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From: Louisa Ayrapetyan, Board Secretary, Office of the Executive Director

Subject: 2024 Appointments Recruitment Summary

BACKGROUND

In reevaluating the outcomes of the 2023–2024 appointments cycle, three areas of improvement were identified:

1. The need for a more targeted approach.
2. The need for more robust discussions with committee coordinators.
3. The advantage of “warm” outreach.

Much time and effort was spent on sending recruitment opportunities to general mailing lists or recruitment organizations; these efforts did not yield many applications.

A positive trend was the higher conversion rate between individuals asked to apply by someone associated with the State Bar (either a current Board/committee member) or by someone acting on behalf of the State Bar (staff from another membership organization sharing the opportunities with their constituency).

Guided by these learnings, the State Bar appointments team approached the 2024–2025 cycle with two principles:

1. Be more targeted with outreach and planning.
2. Be more efficient in the usage of our available resources.

PROCESS

The 2024–2025 appointments cycle ran from January 16, 2024, to April 15, 2024. The first step was an assessment of the committees that had upcoming vacancies. Eight committees required recruitment for a total of 28 seats (see list below).¹ Of those vacancies, 23 had to be filled by a licensed attorney, four by a nonattorney, and 1 by a former judicial officer.

Committees recruiting:

- California Board of Legal Specialization (CBLs)
- Client Security Fund Commission (CSFC)
- Commission on Judicial Nominees Evaluation (JNE)
- Committee of Bar Examiners (CBE)
- Committee on Professional Responsibility and Conduct (COPRAC)
- Council on Access and Fairness (COAF)
- Legal Services Trust Fund Commission (LSTFC)
- Lawyer Assistance Program Oversight Committee (LAPOC)

Once these vacancies were identified, a call was scheduled with each committee’s coordinator to identify whether these vacancies had any committee-specific requirements and what knowledge/experience gaps the committee needed to fill. For example, LSTFC had a need for public accounting experience, and COAF wanted members with more experience in DEI leadership.

These conversations informed the three-stage recruitment approach.

STAGE 1: REVISITING PREVIOUS APPLICATIONS

One benefit of the previous appointment cycle was the large volume of applications. Committee coordinators and leadership were encouraged to revisit their previous applicants, and the applicants of other committees, to identify quality candidates. The appointments team took note of selected candidates and confirmed their continued interest.

STAGE 2: BROAD GENERAL OUTREACH

The State Bar appointments team, with heavy support from the Office of Strategic Communications & Stakeholder Engagement, then conducted a two-pronged, broad, general outreach campaign that leveraged many of the State Bar’s existing resources and relationships.

The first prong was focused on volume. Existing lists of individuals interested in appointments parties were contacted, organic social media posts were placed on all of the State Bar’s social

¹ Three other committees had vacancies or leadership appointments, but those were handled by reappointments or replumbing the 2023–2024 cycle applicants.

media channels, press and media connections were provided with the opportunities, and a general call was placed to all current Board and committee members, as well as some committee alumni, to share these opportunities with their circles or with specific people.

The second prong was licensure-specific broad outreach. The attorney-specific vacancies were sent to the State Bar's 265,288 licensee contacts and numerous attorney-specific groups (i.e., the California Lawyers Association and affinity bar associations, the Judicial Council of California).

Nonattorney vacancies were shared with civic organizations across California and via a social media campaign.

STAGE 3: COMMITTEE-SPECIFIC OUTREACH

Six committees (COAF, COPRAC, CSF, JNE, LAP, and LSTFC) had unique needs or gaps. The State Bar appointments team took special time to identify groups that could serve as validators in sharing these appointments. For example, staff asked the California Society of Public Accountants to share the LSTFC vacancies with their members, hoping that their experiences with public accounting would assist with granting. Staff also shared the COAF opportunities with the DEI Leadership Seal applicants, a group that would have the needed experience in managing DEI initiatives or projects.

RESULTS

APPLICATION RESULTS

In total, 177 individuals applied for the available 28 spots. Twenty-eight candidates are being recommended to fill the vacancies.

Applicant type	Number of applications received
Attorneys	141
Public members	26
Current judicial officers	4
Former judicial officers	6
Total	177

COMPLETE OUTREACH EFFORTS

Below is an overview of the different outreach avenues employed, excluding the reengagement of previous applicants.

Appointments Application Outreach

- Weekly Board Updates
- State Bar Appointment Opportunities subscriber list
- State Bar Certified Legal Specialists
- Leadership banks list
- DEI Leadership Seal participants
- All-licensee newsletter
- Organic social media campaign on LinkedIn (inclusive of Leah Wilson's LinkedIn page), Facebook, Twitter, and Instagram
- Direct referrals from State Bar staff and current Board/committee members
 - Reminders sent out via weekly updates to the Board and coordinator-lead outreach
- California Lawyers Association newsletter
 - With a request to send to all affinity bar groups and bar associations (i.e., Hispanic National Bar Association, Philippine American Bar Association, etc.)
- Court News Update (CNU) Judicial Council weekly newsletter emailed to court officers and other professionals throughout the branch.
- Judicial Resources Network, serving California Justices and Judges
- Legal Aid Association of California: monthly newsletter to 1,500 staff at IOLTA organizations, including Directors of Litigation and Advocacy, " Bay Area "Social Justice" ED listserv
- League of California Cities
- California Society of Certified Public Accountants
- Staff-led individual outreach to retired judges via JAMS Mediation, Arbitration and ADR Dispute Resolution Services
- Commission on Judicial Performance
- California Municipal Treasurers Association
- Counselor Certification Organizations
- Association of Law Firm Diversity Professionals
- Association of Business Trial Lawyers