

**COMMUNICATIONS AND DEVELOPMENT DIRECTORSHIP  
REPORT PREPARED FOR THE MARCH 2026 COUNCIL MEETING**

**1. 2025-2026 Budget Request and Anticipated Use of Funds.**

No funds are budgeted to date.

**2. Use of Budgeted Funds during 2025-2026.**

None to date.

**3. Next Scheduled Meeting of the Committee.**

Upcoming meetings, to be held via Zoom at 3:00 PM Eastern:

Thursday, March 26, 2026  
Thursday, June 18, 2026  
Thursday, October 29, 2026

**4. Council Approval.**

None requested

**5. Membership.**

Kevin Block, Jennifer Consiglio, Julia Dale, Mark High, Michael Khoury, Stacey Knowles, Edward (E.J.) Leuschner, John Schuring, and Eric Zacks

**6. Accomplishments Toward Committee Objectives.**

See below.

**7. Meetings and Programs.**

The Directorship met via Zoom on January 8, 2028, in addition to ongoing communications between members. It reviewed the goals and objectives from the Section's 2023 Strategic Plan that contemplates involvement by the Directorship:

- A. Social media/social networking
- B. Communication with members
- C. Increased participation by attorneys from locations other than Detroit and Grand Rapids
- D. Increase participation by newer lawyers
- E. Mentorship opportunities

The Directorship's initial efforts will focus on (A) and (B). We contacted other sections of the State Bar, and the State Bar itself, to discuss social media strategies and resources. We received multiple proposals from third party

service providers. Proposals received to date have not, in the view of the Directorship, been particularly well-suited to the Section's needs.

Based on phone conversations with other sections of the State Bar, it appears that most sections are actively managing and implementing their social media efforts via the attorneys on the applicable committee of the section. It is our recommendation that we attempt to do so as well, and our initial efforts in 2026 will be directed accordingly.

During its January meeting, the Directorship reviewed a draft social media strategy, a summary of the Section's communications tools, and a memo regarding cross-platform social media publication. These documents have been shared with the Council's executive board with an eye towards delivery to the Council as necessary.

Initial efforts have focused on restarting the Section's LinkedIn and Facebook groups and to establish an Instagram page. Directorship members are now able to administer the LinkedIn group. However, the group is private and unlisted. This means it does not appear in search results and on member profiles. Access is available only via a direct link or invitation. Based on our research, this cannot be changed. **So, we can either live with this functionality, or we can establish a new group which is public.** It was likely established this way to foster community dialogue outside of the public realm. But, given that Section members can use the BLS website discussion page for that sort of functionality, the Directorship consensus is that the Section would be better served with a new public LinkedIn group to reach more people, and so more people can find us. **Please reach out to the undersigned with any opinions you may have on this topic.**

We welcome any volunteers with an interest in assisting with this effort.

**8. Publications.**

None

**9. Methods of Monitoring Legislative/Judicial/Administrative Developments and Recommended Action**

Not applicable

**10. Miscellaneous.**

Volunteers, or suggestions for additional Directorship members, are welcome.

Respectfully, John Schuring, on behalf of the Directorship