

# The Membership Arch, Part 1: Recruiting and Engaging New Members

July 12, 2021

Regional Administrator **Jessica VanTroost** will co-present “The Membership Arch, Part 1: Recruiting and Engaging New Members” during the Association of Legal Administrators (ALA) Chapter Leadership Institute (CLI) in St. Louis on Friday, July 16, 2021.

Amid the changing landscape of the legal industry, the ALA is working to compile innovative ideas for finding, recruiting, and engaging new members who may be outside the traditional law firm setting or the traditional administrator role. Jessica and her co-presenter will explore best practices for launching a membership campaign, how to engage business partners, organizational pricing structures, strategies for engaging new members, how to leverage membership perks, and more.

[Learn more.](#)

## Related people

Jessica VanTroost