

Chapter Leadership

BULLETIN

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The quarterly *Chapter Leadership Bulletin*, created for and about AALL Chapters, is designed to make the jobs of chapter leaders easier by providing useful information about chapters and AALL resources that benefit them.

Word Gets Around: How Chapters Distribute Newsletters

Frank L. Drake, Chair, Council of Chapter Presidents

One of the primary benefits of membership that chapters offer is their newsletters. But, as with many venerable print institutions, many are asking if the time has come for hard-copy newsletters to be superseded by electronic technology.



ter, which is not posted on our Web site. We do not accept advertising for our newsletter. At our most recent annual meeting, there was some discussion of moving to an e-mail version, but at present we are continuing with our print-only policy.

PDF format copy with advertising to the membership via e-mail, and posting an advertising-free copy on our Web site. In Oct. 2001, we moved all of the newsletter archive and the membership lists to a members-only, password-protected section of the Web site. We plan to continue to distribute

Following are the responses of chapters to changing times in membership communication.

ALLA / Rita M. Treadwell / We have just recently gone to putting our newsletter up on our Web page, because of the difficulty we have experienced with getting an actual physical copy out. This method has provided easy access for everyone in the chapter.

ALLUNY / Rosemary Romano / We mail all members a quarterly print newsletter,

AZALL / Marianne Alcorn / Our newsletter is sent out electronically, and if someone requests a print copy, we will send it.

CALL / John Klaus / We mail out the current issue, with advertising, of *The CALL Bulletin*. Previous issues, without advertising, are put up on the Web site. Electronic-only delivery is being investigated.

CoALL / Druet Cameron Klugh / We have recently gone to an electronic format for *The Scuttle*, our quarterly newsletter. We accept advertising. The entire issue is formatted in PDF and sent out to an e-mail list comprised of current members only. Members who do not have e-mail access are mailed a hard copy (that's three members at this point, all retired from active law librarianship). Another version, with advertising removed, is posted on our Web site.

DALL / Jennifer Stephens / In 1999, we changed to electronic only, sending a

“ We do accept advertising, mainly to offset the printing and mailing expenses. ”

the version with advertising via e-mail and to post the no-advertising version in the members-only section.

HALL / Dina Dreifuerst / We send out our newsletters in hard copy. We do accept advertising, mainly to offset the printing and mailing expenses. We haven't really explored the possibility of switching to electronic publication,

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Professional Development at the Regional Level

Kathie J. Sullivan, AALL Professional Development Committee, Reference Librarian, Downs Rachlin Martin PLLC, Burlington, VT

I had the pleasure of attending the Association of Law Librarians of Upstate New York (ALLUNY) Annual Conference in Oct. 2001, where I gave an after-dinner talk on professional development for chapters. This article is based on that talk.

I would venture to say that all professional organizations make some provision for providing continuing education. Having access and exposure to experts on a wide variety of topics, having forums to talk with and learn from colleagues, and receiving professional publications are often the major reasons people join associations in the first place. Librarians are no different in this respect than architects, doctors, accountants and many other professionals: Their world is constantly evolving, and they must be prepared to adapt. Continuing education is the key.

When I was in library school, not all that long ago, CD-ROMs and the Web were not mentioned once. Perhaps I could have learned about these technologies on my own, but attending programs presented by colleagues, with similar bases of knowledge but with more experience, was a much better use of my time.

Members of professional organizations need continuing professional development opportunities and look to their associations to provide

them. But it's not an easy task to provide quality educational programs to members when the organization is small, when the members are not concentrated geographically, and when budgets are tight. Does this sound like any chapter you know?

So how can a chapter honor its mission and attain the goal of offering an educational component to its members? How do regional program planners identify program topics to explore? Program ideas can come from any number of sources: expressed member interest, a difficult reference question, newspapers, listserv discussions. The problem with these is that they may result in a rather scattershot approach. A valuable tool for creating a well-rounded body of educational programs is AALL's Competencies of Law Librarianship (www.allnet.org/prodev/competencies.asp). This list includes the "basic competencies" that all librarians should have, as well as more specialized competencies that will be gained over the length of one's career. I wouldn't presume to suggest that these Competencies are exhaustive or should be the only source of programming ideas, but they could serve as the basis for a systematic approach to program development for several years.

Anyone who has been intimately involved with the program planning process can tell you how stressful it is to take a

program from concept to completion. It's a hard job! You need to determine your members' needs, what will draw an audience, and how to find speakers willing to commit the time to prepare their presentations, in addition to managing all the logistics — scheduling, locating space, and registration. Partnering with other library groups is an excellent way to provide high-quality programming at a manageable cost and to maintain the diversity which will keep a high interest level among attendees. (There is nothing worse than having someone look at the announcement for a program you've worked so hard on, and hearing "Didn't we do this before?")

"Partnering comes in many forms, and there are a lot of potential partners."

Partnering comes in many forms, and there are a lot of potential partners. Explore! One possibility that you might not be aware of is partnering with groups inside of AALL.

The AALL Professional Development Committee has a roster of programs tailored for regional chapters. The Competencies of Law Librarianship have been used to develop programs on copyright, law for the non-JD, basic cataloging, and managing various types of libraries and departments (for a complete list of available programs, see www.aallnet.org/prodev/availability.asp). The program content has been organized, presenters confirmed and handouts prepared—everything is ready to go once AALL has been contacted. AALL manages the scheduling, registration and coordination, including ordering the food.

And don't be hesitant about thinking outside the usual formats of a professional development program. You're familiar with the usual offerings of annual meetings, programs and workshops at the national and local levels, but the Professional Development Committee also offers listserv discussions and the Desktop Learning Series that appears in *AALL Spectrum*. These kinds of educational opportunities require only your time!

I think we all need to be futurists in how we think about achieving the missions of our organizations, and that includes thinking creatively about how we deliver educational opportunities to our members. I can't help but remember certain advertising phrases, such as "a mind is a terrible thing to waste" and "we have the technology." Let's make them the basis of new perspectives in programming.

Hosting a PDC Program

A chapter incurs no cost for hosting a PDC program. AALL prepares the program and pays all expenses. The Association budgets the money and determines the registration fee. It will obtain the speakers and pay their honoraria and expenses. AALL prepares and distributes handouts and promotional brochures and handles registrations. The event is advertised on AALLNET



and appropriate listservs. However, AALL does ask chapters to provide mailing labels, post information on their Web site and/or listserv and help AALL link up with other organizations that might have members interested in attending. Chapters that help with promotion receive one FREE registration up front to use at their discretion, as a scholarship or raffle prize. At the program, all

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chapter members attending are entered in a drawing for a registration fee refund. For further details about partnering with AALL for a Professional Development Program, contact AALL Education Manager Mary Jawgiel at 312/939-4764, ext 24, or mjawgiel@aall.org.

CHAPTER NEWS

NOALL: The first two meetings of the New Orleans Association of Law Librarians held this fall were graciously hosted by law firms in New Orleans. The first meeting featured members who had attended the AALL Annual Meeting sharing their experiences there. The second included a presentation on marketing a law library.

In November, NOALL held a luncheon for James Duggan, a member of the Executive Board of AALL. Professor Duggan is presently director of information technology at Southern Illinois University School of Law Library. He was a member of NOALL when he was a student at Louisiana State University Library School, so his visit to Louisiana was something of a homecoming for him.



NOALL will be making a road trip to Baton Rouge in February for a joint meeting with Baton Rouge library groups. Plans include a luncheon and a tour of the governor's office at the Louisiana State Capitol.

DALL: Nearly 120 members and former members of the Dallas Association of Law Librarians and their guests gathered on Dec. 9, 2001, at the historic Belo Mansion in downtown Dallas to mark the Silver Anniversary of DALL's founding in 1976. The Mansion, which is the headquarters of the Dallas Bar Association, was beautifully decorated for the holidays, making an exceptionally lovely backdrop for the festivities.

A buffet dinner was served in the ballroom, after which a program was presented. Presided over by John Luther Adams, chair of the DALL Silver Anniversary Committee, the program included remarks by Jeannine Irwin, president of DALL; Jim Hambleton, former president of DALL,

who read a letter from Barbara Bintliff, president of AALL, commending DALL on its milestone anniversary; Mark Shank, president of the Dallas Bar Association; Joan Jarosek, chair of the Union List Committee, who announced that the electronic edition of DALL's Union List would soon be released; and Elise Keller, first vice president and president-elect for 2002-2003.

A special portion of the program honored DALL's previous presidents. The roll of past presidents was read aloud, and each of the fourteen presidents in attendance received a special commemorative book containing a history of DALL.

In addition, special recognition was given to LexisNexis and Westlaw for co-sponsoring the evening. John R. Mara Law Books was also recognized for underwriting the publication of the commemorative book.

SANDALL: The San Diego Association of Law Librarians held a brown bag meeting on Jan. 9, with Martin Krumig from Project LEAP (Legal Employment Awareness Program). The project is aimed at high school students interested in legal careers. Attendees viewed the video



"Everything You Need: A Career in the Legal Profession" and learned about LEAP's other initiatives, such as job-shadowing on Ground Hog Day, internships, mentoring and career days for students. The meeting was an opportunity for members to learn about the program and its goals, and to consider future participation in LEAP's promotion of law librarianship.

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because the ads do cover the lion's share of the costs, and because some of our members are not online. Personally, I prefer to get the newsletter in print.

LLAGNY /Christina Rattiner / We mail a copy to all members. We solicit advertising, which covers the cost of printing and mailing. We would consider posting to our web page, but due to the no-advertisement policy of our host, it would not be worth the trouble to pull out the ads. My own opinion is that PDF newsletters (that are then printed out) miss the point — sort of like making a car in the shape of a horse. It's the information in the newsletter that is important, and that should be posted in dynamic Web page format.

LLAM /Elizabeth Rhodes / We try to publish a newsletter quarterly and to mount it on our Web site. There's been an unavoidable lapse since the last newsletter, but we look forward to resuming publication in December. We mail paper copies to our members.

LLNE /Darcy Kirk / We send print copies only. We are moving in the direction of a combination of mail

and electronics.

LLOPS /Karen Helde / We mail our printed quarterly newsletter, *LLOPScited*, to all members. It is also posted in PDF format on our Web site.

LLSDS /Ann C. Green / We mail a printed quarterly newsletter, *Law Library Lights*. It has publisher and vendor advertising in it. This pays for the cost of a graphic designer to paste up the newsletter and printing. In a survey we did last spring, an e-only version of the newsletter was not the members' preferred format. The most current issue is not on our Web site, but archival issues are located there. LLSDC has a monthly "Dates to Remember" service that e-mails our members announcements of education programs, brown bag lunches, social events, etc.

MALL /Lori Hedstrom / We do e-mail newsletters and post them on our Web site in PDF format, but also mail copies to members who do not have e-mail. Starting in 2002, we will be putting the newest issue of the newsletter in a

members-only section of the Web site, since the newsletter is a major benefit to members and we want to encourage people to join up to be able to read it. When a new issue is available, the previous one will go to the public area of the site. We have never accepted advertising for our newsletter, either print or electronic.

MICHALL /Mary Karpinski / We send out paper copies of our newsletter to all members, and post it on our Web site in PDF format.

NJLLA /Dan Campbell / We currently send all members paper copies of the newsletter. However, we have recently charged a special committee with investigating alternatives to this (costly, in my opinion) method, and we will have recommendations from the committee in mid-2002.

NOCALL /Sue Welsh / Our second electronic issue appeared recently. There is a printer-friendly option, or each article can be read separately. It was decided not to send print copies, except to those who request them. The editor sent out three copies of the last issue.

SANDALL /Mary Garcia / We mail our newsletter in hard copy to all members. We also post the newsletter on the web, with no advertising.

SCALL /Lawrence R. Meyer / We mail each member a copy of the newsletter. It is then also posted on the Web site. We do accept advertising. About four years ago, we began outsourcing many of the functions that we could no longer get members to cover. Our newsletter editor solicits articles, selects the content, and writes a column; the rest of the process is contracted out. With the current issue of the newsletter, we have made some changes. We have posted an advertising-free version on our Web site. Our intention is to archive these for as long as we can.

SEAALL /Herb Cihak / We send out hard copies of our newsletter. There has been

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We are considering making the current issue accessible to members only.

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very little enthusiasm for a change to e-mail.

SFALL /Janet Reinke / We send out our newsletter in hard copy, quarterly. We also post it on our Web site.

SNELLA /Linda Mellick / As of last year, our newsletter is delivered electronically, with a few hard copies mailed to those members who do not have e-mail. The savings on printing and postage charges are tremendous. We are working on our Web site, and once it is up to speed, we will probably make the newsletter available there also. We are considering making the current issue accessible to members only. I do like to look at other chapter newsletters and get ideas, but it probably doesn't matter whether the issue is the most current one for that purpose.

SWALL /Beth Youngdale / We have moved to a purely electronic newsletter, due to the difficulties (mostly in getting someone to take on being editor) of producing a hard copy.

VALL /Jill Burr / We send out a quarterly newsletter to members in hard copy. We've talked about making it available on our Web site, but we have no immediate plans to do so.



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