

MCLE Faculty Guide

Thank you for agreeing to serve as an MCLE faculty member.

With over 50 years of experience in providing continuing professional education for Massachusetts lawyers, MCLE has earned a national reputation for excellence in CLE. The strength of the organization is based in large measure on the hard work and goodwill of the volunteer faculty who have preceded you. We greatly appreciate your participation, which helps us to maintain our high standards in MCLE presentations and course materials.

This packet contains materials to assist you in preparing for your seminar. We encourage an emphasis on practical content in both your written and oral presentations. Your objectives in preparing these two elements of your program should be slightly different. The written materials should provide comprehensive coverage of your topic, serving as a basic reference for the course participant after the program is concluded. Your oral presentation should be more selective, omitting most of the broad-based information covered in the written materials and focusing on the more complex or troublesome features of your topic where your expert analysis and professional experience are particularly beneficial.

A lawyer's primary reason for enrolling in an MCLE program is to upgrade or expand her or his practice abilities. Ideally, participants will leave your program confident in their ability to incorporate into daily practice the information, insights and techniques presented at the course.

We hope your experience as an MCLE faculty member is pleasant and rewarding, and we invite you to contact MCLE staff if you have any questions or concerns regarding preparation for your upcoming seminar.

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Tips for Speakers

If you are a new MCLE volunteer, you are probably eager to begin preparing your presentation. Before you do, there are some things you should know about training. Lecturing is one way to present material to a large group, and if “covering” the material is your primary goal, then there is probably no other way that is more efficient. But if teaching attorneys how to be better lawyers is your goal, then there are some things that you can do to enhance the learning experience.

Research has shown that people retain:

- 10% of what they read;
- 20% of what they hear;
- 30% of what they see;
- 50% of what they see and hear; and
- 90% of what they do and discuss.

To assist you in preparing for your upcoming presentation, the MCLE staff offers the following checklist. These tips come from four decades of experience in organizing quality professional education seminars.

✓ Understand your assignment.

What have you been asked to discuss? What will the participants be able to do after hearing your presentation? Your success as a speaker depends upon whether you teach the audience what the course brochure said they would learn.

✓ Know your audience.

What is the general level of expertise of your audience? Tailor the scope of your presentation to the target audience defined in the program brochure. If the program is designed for lawyers new to practice or to your practice area, focus on the basics of the practice area, define the terms and cover all the key steps. Your audience may understand better if you provide an example along with the definition. Certain practice strategies that are instinctive to you may need more detailed explanation for course participants who do not have your level of practical experience. If your presentation is intended to instruct sophisticated practitioners, your audience may be interested in the more subtle

implications of recent legal developments and a more sophisticated approach to practice issues.

✓ **Speak from an outline.**

Having a written outline will reduce the likelihood of omitting an important point. List the key points you wish to cover. Introduce your subject with a brief overview of the key points; close your presentation with a summary. Having an outline, however, does not mean reading from a script. Many negative comments on course evaluations pertain to the instructor's lack of eye contact with the audience.

✓ **Include ethical issues and common errors relating to your topic.**

Your audience will benefit from having practical problems brought to their attention. Discuss them briefly even if there is no clear-cut solution to the practice problems. Being aware of the implications of an action, an attorney is able to avoid a potential error and can seek advice early in the transaction.

In addition, make reference to relevant ethical issues. Cite ethical rules and principles and provide guidance on where to look for answers to questions of professional responsibility.

✓ **Use examples, demonstrations and hypothetical cases emphasizing practical application.**

Emphasize the practical—what the lawyers in the audience will encounter 90% of the time in practice. Illustrations can make a presentation come alive. Without application to particular factual situations, principles of law are not only harder to understand but much more difficult to remember. Share the lessons of your experience. Point out common practice pitfalls and strategies for avoiding them. Discuss the advantages and disadvantages of various approaches. Describe techniques for handling specific problems. Opt for typical examples rather than unique or academic hypotheticals. Avoid lengthy background material and historical development. If appropriate, illustrate your talk with effective visual aids and demonstrations.

✓ **Vary your presentation.**

To keep your audience engaged, it may be useful to “shift gears” periodically. An occasional pause or change of pitch, pace or volume will keep the audience's attention. Use an audiovisual aid, interject an interesting and relevant story or pose questions to the audience to vary your presentation. Consider using demonstrative exhibits, such as charts, spreadsheets, diagrams, graphics and other visual enhancements that will hold the audience's attention and provide variety in your presentation. Also, use brief illustrations from your practice to enliven the material.

Also, be aware of your time constraints. Know how long your presentation will take and be prepared to modify it if time is short.

✓ **Use visual aids for impact.**

As long as they are clear and visible, visual aids can enhance your presentation and clarify concepts for your audience.

✓ **Practice your oral presentation.**

In-depth knowledge of your subject and the effective communication of that expertise are two different capabilities. One key to a successful presentation is adequate preparation. Remember—you have something worthwhile to say. The best way to present it is to talk naturally (though you should certainly avoid harsh language and insensitive remarks). A practice run-through will allow you to check your timing and organization and make any necessary adjustments. Feel free to consult with our program attorneys for advice on the most effective teaching techniques.

✓ **Connect with your audience and show interest in your subject.**

Make eye contact with the audience, whether in person or via camera. Speak in a conversational tone. Avoid the extremes of reading directly from your text and sounding like a know-it-all. When possible, watch for audience reaction to gauge whether they understand the material. When appropriate, repeat important points. You might ask the audience questions or use some humor to break the ice (although jokes should be avoided). By demonstrating your own enthusiasm for the subject matter, you can enliven the learning experience for participants. Because time is short in many of our programs, **do not:**

- tell lengthy war stories;
- give a lot of background detail or historical perspectives; or
- exceed the time you have been allocated.

✓ **Refer the audience to your written materials.**

To the extent that your written materials expand upon or reinforce your oral presentation, tie them together with an occasional comment. When appropriate, urge the audience to look at particular items in the written materials.

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Program Materials

MCLE has gone green! All program handouts and program books are available *electronically only*, accessed via the e-program page on the MCLE website.

Any written materials you submit to support your presentation, including PowerPoint slides, will be posted to the e-program page *before* the seminar.

When appropriate, those written materials will be compiled into a program book a few weeks *after* the seminar—so that the program transcript can be included—and added to the e-program page as a downloadable ebook, as well as distributed in print to law libraries around the state.

You should plan to provide **at least 15 pages of originally-created content**. (PowerPoint or Word outlines are often a great way to do that. Existing forms and checklists you use in practice also make great supplemental materials submissions.) You are responsible for fully redacting sensitive information from all written materials submitted for the program.

If you are submitting copyrighted materials, please note that in your cover email and request reprint permission.

If you have questions about the production process, contact your Program Attorney, or their assistant.

Preparing Your Materials

✓ Formatting Your Text

Keep it simple! When preparing your materials, you need apply only the most basic formatting elements: levels of heads and subheads, quoted material, bulleted lists, etc. Please avoid using more advanced features such as automatically generated cross-references and box text.

The beginning of your article should include the following:

title of article (not of program)
your name
firm/company, city

The headings in your article should be set up in outline form, using the following numbering scheme:

- I.
 - A.
 - 1.
 - a.
 - i.
 - (a)
 - (1)

✓ **Materials Taken from Other Sources**

If you are submitting copies of articles or other materials that are being reprinted from other sources, please review the following:

- Make sure materials are up to date.
- Submit clear and legible electronic copies, without any handwritten marks on the page.
- Consult with the Program Attorney on the scope/wording of permission needed and request permission. Note that many publishers require more than two weeks for written permission to reproduce materials.
- Provide us with the source of reprinted materials if it is not indicated in the materials themselves.

Submitting Your Materials

You should submit your materials to MCLE via email by attaching a copy of the source document to an e-mail message sent to your Program Attorney or assistant. Please be sure to provide the Word version or other text-based file for all original written materials—not PDF files.

Terms of Contribution and Publishing Acknowledgement for Publications & Program Materials Form

Prior to submitting your materials, please read the Terms of Contribution and review, sign and return the Publishing Acknowledgement for Publications & Program Materials form to MCLE.

Deadline

Please be aware of your deadline for all written materials, including PowerPoint presentations. Your Program Attorney or their assistant will inform you of your deadline. Generally, all materials should be submitted at least two weeks before the date of the program.

On or before your deadline, please e-mail the following to your Program Attorney or their assistant:

- list of enclosures
- clean original of your text (with attachments)
- signed Publishing Acknowledgement for Publications & Program Materials form
- biographical abstract

Biographical Abstract

Please provide a one-paragraph biographical abstract (“bio”) to be included in the program materials. Of course, you are welcome to include any information you want in your bio, however, most bios include the following information:

- where you practice
- type of practice and areas of specialty
- educational background
- work experience
- articles or books published
- prior presentations

3

Tips for Writing Program Materials

MCLE's focus is applied law. Seminar participants are eager for you to share your practical experience. As an extension of your oral presentation, they need a how-to text that can serve as a reference handbook in daily practice. To accomplish this objective, we provide the following guidelines to assist you in preparing the written materials for your program.

✓ **Know your reader.**

Keep in mind the proficiency level of the target audience. Basic-level program materials require definitions of terms and acronyms, as well as a more thorough breakdown of procedure.

✓ **Organize the text within the framework of a general outline.**

The text should begin with the title of your section of the program, your name, affiliation and city of affiliation. The body of the text should support the points you have delineated as outline subdivisions for your topic. Assign each subdivision a brief, descriptive heading; these headings create a uniform style throughout the written materials and help the user to reference information easily.

✓ **Keep background material brief.**

You may wish to present your topic in the context of recent developments or historical perspective but try to limit the scope of background information. The bulk of your text should concentrate on practical application rather than theoretical or general discussion.

✓ **Use citations sparingly.**

Citations should support, rather than dominate, your text. Ideally, citations are used in a practice-oriented context only to highlight key or recent decisions and statutes. Of course, citations are appropriate if your text focuses on substantive law, especially recent legislative and judicial developments.

✓ **Distill formal opinions, statutes and articles.**

If a particular case, statute or article contains valuable information, try to summarize the key points and your interpretation of their significance for your reader. Original texts of such materials should be appended only if central to your presentation. Citations of where to find such materials can often be more effective, especially if the materials are copyrighted.

✓ **Share your experience in writing.**

Seminar participants look to you to condense the subject matter for them in writing, but they are also seeking your practical interpretation of the law and your suggestions on practice strategy. Practitioners cannot obtain this information by reading statutes, case law, regulations or treatises. This is where hypothetical fact patterns, accompanied by your advice on how to work through the issues raised, will be useful to the newcomer to your practice area.

✓ **Identify ethical issues and common practice errors.**

Because your materials reflect your practical experience and your substantive expertise, they will benefit attorneys who are not familiar with your practice area. Expose the reader to common mistakes and ethical issues, and address how to avoid them. Even if the issue is unresolved, at least mention it briefly.

✓ **Consider using attachments.**

Attachments can be as helpful to your reader as your written text. Of particular interest are forms and documents that you use in your practice. Consider including the following *(please redact names and other identifying information of the parties in the interest of privacy)*:

- checklists
- timelines
- sample pleadings
- sample letters
- documents providing guidance on an agency's interpretation of regulations
- the ten most commonly asked questions about your subject (with answers)
- charts
- annotated form documents
- completed form documents
- bibliographies of materials that you use in your practice
- indexes of pertinent statutes, cases or regulations
- unpublished opinions

Attachments should be free of blemishes and electronically reproducible as-is.

✓ **Provide a “scope note.”**

Once you have finished your article and selected supporting exhibits, please distill your work into a one-paragraph “scope note.” The scope note should describe your article and exhibits succinctly, so that the reader can see exactly what is covered in the materials. Think of the scope note as an abstract that also serves to whet the reader’s appetite for the information you have provided. The scope note should appear as the first paragraph of your article.

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Zoom Webcast Streaming & In-Person Facilities and Audiovisual Equipment

Zoom Webcast Streaming

The vast majority of MCLE programs are webcast-only, held via a Zoom meeting streamed out through MCLE's webcast platform. Typically, only the speakers are in the Zoom meeting along with MCLE's AV Manager or Technician. The Zoom meeting is then live-streamed out from the AV Manager or Technician's computer through the MCLE webcast platform where the audience watches the program.

Webcast-only programs are typically presented remotely with all speakers presenting via Zoom from a computer with internet access in their own location (i.e., office or home). Speakers screen share their own PowerPoint (or other visuals) while presenting in Zoom.

The Program Attorney's assistant will email you the Zoom link to join the program. We ask that you join the Zoom meeting on the day of your program approximately 25 minutes before the start of your program, or before the start of your segment within the program.

The Program Attorney or their assistant will also meet with you via Zoom prior to your program to explain this process and address any logistical or technical questions you may have, including how to view audience questions and screen share a PowerPoint or any other visuals you plan to use during your presentation. Please be mindful that the Zoom meeting may pick up side conversations in your setting, including during the program breaks.

✓ Polling for Audience Interactivity

MCLE has the capability of conducting polling questions during the program with real-time feedback from the audience, regardless of whether you are presenting in person or via Zoom webcast stream. To learn more about this tool, please contact your Program Attorney well before your seminar date.

In-Person Facilities

In Boston, MCLE holds a limited number of **in-person** programs at our Conference Center, located at 10 Winter Place at Downtown Crossing. There we have an auditorium, Milstein Hall, that holds approximately 300 people. We also have dividable seminar rooms that each hold up to 100 people. When appropriate, we utilize breakout rooms throughout our facility. These flexible facilities allow us to offer programs for groups of all sizes.

For in-person programs, please notify your Program Attorney or their assistant of your unique audiovisual needs, if any beyond a projection screen with podium laptop, at least two weeks in advance of the program so that the appropriate equipment can, if possible, be made available for your use on the day of the program. Unfortunately, last-minute requests for audiovisual aids may not be accommodated.

In-Person Equipment

The audiovisual equipment described below is available for use by faculty during in-person programs held at the MCLE Conference Center. In addition to electronic equipment, we can provide flipcharts, easels or a whiteboard. We encourage instructors to use a wireless microphone when using such visual aids that require you to walk around the classroom.

We encourage instructors to familiarize themselves with the equipment. You may arrange an appointment for on-site guidance on use of the equipment prior to the program. For further information, contact Kevin Nihill, A/V Manager, at 617-896-1257. **Please be sure to notify your Program Attorney or their assistant of any unique audiovisual needs at least two weeks prior to the seminar.**

✓ PowerPoint®

Projectors and laptops are installed in all our seminar rooms. Please email your PowerPoint presentation to the Program Attorney or their assistant prior to the program by the requested deadline for your specific program.

✓ Overhead Projector

An overhead projector and display screens are available in all seminar rooms. To be functional, text on projected materials should be large enough for the audience to read, unless a form is being projected simply to illustrate key points such as format or appearance, not prose.

✓ Camcorders with Memory Cards

For interactive workshops requiring critique of student presentations, when requested at least two weeks in advance, camcorders with memory cards can be made available in the MCLE classrooms and are playable for one-to-one review between faculty and registrants on dedicated laptops. A camcorder can be set up in any classroom at MCLE where students

can record themselves giving their presentations. Presentations are recorded on a memory card, which can be taken out of the camcorder and viewed immediately on a laptop set up outside the classroom. Classes utilizing camcorders must allow about 15 minutes for training students on how to use the camcorders.

✓ **Polling for Audience Interactivity**

MCLE has the capability of conducting polling questions during the program with real-time feedback from the audience, regardless of whether you are presenting in person or via Zoom webcast. To learn more about this tool, please contact your Program Attorney well before your seminar date.

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Tips for Using Visual Aids Effectively

Audiovisual aids can greatly enhance your presentation. Good use of visuals can reinforce the learning experience, but poor use of visuals can detract from a presentation. The following tips have been collected to help you incorporate visual aids into your presentation.

✓ **Practice using your visual aids prior to your presentation.**

Using visual aids is a learned skill. If you plan to use a PowerPoint presentation or other audiovisual aid, practice using the tool when you practice giving your presentation. A certain amount of coordination is necessary to use these tools effectively. Also, you are encouraged to use a cordless microphone when using visual aids that require you to walk around the classroom. The Audiovisual Manager or Technician helping with your program can provide you with one.

✓ **Communicate a single idea with each visual.**

Illustrating a single idea is the most effective use of a visual. Expecting the audience to read an entire form document from their seats will only detract from your presentation. If you want the audience to see what a form document looks like, then you are communicating a single idea with the visual. If you want the audience to read anything on the document, then you are pulling their attention from your oral remarks rather than enhancing your practical advice.

✓ **Use a new visual frequently.**

As consumers of television, we are accustomed to rapidly changing visual images. You should change visual images every 30–45 seconds. If you have no additional visuals to present to the audience, close out of your PowerPoint.

Please contact your MCLE Program Attorney or their assistant if you have additional questions about the effective use of audiovisual aids.

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On the Day of the Program

The time has come for your presentation. Here are some last-minute reminders:

✓ **Arrive Early.**

Unless otherwise arranged, if you are presenting an in-person program, please arrive at MCLE's Conference Center at least 15 minutes before the program, or at least 15 minutes before your segment begins. If you are presenting via Zoom, please join the Zoom meeting at least 25 minutes before the program start time. Please notify your program Attorney or their assistant if you do not intend to arrive before the program or if you will be late.

✓ **For in-person programs, check in at the registration desk.**

This gives us the opportunity to greet you and confirm that you have everything you need for your presentation.

✓ **When it's your turn to speak, relax!**

The audience will appreciate you most if you are prepared, comfortable, and speaking naturally.

✓ **Feel free to ask the MCLE staff for assistance.**

We appreciate your generosity, and we want to make this a rewarding experience for you.

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Support from MCLE's Staff

MCLE staff are pleased to work with people like you who are willing to offer your time and expertise to other practitioners. We strive to present the best CLE programs in Massachusetts—and across the country—by addressing both timely and timeless topics, taught by experienced and talented attorneys, employing high standards for our program materials and always trying to improve upon programs that we have previously offered. Here is a sketch of MCLE and whom you should contact regarding questions, concerns or problems.

✓ Program Administration

Questions should be directed to one of these staff members:

Danielle L. Simmons, Esq. <i>Director of Programs</i>	617-896-1244 dsimmons@mcle.org
Christopher Kimball <i>Program Coordinator</i>	617-896-1312 ckimball@mcle.org
Bruce Richard, Esq. <i>Program Attorney</i>	617-896-1234 brichard@mcle.org
Rachel Adam <i>Program Assistant</i>	617-896-1587 radam@mcle.org
Pam Chapin <i>Customer Service & Conference Center Manager</i>	617-896-1238 pchapin@mcle.org
Kevin Nihill <i>Audiovisual Manager</i>	617-896-1257 knihill@mcle.org

✓ Facilities

If you have questions about our facilities or need accommodation because of a disability, contact Pam Chapin, Customer Service & Conference Center Manager, at 617-896-1238.

✓ Audiovisual Equipment

MCLE encourages the use of technology to enhance faculty presentations. For in-person presentations, MCLE has a podium laptop (with internet access) and an overhead projector (with screen) available for your use.

On the day of the program, an AV Manager or Technician will be present prior to the start of the program to walk you and the other faculty members through the use of any technology that will be utilized. If the program you are teaching has a simultaneous webcast or is solely webcast, the AV Manager or Technician will also walk you through the process of monitoring and responding to webcast viewers' questions.

✓ Customer Service and Registration

The Customer Service Department provides front-line assistance to callers and visitors to our bookstore. If you would like to register someone for your program (even if you are using a complimentary guest pass), contact MCLE Customer Service at 617-482-2205 or customerservice@mcle.org.

✓ Registering a Guest

In appreciation of your dedication to MCLE and continuing legal education, you may invite one guest to attend free of charge. This offer is limited to the MCLE program in which you are participating. Also, please note that not all programs (e.g., limited enrollment programs such as Workshops) are subject to this offer. To register a guest for your program, simply contact your Program Attorney, or their assistant, or customer service prior to the day of the program and provide them with the name of your program, the name and full contact information of your guest, and whether your guest is attending in person or via live or on-demand webcast.

*Thank you for your commitment to MCLE
and we look forward to working with you.*