1. Assessment Plan - Four Column



PIE - Business: Paralegal Unit

Narrative Reporting Year

2017-18

Contact Person: Abby Wood

Email/Extension: awood10@mtsac.edu / Ext. 5464 and cmkee@mtsac.edu / Ext. 4907 **Program Planning Dialog:** -We submitted all courses that were up for of four year review.

- -We will timely submit revisions to all PLGL courses that are under four-year review in 2017-2018.
- -We are attempting to obtain General Education status for BUSL 100
- -We have submitted multiple revisions to the new e-discovery/litigation support certificate that was developed through the Strong Workforce Initiative.
- -The Program applied for and received funding from Perkins, Strong Workforce, and lottery funds.
- -Previously, Title V paid for the Paralegal Cohort, under the guidance of Catherine McKee. Funding for the Cohort expires at the end of the 2017-2018 academic year. This program provides students with loaner textbooks and priority registration and also tutoring in select PLGL classes, however, it also requires compensation for the Cohort coordinator, as well as funding for loaner copies of newly-adopted textbooks. We also request continued funding for tutors.
- -The program is hopeful that there will continue to be space for housing and financial support to employ personnel, including student workers. This request is based on the ABA Site Visit Report issued September 21-22, 2016, which granted re-approval to the Mt. SAC Paralegal Program and included the following recommendation: "The College should consider providing the Program Coordinator with enhanced clerical support located in closer proximity to the Program Coordinator's office."
- -All full-time faculty that teach in the PLGL and BUSL disciples maintain active licenses to practice law in California. The Department asks for support of its licensed professionals who maintain active licenses to practice law, including but not limited to, professional development, conference and travel, and continued legal education. **External Conditions, Trends, or Impacts:** 1. The American Bar Association (ABA) re-approved the Mt. SAC Paralegal Program in Fall 2016, which will continue to assist with enrollment in the Paralegal Program.
- 2. An improving economy has decreased course enrollment rates.
- 3. The College's participation in the Online Education Initiative may positively impact enrollment in the department's distance learning course offerings if courses from the department's offerings are approved to participate in the initiative.
- 4. If the Paralegal Program can obtain ABA and Mt. SAC approval to offer one or two distance-learning courses, which requests are in progress, it may assist with enrollment in the Paralegal Program.

Internal Conditions, Trends, or Impacts: 1. The Business Division graciously permitted a few low-enrolled courses to proceed in Spring of 2017, which greatly assisted students by permitting them to finish courses required for their graduation in June.

2. All DL professors that teach BUSL have attended multiple training courses on Canvas.

Critical Decisions Made by Unit: 1. All current DL faculty have attended multiple POD training courses in Canvas.

2. All full-time Paralegal Program faculty have attended multiple trainings on the new technology in the BCT complex

Notable Achievements for Theme A: To Advance Academic Excellence and Student Achievement: 1. The Paralegal Program hosted a successful Resume Workshop in April

of 2018 and has a Mock Interview Day scheduled on May 19, 2018.

2. According to CA.gov, Mt. SAC's paralegal program enjoyed a retention rate of 90.09% and a success rate of 80.76% in Fall of 2017.

Notable Achievements for Theme B: To Support Student Access and Success: Being able to measure success is an an integral component of student success. The Paralegal Program continues to administer SLO and PLO assessments, typically at a more frequent rate than required.

Notable Achievements for Theme C: Secure Human, Technological, & Financial Resources: Martin Ramey's accomplishments include, but are not limited to, the following: serving as President of the Academic Senate and all related committee work; and completion of all requirements to maintain an active license to practice law in the State of California. Martin Ramey attended kCura's training on Relativity in Los Angeles, CA in January 2018. Prof. Ramey received Perkins funding to complete the following continuing legal education courses in June: Ethics for the Solo and Small Firm Lawyer (online); 2015 Public Records Conference - Public Records Exemptions and Limitations; Emerging Issues on the Impact of Social Media in the Workplace.

Abby Wood's accomplishments include, but are not limited to, the following: served as Coordinator of the Paralegal Program; Director of the Academic Senate; served on the Faculty Association Governance Committee until March of 2018; co-chaired the Academic Senate Task Force on Textbooks; and served on the Board of both the Eastern Bar Association of Los Angeles County and the San Gabriel Valley Lawyers Referral Service. Abby Wood attended kCura's Relativity 101 training in Los Angeles in January; the American Association for Paralegal Education Pacific regional conference in Salt Lake City, Utah in March; and Stanford University's Legal Informatic's CodeX Future Law Conference in Palo Alto, CA in May. Prof. Wood attended the following professional development courses on-campus: Fall Flex Day; Spring Flex Day; Dynamic Presentations Using an Interactive Whiteboard (BrightLink 1); Spring Canvas Intensive Series 1A: Online and Hybrid Course Setup and Design; Canvas Bling: Added tools that Expand Canvas Functionality; Canvas Homepages: Readymade Series; Equal Employment Opportunity (EEO) Representative Training; 25Live: Event Scheduling-Online Requests Intro; Carousel Digital Signage; Audio Visual Classroom Basics; and three training sessions concerning E-Pie. Further, Prof. Wood completed the following continuing legal education hours to maintain her active license to practice law in California: Ethical Issues in California Pro Bono Representation; Ethics Competence and Bias; and Appellate Tips for Trial Lawyers. Prof. Wood received Perkins funding to complete the following continuing legal education courses in June: An Introduction to Practicing Trusts & Estates Law: Intro to Basic Estate Planning; Ethics for the Solo and Small Firm Lawyer; Implicit Bias and the Impact on Our Communities; 2017 California Public Records & Open Meetings Conference; Equal Employment Opportunity, Harassment & Discrimination; Employment Discrimination 101: Lastly, Prof. Wood also attended the CCCCO Online conference.

Catherine McKee's accomplishments include, but are not limited to, the following: served as Cohort Program coordinator; served on the Institutional Review Board; served on the Library Advisory Committee; served on the Insurance and Benefits Committee; spoke on behalf of Business Division faculty at the BCT ribbon-cutting ceremony on March 14, 2018; served on the Board of both the Eastern Bar Association of Los Angeles County and the San Gabriel Valley Lawyers Referral Service. Professor McKee attended Fall Flex Day, Spring Flex lunch and Business Division meeting, February 23, 2018. In addition, Catherine attended the following POD presentations/training sessions: Outlook: What You Need to Know (January 10, 2018); Audio Visual Classroom Basics (February 23, 2018); Equal Employment Opportunity (EEO) Representative Training (March 6, 2018); Audio Visual Classroom Basics (January 16, 2018); Dynamic Presentations Using an Interactive Whiteboard (BrightLink 1) (January 17, 2018); Lecture Event: An Evening with Colson Whitehead (may 8, 2018); Spring Canvas Intensive Series 1A: Online and Hybrid Course Setup and Design (February 21, 2018); Canvas Bling: Added Tools that Expand Canvas Functionality (March 12, 2018); ePIE training (May 10, 2018).

Catherine McKee attended the AAfPE regional conference in Salt Lake City, Utah and Stanford University's Legal Informatic's CodeX Future Law Conference in Palo Alto, CA (Strong Workforce). In June, she will attend the Online Teaching Conference in Anaheim, CA. Additionally, Prof. McKee is enrolled in Harvard's Derek Bok Center for Teaching and Learning Bok Certificate Program, which concerns pedagogy, course and assessment design, professional communication, language and culture of the classroom, and reflections on teaching. This program begins on May 28, 2018 and concludes in July 2018. Further, Prof. McKee completed the following continuing legal education hours to maintain her active license to practice law in California: Legal Ethics of Disqualification Motions, 1 hour, July 28, 2018; Professional Visitation Monitors (1 hour), September 21, 2018; "Reptile Thinking": Influencing Jurors, 1 hour, October 19, 2018; Appellate Tips for Trial Lawyers, 1 hour, November 16, 2018; Ethics, Bias, and Competence, 3 hours, January 18, 2018; Real Estate Matters, 1 hour, February 15, 2018; Illumination of Bias, 1.5 hours, February 16, 2018; Duty of Candor before Tribunals, 1.5 hours, February 20, 2018; FutureLaw 2018, 5.5 hours, April 5, 2018; and Using Electronic Exhibits at Depositions, 1 hour, April 19, 2018.

Prof. McKee received Perkins funding to complete the following continuing legal education courses in June: Ethics for the Solo and Small Firm Lawyer, Gender Bias Issues in

the Court System, and 360 of E-Discovery Ethics. Perkins also agreed to fund Professor McKee's attendance at the Online Teaching Conference 2018 in Anaheim, California from June 18 - 20, 2018.

Edwin Estes' accomplishments include, but are not limited to, the following: served as Department Chair of the Business Administration Department; served as the coordinator of the Real Estate Program; attended the California Community Colleges Real Estate Educators' Conference; attended the California Association of REALTORS Annual Conference; attended two of the California Association of REALTORS Legal Forums; organized and chaired the Tri Counties Association of REALTORS Legal Forum (Feb. 15); organized and chaired the Revive Legal Forum; presented a real estate update to the Eastern Bar Association of Los Angeles County; attended multiple professional development sessions concerning Canvas; and completed all required continuing legal education to maintain an active license with the California State Bar. Additionally, Ed continued to serve on the Distance Learning Committee.

- -Ed Estes attended continuing legal education as necessary to maintain his California license to practice law and remain in good standing the the State Bar of California. Further, he attended and presented continuing legal education as necessary to maintain his California real estate broker's license.
- -Eric Bladh (temporary one-year full-time hire in PLGL for 2017-2018) attended continuing legal education necessary to maintain his California law license, and received Perkins funding to complete the following continuing legal education courses in June: Everything an Attorney Ever Wanted to Know About the Cloud; Drafting IP Agreements: Best Practices from a Litigator's Perspective. Professor Bladh also attended the American Association for Paralegal Education conference March 15 17, 2018 in Salt Lake City, Utah. This was funded by the Title V grant.

Notable Achievements for Theme D: To Foster an Atmosphere of Cooperation and Collaboration: All distance learning faculty continue to meet and discuss various distance learning techniques and share feedback.

Contributors to the Report: Catherine McKee - Paralegal and Business Law Professor, Cohort Coordinator; Abby Wood - Paralegal and Business Law Professor, Paralegal Program Coordinator

Related Documents:

Retention and Success Rates for Fall 2017.pdf

Unit Goals Resources Needed Where We Make an Impact: Closing the Loop on Goals and Plans

American Bar Association

requirements - Maintain approval and compliance with American Bar Association Guidelines and related requirements.

Status: Active

Goal Year(s): 2018-19

Date Goal Entered (Optional):

05/08/2018

license fees to the State Bar of
California
Describe Plans & Activities

Full Funding Requested - Annual

Describe Plans & Activities

Supported: The Paralegal Program is approved by the American Bar Association and must follow the ABA's Guidelines for Approval of Paralegal Education Programs. Guideline G-401 requires Paralegal Program faculty to demonstrate commitment to their continued growth as professionals and, specifically, states the following: "Attorneys who are actively licensed

Where We Make an Impact: Closing the Loop on Goals and Plans

and in good standing within their state have demonstrated commitment to their continued growth as professionals." (See Guidelines, p. 31) All full-time professors maintain active licenses to practice law in California. Maintenance of these licenses requires payment of annual license fees to the State Bar of California, as well as the completion of required continuing legal education hours, which includes registration fees and payment of conference and travel, which is addressed as a separate funding request.

Lead: Catherine McKee, Martin Ramey, Abby Wood, Edwin Estes

On-Going Funding Requested (if

applicable): 1800

Type of Request: Professional

Development

Planning Unit Priority: High

What would success look like and how would you measure it?: The

Department receives funding and/or

reimbursement for licensing and continuing education expenses.

Documentation Attached?: No

Related Documents:

ABA Guidelines

State Bar Fee Statement for 2018 sample.pdf

Full Funding Requested - American

Bar Association webinars

Describe Plans & Activities

Supported: The ABA provides a number of webinars related to their approval of Paralegal Programs for purchase, including but not limited

Where We Make an Impact: Closing the Loop on Goals and Plans

to external assessment, technology

in the classroom, **Lead:** Abby Wood

On-Going Funding Requested (if

applicable): 200

Type of Request: Instructional

Supplies

Planning Unit Priority: High What would success look like and how would you measure it?: Obtaining funding to purchase the

ABA webinars.

Documentation Attached?: Yes

Related Documents:

ABA Webinar: External Assessment

ABA Webinar: Technology

ABA Webinar: Student Engagement

ABA Webinar: Engaging Our

Learners

Full Funding Requested - American Bar Association Approval Process fees

Describe Plans & Activities

Supported: ABA Approval Process fees include, but are not limited to the following fees: \$1,500 annual fee; \$750 substantial curriculum change; \$500 new program option; and \$250 reporting new program coordinator.

Lead: Abby Wood

On-Going Funding Requested (if

applicable): 3000

Type of Request: Instructional

Supplies

Planning Unit Priority: High
What would success look like and
how would you measure it?: All
required fees will be paid.
Documentation Attached?: Yes

Where We Make an Impact: Closing the Loop on Goals and Plans

Related Documents:

ABA Fees

Mt. SAC reapproval info 2-2017.pdf
ABA Final Report 11.2.16.pdf

Full Funding Requested -

Compensation for Paralegal Program Coordinator

Describe Plans & Activities

Supported: The Paralegal Program coordinator needs compensation that is commensurate with high-level of work required. In addition to the requirements of the College, the American Bar Association has suggested and/or requires the following:

G-104: The paralegal education program should be planned in cooperation with state or local bar associations, law-related management associations, and paralegal organizations, and with individual paralegals, paralegal managers, and representatives of law firms, corporations, government agencies, and other potential employers of paralegals. G-201 (b), which covers Organization and Administration, specifically requires a program director who works in conjunction with faculty and staff and is delegated the authority necessary for developing and implementing the program to meet its stated objectives. G-201 requires communication and coordination among faculty members, administrators, and students. G-201F: The program must engage in

Unit Goals

planning, including long-range planning, and such planning must encompass the matters set forth in the Guidelines. G-202: The ABA specifically requires that the paralegal education program is given status within the institution and, specifically, reviews the treatment and status of the program director, among other factors. G-203 (A) requires that the program have an advisory committee. G-203 (C) requires that the advisory committee meet at least twice per year and record and maintain minutes of the meeting. G-205 requires the institution to have financial resources to sustain the paralegal program, including employment of the program director, faculty, and staff. G-301(D) requires curriculum to be responsive to the changing needs of the legal community the program serves. G-301(f) requires the advisory committee to be advised of assessment findings prior to changes being made in the program. G-401 requires a program director that possesses appropriate education, knowledge and experience. G-401(A) requires knowledge of the paralegal profession. G-401(B) requires knowledge about developments in paralegal education and demonstrated commitment to continued professional growth. G-401(D) requires the paralegal director to have experience working with or as paralegals. G-401(H)

requires the program to hold meetings of the paralegal faculty, including full-time and adjuncts at least twice per year. G-402(A) requires the program director to be responsible for the direction of the program, including: define program objectives; represent the program throughout the administrative and academic structure of the institution; determine the financial needs of the program; attract, select and retain qualified faculty and encourage faculty professional development; advise program students; assure the proper organization and operation of the advisory committee; maintain a liaison with the legal, paralegal, and paralegal education communities; identify and respond to the occupational and educational needs of the community; arrange and monitor internships, if offered; evaluate the adequacy of the library/information resources; coordinate the educational program; and evaluate the overall program, including regular assessment. G-501 imposes requirements on all program literature and promotional material, which is up to the coordinator to review. G-502 places requirements on student services of the program. G-502(D) requires the program to gather and maintain information on employment and/or educational status. G-502(F) discusses programs

providing for continuing legal and

Unit Goals

paralegal education. G-601 requires a library adequate for the education of paralegals, which requires the coordinator to evaluate the adequacy of the library/information resources.

G-601(H) requires appropriate print and electronic resources, which requires coordination with outside vendors such as Westlaw, Lexus, kCura, Clio, PACER, among others, as well as coordination of the law library.

In addition, the Guidelines require the following: a substantive change report for each curriculum change and/or program change; a reapproval report and site visit every 7 years; an interim report in every year that does not involve a site visit; program review of requests for exemptions and/or equivalencies; and program review to verify that program credits contain the appropriate amount of traditional classroom instruction.

Suggestions made in the ABA Site Visit Report in 2016 include: obtaining Advisory committee input on textbooks and other library holdings; exploring the possibility of additional articulation agreements; reviewing enrollments; assess and evaluate of the program through meetings of the coordinator, faculty, and advisory committee; assessing the legal community every two years; conducting surveys of job postings for paralegals; assessing

Unit Goals

Where We Make an Impact: Closing the Loop on Goals and Plans

faculty members; assessing program graduates; recruiting faculty; and continued outreach.

Type of Request: Staffing
Planning Unit Priority: High
What would success look like and
how would you measure it?: An
increase in LHE from 12 LHE annually

to 18 LHE annually.

Lead: Abby Wood

Documentation Attached?: Yes

Related Documents:

ABA Guidelines

Mt. SAC reapproval info 2-2017.pdf

ABA Final Report 11.2.16.pdf

Full Funding Requested - Maintain funding for paralegal titles in the College Library.

Describe Plans & Activities

Supported: The ABA requires the Paralegal Program to have updated library holdings in multiple areas, including but not limited to codes, statutes, practice guides. These items are used in the legal research and writing classes.

Lead: Catherine McKee, Abby Wood On-Going Funding Requested (if

applicable): 15000

writing classes.

Type of Request: Instructional Supplies, Research Support Planning Unit Priority: High What would success look like and how would you measure it?: If the Library is able to maintain what resources required by the ABA, and students have sufficient access to them in the paralegal research and

Documentation Attached?: Yes

Resources Needed

Where We Make an Impact: Closing the Loop on Goals and Plans

Related Documents:

ABA Guidelines

Full Funding Requested -

Refreshments, meeting space for required meetings with the Paralegal Program advisory committee and faculty

Describe Plans & Activities

Supported: Under the ABA

Guidelines, the Paralegal Program is required to hold two advisory committee meetings and two meetings with faculty each year.

Lead: Abby Wood

On-Going Funding Requested (if

applicable): 1000

Type of Request: Facilities ,

Marketing, Professional Development

Planning Unit Priority: High
What would success look like and
how would you measure it?:
Obtained necessary funding

Documentation Attached?: Yes

Full Funding Requested - Obtain additional paralegal titles for 78-3120, the Paralegal "Law Library" classroom

Describe Plans & Activities

Supported: Additional titles for the law library (78-3120) on topics including, but not limited to, the following: jury instructions; jury behavior; legal resume-writing; interview techniques; confidence and self-esteem; formatting legal documents with Microsoft Word; legal analytics; artificial intelligence and/or machine learning within the practice of law.

Lead: Catherine McKee, Abby Wood

Where We Make an Impact: Closing the Loop on Goals and Plans

On-Going Funding Requested (if

applicable): 1000

Type of Request: Instructional Supplies, Research Support Planning Unit Priority: Medium What would success look like and how would you measure it?: If the Library is able to maintain what resources required by the ABA, and students have sufficient access to them in the paralegal research and writing classes.

Documentation Attached?: No **No Funding Requested -** Student

email addresses

Describe Plans & Activities Supported: Guideline G-502(D) requires the Paralegal Program (or College) to maintain accurate and substantially complete placement records. One problem that has been encountered in the past is a low return rate on surveys. If we were able to have Paralegal Program graduates maintain their Mt. SAC email addresses for at least one year, it may facilitate a greater response rate to the graduate surveys that must be sent within six months of graduation according to the ABA Guidelines.

Lead: Abby Wood

Type of Request: IT Support
Planning Unit Priority: High
What would success look like and
how would you measure it?:

Continued viability of student email addresses for Paralegal Program

graduates

Documentation Attached?: Yes

Unit Goals

Resources Needed

Where We Make an Impact: Closing the Loop on Goals and Plans

Page 13 of 42

Related Documents:

ABA Guidelines

Continued review of articulation agreements_1 - The department will continue to review applicable articulation agreements.

Status: Inactive

Goal Year(s): 2016-17, 2017-18 Date Goal Entered (Optional):

09/01/2016

In Progress - The Department will continue to review articulation agreements, as required.

Curriculum - Review all courses on four-year review schedule; propose new curriculum, as appropriate; propose select PLGL courses for distance-learning approval; and review and assess student learning outcomes.

Status: Active

Goal Year(s): 2018-19

Date Goal Entered (Optional):

05/10/2018

No Funding Requested - Enter all required SLOs.

Describe Plans & Activities Supported: All full-time faculty within the Department enter SLOs within their respective areas of instruction.

Lead: Abby Wood, Catherine McKee
One-Time Funding Requested (if

applicable): 0

On-Going Funding Requested (if

applicable): 0

Type of Request: Research Support

Planning Unit Priority: Low

What would success look like and how would you measure it?: For this

goal, success will be measured by whether all required SLOs have been

input.

Documentation Attached?: No

Partial Funding Requested -

Articulation Agreements

Describe Plans & Activities

Supported: The Department will continue to review articulation agreements, as appropriate. This may involve meetings on other campuses, which will require

mileage reimbursement.

Lead: Abby Wood, Catherine McKee
On-Going Funding Requested (if

applicable): 100

Type of Request: Instructional

Supplies

Planning Unit Priority: Low What would success look like and how would you measure it?: Obtaining and/or maintaining

appropriate articulation agreements.

Documentation Attached?: No **Partial Funding Requested -** Curriculum development

Describe Plans & Activities
Supported: Compensation for
outside vendor concerning new ediscovery/litigation support
certificate courses. Strong
Workforce funding was previously
approved for this. We are seeking to

add costs to cover preparation of testbank questions and, possibly, development of a Canvas course shells, which could be used for faculty teaching the courses, at their option.

Lead: Abby

One-Time Funding Requested (if

applicable): 10000

Type of Request: Staffing,

Instructional Supplies, IT Support Planning Unit Priority: High What would success look like and how would you measure it?: An

approved amendment to the previous contract and/or a new contract to complete curriculum development and implementation within Canvas.

Documentation Attached?: No

Unit Goals

Resources Needed

Where We Make an Impact: Closing the Loop on Goals and Plans

Equipment, Subscriptions, and Technology - Maintain currency in equipment and technology, including subscriptions, for full-time program faculty members.

Status: Active

Goal Year(s): 2018-19

Date Goal Entered (Optional):

05/10/2018

Full Funding Requested - Legal Technology Certificate Subscription from National Society for Legal Technology

Describe Plans & Activities Supported: The NSLT's legal technology training portal provides on-demand learning modules that develop technology skills for lawyers, paralegals, and support staff. This technology will be used in PLGL 35 starting in Spring of 2019 since we are adopting this as a textbook in the course. A 5-user professional subscription bundle costs \$2,250 for a one-year subscription payment. This subscription costs were previously provided at no cost for two years to all full-time paralegal instructors. We have been advised by the company that they can no longer offer free memberships. At this time, NSLT training is the only paralegal-specific technology training that offers on-demand modules.

Lead: Abby Wood

On-Going Funding Requested (if

applicable): 2250

Type of Request: Instructional

Supplies

Planning Unit Priority: High
What would success look like and
how would you measure it?:

Obtaining memberships for all fulltime faculty and, if less funding is available, at least funding for PLGL 35 professors teaching the course. **Documentation Attached?:** Yes

Where We Make an Impact: Closing the Loop on Goals and Plans

Related Documents:

NSLT Legal Technology Training

Full Funding Requested - Shredder

Describe Plans & Activities

Supported: Obtain a commercial grade shredder to allow Paralegal Program coordinator (and other professors within the Department) to maintain confidentiality of documents, including confidential student information, which must be generated in conjunction with preparing reports for the interim and reapproval reports that are submitted to the American Bar

Association. **Lead:** Abby Wood

One-Time Funding Requested (if

applicable): 450

Type of Request: Non-Instructional

Equipment

Planning Unit Priority: Medium
What would success look like and
how would you measure it?: Success
will be realized when the Paralegal
Program has a shredder within the
Business Administration suite and/or
within the Paralegal Program
Coordinator's office.

Documentation Attached?: No

Related Documents:

Shredder

Full Funding Requested - Lambda Epsilon Chi (LEX) Honor Society

Describe Plans & Activities

Supported: Lambda Epsilon Chi (LEX) is the national honor society founded by AAfPE. Each year the

host institutions select those students who meet high academic

Where We Make an Impact: Closing the Loop on Goals and Plans

criteria and cite them for their accomplishments by inducting them into Lambda Epsilon Chi. These students are recognized through a formal ceremony and the awarding of a Certificate of Induction and a special pin. The Paralegal Program would like to maintain and/or restore a chapter of LEX at Mt. SAC, which includes the following costs: pins and certificates for students; a LEX banner for display purposes at the ceremony; and related shipping costs. Funding for light refreshments at the service would also be appreciated.

Lead: Abby Wood

On-Going Funding Requested (if

applicable): 500

Type of Request: Non-Instructional

Supplies

Planning Unit Priority: High What would success look like and how would you measure it?: Success

will be measured by receipt of funding to become and/or maintain a LEX chapter at Mt. SAC, purchasing a LEX banner, and a sample LEX Graduation Sash (with shipping)

Documentation Attached?: Yes

Related Documents:

LEX Banner

LEX Certificate and Pin (Induction

Fee)

LEX Chapter Application

LEX Graduation sash

LEX Membership Rules for Student

Eligibility

No Funding Requested - Lavaliere

Where We Make an Impact: Closing the Loop on Goals and Plans

microphone, software to facilitate recording classroom lectures

Describe Plans & Activities

Supported: We have been advised that a lavaliere microphone will be available in the BCT at some point in the future, which is why no funding is requested at this time.

Lead: Abby Wood

Type of Request: Instructional

Equipment

Planning Unit Priority: Low

What would success look like and

how would you measure it?:

Obtaining the equipment and software we need to record

classroom lectures.

Documentation Attached?: No **Full Funding Requested -** Lexis

subscription

Describe Plans & Activities

Supported: Paralegal students need to learn how to use Lexis, a legal research service.

Lead: Abby Wood

On-Going Funding Requested (if

applicable): 6000

Type of Request: Instructional

Supplies

Planning Unit Priority: High What would success look like and how would you measure it?:

Obtaining a Lexis license for each paralegal student or, in the alternative, each student enrolled in all legal research and writing courses.

Documentation Attached?: No

Full Funding Requested - Westlaw

ProFlex subscription

Describe Plans & Activities

Where We Make an Impact: Closing the Loop on Goals and Plans

Supported: Paralegal students need to learn how to use Westlaw, a legal research service. A ProFlex subscription provides access to additional, more in-depth databases than what is accessible using the Library's subscription.

Lead: Abby Wood

On-Going Funding Requested (if

applicable): 22000

Type of Request: Instructional

Supplies

Planning Unit Priority: Medium What would success look like and how would you measure it?:

Obtaining a license for each paralegal student or, in the alternative, each student enrolled in all legal research and writing courses.

Documentation Attached?: No **No Funding Requested -** Hootsuite subscription

Describe Plans & Activities

Supported: Hootsuite is a tool used to assist with social marketing and outreach. No funding is requested at this time since we received Strong Workforce funding for 2018-2019.

Lead: Abby Wood

On-Going Funding Requested (if

applicable): 250

Type of Request: Marketing
Planning Unit Priority: Low
What would success look like and
how would you measure it?: Having

access to a subscription with

Hootsuite.

Documentation Attached?: Yes

Related Documents: Hootsuite Pricing

Where We Make an Impact: Closing the Loop on Goals and Plans

No Funding Requested - Constant

Contact subscription

Describe Plans & Activities

Supported: Constant is a tool used to administer surveys required by the ABA and, further, to conduct outreach. No funding is requested at this time since we received Strong Workforce funding for 2018-2019.

Lead: Abby Wood

On-Going Funding Requested (if

applicable): 1600

Type of Request: Instructional

Supplies, Marketing

Planning Unit Priority: Low

What would success look like and how would you measure it?: Having access to a subscription with Constant Contact for 5,000-10,000 contacts.

Documentation Attached?: Yes

Related Documents:

Constant Contact Pricing

Full Funding Requested - IPad Pro, Keyboard, and Pencil for each fulltime faculty member

Describe Plans & Activities

Supported: The purchase of iPads will allow professors to teach students what the local legal market and courts are utilizing. Keyboards, ApplePencils, and covers are required equipment to use the iPad to its full functionality and/or to adequately protect it. 3-years of AppleCare+ is also recommended.

Lead: Abby Wood, Catherine McKee,

Martin Ramey

One-Time Funding Requested (if

applicable): 4500

Type of Request: Instructional

Equipment

Planning Unit Priority: High What would success look like and how would you measure it?: We obtain the equipment requested.

Documentation Attached?: Yes

Related Documents:

Apple cart.pdf

Article concerning jury and judicial use of iPads in LA courtroom

Full Funding Requested - CARA

Research Suite

Describe Plans & Activities

Supported: Funding the CARA Research Suite will allow faculty to demonstrate how artificial intelligence and machine learning technologies are used to automate legal research tasks. It is an analytical tool that finds cases that are relevant to a legal document, however, were not cited in the document. You could upload any document that contains legal text, and CARA will analyze it and provide you with a list of relevant cases not mentioned in the document, as well as legal briefs. Its founds argue that it will help predict opposing counsel's arguments, identify briefs that oppose and/or support counsel's arguments, help by identified arguments that were omitted, and promote efficiency. All faculty teaching legal research, writing, and technology need access. Each individual subscription costs approx. \$1,900 per year and up to

four subscriptions are being

Where We Make an Impact: Closing the Loop on Goals and Plans

which would bring the total cost to \$7,400, which includes tax.

Lead: Abby Wood, Catherine McKee
On-Going Funding Requested (if

applicable): 7400

Type of Request: Instructional

Supplies

Planning Unit Priority: High What would success look like and how would you measure it?: Receipt of CARA Research Suite licenses Documentation Attached?: Yes

Related Documents:

CARA Research Suite Website
Pricing for CARA Research Suite

Full Funding Requested - CALI

Affiliate Membership

Describe Plans & Activities Supported: The Center for

Computer-Assisted Legal Instruction (CALI) affiliate membership provides access to valuable lessons that Program faculty could incorporate into the classroom. Pricing is based on Mt. SAC being a non-JD institution with less than 1,000 users

annually.

Lead: Abby Wood

On-Going Funding Requested (if

applicable): 250

Type of Request: Instructional

Supplies

Planning Unit Priority: Medium
What would success look like and
how would you measure it?:
Obtaining the institutional

Obtaining the institutional membership.

Documentation Attached?: Yes

Related Documents:

CALI affiliate membership

12/20/2018

Resources Needed

Where We Make an Impact: Closing the Loop on Goals and Plans

<u>application form</u> <u>CALI website</u>

Full Funding Requested - Document reader

Describe Plans & Activities

Supported: Purchasing a document reader will facilitate the teaching of book research, which serves as a foundation for electronic research in terms of the structure of how sources are structured and where to locate different types of information. We need the document reader in 78-2105, the computer classroom used by the paralegal faculty.

Lead: Abby Wood, Catherine McKee
On-Going Funding Requested (if

applicable): 2200

Type of Request: Instructional

Equipment

Planning Unit Priority: Medium What would success look like and how would you measure it?:

Obtaining a document reader for 78-2105.

Documentation Attached?: Yes

Related Documents:

Pricing for a document reader

Full Funding Requested - Alumni

network software

Describe Plans & Activities
Supported: Alumni network
software would help us obtain better
survey data of Paralegal Program
graduates. It would also help us
support alumni and current students
by providing additional networking
opportunities with local
professionals. Dedicated and

deliberate messaging to the local

community could assist our students' job prospects. Various softwares are available. Graduway.com and Wild Apricot are

Lead: Abby Wood

On-Going Funding Requested (if

applicable): 5000

Type of Request: Marketing,

Research Support

Planning Unit Priority: High What would success look like and how would you measure it?: Obtaining funding for the software and/or platform.

Documentation Attached?: Yes

Related Documents: Graduway website

Wild Apricot pricing website
Wild Apricot Customer Sites

No Funding Requested - Canvas "course" page for paralegal students

Describe Plans & Activities

Supported: The Paralegal Program would like to have a Canvas "course" that paralegal students could voluntarily join, much like FCLT training "courses" and "courses" developed by departments on campus to facilitate communication within the department. This would allow us to broadcast messages to paralegal students without having to use Facebook to do so. Currently, there is no ability that we are aware of, which would allow us to easily broadcast a message to students currently enrolled in Paralegal courses without obtaining a copy of each course roster, which is not feasible and inefficient if even

Where We Make an Impact: Closing the Loop on Goals and Plans

possible. This would require working with the FCLT and, possibly, an IT professional.

Lead: Catherine McKee
Type of Request: IT Support
Planning Unit Priority: High
What would success look like and
how would you measure it?:
Successful roll out of a Canvas
"course" page for paralegal students
Documentation Attached?: No
Full Funding Requested - New

computer for two full-time faculty members

Describe Plans & Activities

Supported: Faculty have computers that are approx. 4-5 (or more) years old.

One-Time Funding Requested (if

applicable): 2500

Type of Request: Non-Instructional

Equipment

Planning Unit Priority: Medium What would success look like and how would you measure it?:
Obtaining two new computers
Documentation Attached?: No

Full Funding Requested - Scanner

Describe Plans & Activities

Supported: An additional document scanner would allow both the Paralegal Program coordinator and student workers to scan documents.

Lead: Abby Wood

One-Time Funding Requested (if

applicable): 1000

Type of Request: Non-Instructional

Equipment

Planning Unit Priority: Medium
What would success look like and

Where We Make an Impact: Closing the Loop on Goals and Plans

how would you measure it?: Receipt

of the scanner.

Documentation Attached?: Yes

Related Documents:

<u>ImageForumula DR-M16011 Office</u>

Document Scanner

Full Funding Requested - Office

furniture

Describe Plans & Activities

Supported: We need a few pieces of office furniture, as follows: a locking cabinet that will fit in the Business Administration suite area to hold our collection of Paralegal Cohort textbooks; a locking cabinet for storage of approx. 48 headphones to be used in computer classroom 78-2105; and a desk for students workers and/or tutors (if tutoring is funded following the expiration of the Title V grant in September of 2018), to be placed in the Business Administration suite. Quotes are not attached because we are not certain of where the cabinets and/or desk will be placed. Concerning the Business Administration suite, we are waiting on the installation of a data port and printer, as well as a determination as to whether we will be able to continue providing tutoring to cohort students.

Lead: Abby Wood

One-Time Funding Requested (if

applicable): 3000

Type of Request: Facilities , Non-

Instructional Equipment
Planning Unit Priority: High
What would success look like and
how would you measure it?:

Unit Goals

Resources Needed

Where We Make an Impact: Closing the Loop on Goals and Plans

Obtaining both items requested. **Documentation Attached?:** No

Professional Development -

Professional development and conference and travel.

Status: Active

Goal Year(s): 2018-19

Date Goal Entered (Optional):

05/10/2018

Full Funding Requested -

Conference and travel to the Online

Teaching Conference

Describe Plans & Activities

Supported: The distance-learning professors would like to attend professional development related to distance-learning, including pedagogy and regular and effective contact.

Lead: Abby Wood, Catherine McKee,

Ed Estes

On-Going Funding Requested (if

applicable): 3000

Type of Request: Professional

Development

Planning Unit Priority: Medium What would success look like and how would you measure it?:

Payment of conference and travel for all conference attendees (up to 3). **Documentation Attached?:** Yes

Related Documents:

Online Teaching Conference

Full Funding Requested -

Conference and travel to national and/or regional AAfPE conferences

Describe Plans & Activities

Supported: Conference and travel funding for multiple faculty to attend the national and/or regional conferences of the American Association for Paralegal Education.

Lead: Abby Wood

On-Going Funding Requested (if

applicable): 6000

Type of Request: Professional

Development

Planning Unit Priority: Medium What would success look like and how would you measure it?: Funding received for multiple full-time Paralegal Professors to attend the national conference.

Documentation Attached?: Yes

Related Documents:

AAfPE National Conference

AAfPE Regional Conference

California State Bar CLE

Requirements

Full Funding Requested -

Conference and Travel to CodeX

FutureLaw Conference

Describe Plans & Activities

Supported: The Paralegal Program is launching a new certificate of ediscovery and litigation support and is also teaching legal technology in the PLGL 35 course. Seeing cuttingedge technology is essential to know what skills need to be addressed within the classroom.

Lead: Abby Wood

On-Going Funding Requested (if

applicable): 3000

Type of Request: Professional

Development

Planning Unit Priority: High
What would success look like and
how would you measure it?:

Expenses paid for two full-time faculty to attend the CodeX Future Law Conference at Stanford University.

Documentation Attached?: Yes

Related Documents:

The Stanford Center for Legal

Where We Make an Impact: Closing the Loop on Goals and Plans

Informatics CodeX FutureLaw
Conference
California State Bar CLE
Requirements

Full Funding Requested -

Registration and fees required to attend Harvard University's Online Bok Teaching Certificate program.

Describe Plans & Activities

Supported: Harvard's Bok Teaching Certificate program will enhance course delivery and increase knowledge of supported pedagogy practices. Previously, Perkins funding covered the cost for one faculty member to attend, however, additional full-time faculty members are interested in also attending and obtaining this certificate.

Lead: Catherine McKee, Abby Wood **On-Going Funding Requested (if**

applicable): 2400

Type of Request: Professional

Development

Planning Unit Priority: Medium What would success look like and how would you measure it?: Obtain funding for and professors complete the 8-week online course.

Documentation Attached?: Yes

Related Documents: Bok Prospectus.pdf

Harvard University Bok Teaching Certificate

Full Funding Requested - Training and compensation for completion of training in high-tech IT aspects of courses contained within the new e-

discovery and litigation support

certificate. **Describe Plans & Activities Supported:** All full-time paralegal professors are well-versed in applications typically used in law firms and are already qualified to teach PLGL 35. We are also familiar with civil procedure rules and discovery. The Program's new certificate program in a high-tech area, however, requires an IT-related background. If full-time paralegal professors will be teaching any of these new courses, we must learn the IT-side of the applicable technology, including predictive coding, legal analytics, various ediscovery platforms and trialpresentation related software. We must understand how the technology works before teaching it to IT professions and/or current paralegals looking to enhance their abilities. All full-timers would need to learn this skill-set prior to teaching the new courses. We are requesting compensation for the time spent in training to learn the skills necessary to teach these courses. Please note that these trainings will require countless trainings and, possibly, certification exams which are in excess of any hours required to maintain our active law licenses. Further, please note that all full-time paralegal professors are very dedicated to the College and already perform supplemental hours in excess of

those required. Training in these

Where We Make an Impact: Closing the Loop on Goals and Plans

areas should be understood as outside of supplemental hours and any funding of courses needs to be tied to compensation as the trainings are greatly in excess of the supplemental hour requirements. Strong Workforce funding for this has been approved, however, the exact dollar amount awarded for training and/or compensation is not yet known.

Lead: Abby Wood, Catherine McKee,

Martin Ramey

One-Time Funding Requested (if

applicable): 65000

Type of Request: Instructional Supplies, Professional Development

Planning Unit Priority: High
What would success look like and
how would you measure it?:
Compensation and trainings are

received.

Documentation Attached?: Yes

Related Documents:

Relativity training

Full Funding Requested -

Conference and travel to ABA

TechShow 2019

Describe Plans & Activities

Supported: The ABA TechShow will be held in Chicago in February-March of 2019. It is a three day conference where attendees learn about useful and practical technologies available. Continuing legal education hours may also be available.

Lead: Abby Wood, Catherine McKee
On-Going Funding Requested (if

applicable): 4000

Where We Make an Impact: Closing the Loop on Goals and Plans

Type of Request: Professional

Development

Planning Unit Priority: Medium What would success look like and how would you measure it?: Receipt of funding for conference, travel, and registration.

Documentation Attached?: Yes

Related Documents: ABA Tech Show

California State Bar CLE

Requirements

Full Funding Requested - American Bar Association membership

Describe Plans & Activities

Supported: Having a membership in the American Bar Association for all full-time paralegal faculty would provide them with legal education courses led by national authorities, publications offering in-depth legal analysis, discounts on continuing legal education credits, and ABA's ethics research service. Regular membership price is \$177 per person, however, there is a limited time special of \$45 per person for paralegal educators.

Lead: Abby Wood

On-Going Funding Requested (if

applicable): 750

Type of Request: Professional Development, Research Support Planning Unit Priority: Medium What would success look like and how would you measure it?: Receipt of individual memberships for all full-time paralegal faculty.

Documentation Attached?: Yes

Related Documents:

Resources Needed

Where We Make an Impact: Closing the Loop on Goals and Plans

California State Bar CLE Requirements

ABA Individual Memberships

Full Funding Requested - Annual Membership in and continuing legal education registration fees to the Eastern Bar Association of Los Angeles County.

Describe Plans & Activities

Supported: All full-time Paralegal Program faculty belong to the Eastern Bar Association of Los Angeles County. Annual dues are \$150.00. Each hour of CLE is between \$34-\$45. Attorneys are required to complete at least 25 hours of continuing legal education for each three-year reporting period. We also market the program at each EBA event and, often, recruit from EBA membership to fill our advisory board.

Lead: Abby Wood, Catherine McKee **On-Going Funding Requested (if**

applicable): 1000

Type of Request: Marketing, Professional Development Planning Unit Priority: Medium What would success look like and how would you measure it?:

Obtaining annual membership fees for all full-timers and, further, payment of sufficient continuing legal education hours to assist faculty with maintaining their active licenses to practice law.

Documentation Attached?: Yes

Related Documents:
California State Bar CLE
Requirements

Partial Funding Requested -

Application fees to become a single and multiple activity provider of CLE from the State Bar of California **Describe Plans & Activities**

Supported: To become a multipleactivity provider, the Paralegal Program must host four CLE events and pay for the following: a single activity application fee for each event, in addition to, a multiple activity provider application fee, which is subject to renewal (which requires a renewal fee). Refreshments at such events are recommended so that the Program is best able to use these events as professional outreach and a networking opportunity for Paralegal Program students and alumni. In addition to refreshments, we also need access to facilities to host the events and may need to pay speaker fees, if applicable. IT support may also be required. Partial funding for this request will be supplied through Strong Workforce funding.

Lead: Abby Wood

On-Going Funding Requested (if

applicable): 3000

Type of Request: Facilities,

Professional Development, IT Support

Planning Unit Priority: High
What would success look like and
how would you measure it?:
Becoming a multiple-activity CLE
provider

Documentation Attached?: Yes

Related Documents:
California State Bar CLE

Resources Needed

Where We Make an Impact: Closing the Loop on Goals and Plans

Requirements

CA State Bar: Single Activity Provider

CA State Bar: Multiple Activity
Provider

Full Funding Requested -

Conference and travel to LegalTech

Describe Plans & Activities

Supported: LegalTech is a high tech tradeshow in New York City which includes a series of workshops that provide access to the latest applications and resources for practicing attorneys and paralegals. Registration is approximately \$1,700 per person and does not include airline and/or hotel costs. Due to the high volume of exhibitors and displays, we are requesting funding for multiple faculty to attend, if available.

Lead: Abby Wood, Catherine McKee **On-Going Funding Requested (if**

applicable): 6000

Type of Request: Professional

Development

Planning Unit Priority: Medium What would success look like and how would you measure it?: Sufficient funding is received to facilitate attendance at the conference.

Documentation Attached?: Yes

Related Documents:
LegalTech 2018 Agenda
LegalTech 2018 Pricing

Full Funding Requested -

Memberships, as well as, conference and travel to local paralegal

Where We Make an Impact: Closing the Loop on Goals and Plans

association conferences and/or events

Describe Plans & Activities

Supported: There are a number of local paralegal associations, including but limited to, the Los Angeles Paralegal Association and the Orange County Paralegal Associations. Events include, but not limited to, the following: networking events for paralegals, continuing legal education, and spring and fall conferences. We are seeking funding for registration fees and conference and travel reimbursement for Paralegal Program faculty to attend such events. We are also seeking memberships with the local associations. These expenses are, typically, covered as an institutional expense.

Lead: Abby Wood

On-Going Funding Requested (if

applicable): 1000

Type of Request: Marketing,
Professional Development
Planning Unit Priority: Medium
What would success look like and
how would you measure it?:
Obtaining requested funding.
Documentation Attached?: Yes

Related Documents:

Website for the Orange County
Paralegal Association
Website for the Los Angeles
Paralegal Association

Cohort Program - Pick up funding of Paralegal Cohort Program from Title V

Report directly on Goal

Reporting Year: 2017-18

% Completed: 0

| Unit Goals | Resources Needed | Where We Make an Impact: Closing the Loop on Goals and Plans |
|--|------------------------------------|---|
| grant, which expires in September of 2018. Status: Active Goal Year(s): 2018-19 | Report directly on Goal | Request funding for activities previously funded by the Title V grant to include tutoring for PLGL students, purchase of loaner textbooks for select PLGL classes, compensation for program coordinator. (05/12/2018) |
| Date Goal Entered (Optional): | Partial Funding Requested - Cohort | |

Partial Funding Requested - Cohort tutors

Describe Plans & Activities

05/10/2018

Supported: The Paralegal Program needs cohort tutors to provide subject-matter specific tutoring to paralegal students enrolled in the core paralegal courses in and outside of the classroom. This was previously funded through Title V, however, funding through Title V expires in September of 2018. The funding requested would cover two tutors for 19 hours per week for each week in the fall and spring semesters.

Update: The Program was recently notified that partial funding will be received in 2018-2019 through Perkins. It is unclear, however, if funding through Perkins that will limit the Program to use of current students. In the past, we have utilized recent Program graduates, who have a higher skillset than a student currently taking Paralegal courses.

Lead: Catherine McKee

On-Going Funding Requested (if

applicable): 15000
Type of Request: Staffing
Planning Unit Priority: High
What would success look like and
how would you measure it?: Success
will be measured by whether or not

Where We Make an Impact: Closing the Loop on Goals and Plans

we are able to provide Paralegal students with the subject-matter specific tutoring that they need, as has been provided in the past.

Documentation Attached?: No

Full Funding Requested -

Compensation for Cohort coordinator

Describe Plans & Activities

Supported: The cohort coordinator handles priority registration for paralegal students enrolled in the cohorts and maintains and distributes loaner textbooks to students, as able.

Lead: Catherine McKee

On-Going Funding Requested (if

applicable): 10000

Planning Unit Priority: High What would success look like and how would you measure it?:

Compensation for the Cohort coordintor will be successful if awarded in an appropriate amount. In the past this has been paid through LHE and/or hourly. It could also be paid in the form of a stipend.

Documentation Attached?: No

Full Funding Requested - Additional

loaner textbooks for Paralegal

Cohort students

Describe Plans & Activities

Supported: The Paralegal Program would like to both expand its current collection of loaner textbooks and, further, to update titles as necessary.

Lead: Catherine McKee

On-Going Funding Requested (if

applicable): 5000

Unit Goals

Resources Needed

Where We Make an Impact: Closing the Loop on Goals and Plans

Type of Request: Instructional

Supplies

Planning Unit Priority: High What would success look like and how would you measure it?: The Paralegal Program views success through the receipt of sufficient funding to expand its collection and to update titles as necessary.

Documentation Attached?: No

Staffing - Provide professors and students with the appropriate staffing level to accommodate needs. **Full Funding Requested -** Administrative Specialist I Describe Plans & Activitie

Status: Active

Goal Year(s): 2018-19

Date Goal Entered (Optional):

05/10/2018

Full Funding Requested - Part-time
Administrative Specialist I
Describe Plans & Activities
Supported: A part-time ASI would
provide students and faculty support
in the performance of ABA
requirements, including research
and data collection, as well as
support for Paralegal Programrelated events, as applicable.

On-going funding requested provides for a salary of \$27,372 (A-69 salary at 47.5% time).

Part-time funding requested would cover the cost of a desk to be placed in the Business Administration suite (estimated cost of \$500), as well as a computer, telephone, and scanner at an estimated cost of \$2,000.

Lead: Abby Wood

One-Time Funding Requested (if

applicable): 2500

On-Going Funding Requested (if

applicable): 30000

Type of Request: Facilities , Staffing, Non-Instructional Equipment, Non-Instructional Supplies, Research

Resources Needed

Where We Make an Impact: Closing the Loop on Goals and Plans

Support

Planning Unit Priority: High What would success look like and how would you measure it?: Success is measured by whether we receive the administrative support, and related equipment, that has been requested.

Documentation Attached?: No Full Funding Requested - Student

Workers

Describe Plans & Activities

Supported: Student workers are needed to support the Paralegal Program. Student workers will need a desk to work in the common area of the Business Administration suite. Personnel costs are estimated at \$10,000 and a computer, desk, scanner and telephone are estimated at \$3,000.

Lead: Abby Wood

On-Going Funding Requested (if

applicable): 13000

Type of Request: Facilities , Staffing

Planning Unit Priority: High What would success look like and how would you measure it?: Hiring 1-2 student workers to work up to 19 hours per week.

Documentation Attached?: No

Full Funding Requested - New full-

time professor

Describe Plans & Activities

Supported: A new full-time

professor with a highly specialized background in both IT and law is needed to teach courses in the new e-discovery/litigation support

certificate

Resources Needed

Where We Make an Impact: Closing the Loop on Goals and Plans

Lead: Abby Wood

On-Going Funding Requested (if

applicable): 112000 Type of Request: Staffing Planning Unit Priority: Medium What would success look like and how would you measure it?: Hiring new professor with specialized

background

Documentation Attached?: No

Marketing, Advertising, and Program Partial Funding Requested -

Promotion - To maintain or grow enrollment, as appropriate, through marketing, advertising, and promotion of the Paralegal Program both on campus and off campus.

Status: Active

Goal Year(s): 2018-19

Date Goal Entered (Optional):

05/13/2018

Marketing and advertising material for the Paralegal Program

Describe Plans & Activities

Supported: Marketing brochures, posters, banners, and golf-style shirts labeled "Paralegal Program" for cohort tutors and/or student workers who attend events on behalf of the Paralegal Program. Between 4-6 shirts are requested at a cost of approx. \$40/each. The cost of the marketing material is currently unknown but ranges from \$10,000-\$60,000, depending on the complexity and cost of any approved advertising. Strong Workforce funds have been approved for part of this request.

Lead: Abby Wood

One-Time Funding Requested (if

applicable): 60000

On-Going Funding Requested (if

applicable): 10000

Type of Request: Marketing Planning Unit Priority: High What would success look like and how would you measure it?: Advertising and/or marketing

provides sufficient enrollment numbers.

Documentation Attached?: No **Partial Funding Requested** - Marketing with local paralegal associations

Describe Plans & Activities Supported: Local paralegal associations in both Orange and Los Angeles counties host a variety of events, including but not limited to, the following: networking events for paralegals, continuing legal education, and spring and fall conferences. We are seeking funding funds to sponsor a table, become an event sponsor, or advertise with the association(s). There are various sponsorship opportunities available, at different price points. Strong Workforce funding may be partially available.

Lead: Abby Wood

On-Going Funding Requested (if

applicable): 2000

Type of Request: Marketing,
Professional Development
Planning Unit Priority: Medium
What would success look like and
how would you measure it?:
Obtaining requested funding.
Documentation Attached?: Yes

Related Documents:

Website for the Los Angeles
Paralegal Association
Website for the Orange County
Paralegal Association