

**STATE BAR OF MICHIGAN
2014-2015 COMMITTEE ANNUAL REPORT
LAW-RELATED EDUCATION AND
PUBLIC OUTREACH COMMITTEE**

Article VI §6, Bylaws of the State Bar of Michigan

No later than May 1 of each year, the chair of each committee and sub-entity of the Bar, with the assistance of the staff liaison, shall report to the Executive Director on a form provided by the State Bar on the activities and accomplishments of the committee or sub-entity.

Committee Name: Law Related Education & Public Outreach

Jurisdiction:

- Make recommendations concerning programs advancing lay understanding of law and the legal profession, with particular emphasis on community programs.
- Develop a phased implementation process for the Spring 2009 Plan developed at the Law Related Education Summit, identifying measures of success for the plan and evaluating outcomes and communicating progress annually.

Chair(s) and Committee

Members:

Officer	Name	Address	Telephone	Email
Co-Chair	Allan T. Motzny	500 W Big Beaver Rd Troy, MI 48084-5254	(248) 524-3324	motznyat@troy.mi.gov
Co-Chair	Monica Rachelle Nuckolls	2630 Featherstone Rd Auburn Hills, MI 48326-2814	(248) 751-7800 x7752	nuckollm@cooley.edu
State Bar Liaison	Nancy Brown	306 Townsend St Lansing, MI 48933-2083	(517) 346-6350	nbrown@mail.michbar.org
State Bar Liaison	Candace A. Crowley	306 Townsend St Lansing, MI 48933-2012	(517) 346-6319	ccrowley@mail.michbar.org
State Bar Liaison	Samantha Meinke	306 Townsend St Lansing, MI 48933-2012		smeinke@mail.michbar.org

Member/Advisor/Other	Member/Advisor/Other
Kristin D. Arnett	Susan G. Learman
Hon. Paul J. Denefeld	Hon. Ronald W. Lowe
Lawrence Elassal	Sterlin Mesadieu
Michael M. Ellis	Allan T. Motzny
Roberta M. Gubbins	Monica Rachelle Nuckolls
Roland Hwang	Susan Patterson
Laura Monahan Joyce	Mark E. Plaza

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Teresa A. Killeen	Stephan A. Savickas
Margaret J. Krasnoff	Mark R. Smith
Gary A. Kravitz	Linda Start
Matthew E. Krichbaum	David A. Sutherland

Committee Meeting

Schedule:

Please describe the meeting type and purpose, including the date, time and location. Any additional information required should be attached as an addendum.

November 17, 2014 3:00.¹

January 26, 2015 3:00 conference call

March 9, 2015 3:00 in person, SBM building

May 11, 2015 3:00 conference call

Resources provided by the State Bar of Michigan in support of committee work:

This committee has four subcommittees: Michigan Legal Milestones, Law Day, Constitution Day, and Law-Related Education. Here are the monetary, organizational and administrative support that is provided to them:

For Michigan Legal Milestones Subcommittee:

The 39th Michigan Legal Milestone, commemorating Governor G. Mennen Williams and the Great Ferris Fire, was dedicated on August 28, 2014. The 40th Michigan Legal Milestone, commemorating the fact that Michigan was the first English-speaking territory to outlaw the death penalty was supposed to be dedicated in the summer of 2015. Work had progressed quite far on this milestone. Text was written, edited and vetted for the bronze plaque, a Bar Journal story has been started, and speakers have been contacted to speak about this at the milestone dedication. However, due to the fact that legislation was introduced to reinstate the death penalty in Michigan in some instances, this milestone was deemed too political this year, so it is on hold temporarily. For each milestone, the following list of activities is undertaken by SBM Staff (much of this was performed since the last Annual Report was submitted for the 39th milestone, and the rest of it was begun for the 40th milestone):

- Keep a record of suggestions submitted for Michigan Legal Milestone status.
- Once a Milestone is decided upon, help the Milestone subcommittee to determine and contact key players, including partnering with a local bar association.
- Investigate and help determine site of milestone ceremony and where plaque will be placed.

¹ This meeting was scheduled to be in person but was changed to a conference call due to weather conditions.

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- Finalize a date, time and place for the dedication after consulting with players involved. Make sure that SBM President and Executive Director can attend before finalizing the date.
- Arrange for plaque text to be written by the committee or write it and then circulate for committee input.
- Order the bronze plaque and make sure of delivery details. Check it when it arrives.
- Determine guest list and any other special programs to be held in conjunction with the dedication.
- Work on text for invitation and program
- Design and print invitations and program, and arrange for invitations to be mailed. Create online form for RSVPs and assign a staff member to receive other RSVPs by email and phone.
- Write speech for president and intros for executive director
- Compile short biographies of speakers.
- Work with subcommittee chair to draft a memo to the speakers and arrange for it to be sent to all speakers via email and hard copy on SBM stationary.
- Make arrangements for hotel stay, if needed for VIPs (speakers).
- Work with Events Manager to finalize food and other related arrangements for the dedication ceremony.
- Publicity: Draft a news release and web post, blog post and social media posts to disseminate information through internal and external sources as well as in and around city where the dedication is taking place. Invite local media to attend.
- Publicize event by writing an article or captions with photo, blurbs, press release, social media etc.
- Make sure technical aspects of event work – lighting, sound equipment, etc.
- Create video of the event. (In the past we have worked with MGTV to do this – but they have ceased to exist, so moving forward SBM staff will have to do it.)
- Take photographs at the dedication.
- Follow through with thank you notes, DVD, and post-event publicity.
- Make sure that the plaque is displayed where negotiated. Arrange for a photo opportunity if possible.
- On a continuing basis, make sure that the milestones website is updated and as complete as possible. Scan news outlets and internet for more resources about each milestone to link to from each milestone’s page on the website.

For Law Day Subcommittee:

November: Review and update language and design of brochure/nomination forms announcing competition. Take ABA theme and localize it for Michigan.

Early December: Send press release and link to pdf of brochure/entry forms statewide to news media and various legal organizations. Print hundreds of brochures/entry forms and disseminate them to schools, courts, and other law-related entities across the state. Keep a supply of them at the SBM front desk. Disseminate information via social media sites, SBM publications, and the SBM website.

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January-March: Help committee members reach out to educators and attorneys across the state to encourage them to participate in contest. Create a video for YouTube, the SBM website, and SBM Blog. Record a public service announcement to run on radio stations across the state. Work with marketing consultants to directly contact schools in several counties by U.S. Postal Service mail, email and phone. Answer questions from attorneys and educators who call. Print brochures/entry forms as needed for people who can't access them online.

Mid-March: Send out reminder news release about the upcoming submission deadline. Do continuing social media and blog posts about the contest. Contribute a post to Bar Journal about the contest. Send an email to the leadership of local and affinity bar associations to encourage their participation in the Law Day Contest.

Late April: Send out a last call news release. For the second time, bar associations and others were asked to submit information about their 2015 Law Day events to the State Bar for posting on its Law Day website. This resulted in about 25 listings of Law Day activities around the state. See <http://www.michbar.org/programs/lawday/home.cfm>

May 1: Do considerable blogging and social media postings on Law Day to encourage participation in local Law Day events, and to encourage bar associations to submit their events to the state contest.

May 15: This is the contest deadline. Once all entries are received, upload entries, entry forms and parental permission forms to the website so committee members can judge them.

Late May: Once committee members have made their decisions, inform winners they've won. Announce winners via news release, social media, blog, and website. Get certificates and checks to winners and congratulate them for winning.

For Constitution Day Subcommittee:

- Create and disseminate press release reminding people to participate in Constitutional Day.
- Post social media updates about Constitution Day.
- Offer advice and assistance with outreach to schools and local bar associations to encourage participation in Constitution Day.
- Post materials gathered for lawyers to use in classrooms on Constitution Day to the Constitution Day portion of michbar.org.

For Law Related Education Subcommittee:

- Continue efforts to communicate the value of LRE to others.
- Assist with update of Jury Curriculum Project materials.
- Publicize the Michigan High School Mock Trial Competition with a news release, blog posts, and social media posts. Design brochure for each of the Mock Trial local rounds, as well as the state final round. Hire and assign a photographer to capture the state final round. Do

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follow-up publicity in the Bar Journal, on the website, blog and social media sites about the final round.

- Assist with more cooperation between LREPO Committee and Michigan Center for Civic Education.
- Maintain and improve the online Clearinghouse resource at <http://www.michbar.org/generalinfo/lawlinks.cfm>

Committee Activities:

Michigan Legal Milestones Subcommittee: Since 1986 the Michigan Legal Milestone program has recognized significant legal people, places and events in the state's legal history. Bronze plaques commemorating the milestones are located throughout the state – there are even a few up in the U.P. Committee members write text for these plaques, and write stories for the Bar Journal about each milestone dedication. They also vet speakers for the dedication ceremony, and help determine which speaker will cover what topic, to make for the most interesting dedication ceremonies possible. The 39th Michigan Legal Milestone plaque commemorating Governor G. Mennen Williams and the Great Ferris Fire was dedicated in August of 2014, and the plaque has been permanently placed on the campus of Ferris State University in Big Rapids. The next milestone will commemorate the fact that Michigan was the first English-speaking territory to ban the death penalty. The subcommittee had three teleconferences throughout the year to begin planning of this next milestone, and made good progress on it. They drafted plaque text, and put it through an entire editing process. They selected speakers for the dedication ceremony and assigned a Bar Journal article on the topic. Unfortunately, after planning was well underway for the milestone, the Michigan Legislature introduced legislation to begin the process for amending the Michigan Constitution to bring back the death penalty in certain circumstances. As the Milestone program aims to not be overtly political or controversial, the milestone was put on hold until this issue could be resolved within the legislature. The committee determined that the 41st Michigan Legal Milestone will focus on “The Kalamazoo School Case” in which the Michigan Supreme Court in a decision authored by Thomas M. Cooley upheld the legality of tax supported public schools.

Law Day Subcommittee: The Law Day subcommittee continues its creative contest for the fourth year. This year's contest asks entrants to apply the theme, “Symbols of Freedom Under the Law” to their entries, and suggests examples of various symbols, including Michigan Legal Milestones, that may be used as the subject of their entry. Entries are also encouraged to be in an electronic format that can be posted on the SBM website and made available statewide. The chairperson of the subcommittee did a lot to assist outreach efforts, speaking to schools and granting an interview about Law Day to Greater Lansing Business Monthly, a mid-Michigan business publication. The deadline of the contest was moved from mid-April to mid-May, in hopes that more entries would come in to the contest. The committee hopes that by waiting until after Law Day, local and affinity bar associations can enter their events into the state contest. Entries will be judged by members of the Law Day subcommittee on originality and creativity. Awards ranging from \$1,000 to \$500 are given to the winners for use promoting law-related education in their local communities. The goal of the contest is to reach more lawyers and students across the state and increase the diversity of participants.

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Constitution Day Subcommittee: In September, the Constitution Day subcommittee supported the efforts of many local bar associations and schools by creating the message, creating a timeline, developing materials and in organizing and running successful Constitution Day programs occurring across the state of Michigan. The subcommittee chair collected and evaluated lesson plans and activity ideas from around the state for posting on the SBM Constitution Day webpage and is exploring other technology-based ideas to assist lawyers in classrooms on Constitution Day. Currently the website hosts lesson plans for grades 5-12. The subcommittee collected data on this year's Constitution Day and the metrics suggest an overall increase in lawyer participation. Some programs lost a little bit of participation, but the subcommittee is working to turn those around. One idea for the future is to start training lawyers to participate in the classroom. The subcommittee drafted a form letter that each subcommittee member sent out to local and affinity bar associations in his or her geographic location, as well as to local schools, in an attempt to garner more participation from both schools and attorneys.

Law Related Education Subcommittee: The LRE subcommittee works to maintain and update the clearinghouse of law-related education links and resources. Members are going to work more closely with the Michigan Center for Civic Education to evaluate their clearinghouse, and see if the two clearinghouses can work better in closer collaboration. Members of the subcommittee are working with members of the Equal Access Initiative to update and modernize materials for the Jury Curriculum Project. This subcommittee budget supports the efforts of the Michigan High School Mock Trial Tournament, run by the Michigan Center for Civic Education. It was created over 30 years ago by SBM, Michigan government, and Michigan State Police as a collaboration to educate people about the law. The tournament has existed since 1982 and began as a one-day tournament in Detroit. Now there are four preliminary rounds across the state and a state final competition. Many members of the committee serve as judges and volunteers in other capacities in the competition. For more information visit <http://www.miciviced.org/>.

Future Goals and Activities:

The LRE-PO committee will continue to look at ways to improve its subcommittee structure by ensuring that each lawyer member and each non-lawyer member are actively involved in activities that support the overall goals of the LRE-PO committee, and by extension the State Bar of Michigan's strategic plan. Using this subcommittee structure, the committee continues to review, expand, and support public outreach programs in support of the committee's purpose and objectives to (1) implement programming that advances non-lawyer understanding of the law and the legal profession, with a particular emphasis on educational and community programs; and (2) review existing LRE programs for uploading to an online database, review potential collaborative activities among lawyers and educators, review the best methods of communicating the value of LRE in promoting an educated citizenry, as well as implementing evaluation strategies to gain input and feedback on LRE programming. Each of these efforts is aimed at developing a phased in process of implementing highly effective LRE programming. The LRE-PO committee continues to support and implement the SBM Diversity Pledge to ensure that individuals in all 83 Michigan counties have access to SBM activities and meaningful opportunities to participate.

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Other Information:

Each of the subcommittee chairs provide regular (typically quarterly) written reports related to the activities and progress of their respective subcommittees. The chair of each subcommittee, or his or her designee, provides a verbal report at each of the four LRE-PO meetings.