

Introducing CBA Community

BY JOHN VAUGHT



In the October issue of *Colorado Lawyer*, I addressed the importance of expanding broadband connectivity in all Colorado counties. As important as it is to our profession for communities to be connected to the Internet, it is equally important for members of the legal community to be connected to one another. Imagine waking up every day with the best legal minds in Colorado just a click away. This is now the reality with the launch of the newest CBA member benefit, CBA Community.¹

Globally, there has been a steady rise in online communities. They are used by businesses, neighborhoods, churches, professions, and countless other entities, including bar associations. In fact, Colorado is the 22nd state bar association to use Higher Logic to create an online community (not including bar associations using other technology to create connectedness). With the launch of CBA Community, members have a space that is private and exclusive to engage with one another about our unique experiences as Colorado attorneys.

Customized for a Personal Experience

Many public-facing online professional communities are good for getting questions answered, but at times can feel overwhelming and impersonal. CBA Community gives every member a customized experience:

- Personalized views based on membership preferences and interests allow you to focus on what is most important to your career and practice area.
- Privacy settings are based on your choices, allowing as much or as little information as you want to share with members or the public.
- Email preferences and community notifications are editable to your liking.

CBA Community is a custom vehicle of what your membership has to offer.

A Colorado-Specific Resource

Because CBA Community is a community of our peers and colleagues, it will be a resource of people who understand the practice of law and specifically, practicing law in Colorado. The discussion element of the site combines listserv functionality with discussion platform technology. You can post questions or start conversations based on specific topics in specific communities. For example, if you are part of the Business Law Section and have a question about a statute, you could post the question to all members of the Business Law Section and get a multitude of answers based on different perspectives. The equivalent of posting in CBA Community would be standing in a giant room of Colorado lawyers from your practice area—of course, it would take you some time to make your way through that room.

Being active in CBA Community can also help you expand your networks, improve professional

visibility, learn about a variety of opportunities, and get recognition and appreciation from your peers. The directories are private networking centers that help form connections with those who share similar interests and practice areas. Colorado is a friendly place yet spans a large geographic area; we now have the ability to meet CBA members outside of our geographic region. Being introduced to different and fresh perspectives from colleagues around the state is invaluable.

Referrals and More

In addition to shrinking the space between us, CBA Community will be a place for peer-to-peer connections. As we all know, sometimes our businesses depend on those connections and referrals. Google is an amazing resource, but having the ability to seek out individual expertise and archived information in one location helps with time management and work/life balance. The resource libraries are epicenters where our colleagues and CBA staff can deposit useful information. The search functionality streamlines finding the content that is most valuable to you, which will continue to grow as the site matures. CBA Community also enables you to contribute to a glossary and pass on your knowledge. The glossary is available, like everything in CBA Community, for all members to contribute. Leave your legacy for future Colorado lawyers.

Conclusion

It is true that a sea of options exists on the Internet to get legal advice and best practices, but CBA Community connects you to Colorado lawyers who have gone down the same path. Seeking sage advice from colleagues you respect and admire sets the experience apart from other online research.

So visit CBA Community today and connect with your peers. I look forward to reading many of your contributions, as I hope you do mine! 

NOTE

1. CBA Community is expected to launch in late November 2018 at community.cobar.org. Please direct any questions to Shanna Montoya, online community manager, at smontoya@cobar.org or community@cobar.org.