage you to post at least twice a day and show off your life and experiences in Kansas City. We hope this will strengthen connections with young lawyers and appeal to prospective YLS members who may run across the account.

Ideas to post about:

- Your job
- KCMB A CLEs
- KCMB A bar events/committees you are involved in
- Life in Kansas City
- Hobbies
- Volunteer work/service/projects

However, because you are representing KCMB A on Instagram, please DO NOT post:

- Excessive Alcohol Use—It is fine to have alcohol in the photo, as long as it (or the bar/location) is not the main focus
- Profanity
- Drug use
- Personal attacks on others
- Personal information or photos of individuals without their permission
- Business promotions
- Opinions regarding politics

Further, you are not permitted to change or alter the account’s handle, password or associated email account. And, please do not share the account password with anyone – you are the only authorized user and will be held accountable for all posts.

AnnMarie Thomas, Director of Membership, Communications and Events, will monitor the Instagram account. KCMB A reserves the right to delete any post and reserves the right to revoke your account access at any time for any reason.
If you agree to responsibly participate in the Instagram Takeover, to adhere to the above stated conditions and the attached instructions then please sign and date below.

Signature: ______________________

Date: ________________
Instagram Takeover Instructions

- In your first post, we recommend introducing yourself.
- Always use #KCMBAYLSTakeover by [Instagram username or First & Last Name] on each post
- On the last day, be sure to SIGN OFF and say goodbye so viewers know when the takeover begins and ends.
- It is okay to respond to comments/questions on your images, but please let KCMBA answer any questions that relate directly to the bar association.
- If you receive any direct messages, please do not respond to them.
- Other than apps to edit your image or regram a fellow Instagram user’s image, please do not use any third-party apps to post content to our Instagram account.