



REPORT OF THE GLL-SIS PUBLICITY AND PUBLIC RELATIONS COMMITTEE 2023-2024

Chair Sue Ludington

Members

- Laura Hankin
- John Murphy
- Rebecca Sherman
- Kayla Smith
- Karen Westwood, GLL Board Liaison

The 2023-2024 association year was marked by gradual changes among Committee members' employment situations; nevertheless, this small but mighty group worked on various projects and realized several achievements:

1. Continuation of **Marketing Mavens**, with the addition of a Spring 2024 article profiling Laura Moorer, Law Librarian at D.C. Court of Appeals and her inventive marketing technique using Instagram under the account of Libby the Kik-Step. Complete with photos and link to Libby's IG page, we featured the article on the GLL website and promoted it through the GLL member listserv as well as the summer edition of the *GLL Newsletter*.

We had hoped to finish a second profile before July's Annual Meeting, but regrettably we were not able to make it a reality.

2. Review and evaluation of the ***GLL Resource Guides*** (RG) project, and consideration of next steps. Last year's P&PR Committee endeavored to update the electronic versions of the existing 5 guides by verifying and correcting URLs as needed and incorporating non-gendered pronouns; however, we are of the belief that these changes were never uploaded to the GLL website.

Further, this year's Committee understood that an agreement made last year with the Self-Represented Litigation Network's (SRLN) Law Librarians Working Group – to whom GLL provided funding so SRLN could conduct a revised Law Library Survey – included the proposal to update the relevant RGs (specifically #4 and #5) by incorporating survey results into the content. Unfortunately, that information wasn't received in time for this year's Committee to implement; further, to successfully take on such a project, it became clear that P&PR should develop a realistic but succinct "Resource Guide project timeline" with specified outcomes that can be achieved – amid other duties – within the association year.

More importantly, with continued questions regarding how to maximize the value of these publications whether in print or digital format, this year's Committee focused on having a broader conversation with GLL leadership to brainstorm a viable direction for the future. In the spring, Vice

Chair/Chair Elect (at the time) Amy Small met with P&PR to discuss the RGs and potential next steps. Some suggested actions include getting RG download statistics from AALL and creating a separate task force to assess whether to create new topical guides or to focus instead on regularly updating the 5 that already exist. While no action has been taken yet, the P&PR Committee is eager to move forward decisively in 2024-2025.

3. Per this Committee’s primary responsibility, we once again reserved an **SIS Display Board in the Exhibit Hall Activities Area** at the 2024 AALL Annual Meeting, which was held in Chicago this year. Moreover, we also signed up for a **table at the CONELL Marketplace** again; however, staffing the Marketplace presented some challenges, as only one P&PR Committee member (Chair Sue Ludington) was able to attend the Annual Meeting and GLL Board Chair Karen Westwood had other competing responsibilities during Saturday’s CONELL event. As it turned out, GLL Grants Committee Chair Christine Morton arrived in Chicago on Friday, so she generously provided much-appreciated help to Sue (who, by then, was quite under the weather) on Saturday morning.

The board itself was put together by Karen, Christine, and Sue using existing supplies (shipped to Chicago following the 2023 Annual Meeting) and some newly-purchased supplies, including a collapsible 3-tiered, metal hanging rack with ‘door hooks’ that improved upon past methods of displaying swag items.

As in the past, several GLL members kindly volunteered to help man the GLL Display Board during the five “no-conflict Exhibit Hall breaks” over the course of the conference. During this time, they’d encourage attendees to take one or more handouts (“GLL-SIS About Us”, “GLL-SIS Related Educational Offerings at AALL”, and “GLL Mentorship Program”) and boast of all the benefits of GLL membership.

While there were a few leftover swag items from 2023 (a handful of the first-aid kits as well as some gavel pencils), the Committee was intent upon ordering a new, eye-catching giveaway: a name-branded, gavel-shaped stress “ball.” This was very well-received by all and most definitely encouraged potential members to stop at the Display Board to learn more about GLL!



This year’s Committee also purchased more badge ribbons, following up on the success of these from last year. Two new slogans proclaimed “Access to Justice Superfan” and “Gov’t Law Libraries FTW!” and these were added to the 2023 leftover ribbons, “Court Libraries Are Supreme!” and “❤️ of the



justice system!”. A plastic ‘ribbon holder’ container was also purchased this year, so that all remaining ribbons were able to be safely stored for next year.

Finally, at the conclusion of the Annual Meeting, Karen W. and Catherine McGuire generously dedicated their time to help Sue break down the Display Board and impressively pack everything into two boxes. And a big thank you to GLL members Julia Sathler and Lee Van Duzer (US Court of Appeals for the Ninth Circuit, US Courts Library in Portland, Oregon) who graciously agreed to receive these boxes of supplies and store them until the 2025 Annual Meeting.

While the P&PR Committee fell short on producing the three (3) Marketing Mavens profiles that we aspire to do annually and we didn’t make any concrete decisions regarding the *Resource Guides*, it is hoped that GLL members are proud of what we did accomplish! The Display Board continues to be a great way to promote the SIS and encourage new members, and P&PR remains devoted to giving their all towards that endeavor.

For 2024-2025, the Committee should ideally focus on:

1. Developing an Annual Meeting expenditure template, with specified deadlines, to ensure timely Board approval in advance of making purchases
2. Establishing a plan for the future regarding publication of and updates to *Resource Guides*
3. Reviewing and updating Committee Charge

In order to build on the knowledge and experience gained this year, it’s hoped that some current Committee members will agree to stay on next year; however, in light of P&PR demands at the Annual Meeting, new members are enthusiastically invited to join in the fun!

Respectfully submitted,

Sue Ludington
Chair, Publicity & Public Relations Committee