

THE AMERICAN LAW INSTITUTE

CLE PROGRAM AND MARKETING COMMITTEE CHARTER

(Adopted by resolution of the Council and effective on May 21, 2012.)

I. Purpose

The CLE Program and Marketing Committee advises the Director of ALI CLE regarding the content and marketing of the Institute's continuing legal education services and materials.

II. Membership

The CLE Program and Marketing Committee should not have fewer than eight members and may not have more than ten members, one of whom is the President. After receiving recommendations from the President, the Executive Committee appoints the remaining members of the CLE Program and Marketing Committee, including its Chair and, if desired, a Vice Chair. At least two members of the Committee must be members of the Council and all but three members of the Committee must be members of the Institute.

III. Meetings

The CLE Program and Marketing Committee meets as often as it determines is appropriate, but not less than once each year.

IV. Authority and Responsibilities

The CLE Program and Marketing Committee's authority and responsibilities are as follows:

- A. Suggest specific topics and issues that might usefully be addressed in CLE programs.
- B. Suggest ways to integrate the ALI's work into CLE programs and materials effectively.
- C. Advise the Director of ALI CLE, as requested, on any potential topics or issues he or she is researching.
- D. Identify individuals who are qualified to serve as faculty members for CLE programs and assist in recruiting them.
- E. Identify organizations with which ALI CLE might collaborate, and assist in developing relationships and communicating with those organizations.
- F. Suggest marketing tools and strategies to inform and interest existing and potential customers.
- G. Provide advice, as requested, regarding what groups of lawyers and others should be focused on for marketing purposes for specified programs or areas of law.

H. Review at least annually a report prepared by the Director of ALI CLE and the Chief Financial Officer evaluating the financial outcome of CLE programs and marketing efforts.

I. Periodically review the business plan prepared by the Director of ALI CLE.

V. Advisory Group

A. An advisory group may be formed to provide advice on any matters relating to the CLE Program and Marketing Committee's purpose. The advisory group may not have more than fifteen members. The members of the advisory group are not required to be members of the Institute. After receiving recommendations from the Committee, the Executive Committee appoints the members of the advisory group and sets each member's term not to exceed two years.

B. The advisory group meets as often as the CLE Program and Marketing Committee determines is appropriate, but not less than once each year. Any meeting of the advisory group may be held in person, by teleconference, or by any other means whereby all participants in the meeting are able to talk with each other. Any member who cannot attend a meeting in person may participate in the meeting by telephone or other means and such participation constitutes the member's attendance at the meeting. The Institute reimburses the actual and reasonable travel expenses of members of the advisory group in accord with the Rules of the Council and any guidelines established by the Executive Committee.