

Napier-Looby Bar Association Website Background

<https://napierlooby.com/>

The Napier-Looby Bar Association (“NLBA”) is a bar association dedicated to the advancement and development of African American attorneys as well as other attorneys and individuals interested in issues affecting the African American community. Its membership consists of attorneys, in the private and public sectors, as well as judges, law professors, law students, paralegals and other interested individuals.

Website Audit

Home Page

Their homepage reads like an About Page. The page should look more like other association home pages. More types of content, updates, images, and other formats.

Examples:

<https://www.americanbar.org>

The screenshot displays the American Bar Association (ABA) website homepage. At the top, there is a navigation menu with the ABA logo and the text 'AMERICAN BAR ASSOCIATION'. The menu items include: Events, CLE, Shop ABA, Member Directory, Join, Log In, a shopping cart icon, and a search icon. Below the navigation menu is a dark blue header bar with white text for: About Us, Membership, News, Diversity, Advocacy & Initiatives, Topics & Resources, and ABA Groups.

The main content area features several news articles and a 'Practice Forward' section:

- TOP LEGAL NEWS OF THE WEEK:** Expert: Even trusted lawyers should not bypass metal detectors. Includes a 'LEARN MORE' link with a right-pointing arrow.
- PUBLIC INTEREST LAW:** ABA awards three LGBTQ public interest law scholarships. Includes a 'LEARN MORE' link with a right-pointing arrow.
- TECHNOLOGY:** Confidentiality in the age of remote and hybrid-remote work. Includes a right-pointing arrow.
- INTELLECTUAL PROPERTY:** The risks and rewards of adding NFTs to your IP portfolio. Includes a right-pointing arrow.
- ANNUAL MEETING:** Registration is open for ABA Annual Meeting in Chicago. Includes a right-pointing arrow.
- Practice Forward:** Continually updated tools and resources to help move your practice and the legal profession forward during COVID-19 and beyond. Includes a 'Learn - MORE' button with a right-pointing arrow.

Images accompanying the articles include a person in an orange jacket, a building with a rainbow flag, and a meeting room with people.

<https://www.nawl.org/>



National Association of Women Lawyers
Empowering Women in the Legal Profession Since 1899

Login
Follow Us On
f t in y

About NAWL ▾ Membership ▾ Events ▾ Resources ▾ Sponsors ▾



About NAWL

The mission of the National Association of Women Lawyers is to provide leadership, a collective voice, and essential resources to advance women in the legal profession and advocate for the equality of women under the law. Since 1899, NAWL has been empowering women in the legal profession, cultivating a diverse membership dedicated to equality, mutual support, and collective success.

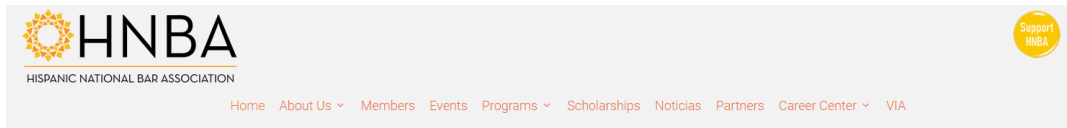
NAWL Supreme Court Committee Concludes Jackson is "Well Qualified"

UPCOMING EVENTS

- *****
Book Discussion: The Lean Start-Up
June 30, 2022

- NAWL Conference**
2022 Annual Meeting
July 20-21, 2022

<https://hnba.com/>



- [Become a Member](#)
- [HNBA Calendar](#)
- [Join Our Mailinglist](#)

MESSAGE FROM HNBA PRESIDENT UPCOMING EVENTS HNBA NEWS

Carlos M. Bollar

It is my honor to serve as President of the Hispanic National Bar Association for the 2021-2022 term. This year we will honor our proud legacy as we celebrate the 50th anniversary since the founding of the HNBA.
[Read more...](#)
FOLLOW ON TWITTER @HNBA_Pres

Stay Connected
2022 HNBA/VIA Latino Law Student Career Fair
Sponsored by Hogan Lovells
June 6-24 | Virtual
[Click Here for More Info](#)

2022 HNBA/VIA Annual Convention
Sept. 7-9, 2022 | Washington, DC
[Register Today](#)

- Stay Informed**
- Announcement of the 2022-2023 HNBA Board of Governors Election Slate
 - Call For E-Noticias! Deadline to Submit July 18th
 - Law Student Updates: IPLI Scholarship and AC2022 Student Volunteers Wanted!
 - Happy Fourth of July from The HNBA!
 - Calling All Mentors and Mentees! HNBA/VIA AC2022 Speed Mentoring
 - HNBA/VIA AC2022: Early Bird Registration Deadline is June 30th!

Why are you asking visitors to go to the FB page, to do what?

elaborate to why people should visit your FB page (i.e. what they can access and find their, information, photos, links etc)

Officers and board listed but really need photos to connect and personalize the experience.

Events Page

Empty content → upload content and images.



Legal Resources Page

Listing of links but what is the value of creating a list. It would be better to get rid of the officers and boards and discuss why these groups and links are important to members.



Legal Resources

- National Bar Association
- Federal Bar Association
- American Bar Association
- Tennessee Bar Association
- Nashville Bar Association
- Lawyers' Association for Women, Marion Griffin Chapter, Nashville, TN
- Tennessee Administrative Office of the Courts
- Nashville Government Website
- State of Tennessee Official Website
- Tennessee Lawyers Association for Women
- National Employment Lawyers Association
- Tennessee Association for Justice
- Ben F. Jones Chapter (NBA Memphis)
- Metro Nashville & Davidson County Juvenile Court
- Tennessee Human Rights Commission
- Equal Employment Opportunity Commission

"Injustice anywhere is a threat to justice everywhere."

Martin L. King, Jr.

2022 Executive Officers

Executive Officers:

PRESIDENT
I'Ashea Myles

PRESIDENT - ELECT
Princess Rogers

IMMEDIATE PAST PRESIDENT
David Jones

RECORDING SECRETARY
Simone Hayes

CORRESPONDING SECRETARY

Membership Page

<https://napierlooby.com/join/>

Membership

Membership in the Napier-Looby Bar Association ("NLBA") is open to all lawyers, judges, law students, paralegals and other individuals in the legal profession.

Members of NLBA receive discounts or free admission to all NLBA events, including CLE seminars and networking mixers. Members also receive access to NLBA's mentoring program, job list, and attorney referral list.

Become a NLBA member today and gain access to all of the professional, career enhancement, mentorship, and volunteer opportunities and resources that NLBA has to offer. For your convenience, you can complete and submit your membership application online.

Mail in your application

If you prefer to mail in your application and dues, please [click here](#) for a pdf version of the membership application. Submit it and your check or money order to:

Napier-Looby Bar Association
901 Broadway
P.O. Box #23121
Nashville, TN 37202

Online Application

[Click Here to continue to the online membership application.](#)

Pay Membership Dues

[Click here if you have already filled out this application and just need to pay the dues.](#)

Updating Membership Information

To update your membership information (e.g., email address, business address, etc.), please email napierlooby@gmail.com.

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Bridget Braggs-Edwards

TREASURER
Chicoya Gallman

HISTORIAN
Chantley Fraizer

Board of Directors:
Robyn Kimbrough
Kezia Mills
Judge Amanda McClendon
P. Danielle Nellis

Napier-Looby Bar Foundation Board:

I'Ashea Myles
Billie Sanders
Mary Beard

Contact Page

There should be a form.

Email should be a business email and not Gmail.



The screenshot shows the contact page for the Napier-Looby Bar Association. At the top is a navigation bar with links for Home, About NLBA, Events, Legal Resources, Membership, Contact, and Facebook. Below the navigation bar is a banner image featuring the NLBA logo and three women in professional attire. The main content area is divided into two columns. The left column contains the contact information for the Napier-Looby Bar Association, including the address (901 Broadway P.O. Box #23121, Nashville, TN 37202), phone number (615-238-6303), and a note to contact via email (napierlooby@gmail.com). The right column features a quote by Martin L. King, Jr. and a list of the 2022 Executive Officers and Board of Directors.

Contact
Napier-Looby Bar Association
901 Broadway P.O. Box #23121
Nashville, TN 37202
Phone: 615-238-6303
For more information, please contact napierlooby@gmail.com.

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TREASURER
Chicoya Gallman
HISTORIAN
Chantley Fraizer
Board of Directors:
Robyn Kimbrough
Kezia Mills
Judge Amanda McClendon

Facebook Page (on website)

Page is empty. Usually in a footer, not main navigation.



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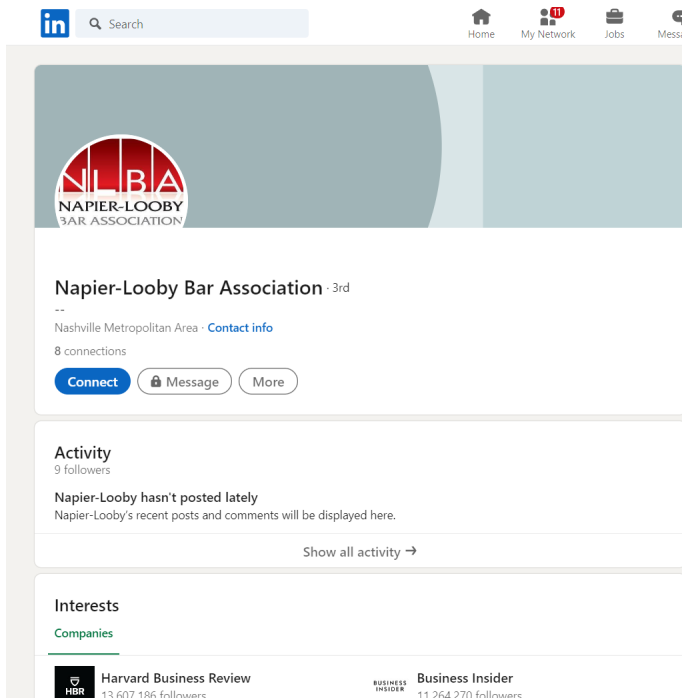
HISTORIAN
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Robyn Kimbrough
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Judge Amanda McClendon

Social Media

LinkedIn

<https://www.linkedin.com/in/napier-looby-bar-association-36101a171/>



Facebook

<https://www.facebook.com/Napier-Looby-Bar-Association-197584945449>



SWOT Analysis of Organization and Website

Strengths

- Website represents a unique, mission-driven organization that seeks to build membership and important organization
- Prominent logo and usage
- History of organization needs to be a reason for joining/keeping membership

Weaknesses

- Home page is more like an About page and not engaging or dynamic.
- Incomplete pages
- Dated images at the top of the site for every page, need new images and color
- Limited information so feels static

Opportunities

- Develop a strategic website that is an extension of the brand and an engagement tool for attracting new members and retaining members
- The mission and value of the organization should be clearer
- Create a website that members can use as a destination to feel connected and informed
- Market membership and drive the organization
- Sponsorship and revenue generating programs listed

- Stories and features of successful members
- Adding details on educational events and using website as a tool for professional programs
- Consistency with Facebook and LinkedIn
- Affiliations and partnerships should be listed like the relationship with the National Bar Association

Threats

- Members have no real reason to come to the website
- Prospective members can be turned off by the lack of content and “mom and pop” feel of the website

Other Website

<https://napierloobyfoundation.org/>

Confusing that there is another website

They should be one website and work together