

State, Court & County Law Libraries **NEWS**



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Chair's Message

Budget lobbying—the new skill we must have

From Charles R. Dyer, Chair, SCCLL SIS

As Mary Alice Baish, the AALL Associate Washington Affairs Representative, was in San Diego for the American Library Association's Mid-Winter Conference the second week of January, we had lunch, along with fellow law librarian Sam Trosow. Mary Alice is planning the Legislative Advocacy Workshop to be held at the AALL Meeting in Boston on Saturday morning before the Meeting begins in earnest. Mary Alice wanted my input as SCCLL SIS Chair regarding legislative issues for the workshop.

With little effort on my part, Mary Alice decided that the workshop would be predominantly about local and state funding issues and other statewide issues. Federal issues would still be a part, but would take a back seat because the current database legislation in Congress would be voted up or down by July, when the workshop will be held. We noted that this workshop might well be more attractive to state, court, and county law librarians, rather than the academics who are more concerned with issues of access and copyright. She has decided not to limit participation—whichever needs to come is welcome.

This change is indicative of a major shift in emphasis for AALL's

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The problem for us all is that decisions about budgets come very fast in a legislature, usually with events occurring within days instead of months or years...

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lobbying efforts. This past fall the AALL Government Relations Committee has heard the concerns of the SCCLL SIS regarding threatened funding for county law libraries at the state level. They and the AALL Executive Board understand that the crisis in Florida, wherein the county law libraries' traditional source of funding from filing fees was eliminated by the Legislature in a budget move, effective July 2004, is something that could spread to other states. If so, a significant portion of AALL membership could be adversely affected, and access to public law libraries could dwindle. Mary Alice has worked with several law librarians in Florida to plan a strategy to handle the crisis there. There is a small hope, as one legislator is going to seek a bill to restore funding. But it's scary.

Meanwhile, the crisis is spreading. I am confidentially aware of another state wherein there is behind-the-door lobbying going on right now to save that state's traditional funding for local public law libraries. Fortunately, those librarians were not caught off guard quite so much, as they had friends in the budget office. I am also aware of a couple of individual public law libraries that have had to close shop due to funding crises.

The problem for us all is that decisions about budgets come very fast in a legislature, usually

with events occurring within days instead of the months or years needed for substantive law changes. Organizing and rallying forces to advocate on behalf of public law libraries cannot be done overnight. Advance preparation for the possibility of a funding crisis is necessary. Laying the groundwork so that quick reaction can occur may require years of prep.

We have also lost some budgetary ground with the many libraries in our section that are parts of larger government entities, from federal departmental libraries to state departmental libraries to local city attorney offices' libraries.

So the legislative advocacy workshop will likely have two components: one, what to do if you have a legislative crisis right now; and second, what to do to be better prepared in case one should arise. Of course, another element of a well-run legislative advocacy program is the ability to move forward on positive legislation.

As I write this, here in California, Governor Arnold Schwarzenegger revealed his budget for our deficit-laden state. To balance the budget without new taxes, he proposed multi-billion dollar cuts in nearly everything, including even K-12 education (in the face of an initiative-based law requiring a two-thirds vote for approval). Yet he left programs for public libraries intact at FY 2003-04 levels. I believe that to be indicative of the very loud voice that the California Library Association and the many local supporters of public libraries had brought to bear upon last year's budget negotiations. CLA has spent years and lots of effort preparing for this day, both with positive legislation creating the funds now protected and with response when the crises hit. The CLA lobbyists remain wary, since anything is

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up for grabs as the budget moves through the Legislature, but my point is that they are ready for battle. Good things happen to he who doesn't wait, but gets started while there is still time.

We have also lost some budgetary ground with the many libraries in our section that are parts of larger governmental entities, from federal departmental libraries to state departmental libraries to local city attorney offices' libraries. When the whole department is cut deeply, saving the library from deep cuts or even demise sometimes may not be possible. Advocacy at this level is internal. Yet our SIS is doing what it can. We are about to produce another in our publication series, this one on the value of a law library. We need that and other tools placed in the hands of our colleagues as they argue for their libraries before harried finance officers. Libraries are sometimes lost because the cost is not obvious, especially to the administrators who count beans instead of doing legal research. The true loss must be shown.

Other Items

I also talked to Jane Colwin about travel grants from SCCLL SIS. Our Grants Committee Chair wants an early commitment from the SCCLL SIS Executive Board to back the grants, even if she is not able to get all the sponsorships she is working on. I like her spunk. But even more important, we must realize that it is law librarians at small libraries who face the most desperate situations in these budget battles, and an expensive trip to Boston, even to learn how to advocate for a budget, just may not be practical without a little help. So we will pursue the grants sponsorships, and promise to do what we can.

For any of you looking to book an early plane fare to Boston, I recommend that you think about coming in on the Friday before so that you can go to the legislative advocacy workshop on Saturday morning. We want you there on Sunday morning anyway for the SCCLL SIS Business meeting (and silent auction), so we're really only talking an extra night's stay. For those who may have to make a hard choice between coming early or staying through the Wednesday night banquet, I'd say do the advocacy workshop—it's just too important. I do hope you can hang around for the Tuesday night SCCLL SIS Reception though, as Thomson West is going to provide another fine gala event, and it's free.



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The Model County Law Library Working Group has no members.

FROM THE EDITOR:

Barbara L. Fritschel, Editor
5th Circuit Satellite Librarian,
Beaumont, TX

I've been a librarian for a little over 11 years. I recall in library school that when we talked about budgeting it was in terms of salaries and the cost of serials and book inflation. I don't recall a marketing class—maybe because it was assumed that most of us would be going into academic law libraries where the ABA accreditation guidelines do their “marketing” for them. There was some general talk about not relying on the idea that libraries are a common good, but that was about it.

Now budgeting means lobbying, either within our agency or the legislature, to ensure we receive adequate funding. Marketing is tied into that as we try to expand our client base as well as share our story with our various “stakeholders.” I find myself being old enough to dislike some of this terminology but hopefully young enough to realize it reflects a reality we will be living with for several years to come.

Once again, I have received a tremendous response to my request for articles most of which focus on budgeting in this newer sense and marketing as well. It is encouraging to see what our colleagues

SCCLL List

All members are automatically added to the list.

To send a message to everyone on the list, send e-mail to:

sccll-sis@aall.net.org

are doing and also to see that AALL is recognizing the issues faced by those of us in State County and Court law libraries. While all of us may not be able to attend Boston and the legislative workshop, I hope that those who do will share their insights with the rest of us and that we will see more and more success stories.

P.S. I have tried to make the candidate resumes as uniform as possible. If I am not entirely successful, it is because I am still learning the program—no indication of support for or against is intended.

SCCLL News

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Articles and forms should be submitted via electronic mail to:

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Join Us for the 2004 Legislative Advocacy Leadership Training in Boston!

You are invited to the AALL Legislative Advocacy Leadership Training that will be held from 8:30 a.m. until noon on Saturday, July 10th. Thanks to the support and commitment of AALL president Janis Johnston and our Executive Board, there is no registration fee for this special event.

This year's focus is on some crucial state issues, with funding for county law libraries at the top of the list. Public law libraries are experiencing a surge in the number of public patrons who increasingly rely on access to their resources and services while at the same time face funding pressures from state budget shortfalls. In many states, filing fees that support county law libraries haven't been raised in years (or decades, for that matter) and are wholly inadequate. Florida is one example of where county law libraries will lose their sharing of filing fees, which accounts for 75% of their funding, unless new legislation is passed.

Other state issues include opposition to efforts to enact the *Uniform Computer Information Transactions Act* (UCITA) and the *E-Government Services Act*. While the latter sounds like a benign effort to improve public access to state electronic information and services, it's instead an egregious effort by industry to prevent state agencies from providing information online if the same information is already available through two commercial entities. Last but not least is our important effort to

use the findings of the *State-by-State Report on Permanent Public Access to Electronic Government Information* to educate state policymakers. (<http://www.ll.georgetown.edu/aallwash/PPAreport.htm>) The report, published online in July 2003, is the result of an AALL research grant awarded to the Government Relations Committee. Our goal is to promote "Best Practices" and even model state legislation to ensure the permanent public access of electronic information, especially "born digital."

So, how do **you** fit into all this? Well, simply put,



we will not succeed in our legislative agenda without your help and **you** can make a difference. The goals of this workshop are to give you an opportunity to learn about these issues that are core to our legislative work; to show you how easy (and fun!) it is to become actively engaged in our advocacy efforts; and to bring together folks who are willing to become leaders within their chapter or state. All you

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need to bring with you is energy, enthusiasm, and the willingness to become active on the legislative front. Our breakout sessions will train you in outlining strategies for participation on these issues and give you the confidence to succeed!

I'm very pleased to announce the outstanding group of speakers lined up for this session: Charley Dyer, San Diego Public Law Library and chair of the State, Court and County Law Libraries SIS; Bob Riger, Miami-Dade County Law Library; Elizabeth LeDoux, Covington & Burling and chair of the Government Relations Committee (GRC); and last but not least, Judy Meadows, State Law Library of Montana and GRC member.

As you can see, funding for public law libraries is a key focus for the advocacy session this year and your participation is crucial. You can register simply by sending an email message to me at baish@law.georgetown.edu and we'll add you to the list. See you there!

Mary Alice Baish, Associate Washington Affairs Representative, Edward B. Williams Law Library, 111 G Street, NW Washington, D.C. 20001-1417, 202/662-9200 * Fax: 202/662-9202 * E-mail: Baish@law.georgetown.edu, Internet: <http://www.ll.georgetown.edu/aallwash>

Editor's note: See the Fall 2003 issue of this newsletter for more information on the situation in Florida.

Managing "by the book"

Story telling and libraries share a long history. For many of us, our first memories of a visit to the library begin with the sound of the librarian's voice telling us about Peter Rabbit, the Angry Ladybug, or some other classic character from children's literature. We remember the sense of pride that comes with having our first library card in our own name. As we grew older, the library became a tool that helped expand horizons and empower our dreams.

How can libraries harness childhood memories of the power of storytelling to create a public relations effort that will reach out to those who would benefit from knowing more about what law libraries have to offer?

Now that we are the librarians ourselves, we can take another look at the roles storytelling can play as a leadership skill to influence, motivate, and inspire others to support our library and its mission. At KCLL, we're examining the role that storytelling can play as we develop strategies to answer that question for our Library. As a part of that examination, we've been looking for tools to help us connect with our community.

In *The Story Factor: Secrets of Influence from the Art of Storytelling*, author Annette Simmons discusses the role story telling plays as a leadership skill. In her book published in paperback by Perseus Publishing of Cambridge,

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Massachusetts for \$16.95, Simmons presents the use of storytelling as a tool that doesn't tell people what to do, but as a tool that can profoundly influence what your audience thinks about as they make their own choices.

Storytelling opens others to your point of view. Stories inspire others to reach the same conclusion as you have reached and do what you want them to do. Facts are neutral until a storyteller provokes an audience to add their own meaning to the story.

Simmons identifies six types of stories:

- Who I am
- Why I'm here
- The "vision" story
- The "teaching" story
- Values in action
- I know what you're thinking
-

The titles she's used to divide story types by categories provide good clues to the context of the story itself. The author suggests that regardless the story type you choose, you must make sure that the type of story matches the purpose for which it is being told.

If you are making an appearance before a group in a training environment, you will want to choose a story that focuses on the power that learning a new skill brings to the learner. If you face a skeptical audience braced for a request it doesn't want to honor, it might just be the time to share a vision story. For example, think of a setting such as a legislative committee hearing

whose members are reluctant to increase your funding. Shape a vision story that pulls them into the picture of how more funding might improve access to vital legal information their constituents won't be able to find without the help of an adequately funded county law library.

Simmons believes that the key to becoming a convincing storyteller rests with the storyteller's ability to spin a story that has become real to the teller personally. Using examples from the perspective of the storyteller adds immediacy to the message conveyed by the story. If you think of a story as a mini-documentary of what you have seen or experienced, your audience will find it much easier to follow.

When you tell a story, your body and your voice become the stage, actors, costumes, music and props.

Learning to tell an effective story takes practice. The story itself must contain a set of core elements: the who, what, why, when, where and how's that tie the pieces together. Who's the protagonist? What's the hook that will draw your audience into the heart of your tale? How will your audience identify their role in your story? Where's the conflict or tension that motivates the action? What's the key selling detail? What's the clear moral of the story? How can you point the way to a happy ending?

By now something that's a pretty natural activity is probably sounding like a huge task! You're telling yourself, "I just don't have time to learn another new skill." The author anticipates this response. Her text is filled with practical examples of how to overcome any

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storytelling hesitancy.

Simmons so clearly believes in her thesis of the power of a well-told story that she provides a series of precautionary tips for the storyteller. She reminds the reader that storytelling is like any other art. It can be done well, but the storyteller must be aware of certain factors to avoid telling a story badly. She warns against acting superior, boring your listeners, talking too long or with too much detail, or using shame to mobilize your audience.

In addition to what the author suggests, I've got a couple of suggestions for you to practice.

If you're not a comfortable storyteller, go back to your library roots. Check out a favorite picture book or borrow one from your children or grandchildren. Storytelling's a lot like what the sages say about riding a bicycle. It becomes second nature with just a little refresher training. You won't fall off the storytelling stage if you've spent some time reading simple stories aloud and thinking about the key points of the story.

Revisit a favorite story and share it out loud with a friend or family member. Then try telling a story without the storybook as prop. Finally, think of the story you want to share visually. See with your mind's eye how the action unfolds. A process that might feel artificial at its inception becomes second nature with this sort of structured approach.

Remember, as a storyteller we want to entice,

inspire, cajole, stimulate or fascinate. We can't make anyone listen. However, we can make almost anyone curious enough to listen, if we become comfortable storytellers.

As law librarians, we want to reach out to the community we serve. We want to tell the stories about our library and its services in such a way that those who are touched by our message will think about using our library when they have a legal question or need legal information. In the months ahead, think about sharpening your library's own story line. Develop a plan to utilize the variety of story types Annette Simmons recommends to catch the attention of key audiences and to persuade decision makers to listen to stories about the role your library plays in its community.

End Note: With money tight, reading books that suggest new ways to view how we manage helps fill some of the gaps left when we lose opportunities to go to training sessions outside our own libraries. For this column, I'll be recommending books that you won't find on a best seller list and that I've found useful in my work environment in a county law library. I encourage you to use this column as an opportunity to share information with your SCCLL colleagues about books you've found helpful in managing your state, court, county, government or membership library by sending me a paragraph or two about the book. If you provide details about the book's message and about how that message related to your library, I'll incorporate your suggestions in the spring issue.

Jean Holcomb
King County Law Library

Charley's Corner: A Research Agenda for Public Law Libraries—Where to Start

by Charles R. Dyer, Director of Libraries, San Diego County Public Law Library

Nothing in this column represents the view of my Library or its Board of Trustees. These are just my personal opinions.

Informatics

"Informatics is the study of the structure, behaviour, and interactions of both natural and engineered computational systems." That is a quote from the web page for the University of Edinburgh School of Informatics (<http://www.inf.ed.ac.uk/about>). Upon delving further into the site, I found, much to my surprise, that "computational" is used in an extremely broad sense. For instance, one of the "computations" being researched there is the acquisition and use of forensic evidence. Evidently, the DCI's of Scotland Yard are "natural computers."

In fact, the ever-growing study of informatics routinely treats human beings as computers, ones that can be taught and that can be understood, so long as you know what to look for or how to interact with them.

Informatics as a term of art began in Europe some years ago, mostly at what we would call university departments of computer science. The computer scientists needed to delve more into

human interaction with computers to improve the computer interfaces. Usability studies were foremost, but other systems, such as artificial intelligence, also began to take hold as avenues of inquiry. Now, both in Europe and the United States, traditional library schools find themselves either competing or combining with computer science departments. Many library schools are renaming themselves as "schools of information" or even sometimes "schools of informatics".

Other disciplines are getting into the act. Schools of medicine are now researching brain waves and neural patterns as part of informatics studies. Psychology departments are trying to make sense of how people come to understand things through inclusion of all the various sources of knowledge that we have, e.g., non-verbal cues, facial expressions, interpretations of graphic information, as distinct from alphabetic information.

While I haven't conducted a literature search yet, I can readily see that this interdisciplinary development follows in the footsteps of such cross-pollinating studies as Jean Piaget's studies on child learning and Maurice Merleau-Ponty's studies on the phenomenology of perception and their continuing disciples. On the other hand, "informatics" seems to smack of the logical empiricism of the positivist movement, which, of course, has led to cross-disciplinary work such as found in law and economics. Can we get all these intangibles down to scientific data points? (My very quick Google search found some good threads on the first two, but not much on the second. I had no idea that there was a 700 member Merleau-Ponty Society.)

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The Call for Papers Has Begun



Have you been thinking of writing an article of interest to law librarians? Maybe you just need a push to get started? Whether for fame or for fortune, this is your chance to enter the AALL/LexisNexis Call for Papers Competition.

The AALL/LexisNexis Call for Papers Committee is soliciting articles in three categories:

Open Division for AALL members and law librarians with five or more years professional experience

New Members Division for recent graduates and AALL members who have been in the profession less than five years.

Student Division for budding law librarians still in school. Students need not be members of AALL.

The Winner in each division receives \$750 generously donated by LexisNexis, plus the opportunity to present his or her paper at a special program during the AALL Annual Meeting in Boston. Winners papers will also be considered for publication in the Association's prestigious *Law Library Journal*.

For more information, a list of previous winners and an application, visit the AALL website at:

http://www.aallnet.org/about/awards_call_for_papers.asp.

Submissions must be postmarked by March 1.

If you have any questions, please contact any member of the AALL/LexisNexis Call for Papers Committee, Kathryn Hensiak, k-hensiak@law.northwestern.edu or Virginia Davis, Davis@UH.edu

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So, how do you change facial expressions into Xs and Os? By that I mean how do you discover the second and third layers of truth that we all detect when discussing things face to face, or rather how can we put that all down to some computational system so that a computer can do it for us?

What better place to find people asking questions, and how they ask them, than at the reference desk, or in front of the computerized catalog. Perhaps our catalogs may someday have a camera pointed at the researcher, assessing him just as a reference librarian might do. Now on to a related topic.



Modern Jurisprudence

American jurisprudence has been slow to accept the court opinions and legal scholarship of other countries, in an age when other liberal democracies have begun to place much greater

emphasis on realizing a broader view. The United States is notorious for not listening to the World Court, for instance. There is much criticism among some American law professors that American jurists, trained in the dominant jurisprudence of legal realism, keep their scope too confined, thinking that the American legal mind-set is, for all intents and purposes, white, male, middle class, and traditionally religious. The new buzzword for the jurisprudents is *culture*, as in cultural studies, studies into the cultural

makeup of individuals as an element of their decision-making process. The theory of the rational man, especially as applied by law and economics advocates, simply misses the mark when so many Americans have different cultural roots. (See, for instance, a symposium issue at 13 *Yale Journal of Law and the Humanities*, issue 1 (2001) for a good introduction.)

The cultural study of law focuses on the “subject,” which is its terminology used to relate that individuals all come from different backgrounds and therefore have different ways of understanding the world. In the United States, with our complex mix of citizens from different cultures, it becomes apparent that many citizens are not participating in the presumed interplay between our society’s law and its culture. Prescriptive laws become merely proscriptive, without moral meaning.

Cultural studies have been strong for quite a while in the social sciences, and those disciplines has, as a result, greatly improved their research methodologies and statistical data. But, according to many American jurisprudents, legal scholarship has failed to follow suit. We still use the older, less sophisticated statistical analyses created during the heyday of legal realism and the Great Society. The courts seem locked into the older patterns. Legislatures are clueless to the underlying problems. As a result, the Law becomes less relevant culturally.

The Rise of Self-Represented Litigants, Court Efficiency, and Public Law Libraries

As a public law library director in California, I felt it my obligation to submit a response to a Fall 2003 draft

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report of the Statewide Action Plan on Serving Self-Represented Litigants created by a task force set up by the California Judicial Council (the courts' policy making body). The plan noted the tremendous increase in the numbers of self-represented litigants showing up before the courts and went through a substantial analysis of ways the courts and the bar can aid them. The emphasis was on getting rid of useless barriers, such as rewriting forms into readable English, and devising cost-efficient services, such as family court facilitators, who would help people fill out standard forms. There was a pebble thrown toward those self-represented litigants for whom the gross cattle call method would not work by calling for the California Bar to step up its offering of unbundled legal services. (I sat back for a second, and the inanity of that proposition is so obvious that I was confounded to see how it had gotten so far.) Anyway, as you might have guessed, the references to the wonderful system of California county law libraries were few and far between.

My main gripe was, and there were a bunch, but my main gripe was that the report basically assumed all self-represented litigants had some degree of English literacy, basic intelligence, levelheaded reasoning, and funding. Noting the above commentary, I guess they were still presuming the rational man was the norm. Certainly there is a great percentage of self-represented litigants who would be able to

meet the criteria so that they would be adequately served if the report's recommendations were put in place. But I suggest that some one-third of self-represented litigants today would not meet the criteria, and certainly a much greater number if you count the people who simply don't bother to use the justice system (e.g., non-literates, i.e., recent immigrants). That's a bunch of people.

Anyway, I went on to describe that the public law libraries have a very important role, as we are the place of last resort for those who simply do not understand the system, much less the law itself. It is in the public law libraries that the people who fall through the cracks have a chance. We aren't perfect, and there is certainly a lot we don't get around to doing, such as better services for non-literates. But we are able to deal with people one-on-one. That is our role.

In Conclusion

Yes, I am going somewhere with this. From two different directions, law schools and what used to be called library schools, we see two similar trends, similar in that examinations of the particular needs of individuals in all their diversity are components of their study. But the courts and the justice system seem not to have moved there yet. And to me, we have the greatest laboratory for the work already available, our own public law libraries.

So, I propose that we as a group, public law librarians, the section to which we are members

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(SCCLL SIS), and the association at large (AALL) offer our public law libraries as laboratories for empirical research conducted by professors of informatics and law professors. If we can get academia in touch with the wide variety of diverse clientele whom we serve, then their studies would be all that much more enriched and the results that much better. Then perhaps eventually, as the lawyers, judges, and law librarians produced by their schools rise to positions of power, maybe a better understanding of the role of public law libraries in society can be reached. And who knows, maybe they will even tell us how we ourselves might improve.

Jim Milles at SUNY Buffalo recently informed me that his Conference on Social Informatics and Law will not be held because he did not get enough submitted papers. It is obvious that there is a disconnect, and we are the people who should bring the two fields together.

FROM THE GRANTS COMMITTEE

The SCCLL Grants Committee announces the availability of travel grants to assist members in attending the 2004 AALL Annual Meeting, July 10 - 14, in Boston, Massachusetts. Grants will be awarded on the basis of financial need, proven potential ability, and promise of future usefulness and permanence in the law library profession. Applicants must be members of the SCCLL SIS.

Applications and recommendations must be sent by first class mail within two weeks of the Annual Meeting registration packet mailing to members, or April 15th, 2004, whichever date is later. The grant rules and application form are on SCCLL's website at http://www.aallnet.org/sis/sccll/annual_meeting/scholarships

Since we all know it's better to give than to receive, the Grants Committee wants to remind you that personal donations to help fund our travel awards are always welcome! Please send your donations (checks made payable to AALL) to SCCLL's Treasurer Cynthia Fellows, State Law Librarian, Alaska State Court Law Library, 303 K. St., Anchorage, AK 99501.

If you have questions about the grants application process, please contact Jane Colwin (jane.colwin@wicourts.gov or 608-261-2340).

Jane Colwin, Wisconsin State Law Library, Madison, WI, SCCLL Grants Chair

Promoting SCCLL SIS Membership and Mentoring Through AALL

For each new member you recruit to join AALL February 15-April 15, your name will be entered into a drawing for free AALL dues for one year. (Note: The new member cannot be employed by the same employer as the recruiting AALL member.) Three names will be drawn, and winners will be announced no later than May 15, 2004 . Send the names of your prospective new members to [Steve Oberhoffer](#), AALL membership coordinator and to [Cossette Sun](#), SCCLL SIS Membership and Mentoring Committee Chair.

The SCCLL SIS has created three \$50 prizes for recruiting members to join SCCLL SIS. The SCCLL Membership and Mentoring Committee are also working in conjunction with AALL to match the mentors and mentees using the same online application form. All applications come through one source, so then we can make sure that we are catching all the mentors/mentees and thus are able to make better matches. To confirm, this is how the process will work.

The AALL Mentoring Committee will maintain a master mentor/mentee application for AALL and the SCCLL Special Interest Sections. The AALL Mentoring Committee will forward applications to the chair of the SIS mentoring committee as appropriate. The SIS mentoring committee will match the mentees and mentors and then provide that information to the AALL Mentoring Committee for dissemination. Both the AALL Mentoring Committee and SIS mentoring committees will advertise the mentoring program using the URL for the master mentor/mentee applications available at:

http://www.aallnet.org/committee/mentoring/mentee_form.html

http://www.aallnet.org/committee/mentoring/mentor_form.html

Please target law librarians at small SCCLL type libraries to join AALL so that they can then join SCCLL SIS. We can locate them through their membership at the chapter levels. Another group that is fast growing is trustees at county law libraries. They are welcome at our SIS and we should find a way to mentor them.

For further information, contact:

Cossette T. Sun, Chair

Membership and Mentoring Committee

125 12th Street

Oakland, CA 94607-4912

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⌘ Editor's note: For more information ⌘
⌘ on mentoring, see the article on page ⌘
⌘ 23. ⌘
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SCCLL Slate of Candidates

Anita Anderson
MN Attorney General Library

The SCCLL Nominating Committee is pleased to announce the following candidates for the 2004 election. Biographies of each candidate are included in this issue of the Newsletter.

Note: The SIS By-laws (Art. VII, Sec. 4) allow additional nominations: "Further nominations may be made upon written petition of ten voting members in good standing. Such petitions, accompanied by written acceptance of the nominees, must be filed with the Secretary/Treasurer no later than March 15. "

For the office of **Vice-Chair/Chair Elect:**

- Barbara Golden, State Law Librarian - Minnesota State Law Library, St. Paul, MN

For the office of **Secretary/Treasurer:**

- Marcus Hochstetler, Director - Mahoning Law Library Association, Youngston, OH
- Patricia Parker, Legal Services Librarian - Grand Valley State University, Grand Rapids, MI

For the office of **Member-At-Large** (2004-2007):

- Terry Long, Assistant Law Librarian - Virginia State Law Library, Richmond, VA
- Cornell Winston, Law Librarian - US Attorney's Office, Los Angeles, CA

Continuing on the SCCLL Executive Committee will be:

Chair, Sandra Marz, Washoe County Law Library;

Past Chair, Charles Dyer, San Diego County Public Law Library;

Member-at-Large (2002-2005), Sara Galligan, Dakota County Law Library;

Member-at-Large (2003-2006), Anne Morrison, Circuit Court for Prince George's County Law Library.

The Committee thanks the candidates for their willingness to be considered for the leadership positions of our section.

Respectfully submitted,
Anita Anderson, Chair
Shirley David,
Regina Smith

Candidate Biographies

Vice Chair/Chair Elect

Candidate: Barbara L. Golden

Employment:

State Law Librarian, Minnesota State Law Library, 2002-date
Electronic Services Librarian, Minnesota State Law Library, 1997-2002
Head of Outreach Services, Minnesota State Law Library, 1985-1997
(The Department of Outreach Services oversees the County Law Library Program (CLLP) and Law Library Service to Prisoners (LLSP)
County Law Library Project Coordinator, Minnesota State Law Library 1983-85
Head of Public Services, Hennepin County Law Library 1976-83
Reference Librarian 1974-76, Acquisitions Librarian 1971-74, University of Nebraska at Omaha

Education:

J.D. William Mitchell College of Law
M.A. (Library Science) University of Minnesota
B.A. (Mathematics, Religion) Hamline University

Selected Professional Activities:

American Association of Law Libraries:
Member 1976-present (Executive Board Member 1986-89; Call for Papers Committee 1996-1998; Recruitment Committee 1991-93)
State Court, and County Law Libraries SIS:
Member 1976-present (Served terms on the Awards, By-Laws, Nominations, Standards, Statistics, Trustee Sourcebook, and Website committees including Chair of County Law Library Standards Committee 1984-86)
Minnesota Association of Law Libraries:
Member 1976-present (President 1983-84)
Capitol Area Libraries Consortium: Member 1983-present (President 1986-87)
MnLINK (Minnesota Library Information Network): Vendor Evaluation Team, 1998-2000; Policy Advisory Council, 2001-date.

Selected Publications:

URL: <http://www.lawlibrary.state.mn.us/> (Webweaver for the Minnesota State Law Library); *Manual for Minnesota County Law Library Managers* (1984-1997, updated annually); *Recommended Legal Materials for Non-Lawyers* (November 1996); "On-Line Internet Research" in *1996 TechBook* (MCLE); "Short on Memory, Long on AALL," 88 *Law Library Journal* 41 (No. 1, Winter 1996); "1995 Space Requirements & Price List for Selected Legal Resources," 7 *Trends in Law Library Management and Technology* 1 (No. 1, July/August 1995) & 7 *Trends in Law Library Management and Technology* 4 (No. 2, September 1995); *Legal Materials for Non-Law Libraries* (1993); *Minnesota Legal Research Guide* (co-author) (1985); *Minnesota Legal Periodical Index* (computer database, 1984-date, 1984-1987 compilation published in 1989, 1988-1994 compilation published in 1995); *County Law Library Project Bulletin* (Editor, 1983-1997); "WESTLAW," 50 *Hennepin Lawyer* 16 (July/August 1981); "The Role of Computer-Assisted Legal Research: Cost Effectiveness, or When You Should Use the Computer," in *Legal Research--Beyond Tradition* (1981); *Guidelines for Legal Reference Service* (co-author) (1980); *Union List of [Minneapolis & St. Paul Legal] Looseleaf Services* (1979-1985); *Numerical Index to the Selected Opinions of the Minnesota Attorney General, 1933-1969* (1976); "A Method for Quantitatively Evaluating a University Library Collection," 18 *Library Resources and Technical*

(Continued on page 18)

Services 268 (Summer 1974).

Recent Presentations:

Semester course on Legal Bibliography for the Master of Library and Information Science at the College of St. Catherine (Fall 2003); How to Really Use the Web – A Rapidly Evolving Legal Research Tool (Hennepin County Bar Association CLE, November 2003); The Web as Your Research Tool: From Worst to First (Hennepin County Bar Association CLE, March 2003); Researching Minnesota Law (Minnesota Association of Law Libraries Legal Research Institute, March 2003); Finding Your Way Around the Minnesota Legal Web (Minnesota Library Association Conference, September 2002)

Brief Statement: From my stints as president of local library associations and on the AALL Executive Board, I know that it is the membership that drives the organization. The key to effective leadership is listening to the members. SCCLL has a great membership. Together we will continue to be a force within AALL, leaders in the library world, and advocates for our constituencies.

I have been a proud member of SCCLL since 1976, so I am honored and excited by the opportunity to be vitally involved in this wonderful organization that has never failed to revitalize me. I will do my best to live up to the standards set by our past and present leadership and pledge to honor our Strategic Plan and further the goals that will help shape the future of government and subscription law libraries.

Secretary/Treasurer

Candidate: Marcus Hochstetler

Employment

Director, Mahoning Law Library Association, 2000-present
Reference Librarian, Stradley, Ronon, Stevens & Young, LLP, 1998-2000.
Assistant Librarian, Stradley, Ronon, Stevens & Young, LLP, 1996-1998.

Education

M.L.S. Drexel University, 1998
M.A. Lutheran Theological Seminary of Philadelphia, 1996
B.A. Malone College, 1992

Professional Affiliations and Activities

SCCLL: Member since 2000
Education Committee Chair, 2002-04

Chapters:

ORALL
Executive Board member, 2002-04
County Law Library SIG Chair, 2001-02
Government Relations Committee, Chair 2003-04

Awards and Honors

Eta Beta Rho



(Continued on page 19)

Publications and Presentations

"Are You Plugged into AALL? Leaders Discuss Benefits of Active Participation in AALL", 12/01:4

"Hot Topic: Discussion of Double Fold: Libraries and the Assault on Paper: D-5", 09/01:32

"Marketing the Law Librarian to the world: Getting Published in Judicial, Court, and Bar Publications" Program Coordinator, Boston Annual meeting, 2004.

Contributing author to ORALL Newsletter, 2001-present.

Candidate's Statement

When I first took on the duties of director of a county law library, colleagues shared a nugget of truth that the budget would be more of an art than a science. For the most part, this has proven to be true, yet the devil is often in the details. Keeping the details straight on subscriptions and ongoing increases in costs can take up much of my time if I allow it. The value that I have experienced within SCCLL has shown me I do not have to go it alone when dealing with these tough issues. I have enjoyed working with many members to provide educational programming for Seattle and Boston. If elected to the Board, I would seek to maintain accurate records for the strengthening of the SIS and to help expand the reach of State, Court, and County Libraries into the future.

Candidate: Pat Parker

Employment:

Legal Services Librarian, Grand Valley State University 2000-

Education:

M.L.S. Simmons College 1963

Merrimack College 1962

Professional Affiliations and Activities:

American Association of Law Libraries 2000-

AALL Advisory Board for LLJ and Spectrum

Awards Committee

Mentoring Program

SCCLL newsletter committee

Special Libraries Association 1993-

Employment Chair, Legal Services Division 2002-

Chair-Elect, Engineering Division 2000-

Past President, Western Michigan Chapter 1994/96

Membership Chairperson, Western Michigan Chapter/1993

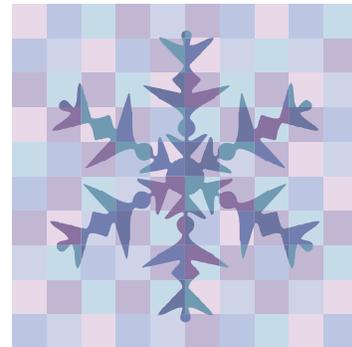
Other professional Activities

Board Member, Michigan Law Library Association 2003-

Member, Michigan Law Library Association 1993-

Law Library Advisory Council, Grand Rapids Bar Association 2000-

Editor "Library Update", Grand Rapids Bar Association newsletter 2000-



Candidate's statement:

Grand Valley State has a rather unique relationship with the legal community in that the Grand Rapids Bar Association donated their entire law library to the University, and we now function as the law library for the Bar Association. In that capacity, I serve as the law librarian for the courts/judges, the county, members of the Bar Association, and as the liaison to the new Legal Assistance Center recently built to service the legal aid needs of the community and county. I am also the law librarian for the University and in that capacity I am the liaison to the Criminal Justice and Law Enforcement programs.

I am familiar with the role and responsibilities of Secretary/Treasurer and would welcome this opportunity to serve our membership. I feel that it is very important to have an active role in helping the association and membership to continue to grow and develop and, I would welcome the opportunity to serve.

Member at Large

Candidate: Elizabeth Terry Long

Employment

State Law Library, Supreme Court of Virginia, 1980-present
Archives Branch, Virginia State Library and Archives, 1977-1980
Records Branch, Virginia State Library and Archives, 1974-1977

Education

M.S.L.S. The Catholic University of America, 1989
B.A. Stetson University, 1974

Professional Affiliations and Activities

American Association of Law Libraries, 1982 –
Member, State Court and County Law Libraries Special Interest Section, 1982-
Member, Government Documents Special Interest Section, 1987 –
SCCLL Membership Committee Chair, 1997-98
Annual Meeting Program Selection Committee for 1998 meeting
Professional Development Committee, 1998-2000
Membership Retention Committee, 2002-2004; chair, 2003-2004.
Southeastern Chapter, American Association of Law Libraries, 1982 –
Local Arrangements Chair, SEAALL/VALL Annual Meeting, 1995.
Scholarship Committee, 1997
Membership Chairman, 1999-2000
Vice-president/President-elect, 2001-2002
President, 2002-2003
Virginia Association of Law Libraries, 1983 -
Program Committee, 1984-87, 1991-92, 1998-99, 2000-01
Executive Board, 1987-90
Membership Committee Chairman, 1990-91
Vice-President/President-elect, 1994-95
President, 1995-96
Nominating Committee Chairman, 1997-98
Nominating Committee, 2002-2003.
Richmond Public Library. Board of Trustees, 1995- 98.

Publications

Guide to Church Records..., published by Virginia State Library, 1981.
"Virginia's Public Law Libraries: Thirty Years of Public Access to Legal Information", *Virginia Librarian* 39(Oct/Nov/Dec 1993):
12-14.
"Bibliography of Virginia Practice Materials", *Southeastern Law Librarian* 23(Summer 1998):19-23.
"Local Law", Chapter 6, *A Guide to Legal Research in Virginia*, Virginia Law Foundation, 1999, revised 2002.
"Commercial Electronic Products for Virginia Legal Research", *Virginia Lawyer*, 48 (February 2000):18-19.

Presentations

"Government Information on the Web", Legal Research on the Internet, Virginia Law Foundation, Continuing
Legal Education, February 1998.
"Using the Internet for Legal Research", *Using Technology for Discovery*, HalfMoon L.L.C., Continuing Education, May 1998.
Internet Training for Virginia Poverty Law Center, March 1999
"Sleuthing in Congress: Tracking Congressional Information" portion of program, *Federal Matters: Matters of Importance*, Library of
Virginia, May 1999.

Panelist for "Using the Internet as a Creative Tool for the Busy Lawyer", Old Dominion Bar Association, June 1999.

"Internet Searches", *Moving Ahead: The Annual Paralegal Seminar*, Virginia Trial Lawyers Association, December 1999.

Legal Research: Using the Internet for Effective and Efficient Research, National Association of Hearing Officials annual meeting, October 2000.

(Continued on page 21)



Legal Research: Using the Internet for Effective and Efficient Research, Virginia Association of Hearing Officials, November 2001.

Efficient Use of the Internet for Legal Research, 1-hour CLE for the law clerks of the Supreme Court of Virginia, January 2002.

Legal Research on the Internet, 2-hour CLE for staff of Judicial Branch and other state agencies, March 2003.

Teaching Research in Court and Agency Law Libraries (TRICALL), an organizer and presenter for two day event sponsored by Lexis/Nexis at American Association of Law Libraries Annual Meeting, July 2003.

Efficient Use of the Internet for Legal Research, 2-hour CLE for the Virginia Attorney General's Office, September 2003.

Candidate's Statement:

It was quite flattering to receive a call from the SCCLL nominating committee asking if I were willing to be placed on the ballot as a member-at-large candidate for the board in 2004. Though I have belonged to SCCLL since 1982 and attended its events when I was at an AALL meeting, I have not been active on the various committees. I have, however, been active in chapter and AALL committees and am eager to put my energy into serving *my* SIS.

If elected, it will be an honor to serve on the SCCLL board. It would be a pleasure to be on the board of the section that specifically addresses the needs of public, court and agency libraries – the type of libraries I know so well. I will put the skills learned from chapter and AALL committees to work to help our SIS.

Candidate: Cornell H. Winston

Employment Positions:

Law Librarian	United States Attorney's Office, Central District of California, 2001-present
Law Librarian	Orrick, Herrington & Sutcliffe LLP, Los Angeles, CA, 1992-2001
Reference Librarian	Whittier College School of Law Los Angeles, CA, 1989-1992
Assistant Librarian	Munger, Tolles & Olson Los Angeles, CA, 1987-1992

Education:

M. A. Fuller Theological Seminary, Pasadena, CA
B. A. University of California, Irvine

Professional Affiliations and Activities:

American Association of Law Libraries, 1992 - Present

Member, Council of Chapter Presidents, 2002-2003

Discussion Facilitator: "Chapter Special Events" Roundtable Discussion at 2003 Council of Chapter President's Meeting, Seattle, Washington 2003

Coordinator: "Law Firm Mergers: A Roadmap Through the Minefield" Program C-6 2002 Annual Meeting, Orlando, Florida 2002

Nominations Committee, 2001-2002, (Chair, 2001)

Index to Periodical Literature Committee 1999-2002
(Chair, 2000-2001)

Local Arrangements Advisory Committee (Anaheim Meeting) 1997-1998(Chair, Closing Banquet)

Private Law Librarians Special Interest Section 1992 - Present

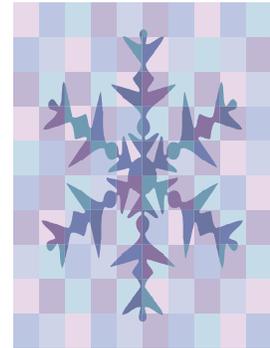
(Continued on page 22)

Member, Education Committee (Orlando Meeting) 2001-2002
Member, Grants Committee (Chair, 1998-1999) 1997-1999

State, Court & County Special Interest Section
Member, Membership and Mentoring Committee 2003-2004

Southern California Association of Law Libraries (SCALL) 1987-Present
Member Executive Board 2001-2004
Vice President/President-Elect 2001-2002; President 2002-2003
Awards Committee (Chair 1998-1999) 1997-1999
Member, Executive Board 1996-1997
Grants Committee (Chair) 1995-1996
Institute Committee 1995-1996
Arrangements Committee (Chair) 1994-1995
Newsletter Committee 1992-1994

Community Affiliations and Activities
Pastor of Education Ministries 1999-Present
Santa Clarita Christian Fellowship
Canyon Country, California



Believe It or Not--An Appreciation Party for Lawyers

We've all heard, and maybe even told, a greedy lawyer joke. But there ARE attorneys with good hearts, and the Washoe County Law Library is doing its part to support them. On Dec. 9, 2003, the Washoe County Law Library held a party in honor of the local volunteer attorneys who staff the free Wednesday evening Lawyer in the Library programs. The program provides a brief consultation with an attorney for a few minutes, not extensive legal advice. Lara Pearson received special recognition because she had volunteered more times than any other attorney in 2003. All of the volunteers good-naturedly crammed themselves in the law library director's small office, received a certificate, and were treated to homemade holiday goodies provided by the law library staff and board.



Photo caption: (from left to right) Chairman of the Law Library Board of Directors, Bruce T. Beesley, Law Library Director Sandy Marz and County Manager, Katy Singlaub meet at the party to thank the volunteers.

The AALL Mentor Project Wants You!

The AALL Mentor Project:

- Provides an informal, personal source of information for newer members
- Provides an avenue by which experienced law librarians may meet promising new members of the profession
- Provides a network for members who are contemplating a move to another type of library
-

Who should participate?

- All experienced law librarians willing to share their time and wisdom
- All enthusiastic newer members
- AALL members considering a move to another type of library

2003 mentees benefit from guidance and support:

- *While I have yet to meet a law librarian who wasn't willing to offer advice when asked, it is great to have someone who specifically wants to be asked. My mentor was also great fun to be around at the conference. She has continued to help me since, providing local introductions when I moved to San Francisco.* – Monica Donovan, Information Specialist, Jackson Lewis LLP.
- *My experience with my mentor has been great. We are both in similar situations and I know that I can always turn to her for advice and encouragement.* – Sarah Mauldin, Director of Library Services, Lionel Sawyer & Collins

2003 mentors recommend the experience:

- *Working as a mentor provides an opportunity for reflection and analysis about what's going on in law libraries and it makes you appreciate how much you have learned in your own career path. It's not rocket science and there's no right or wrong way to make it work. Even if your only time together is at the annual meeting, you have nothing to lose by trying it but, potentially, a lot to gain.* – Suzanne Thorpe, Associate Director for Faculty, Research, and Instructional Services, University of Minnesota Law Library
- *I have been a mentor at the last two AALL conferences, and it was a great experience. In addition to sharing my knowledge and experience with others, I believe that I can always learn something new by listening to my colleagues, regardless of their level of experience. I find it refreshing to hear how other libraries approach common issues. Moreover, frequently we come to law librarianship after many years in other professions. Often these new librarian colleagues have experience and knowledge of their own that enriches me. Finally, I enjoy teaching and helping (that is, after all, why I do what I do for a living!), want to give back to the profession what I can, and never pass up the opportunity to network.* – Barbara Traub, Head of Reference Services, Rittenberg Law Library, St. John's University School of Law

For the past two years, I have had wonderful mentees who are interested in foreign, comparative and international law librarianship. As many times a newer FCIL librarian is the only subject specialist at his or her workplace, a mentor and professional connections are vital. – Stephanie Burke, Senior Reference and Interna-

(Continued on page 24)

tional Law Librarian, Pappas Law Library, Boston University School of Law

How can you join the Mentor Project?

To learn more about the AALL Mentor Project and to become a mentor or mentee, visit our website at: http://www.aallnet.org/committee/mentoring/mentor_project.html

Mentors and mentees will be matched as closely as possible based on submitted applications.

Trustee Development Committee Looking forward to Boston!

It's not too soon to be thinking about Boston!

Those attending the SCCLL SIS sponsored Trustees and Librarians luncheon on Sunday will be treated to a Boston style meal, have an opportunity to informally share their local successes and challenges with colleagues from around the country, and will learn about the exciting projects and programs at the Social Law Library, one of our country's oldest and most innovative law libraries.

The President of the Social Law Library, Jeffrey Swope, a partner with the Boston law firm of Palmer & Dodge, has graciously agreed to welcome members of the State, Court and County Section of AALL to Boston at the July 11th Trustees' luncheon. Robert Brink, Director of the Social Law Library will show us how the library is once again a center for the legal community.

You won't want to miss this special luncheon. It's a ticketed event so make sure to look for it on the annual meeting registration form. Both

librarians and library governing officials are invited to attend. So make sure to check the box for the luncheon when you register for the annual meeting.

Program registration postmarked by June 1st is \$385 for AALL members and \$485 for non-members. You can save the fee for your one of your library's governing officials if your local chapter awards the official an AALL VIP registration. The registration includes admission to programs, the exhibit hall and one ticket to the opening event at no charge. It's not too late to work with your local chapter toward this goal.

Each chapter is authorized by AALL to send up to two VIP's at no cost to the chapter. Some chapters also subsidize the travel and other meeting expenses. Check with your local chapter for their AALL VIP requirements. If the chapter has no plans or budget for VIPs, ask whether the chapter would be willing to designate one of your officials as VIP at no cost to the chapter. Offer the chapter that, in return for the VIP designation, the trustee will contribute an article on the experience to the chapter newsletter or speak at a chapter meeting.

Another strategy would be for you or your library staff planning to attend AALL could seek travel grants from

(Continued on page 25)

the SIS or chapter. By saving money allocated for the librarians' travel, the trip may be possible for the trustee.

Overwhelming, those trustees and library governing officials who have attended an AALL annual meeting tell us that they have a better understanding of what it takes to operate a law library and they come back with ideas to improve their own libraries. With a little planning your trustee could be one of those people.

Shirley Hart David, Chair Trustee Development Committee



"The County Law Library's the place for those who aren't fond of lawyers"

"The County Law Library's the place for those who aren't fond of lawyers" was the headline on R.E. Graswich's column in the January 9, 2004, *Sacramento Bee*. Sacramento County Public Law Library has a pretty extensive public relations toolkit. As a library serving the needs of a varied constituency-- the bench, the bar, and the public-- we have strategies to reach each constituency. Sometimes the resulting publicity is different than what we expect. When that happens humor is the best antidote.

As an independent special district, the Sacramento County Public Law Library does not have a built in communications route to any of its customers or potential customers. We have found that the most successful public relations activities are those with a lot of personal contact. Here are some of our recent and new public relations activities.

For the local trial courts we provide our standard reference and information access services. We also maintain the chambers and office book collections for a fee. The library's on-line catalog includes private access to the courts' collections. In the works is a library website designed specifically for the courts' Intranet. There the judges will be able to access book request forms, the library catalog, library reference and collection access services. Working with the court administration judges' liaison and court information systems staff was crucial to get past the firewall roadblocks and promoting the product to the judges and court researchers.

For the attorneys, we provide our standard reference and information access services, and continuing legal educa-

(Continued on page 26)

tion classes. Our most long-standing method of reaching the bar is with a regular column in the *Sacramento Lawyer* magazine published by the Sacramento County Bar Association. There are currently two columns in this bi-monthly magazine, "County Law Library News", and the newer "Surfing from River City." The "Surfing ..." column is a side bar of website links usually on the magazine issue topic. When this sidebar was envisioned, I was at the meeting as an advisor to the magazine and I immediately volunteered to produce it. The editor was insistent that local bar members make the recommendations for sites. Those recommendations were very hard to come by, even from those who were writing the topical articles. So, now the recommendations come from the librarians and we are looked upon as the website experts we know we are.

Since 2001 when we opened our computer-training center, the Sacramento County Public Law Library staff lead by Coral Henning, has developed an extensive continuing legal education program for our local attorneys. It is marketed through ads and calendars on our website, the local bar associations magazines and newsletters, and the local legal newspaper. Our partners own marketing avenues are also used. The County Bar Association broadcasts our announcements on their listserv. West promotes our classes that we send to them for their

LegalEdCenter. The quarterly class brochures are sent by direct mail to registered library borrowers. We are in the process of installing our own listserv software so we can broadcast upcoming classes to our previous participants list.

Our third major constituent group is the public pro-se litigants and students.

Students from several area schools come to the library for at least one orientation session. Over the last year the classes were taught for para-legal programs, law schools, criminal justice programs, and library media specialist classes. We know the instructors from personal professional contacts.

Marketing to the public is the most difficult because most people don't pay attention unless what is being marketed is something they need right now or the marketing piece is really snappy.

Other local libraries are important referral sources for us. During recent National Library Weeks, we have focused on orientations to the librarians at the Sacramento Public Library. The local chapters of the special libraries association and medical libraries association met out our library last year by our invitation. This year we have been making cold calls to the academic libraries to set up orientations for their reference staffs.

The California Judicial Council's Self-help website has been one of the best links to our website and our services. Check them out at www.courtinfo.ca.gov.

(Continued on page 26)

ask a librarian" icon of every page of the self-help pages links to the 24/7 reference service that our public services librarians staff with other California county law libraries. There are also specific links to our pathfinders. Also new to our website is the Spanish language pages. Not only did public services librarian David McCusker write the pages which lists our Spanish language titles and links to Spanish language self-help information on the Internet, he spent the year looking for Spanish language legal information to add to the library collection.

Using local media to reach the public is the most challenging of all. Here is where personal contacts worked well this year. In August I was invited to be on a local cable station talk show to promote the library to the public. The invitation came because an attorney for an office in our building was going to be interviewed for one of their programs. He suggested that the library be used as a backdrop instead of his office. When the producer came in to discuss the possibilities, she was so interested in the fact that we were open to the public she recommended that I appear on the local talk show "Roberts Tonight." The program was well received and we have been asked to do a follow-up program at the library.

The publicity that has brought the most attention was the *Sacramento Bee* column with the "County Law Library's the place for those who aren't fond of lawyers" as the headline. A local reporter who is known for his "happenings around town" column wrote the article. He used to be the sports columnist and he still has his morning radio sports program. I ran into him one evening at a local dance club. After we determined that no, I really didn't resemble the mayor that much, and I wasn't planning to run for mayor anytime in the near future, I told him about

the county law library. The next week he spent two hours touring the library with me. One of our public customers, who recognized him, told Bob that he was at the library doing he own research because he hated lawyers. We can directly trace the substantial increase in public customers and lawyers the week following the column to Bob Graswich's article. So far, there has been no backlash from the lawyers.

Shirley Hart David, Director
Sacramento County Public Law Library



Lecture Series as a Marketing Tool—One Library’s Experience

Recently there has been a growing focus on the importance of marketing by libraries, particularly public libraries. New articles and web sites appear on a regular basis extolling the benefits of marketing activity. The SCCLL last year established a Special Committee on Marketing, co-chaired by Marnie Warner and Maureen Wells, with the charge of drafting a concept paper on the importance of library marketing and recommending an action plan for developing a marketing plan to be used as a tool for SCCLL members. Marketing efforts are a critical, and probably often overlooked, element of a library’s functions. With budget constraints growing tighter every year and the ever-present competition from the Web, it behooves us to advertise both our presence and our capabilities.

Like many other libraries, the Maryland State Law Library is implementing more marketing programs to boost our name-recognition among our community of users. An Outreach Services Program was established last year with responsibility for a wide range of outreach efforts. The first effort to be implemented, which continues today, is a lecture series.

In 2002, the Maryland State Law Library celebrated 175 years of service to the State. In honor of this anniversary, the Library has been presenting a series of public lectures on topics of interest to our diverse community of users. The Anniver-

sary Lecture Series has been a marketing, promotional, and training opportunity for the Library, on many levels. A total of six lectures is planned; three have already been held throughout 2003; three more will be held in the first half of 2004. All of the lectures held to date have been scheduled as weekday, lunchtime events, in an effort to pull in the area professional community, court personnel, and members of the general public. We will likely continue this schedule for upcoming lectures.

A lecture series presents a myriad of interesting hurdles as well as rewards. The first major challenge is the choice of topics. Mike Miller, Director of the Library, proposed six topics based on his own extensive knowledge of our community. Each speaker is given the option to narrow the topic further. The topics were: History of Law Libraries; Judicial Independence; Elder Law in Maryland; History of the Maryland Declaration of Rights; Use of Unpublished State Appellate Opinions in Legal Research; and the Future of Legal Research. The order has been determined somewhat by chance, although we did feel that beginning with the History of Law Libraries and ending with the Future of Legal Research had a nice fit.

Finding good speakers has presented a further challenge. We have looked within the Courts, at professional librarians, and within the legal community for expert practitioners and known speakers. Our presenters so far have been from each of these areas: *A Brief History of Law Libraries* was delivered in April 2003 by Shelley Dowling, the now-retired head of the U.S. Supreme Court Library; *Judicial Independence* was delivered in September 2003 by The Honorable James Vaughan, Chief Judge of the District Court of Maryland; and *Elder*

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Law in Maryland: Basic Planning was delivered in November 2003 by Jason Frank, a Baltimore-area practicing attorney and author of the text *Elder Law in Maryland*. Our fourth lecture, *The Maryland Declaration of Rights, 1776-2004*, will be delivered in January 2004 by Dan Friedman, a Baltimore practicing attorney, and author of several core articles on Maryland Constitutional history. All speakers have been very well-received, and their topics have informative as well as entertaining.

The next large hurdle is scheduling the actual lectures. Dates have to be coordinated so as not to conflict with the courts' oral argument days, other community events, and our own staff schedules, as well as conform to the speaker's own available time. And there are always unforeseen events that can seriously compromise an event - take, for instance, our September speech by Judge Vaughan which coincided with the arrival of Hurricane Isabel! We counted on the fact that Isabel wasn't due to hit the Annapolis area until very late the night of the lecture. Unfortunately, the winds picked up enough during the morning hours that many businesses closed early and many people left before noon - the scheduled time of our lecture. Judge Vaughan spoke as scheduled, with about half of the expected audience. We received several phone calls the week after the hurricane asking if the lecture would be rescheduled. If a repeat weather situation occurs, we will very likely postpone the event.



Once the topics were chosen and the speakers lined up, the next step was producing a brochure to advertise the series. The first lecture brochure was designed with the idea that we would use the same format for all lectures of the series, preserving visual continuity. Our in-house graphics design expert, Dee Van Nest, put together a trifold brochure that we can print on our own color printer, enabling us to print the number we need and not have to worry about over- or under-ordering (this is also a big cost-saving measure). It contains all the needed information (what, when, where, who), as well as a brief history of the Library and the reason for the series; a biography of the speaker; and a bibliography of sources for further reading. Some of the sources listed have been websites; many others listed have

been taken from our own collection, giving us an opportunity to showcase certain topical areas of that collection.

The last big hurdle was deciding where to advertise the lectures. We surveyed our available space, and determined that our conference room could hold no more than 40-45 people. Therefore, while we wanted to advertise the series broadly, we also wanted to make sure we targeted groups who would be most interested in each specific topic. Our first lecture was held in conjunction with the Law Library Association of Maryland (LLAM), so we had a list of members to whom we would mail the brochures. This gave us a good core audience. We then considered the topic: who might be interested in a history of law libraries? Obviously, law librarians, but also non-librarians, attorneys who happen to love libraries and history buffs. We attracted 35 attendees. For each sub-

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sequent lecture, we assessed the topic and mailed brochures or posted to listservs accordingly. We quickly developed a list of “usual suspects,” those to whom we sent brochures without asking about interest beforehand. These include the university law libraries, the State Archives, the Department of Legislative Services Library, and the Anne Arundel and Prince George’s County Public Law Libraries (our home county and our nearest neighbor). Then on top of those, we added any parties who might be interested in a specific topic if not in the whole series. For instance, for “Elder Law,” we also contacted the county senior centers, retirement communities, and the county Department of Aging. Having a core list guarantees a certain number of attendees; targeting specific populations by subject adds to that number. With the “Elder Law” lecture in particular, we did have concerns about having more respondees than we had space to accommodate, but in the end, we had 36 attending.

This outreach effort has been rewarding. The Lecture Series has provided a wonderful opportunity for promotion of the library and its services. We are able to use the Series to advertise our collection, both in the brochure bibliographies and with library displays on each lecture topic. We have introduced ourselves and our capabilities to groups who may not have previously known us. We have been able to involve the local legal community, particularly in seeking speakers, and to make use of the Court Information Office to have press releases directed to area newspapers. We have been able to establish communications with a wider audience as our field of contacts is growing with each lecture.

The Series has also proven to be a training ground, in a small way for our community and in a large way for our Outreach staff. As our customers learn more about us and our services, we are in turn learning more about

them, enabling our Outreach efforts to be more focused and relevant to their needs. In fact, the success of the series is such that, though it will end after six lectures, we will likely continue to use similar events to promote ourselves in the future. We will, of course, be wary from now on of the hurricane season.

Catherine McGuire, Outreach Services Law Librarian, Maryland State Law Library

Building the Future: Library Promotion in the Sixth Circuit

by
The Sixth Circuit Library System’s Gang of Five

Introduction

Every year the librarians of the Sixth Circuit Library System gather in one of the cities within the circuit for a two to three day meeting. This meeting time gives the geographically dispersed staff an opportunity to spend some “face time” with each other, as well as providing a forum for the sharing of knowledge and expertise.

In mid-August 2003, the Circuit Librarian asked the Reference Librarian from the

Cincinnati (headquarters) Library, and four satellite librarians – each of whom had attended at least one library promotion training conference during the summer months – to prepare an in-service presentation on their shared experiences for the annual librarians meeting.

Preparation

After two initial conference calls the group – which was dubbed “The Gang of Five” by the meeting hostess, the Cleveland satellite librarian – decided the members should meet face-to-face to brainstorm ideas and outline the substance of their presentation. In a one-day marathon, the team spent approximately 12 hours brainstorming ideas, working up the meeting’s theme, and outlining the meeting sessions. During this meeting they determined that a Special Libraries Association (SLA) web cast scheduled for September 24, 2003, was relevant to the meeting, and began arrangements to extend the meeting to include viewing the program.

The planning team developed the theme of “Are You Ready to Build the Future?” The presenters felt that this would give the meeting participants the necessary sense of participating in an on-going process of library promotion, rather than in a one-time, dead-end discussion. In keeping with the theme, the Gang organized the meeting sessions as if we were building a house: Meeting the Architect, Laying the Foundation, Raising the Frame, Decorating the Space, The Punch List, The Final Walk-Through. Each of these sessions dealt with a specific element of the library promotion campaign. (These sessions will be discussed in greater detail below).

Communication with the audience (i.e., the library system’s professional staff) took place prior to the meeting through electronic mail and telephone calls in order to engage them in the meeting topic prior to the meeting and to elicit among them a sense of anticipation of the event. A survey of the meeting participants was conducted by the planning team in order to gauge the level of topic understanding, to help determine content, and even to select everyone’s favorite snacks for the meeting. An agenda was prepared and distributed one week prior to the meeting.

One goal of the planning team for the librarians meeting was to demonstrate how effective a promotion could be by our thorough preparation and attention to detail in promoting the meeting to the participants.

The Meeting

The meeting opened with “Laying the Foundation,” a presentation with audience participation on the basics of writing a promotion plan. We began the process with an information audit in which we assessed the following aspects of the library system: who we are, what skills we possess, what services we provide, what should be the ideal image we project, who our clients are, what our clients want, and how we fit into the structure of the Sixth Circuit, our various district and bankruptcy courts and the judiciary as a whole. Responses were recorded and saved for use after the meeting.

Day Two opened with a brief skit, in which the planning team members portrayed bumbling librarians failing to make the most of the informal promotion opportunities in their day-to-day activities. This was followed by a session in which the meeting participants shared their success stories — successful events, effective tools, even positive encounters with judges and other patron groups. We wanted to demonstrate to our colleagues that they already intuitively understood how to promote the library system successfully, if informally, and to emphasize the idea that we already had a solid foundation upon which to build.

Then we turned to the idea of “Success in Depth”; i.e., building upon these informal successes to create a formal promotion campaign. We discussed the six *Ps* of promotion: offering the right *Product*; at the right *Price*; *Promoted* well; to the right *People*; in the right *Place*; at the right *Point* in time. Using the success stories the participants had shared earlier that morning, we awarded building blocks to each meeting attendee based on their particularly strongly demonstrated use of one of the six *Ps*.

“Raising the Frame” took up an actual promotional campaign. This presentation began with a basic introduction to promotions: what they are and are not, and how to plan them. We worked through the process of planning a promotion for a fictional event, by determining our objectives, identifying our target audience, working up the benefits of our fictional product, developing our message and a theme, and by deciding on our promotion mix. We also included techniques for writing effective advertising

copy.

Later we divided into small groups to brainstorm some ideas that we could build a promotion campaign around. These small-group sessions led to several very good ideas, and the participants reconvened as a whole to discuss each one.

“Meet the Architect” dealt with improving presentation skills. The Cincinnati reference librarian provided an example of public speaking at its worst. Her humorous performance demonstrated how not to present information to a group. Everything from the presenter’s tone of voice and posture to his or her dress and gestures affects the audience’s comprehension of the presenter’s message. Poor presentation skills detract from the message, while good skills serve to enhance it.

The session continued with a discussion of graphic design titled, “Creating a Comfortable Space.” A promotion campaign is enhanced by a consistent package of graphic elements, from library letterhead to bookmarks to the library’s logo. Elements of graphic design provide context and communicate image in subtle ways to library users. Graphic design is an effective tool for conveying the desired image of the library to the customer. The session covered the basic elements of graphic design including use of space, color, graphics and typeface. Templates of documents for everyday use with customers such as letterhead, fax cover sheets, and business cards that had been created on commonly-available software already in use by library staff were shared along with a listing of resources for further exploration of the topic.

After lunch, we returned for an extended discussion of branding. We looked at some well-known and successful brands, and discussed what made them work. The presentation about brands led into the SLA “Branding Master Class” web cast. Unfortunately, this web cast was of uneven quality, and did not add much to our understanding of the topic.

This third day concluded with a session on evaluation. We discussed the use of evaluation tools to determine the effectiveness of a promotion campaign. We looked at different types of evaluation tools, ranging from formal surveys to informal “elevator encounters.” We explored the different ways to ask our patrons about their perceptions of the library’s service, covering types of data, how to format questions, how to conduct a survey and ways to analyze and report data.

Our meeting concluded with a half day about “The Final Walk-through.” In this session we reviewed the ideas from the small-group sessions, and began discussing which promotional ideas we felt were the best vehicles through which to begin our efforts. As part of the process, each participant voted on his or her top three ideas for promotions. The votes were then tabulated and the top three ideas were announced, with the understanding that those were to be the initial focus of our promotion efforts.

In order for the library system to begin working on the actual promotion efforts the meeting planners identified four areas vital to the success of our library promotion campaign: Planning, Promotions, Graphics and Evaluation. We established four working groups, each corresponding to one of the vital elements of our

promotion campaign, and every attendee agreed to participate in a working group.

The Future Begins

The results of the evaluation were intended to give the meeting planning team – and the Circuit Librarian – a sense of how the participants felt about the meeting. The response rate was very high, as 14 of 15 participants returned their surveys. All 14 respondents agreed that we needed to promote our libraries, and to promote as a system rather than as individual libraries. Eight of the 14 respondents felt they needed additional tools to begin promotion, either software training, additional equipment, or the suggestion for professional assistance with the development of promotion tools.

In light of this positive response, the working groups began in earnest on the library’s promotion plans. Each group held an initial conference call, during which they enumerated their goals and began to take steps to reach the successful outcomes decided upon at the meeting. The groups are continuing to work on their assigned portions of the overall promotion package.

The Planning Working Group has just finished the library system’s strategic plan, which includes: a mission and vision statement; an analysis of our current environment, clients and products; and a set of goals covering everything from customer service standards to professional development to information technology require-

ments. The plan has been submitted to the Circuit Librarian for her approval and leadership to implement it.

The Promotions Working Group has focused on developing a strategy for our first promotion event and product launch which is scheduled for May 2004. The Graphics Working Group is hard at work developing a library system logo and style sheets in order to ensure a consistent look for all of our print materials. The Evaluation Working Group is learning how to use opinion surveying tools to gauge our customers' perceptions of our products and services: how to manage a survey project, how to determine a survey sample size, how to create a valid survey instrument, how to administer that instrument, and how to collect and analyze survey data.

Postscript

It is often easier to deal with the day-to-day details of library maintenance and providing services to your customers than it is to focus on the importance of long-range planning and positioning your library to be a relevant part of the organization now and in the future. Measuring the effectiveness of your services, managing your library's image and communicating the value you add to the organization are vital activities for strategic survival in an environment where the outsourcing of services is a continual possibility. While it is important for our customers perceive us as crucial partners in their work, unfortunately, they cannot see or hear what we do not tell them.

Don't wait too long. The future is now.

A Word From Our Sponsor

On a final note, the Gang of Five would like to acknowledge and thank Sixth Circuit Librarian Kathy Joyce Welker for her willingness to turn the 2003 annual meeting over to us, her faith in our organizational and pedagogical abilities, and for the support she provided as we developed the meeting agenda.

Thomas Vanderloo
Chattanooga Satellite Librarian

The "Gang Members" are: Barbara Overshiner, Cincinnati Reference Librarian; Joan Byerly, Grand Rapids Satellite Librarian; Bonnie Robinson, Louisville Satellite Librarian; Ellen Smith, Columbus Satellite Librarian; and Thomas Vanderloo.