

 <p>American Association of Law Libraries</p>	<h1>ALL NEWSLETTER</h1>	<p>Volume 8 Number 1</p>
<p>Pat Harris Editor</p>	<p>Academic Law Libraries Special Interest Section</p>	<p>March 1987</p>

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PUBLICATION CLEARINGHOUSE UPDATE

The December 1986 issue of the Newsletter contained a listing of the publications and exhibits available through the ALL SIS Public Services Clearinghouse. Since then the following titles have been contributed:

Legislative History for Washington . One of a series entitled "In the Gallagher Law Library". (U. of Wa.). 6 p.

Legislative History. Guide prepared for finding a federal legislative history. (Western New England). 7 p.

International Law. Extensive pathfinder on how to find international law. (Western New England). 20 p.

Request

If you are interested in receiving a copy of the above material, please contact Eve Greene or Pat Harris at the Case Western Reserve University Law Library, 11075 East Blvd., Cleveland, Ohio 44106. The material will be provided at cost.

CALL FOR PUBLICITY SAMPLES

Learning to make library publications hum instead of "ho hum" will be just one segment of an action-packed, three day Pre-Convention Institute on "Gaining Power Through Effective Communication" being held at the University of Iowa, July 1-3, 1987.

Co-Directors Ann Carter (Dorsey & Whitney, MN.) and Gayle Webb (Riverside County, CA.) are planning an exhibit area to accompany the panel discussion of content, audience and graphic design considerations for library publicity materials.

Every library, be it university, private, governmental, corporate or court, is encouraged to display a sample of their newsletter, promotional pieces and training/orientation materials for library users (not staff, however), as well as annual reports.

Please mail your sample copies to: Gayle E. Webb
Riverside County Law Library
3535 Tenth Street
Riverside, CA. 92501-3674

AALS WORKSHOP FOR NEW DIRECTORS

The AALS Workshop for New Directors of Law Libraries was held on January 5th, from 8:30 until noon at the AALS meeting in L.A. The first portion of the program consisted of a "dialog with the experts," a format that has worked so successfully at the AALL convention. The topics discussed were: Communication: How to Keep your Staff Informed (Robert C. Berring); The New Director: Am I Really Faculty? (Richard A. Danner); Budgeting: Keeping a Handle on your Acquisition Expenditures (Edmund P. Edmonds); ?; Starting the New Job: Where Do I Begin? (Roger F. Jacobs); How to Interact Effectively with your Dean (Harry S. Martin); and Effective Upper-Level Management: The Relationship between the Director, the Associate Director, and Department Heads (Robert L. Oakley). Time permitted each participant a chance to join four of the above discussion groups.

The second portion of the workshop afforded each participant the opportunity to talk about an accomplishment they had achieved for their library. Accomplishments varied from getting a telephone for a secretary or "finally getting copy machines that work" to obtaining a cataloger to work on Asian materials. Over all, the list of accomplishments revealed many of the frustrations that library directors face daily. As such, it helped newer directors get some perspective on their own situations.

REPORT ON FUND RAISING QUESTIONNAIRE

A recent poll of the directors of academic law libraries indicates that fund raising is a relatively new and largely untried activity for most of them.

The survey was conducted by Rita Reusch, Director of the Law Library, and Karen McLeese, Director of Development, at the University of Utah College of Law. As a part of preparations for a fund-raising campaign for the U of U Law Library, the survey was intended as a mechanism for drawing on experiences of other academic law libraries. The results, however, revealed that such campaigns are highly unusual particularly since the purpose of the U of U Law Library's campaign will be specifically to support library acquisitions and computerization and not to fund a new building or a building addition.

The survey was sent to 174 academic law library directors in September 1986, and 114 responses (65.5%) were received. One reason for the healthy response rate was that 93 of the respondents (81.6% of the 114) simply answered "no" to the first question, "Has your law school or law library ever undertaken a major law library fund raising campaign?" and, except for some optional comments, returned the survey form.

Twenty one affirmative responses were received, although most of these library campaigns had been or will be in conjunction with efforts to fund a new building. The affirmative responses also revealed:

- * The range of campaign goals was \$10,000 to \$7,000,000;
- * The duration of the campaigns ranged from six months to four years;
- * Fourteen of the respondents indicated that they had received commitments from donors prior to the official commencement of the campaign;
- * Fourteen respondents also indicated that named gift opportunities -- i.e., the building, rooms in the building -- were available for substantial donors. Although asked, no respondents indicated what giving levels were required for this recognition;
- * Twelve respondents named a special steering committee to spearhead the fund-raising drive;
- * Seven respondents hosted a special social function to kick off the drive.

Sixteen of the libraries which had engaged in fund-raising campaigns had developed a special brochure or solicitation letter and several of these were enclosed as samples. These ranged from letters on law library letterhead to fairly slick brochures. A couple linked the plea for support to services rendered by the library to the bar. Others couched the plea in more general terms, arguing that the law school faculty and students, as well as all of the law school's alumni and members of the local bar, would benefit from an excellent facility for legal research. As stated, several of the campaigns were linked to new buildings or building additions and their brochures outlined building plans.

The final question in the survey inquired whether the law library had a Friends of the Library group. Ninety-five respondents (83.3% of 114) indicated that they did not have such a group.

An optional comments section at the end of the survey elicited 26 suggestions and observations. Some highlights:

- * Many summarized fund-raising lessons learned or gimmicks tried: "Try to avoid setting up a lot of small restricted funds. It is difficult to remember how and when to spend that money."
- * Several comments reflected what the statistical results of the survey revealed, that is, that they need to become active in fund raising: "You have given us a good idea!" and "We will be involved in fund raising in the future."
- * Some indicated that their institutions or their deans placed restrictions on separate efforts by the law library: "Our Deans have always wanted law library fund raising to be part of the law center fund raising -- separate but part of a larger goal." and "...we aren't able to coordinate efforts to earmark funds for the library."
- * Although there were some skeptics -- "There are always strings attached" -- others indicated that academic law library fund raising is here to stay: "It has become very clear that law libraries must look to private means of support. To an increasing extent, extraordinary purchases, and the book budget, will be supported with "outside" funds."

-- Rita Reusch, Director
University of Utah College of Law Library

-- Karen McLeese, Director of Development
University of Utah College of Law

ALL/SIS MENTOR PROJECT

Again this year, the Academic Law Libraries SIS is sponsoring the Mentor Project. The Mentor Project brings together new AALL members with seasoned veterans who are willing to share their experience. The purposes of the Project are to provide an informal, personal source of information for members who are attending their first Annual Meeting; and to provide an avenue by which experienced law librarians, the "Mentors", may meet promising new members of the profession.

The Mentor project is open to librarians from all types of libraries. Each Mentor will be assigned to one new member whose interests and career goals match, as closely as possible, his or her own.

To become a participant, fill out and return the form below by June 1, 1987.

_____ I want to be a 1987 AALL Annual Meeting Mentor

_____ I need a 1987 AALL Annual Meeting Mentor

Name _____ Library _____

Address _____ Phone _____

Arrival _____ (a.m./p.m.) Departure _____ (a.m./p.m.)

Please describe your position, your accomplishments and your career goals. Include any comments that will help us to assign the most appropriate team member to you.

RETURN TO: Ann Puckett
Northwestern University
Law Library
357 East Chicago Avenue
Chicago, IL. 60611