

I. General Description of Program.

- A. Title of the program, the classification and category, the state/chapter name, and your name, address, telephone number, and email address.

Official Title: Ethics in the Workplace
Classification: Large Chapter
Category: Association Enterprises
Chapter: NALS of West Michigan
Name: Rebecca V. Quimby
2009-10 Finance Chair
c/o Warner Norcross & Judd LLP
111 Lyon NW, Suite 900
Grand Rapids, Michigan 49503-2487
Phone: 616.752.2342
Fax: 616.222.2342
Email: rquimby@wnj.com

- B. Brief Description of the Program.

Ethics in the Workplace was an interactive workshop designed to provide a practical guide to identifying and handling some of the most common ethical dilemmas. It was offered on Friday, September 25, 2009, at either 8:30 a.m. to 12 noon or 1 p.m. to 4:30 p.m. to all professionals in the legal, medical, accounting, and corporate fields, as well as educators and students.

- C. Brief Summary of the Program.

The ethics workshop taught us how to see the "Big Picture" and how to take responsibility for our decisions and pride in our accomplishments. We learned how to earn the respect and trust of our supervisor and colleagues, as well as how to understand the boundaries that all of us need to be aware of in order to create a healthy, thriving, and productive workplace. We also had interaction through real ethical dilemmas.

II. Judging Criteria.

- A. Needs Assessment.

1. How was the need for this program Identified?

It was time to think outside the box regarding finance projects and to "THINK BIG"; thus, the committee decided to provide quality legal education as opposed to selling candy, nuts, etc.

2. How does this program address this need?

Since everyone is faced with daily ethical decisions and the subject of ethics is constantly a hot topic, the committee secured Nan DeMars, CPS, an internationally recognized Office Ethics Seminar Leader, keynote speaker, author, columnist, and media talk show guest to present the workshop.

B. Planning and Design.

1. List the program's objectives.

To offer quality legal education to all personnel, increase membership in our chapter, increase awareness of our association (education and benefits), and generate nondues income.

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

The Finance Committee met to explore different ways of generating nondues income and determined it was time to think outside the box and offer legal education in place of selling products. Members became aware that their firms were interested in an ethics seminar so the committee decided to provide one for the community at large. The four committee members divided the responsibilities of obtaining the speaker; selecting a location and beverages; designing the flyer; building a database for mailing, emailing, and faxing the seminar flyer; handling reservations; securing sponsors/advertisers; and, through Ms. DeMars, purchasing her books to sell at the seminar for a reduced price.

Through an associate member, who is also the Director of Legal Studies at Davenport University, the committee was able to secure Davenport's conference center for free and student members who assisted with registration were able to attend the seminar for free.

C. Logistics and Production.

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

Ms. DeMars had access to a lectern, microphone, overhead projector and two projector screens, which allowed viewing by all attendees. The workshop provided 3-1/2 hours of ethics in a classroom setting, including breakout sessions dealing with real ethical dilemmas.

2. Provide details describing educational materials, methods, and resources. Include samples of printed materials used.

Programs were provided containing articles written by Ms. DeMars and information regarding NALS history, certification, and Code of Ethics and Professional Responsibility, as well as chapter officers and information. During breaks, Ms. DeMars was available to autograph her book, *Ethics in the Workplace*, which were available to attendees at a reduced price. Copies of the printed materials are attached with the exception of Ms. DeMars' book.

D. Budgeting and Finance.

1. What is the annual income and expenses of your chapter/state?

NALS of West Michigan's budget for 2009-10 projects income of \$7,650 and expenses of \$9,605.

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

A Grant in the amount of \$750 was received from the NALS Foundation. A copy of the application is attached.

3. What were the program's broad financial objectives?

To generate nondues income other than by selling products.

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

Projected Revenue: \$6,000.00
Projected Expenses: \$3,950.00

Actual Revenue: \$5,677.50
Actual Expenses: \$4,457.30

5. Provide your best estimate of association resources expended on this program.

Approximately forty hours.

E. Marketing, Promoting, and Advertising.

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

Over 500 seminar flyers were emailed, faxed, mailed, by personal contact, distributed handouts at various meetings, promotion by human resource directors and legal educators, as well as advertising in the local legal newspaper, the local bar association newsletter, and the chapter newsletter. In addition, all attendees were provided with an ink pen with our chapter's website, www.nalsofwmi.org.

F. Evaluation.

1. To what extent did the program achieve stated objectives.

It enhanced the image of NALS in the community as more non-members attended than members and it generated nondues income for our chapter. We were excited to learn from Ms. DeMars that any referrals she receives as a result of our ethics workshop would result in our chapter receiving a

percentage of her speaking fees. At this time, we are aware that some human resource directors and educators are considering contacting Ms. DeMars.

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

Many nonmember attendees asked for more information regarding NALS. Membership applications have been sent by the Membership Chair to all potential members. Although we have not gained any new members yet, interest in our CLE seminars has been expanded to educators, students, accounting, business, and medical professionals. NALS of West Michigan is now acknowledged outside the legal field.

The finance committee realized that it does not need to sell products to produce nondues income. There are other avenues to draw from and with more exploration the revenue from nondues income might be accomplished by legal education as opposed to selling products. Members are willing to pay for legal education.

3. Based on the outcome of this program, describe the most significant changes that might be made the next time a similar program is offered.

We should provide more personal contact to prospective attendees as well as sponsors and advertisers. We should also promote the seminar with additional media contacts.