



Education Committee Playbook

I. Purpose and Goals

1. The purpose of the Education Committee is to liaison with and assist the planning committees of the continuing legal education events which ENRLS sponsors. The Committee is co-chaired by a member of each of the Section's two CLE events.
2. The goals of the Committee are to participate in the planning and management of CLE events to provide CLE opportunities for Section members at a reasonable price in furtherance of ENRLS's purposes and goals.

II. Texas Environmental Superconference

1. Establish Dates
 - i. Superconference traditionally occurs the first Thursday and Friday in August and aims to offer approximately 11-12 CLE hours. An additional two-hour program related to a focus area is usually held the Wednesday evening prior to the main conference.
2. Establish Venue
 - i. The Education Committee is responsible for obtaining and negotiating a contract to secure hotel space for the conference.
 1. The State Bar is a required signatory to the venue contract. Tracy Nuckols is the current contact at the State Bar. A State Bar Addendum must be approved and included in any contract for venue.
 2. Each year, the venue contract includes a hotel block room commitment which must be met to avoid payment of attrition costs. Negotiation goals for the venue contract include attaining the lowest room block commitment possible.
 - ii. A two-year lead time is currently required for venue contracts. The 2019 contract is set with the Four Seasons. Each year, the Committee takes up the contract process.
 1. In 2017, the venue evaluation subcommittee considered alternative venues for future conferences. At that time, no other hotel offered the same or better value for registration costs as the Four Seasons.
 2. The Four Seasons has hosted the Superconference every year for over 30 years. A robust publicity campaign would be necessary if the Committee ever selects a different location.



3. Obtain CLE Approval from State Bar
 - i. To allow time for approval, CLE requests should be submitted to the State Bar in March-April each year.
4. Planning Committee
 - i. Historically organized by Haynes & Boone, the planning committee is comprised of volunteer representatives from law firms (limited to one per firm), governmental entities and other sponsoring organizations. Jeff Civins and Mary Mendoza at Haynes & Boone are contacts.
 - ii. The planning committee develops programmatic content for the conference, including an annual theme. Planning committee members identify, select and secure voluntary speaker commitments for a variety of topics. The program is designed to contain a mix of general interest and specific content for an advanced environmental conference.
 - iii. Several planning committee meetings typically occur between January and May to develop the program and plan publicity and entertainment.
 - iv. One Education Committee Co-Chair and the current ENRLS Chair are invited to participate in the planning committee each year.
 - v. Subcommittees include:
 1. Entertainment
 2. Publicity (press release, local bar association, interface with ENRLS Chair to send e-blast, etc.)
 3. The ENRLS Sponsorship Committee coordinates with the Education Committee related to work to secure sponsors for Superconference.
5. Budget
 - i. Superconference income is driven by sponsorships and registrations.
 - ii. Superconference expenses are made up of the venue contract commitment and some planning and event facilitating expenses.
 - iii. The Education Committee is responsible for making an informed budget recommendation each budget cycle based on a review of past spending trends and expected expenses.
 - iv. The Sponsorship Committee is primarily responsible for securing sponsorships for the Superconference, but the Education Committee should coordinate to align on appropriate sponsorship targets and approaches.
6. Publicity



- i. E-Blasts
 - ii. State Bar sends to ENRLS membership list
 - iii. Merge past attendance list with Section membership list to solicit registrations for next Superconference
 - iv. Website posting and registration coordination
 - v. Sponsors independently promote the conference
7. Registration and Payments –
- a. Registration is primarily conducted through the ENRLS website in coordination with the State Bar. Typically, registration reaches capacity.
 1. To create a list of Superconference registrants:
 - a. Login at: <https://www.texenrls.org/wp-login.php> - this is the Wordpress website backoffice site
 - b. username - smcmillen66@hotmail.com
 - c. password - TEXenrls2020@Wordpress
 - i. To create a registrants list – go to forms section – then entries – then export Excel document
 - b. Categories of registrants and associated prices must be defined by the time the conference program and brochure are finalized. Typically, categories include:
 1. Nongovernmental registrants
 2. Governmental registrants (e.g., TCEQ, EPA)
 3. Full time students
 - c. Pricing
 1. Pricing is primarily determined by the hotel contract and food costs.
 2. Registration pricing for various groups is generally finalized when the venue contract is executed. Planning committee members coordinate with TCEQ/EPA to provide advance notice of pricing. Often, agency budgets are set before the fiscal year, so the committee strives provide two years' notice before any proposed increase in registration costs will occur.
 3. Speakers and planning committee moderators get free registration but not travel reimbursement. Planning committee members may register at the governmental rate.
 - d. Capacity
 1. Venue seating and hosting accommodations are limited.



2. Online registration through the ENRLS website stops at 490 registrants. Registration continues individually offline until capacity is reached and a waiting list is maintained.
8. Sponsors
 - i. The Sponsorship Committee coordinates sponsorships from law firms, consultants, nongovernmental organizations and other supporters.
 - ii. Large Sponsors
 1. Large sponsors receive five free registrations (via a registration code which should be worked into website functionality).
 2. Large sponsors give opening remarks at the start of the conference after co-sponsors.
9. “Co-Sponsors”
 - i. Co-sponsors provide official endorsement of the Superconference and give opening remarks at the start of the conference Thursday morning. Co-sponsors usually include:
 1. ENRLS
 2. Air & Waste Management Association, Southwest Section
 3. Water Environment Association of Texas
 4. Texas Association of Environmental Professionals
 5. The Environmental Health and Safety Audit Center of the IIA
 6. ABA Section of Environment, Energy & Resources
 - ii. Expectations
 1. Promote Superconference to their members
 2. Broaden base of potential attendees
10. Day of Event
 - i. The ENRLS 3Q Council meeting is usually held the Wednesday prior to the Superconference in Austin.
 - ii. The annual ENRLS Section meeting occurs on the Friday of the Superconference following lunch.

III. Water Law Conference

1. Establish Dates
 - i. The Water Law Conference typically occurs in San Antonio each February. The ENRLS 1Q Executive Committee meeting is usually scheduled to coincide with the dates and location of this conference.
2. Establish Venue



- i. State Bar obtains and negotiates a contract to secure hotel space for the conference.
3. Obtain CLE Approval from State Bar
 - i. The planning committee submits CLE requests for approval to the State Bar in October - November each year.
4. Planning Committee
 - i. One Education Committee Co-Chair is the ENRLS co-chair for the conference along with one REPTL representative Co-Chair. Co-Chairs typically serve for two years concurrently; the terms should be staggered to provide better continuity.
 - ii. The planning committee develops programmatic content for the conference. Planning committee members identify, select and secure voluntary speaker commitments.
 - iii. The planning committee meets once during mid-summer to develop the program.
5. Budget
 - i. The State Bar sets the budget for the Water Law Conference.
6. Publicity
 - i. Publicity is primarily conducted via the State Bar website (REPTL advertises separately).
7. Registration and Payments –
 - i. Registration is conducted through the State Bar. REPTL and ENRLS should coordinate with the State Bar for registration on the Section websites.
8. Sponsors
 - i. The planning committee does not currently seek sponsorships, though this is an option for future events.



IV. Other events

1. ENRLS currently does not plan or sponsor other CLE events.
2. ENRLS should provide speakers to other CLE events to provide cross-over education. For example, Administrative Law Section events, Suing and Defending Government Agencies conference, Real Estate Law Section, Agricultural Law Section.
3. ENRLS may consider hosting receptions or other events in conjunction with CLEs to promote and increase visibility of the Section. For example, in 2019 ENRLS is evaluating hosting a reception at the State Bar Annual Meeting.

Revision History

Rev. #	Date	Nature of Rev	Author
1	June 11, 2019	Original version	L. Dyar, S. McMillen