

**Jett Award Application
for Austin LSA, Inc.
Saturday Seminar – Nuts & Bolts of Grammar and Written
Communication**

I. GENERAL DISCRIPTION OF THE PROGRAM

A. OFFICIAL TITLE: Saturday Seminar – Nuts & Bolts of Grammar and Written Communication.

CLASSIFICATION: Large Chapter

CATEGORY: CLE One-Time Program

CHAPTER: Austin LSA, Inc.

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B. BRIEF DESCRIPTION OF THE PROGARM

A one-day (four hour) seminar conducted using NALS “Nuts & Bolts of Grammar and Written Communication Program Seminar.” This seminar was designed to provide a review of the Grammar and Written Communications section of the NALS certification exams for candidates sitting for NALS certification exams and to provide a source for continuing legal education (“CLE”) for those currently holding certifications. This seminar was also aimed toward members for professional development to enhance their legal skills and their careers as legal professionals. This Saturday seminar was designed to be a separate Saturday seminar itself on grammar and written communication. It was also the Grammar and Written Communications Sessions of a six-week Advanced Legal Career Enhancement Seminar designed as a study group for candidates sitting for NALS certification exams and to provide a source for continuing legal education (“CLE”) for those currently holding certifications. Participants received four hours of CLE for this seminar.

C. BRIEF SUMMARY OF THE PROGRAM

This seminar was held on September 22, 2007. This was a week before the NALS exam date of September 29, 2007. The seminar was from 9:00 a.m. to 1:00 p.m. with small mini-breaks during that four-hour period. The main tools of instruction were the NALS Nuts & Bolts of Grammar and Written Communication Seminar Program and *The Gregg Reference Manual, 10th Edition*. Facilitators presented the PowerPoint presentation and encouraged comments and questions from the attendees. A notebook was prepared and presented to each attendee. Contained in the notebook were: Seminar Outline; NALS Nuts & Bolts of Grammar and Written Communication PowerPoint Presentation; and the handouts provided as a part of the "Nuts & Bolts" program. Attached, as Exhibit A, is a copy of the cover of the notebook.

II. JUDGING CRITERIA

A. NEEDS ASSESSMENT

1. How was the need for this program identified?

Several candidates sitting for NALS exams informed us that the most difficult part for them was the Grammar and Written Communication sections of the exams. In fact, several candidates had to retake those sections several times before passing the exams. Also, many members had expressed an interest in brushing up on their grammar and written communication skills. This was also another way to provide CLE for those members with NALS certifications. Attendees received four hours of CLE credit.

2. How does this program address this need?

The time, one week before NALS certification exams the following Saturday, provided a structured, concentrated study and review of grammar and written communication. Because it was held on a Saturday it afforded an opportunity for members who found it difficult to attend lunch or evening seminars to obtain four hours of CLE or just brush up on their grammar and written communication skills.

B. PLANNING AND DESIGN

1. List the programs objectives.

- (a) To provide a vehicle for members to obtain their NALS certifications, specifically passing grammar and written communications;

- (b) To provide those who currently have NALS certifications an opportunity to obtain CLE credit needed toward recertification; and
- (c) To afford members and non-members an opportunity to enhance their legal knowledge and their careers as legal professionals at a time other than at lunch or evening seminars.

2. Describe the steps taken to design and develop the program.

The Certification Committee purchased the NALS Nuts & Bolts of Grammar and Written Communication Seminar Program and reviewed the program. It was decided to hold a Saturday seminar using the NALS program and that the Saturday seminar would also be the grammar and written communications sessions for our Advanced Legal Career Enhancement Seminar as well. The date was selected because it was one week before the NALS exams. After discussion by the Committee it was decided to hold the seminar from 9:00 a.m. to 1:00 p.m. Due to the amount of information to be covered it was determined that we would not do a lunch break. Before the seminar began and during the mini-breaks, participants were provided coffee, water, donuts, cookies, muffins and pretzel mix. The registration form and a class schedule were prepared for the Advanced Legal Career Enhancement Seminar and provided to all members. *See Exhibit B and C.* The registration form for the Saturday Seminar—Nuts & Bolts of Grammar and Written Communications was also prepared but not sent out until after the Advanced Legal Career Enhancement Seminar registration was completed. *See Exhibit D.* The cost for the Saturday seminar was \$25 for members and non-members who registered for the six-week seminar. For those registering for only the Saturday Seminar the charge was \$35 for members and \$50 for non-members. Facilitators were selected and provided the required materials from the NALS Nuts & Bolts Seminar Program. Response was so great that a new location had to be found. All attendees were emailed a confirmation of their registration, notice of new location, a map and instructions regarding parking and building access. *See Exhibit E.*

C. LOGISTICS AND PRODUCTION

1. How was the program delivered to the target audience?

The original location was George & Brothers, L.L.P.; however, due to the response it had to be moved to a larger conference room

at Thompson Coe. The location is located centrally in downtown Austin, Texas and was convenient for the participants. Thompson Coe also provided the PowerPoint projector, laptops, and technical assistance. The room was set up in a U-shape with all facing the screen. The notebooks prepared as handouts were set out at each seat and they were used to follow along with the presentation.

- 2. Provide details describing education materials, methods and resources. Include samples of printed materials used.**

The registration form advised all to be sure to bring to the Saturday seminar their copies of The Gregg Reference Manual, 10th Editions. The confirming emails sent to participants also reminded them to bring the Gregg Manuals. The complete NALS Nuts & Bolts of Grammar and Written Communication Seminar Program was used as the main content of the Saturday seminar.

D. BUDGETING AND FINANCE

- 1. What is the annual income and expenses for Austin LSA, Inc.?**

The annual income and expenses for Austin LSA, Inc. for 2007-2008 is \$9,795.

- 2. Was the program funded in whole or in part by a Grant from the NALS Foundation?**

The program was not funded by a Grant from the NALS foundation.

- 3. What were the programs broad financial objectives (profit, breakeven, or subsidized service)? *Choose one and tell why.***

The program's broad financial objective was for minimum profit. A reasonable fee was charged for members. A higher fee, yet reasonable, was charged for non-members. The cost for the Saturday seminar was \$25 for members and non-members who registered for the six-week seminar. For those registering for only the Saturday Seminar the charge was charge \$35 for members and \$50 for non-members. Our goal was to make a profit yet make it affordable for members. The only expense of the seminar was the purchase of the NALS Nuts & Bolts of Grammar and Written Communication Seminar Program. We were able to use a life member's discount to purchase the program. We were fortunate that the location and all other expenses were donated.

4. **Provide both the projected revenue and expense, as well as the actual revenue and expense.**

Projected Revenue:	\$ 0.00
Projected Expense:	\$ 200.00
Actual Revenue:	\$ 640.00
Actual Expense:	\$ 190.00

5. **Provide your best estimate of association resources expended on this program. You might use, for example, total dollars and total volunteer time.**

Total dollars expended for this program was \$190.00, cost of the NALS Nuts & Bolts of Grammar and Written Communication Seminar Program. As to how many hours of association resources were expended is difficult to actually put in a number. This was the first time we presented this program. At total of seven people (the Certification Committee of five, plus the President and Advisor) were involved in preparation of the Saturday seminar schedule and registration forms; providing the registration forms and schedule to membership and non-members; accepting the registrations; contacting potential facilitators and providing them with information about their part in the seminar; preparing the confirmation emails and sending the emails; acting as facilitators; preparing the notebook of handouts; setting up the meeting room; and cleaning up after the seminar. All hours were volunteer hours and all hours were well spent.

E. MARKETING, PROMOTING, AND ADVERTISING

1. **List and describe the specific marketing, promotional and advertising vehicles used.**

The registration form and class schedule were mass emailed to all members, placed on Austin LSA's website, advertised in *The Verdict!*, and placed at each attendee's chair at the monthly CLE Luncheons up until the deadlines. Additionally, the registration form for the Saturday seminar was emailed to the Chapter Presidents of San Antonio Association of Legal Secretaries and to Waco Legal Professionals Association. As a result of the email to the San Antonio Chapter President, our seminar was mentioned during the Online Learning Session. We received 2 registrations from this mention. One registration was from Uvalde, Texas and the other was from Houston ALP.

F. EVALUATION

1. **To what extent did the program achieve stated objectives (quantify results such as 10 new members)?**

We had an attendance of 20 attendees out of 22 registrations. As a result several Austin LSA, Inc., and San Antonio Association of Legal Secretaries members received CLE credit toward recertification. All participants enhanced their legal knowledge and skills by attending the sessions as well as received CLE credits. We had one member who attended the Saturday seminar sit for the PLS exam and she was recently notified that she had passed.

2. **What broader impact, if any, did this program have on the growth, image or performance of the state/chapter or its members?**

The attendance of members from other Texas Chapters exhibited cooperation between Chapters to afford tri-level organization members the opportunity to grow in their legal careers.

3. **Based on the outcome of this program, describe the most significant changes you might take the next time you offer it or a similar program.**

The greatest need is to find a way to make learning grammar and written communications more interesting and perhaps entertaining. Austin LSA, Inc. will continue to find the best way to assist its members enhance their legal skills and their careers as legal professionals.