

**Promoting Law Librarians to the Legal Community Special Committee  
Final Report  
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*“Next to doing the right thing, the most important thing is to let people know you are doing the right thing.”* John D. Rockefeller

Responsibility for promoting law librarians to the legal community falls across all levels of an organization such as the American Association of Law Libraries -- from individual members, chapters, committees, caucuses and special interest sections to the association as a whole. For individual members seeking to begin or improve their own marketing efforts, AALL's Public Relations Committee offers ongoing direction through monthly articles in *Spectrum* and information, links and other resources within their committee's section of AALLNET. To further support the marketing efforts of members, AALL's Public Relations Committee should consider creating a list of public relations "best practices" for raising visibility and communicating value and adding it to their committee's existing web site.

For the individual member, the Publishing Initiatives Caucus encourages publishing in a variety of publications as another way to promote individual librarians and the value of the profession to other groups within the national legal community. A list of articles authored by members and published in a variety of publications recognizes the contributions of the member authors and offers model articles that could easily be duplicated by motivated members. For members whose strength lies in public speaking and presentation, a similar effort to promote public speaking would result in "speaking successes". An AALL Education Summit task force currently is working on the development of a Speakers' Bureau -- our committee would recommend that AALL explore an extension of a members' only model to include a special section marketed to external groups, such as the American Bar Association, the Association of Legal Administrators and the National Association for Court Management. This section would provide access to a listing of interested, qualified AALL speakers who would be willing to speak to other organizations, such as state and local bar associations, judicial organizations and civic groups. Taking a proactive approach, AALL could collaborate with these organizations to include a link to the AALL Speakers Bureau within their organization's web site, or, at minimum, offer a list of available speakers to the educational component of each organization.

A recent survey of committees, chapters, caucuses, special interest sections and representatives supports the notion that while law librarians are quite effective at promoting their contributions and value to each other, generally, they are not actively

promoting law librarians to groups external to AALL. (See attached survey, Appendix A.) The survey revealed the organizational structure of many chapters includes a public relations committee, publications committee or other outreach committee. That is, the focus of this committee's efforts is the bar, the judiciary, the legislature or other groups within their legal community, but external to the chapter – yet, the range of activities *varies greatly* from chapter to chapter. Among these chapters there are models of excellent promotional campaigns. The Colorado Association of Law Libraries, the Law Librarians Association of Wisconsin and the Virginia Association of Law Libraries each share a history of promoting law librarians through regular columns and member articles published in state bar publications. The Minnesota Association of Law Libraries fields a Consulting and Community Outreach Committee offering “individual consultations for organizations seeking to improve law library operations.” The Law Librarians Association of Greater New York's Pro Bono Committee offers “research assistance, primarily case law research, to attorneys and pro se litigants who do not have access to a law library.”

Chapters are not the only AALL group that has actively been involved in promoting the expertise of law librarians to those outside the association – in 1999, Cheryl Rae Nyberg, on behalf of AALL's Access to Electronic Legal Information Committee, presented an educational program at the Court Technology Conference (CTC6), a biennial conference sponsored by the National Center for State Courts. Participants range from judges and court administrators to numerous vendors of court technology products and services. In addition, using AALL's *Website Evaluation Criteria* as a guide, AALL members offered on-site website reviews. Her program and the website reviews were so well received, a second program proposal was accepted for the 2001 Court Technology Conference, and the on-site reviews continued in 2001 and 2003. The Citation Formats committee worked closely with the American Bar Association to develop and promote a vendor- and medium-neutral citation format, the *Universal Citation*; at the present time, sixteen state court jurisdictions have adopted this format.

Rather than rest on the laurels of these successful promotional activities, AALL's committees, caucuses and special interest sections must continue to promote the value of law librarians in as many venues and as often as is possible. To support this activity, an annual roundtable for chapter and SIS public relations/marketing committee chairs should be included as part of the leadership training offered at the AALL Annual Meeting. The roundtable discussion might include marketing “best practices” and specific ways AALL groups can collaborate with and promote the value of law librarians to external organizations; showcasing the Academic Law Libraries SIS' *Marketing Toolkit for Academic Law Librarians* might inspire other SISs to create similar tools for their members.

In addition to surveying entities within AALL, the Promoting Law Librarians to the Legal Community Special Committee surveyed the organizational structure of similar organizations to determine the scope and placement of promotional and marketing activities within the organization as a whole. Obviously, large organizations such as the American Library Association and the Special Libraries Association not only encourage and support individual member efforts to promote librarians and libraries, they employ full-time staff whose responsibility includes marketing at the national level. At ALA, the Public Information Office is staffed with four full-time employees. The office “provides public relations counsel and media training and support to ALA officers and members; coordinates national media relations efforts; organizes an advocacy network; and

develops support materials to help librarians promote their programs and services at the local level.” The Special Libraries Association executive office structure includes an Associate Executive Director for Marketing and Communications; this individual, assisted by three full-time staff, serves as their official public relations officer and is responsible for maintaining an association “press room” on the SLA web site. Since 1942, the association has supported an Advertising & Marketing Division, “concerned with the collection, retrieval, and dissemination of all types of information devoted to advertising, marketing, and related areas, and in the management of libraries and information centers pertaining to these subjects.” While the special committee recognizes that AALL does not have the member base and corresponding resources of these two organizations, their organizational structure and commitment to public relations serve as an inspirational model.

As stated in *Goal I: Leadership of AALL's 2005-2010 Strategic Directions*, the American Association of Law Libraries will:

- Provide tools to increase members' abilities to position themselves as essential to the mission of their organizations
- Increase AALL participation in organizations within the legal and library communities

While some members of AALL have assumed personal responsibility for promoting themselves and their libraries, many others have not. While some groups within AALL have accomplished many public relations successes, many have not even begun to focus on the importance of ongoing marketing and public relations campaigns. The one constant across the association is inconsistency of effort and lack of ongoing coordination. The spectrum of public relations activities within AALL is carried out by a variety of groups with differing objectives and resources, and the results vary from year to year as the leadership in each group often changes; a central coordinator positioned within the association would be able to monitor these group's activities and suggest collaborative projects, facilitate networking between committees, chapters, SISs, and caucuses, and work toward the development of a national public relations plan. To ensure the association objectives stated in the *2005-2010 Strategic Directions* are realized and to ensure ongoing, consistent public relations activity to promote the value of law librarians, the Promoting Law Librarians to the Legal Community Special Committee therefore recommends that:

1. the AALL Executive Board ask the AALL Public Relations Committee to create a list of “Best Practices” for raising visibility and communicating value as part of their existing charge “to promote members, member institutions, and the profession, ... to the legal community, and the community at large;”
2. AALL expand the proposed Speaker's Bureau to include an externally directed list of member speakers available to bar, judicial and other groups within the legal community;
3. AALL conduct and support a “Public Relations” roundtable for chapter and SIS committee chairs at the AALL Annual Meeting as part of the ongoing leadership training sessions;

4. the AALL Executive Board create a “Public Relations” position within the AALL Executive Office:
  - a) a full-time position, or
  - b) a part-time position, or
  - c) a “coordinator” position (comparable to the AALLNET Coordinator),

responsible for providing public relations counsel to the officers and members of AALL, developing an annual Public Relations Roundtable for chapter and SIS leaders, coordinating the public relations efforts of AALL’s various committees, chapters, SISs, caucuses and representatives, and serving as a liaison to the public relations staff of other organizations within the legal community.

**Promoting Law Librarians to the Legal Community Special Committee  
Survey of AALL's Current Activities**

Assigned to:	Entity	Marketing/PR Committee?	Members Published List?	Speaker Bureau?	Marketing Tips?	Other - Any Promotional Activities?
	<b>AALL Committees</b>					
Warren	AALL/LexisNexis Call for Papers				NO	None currently.
Fisher	AALLNET				NO	Internal committee -- needs to be more visible
Hedstrom	Access to Electronic Legal Information					
Kim	Awards					
LeDoux	Bylaws				NO	Purely internal committee
Shucha	Citation Formats				NO	Worked w/ABA Task Force which adopted a resolution recommending that all jurisdictions adopt a citation format similar to the AALL form developed by law librarians. Many courts have adopted. There's a link to the AALL Committee on the ABA web site.
Spohr	Copyright				NO	Good website with electronic resources on copyright issues, list of training & seminars, links to other organizations with copyright concerns.

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Zwirner	Diversity				NO	Should work w/Recruiting Committee to recruit minorities to the profession. Re: outreach - could work with minority law student associations (BLSA) in the law schools to create programs on law librarianship.
Warren	Government Relations				NO	Visibility through work w/AALL Washington Affairs Office; does promote PAGI award
Fisher	Grants				NO	good website
Hedstrom	Membership and Retention					
Kim	Mentoring					
LeDoux	Placement				NO	Internal committee -- they could do community outreach to help organizations understand the how and why of hiring a law librarian
Shucha	Public Relations				NO	Charge: "To promote members, member
Spohr	Publications				NO	The website could be improved to provide tips for a successful proposal. Could work with Publishing Initiatives Caucus on best practices and tips for writing for publications and include information on publications outside of
Zwirner	Recruitment to Law Librarianship					
Warren	Relations with Information Vendors				NO	good website
Fisher	Research				NO	List vendor endowments
Hedstrom	Scholarships					

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	<b>AALL Special Interest Sections</b>					
Kim	Academic Law Libraries SIS					
LeDoux	Computing Services SIS	NO	NO	NO		Currently, no activities -- could take the tech. skills of librarians "on the road" promoting these skills to our greater organizations
Shucha	Foreign, Comparative & International Law SIS	NO	"Publications Committee"	NO	NO	
Spohr	Government Documents SIS	Yes	Publish Newsletter three times a year	NO	NO	Good website with a lot of information and the SIS includes an advocacy , which should be better defined on the site to promote how the SIS represents the interests of law librarians with public and private organizations.
Zwirner	Legal History and Rare Books SIS	NO	NO	NO	NO	Good website - could take advantage of the opportunity to identify and develop relationships with potential donors of significant collections
Warren	Legal Information Services to the Public SIS	NO	NO	NO	NO	
Fisher	Micrographics and Audiovisual SIS	NO	YES	NO	NO	informational website
Hedstrom	Online Bibliographic Services SIS					
Kim	Private Law Libraries SIS					
LeDoux	Research Instruction and Patron Services SIS	NO	NO	NO		"Legal Research Teach-In"
Shucha	Social Responsibilities SIS	YES (targeted to members)	NO	NO	NO	Big emphasis on service to prisoners.. Would seem like a nice topic for profile article for ABA Journal or another national publication.

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Spohr	State, Court and County Law Libraries SIS	Yes	Newsletter and Resource Guides	No	Best practices	Great website, which includes a Toolbox for best practices, job descriptions, etc. An Advocacy section is planned, but not yet populated.
Zwirner	Technical Services SIS	NO	NO	NO	NO	Target is law librarians -- provide a blog and very informative newsletter
<b>AALL Representatives</b>						
Warren	ABA Law Practice Management Division			NO	NO	Currently, no rep.
Fisher	ABA Section on Legal Education and Admission to the Bar			NO	NO	**
Hedstrom	Association of American Law Schools					
Kim	National Association for Court Management					
LeDoux	National Center for State Courts			NO	NO	No rep. since 2000; do have 2 librarians on staff and link to AALL on their website. Might be more that could be done to promote law librarians in courts.
<b>AALL Caucuses</b>						
Shucha	Asian-Americans Caucus	YES	NO	NO	NO	None
Spohr	Black Caucus of the AALL	No	NO	NO	NO	Could work with recruiting committee regarding recruiting minorities to the profession.

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Zwirner	Document Delivery Caucus	NO	NO	NO	NO	Possible outreach article might be from a law firm librarian who can measure and promote the savings in space and acquisitions charges of sources borrowed as opposed to purchased -- value of DD and ILL.
Warren	Latino Caucus	NO?	NO	NO	NO	No website
Fisher	Native Peoples Law Caucus	NO	YES	NO	NO	informational website
Hedstrom	Publishing Initiatives Caucus					
Kim	Student Caucus					
	<b>AALL Chapters</b>					
LeDoux	Arizona Association of Law Libraries	NO	NO	NO		Nothing on their website
Shucha	Association of Law Libraries of Upstate New York	YES	NO	NO	NO	None that I can see
Spohr	Atlanta Law Libraries Association	Yes	Newsletter	NO	NO	The chapter has a community affairs and outreach committee, which is not well defined or reported on in the website.
Zwirner	Chicago Association of Law Libraries	YES	NO	No	NO	Should empower members who are interested in writing to write for Illinois bar journals/newspapers -- using articles already written by other chapter authors as a model
Warren	Colorado Association of Law Libraries	YES		NO	NO	Colorado Lawyer
Fisher	Dallas Association of Law Libraries	NO	NO	NO	NO	good website
Hedstrom	Greater Philadelphia Law Library Association					
Kim	Houston Area Law Libraries					

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LeDoux	Law Libraries Association of Wisconsin	NO	YES	NO		Gold standard: list of articles published by law librarians, links to Wisconsin law libraries state wide and a commitment to promoting law librarianship.
Shucha	Law Librarians Association of New England	YES	YES	NO	NO	Annually updated publications list at <a href="http://www.aallnet.org/chapter/11ne/resources/membersbib.htm">http://www.aallnet.org/chapter/11ne/resources/membersbib.htm</a>
Spohr	Law Librarians of Puget Sound	Yes	Newsletter	No	NO	The marketing committee charge is: actively promotes law librarians and librarianship to the legal and library communities, new LLOPS members, and the general public.
Zwirner	Law Librarians Society of Washington, DC	YES	NO	NO	NO	Articles from Law Library Lights could be reworked into articles for bar journals and newspapers
Warren	Law Libraries Association of Alabama	NO	NO	NO	NO	Little current information
Fisher	Law Library Association of Greater New York	YES	NO	NO	YES	Pro Bono marketed to attorneys
Hedstrom	Law Library Association of Maryland					
Kim	Michigan Association of Law Libraries					
LeDoux	Mid-America Association of Law Libraries	NO	Directory of Libs.	NO	NO	"Service to the Public" Committee - list of law libraries open to the public, useful for both pro se and the bar.

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Shucha	Minnesota Association of Law Libraries	YES	NO	NO	NO	Has a "Consulting Committee" which reaches out to the community at large to increase awareness and understanding of legal resources and law library services
Spohr	New Jersey Law Librarians Association	Yes	Newsletter	No	NO	Holds several legal research classes for non law librarians, including Bridge the Gap for summer associates, now in its 15th year
Zwirner	New Orleans Association of Law Libraries	NO	NO	NO	NO	No longer publishes newsletter; in aftermath of Katrina, potential to write article about the impact of the loss of legal information and history and how they could recreate that history
Warren	Northern California Association of Law Libraries	YES**	Directory of Libs.	NO	NO	
Fisher	Ohio Regional Association of Law Libraries	NO	NO	NO	NO	good website
Hedstrom	San Diego Area Law Libraries					
Kim	South Florida Association of Law Libraries					
LeDoux	Southeastern Chapter of the AALL	NO	NO	NO		So disbursed and very few officers. Potential to do some "on the ground" work in various cities in this regional chapter, especially providing speakers.
Shucha	Southern California Association of Law Libraries	YES	NO	NO	NO	None that I can see
Spohr	Southern New England Law Librarians Association	No	Newsletter and online directory	No	No	No marketing, outreach or advocacy committees listed. Could start with one of these concepts.

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Zwirner	Southwestern Association of Law Libraries	YES	NO	NO	NO	Articles from SWALL Bulletin could be reworked into articles for bar journals and newspapers
Warren	Virginia Association of Law Libraries	YES	Directory of Libs.	NO	NO	Virginia Lawyer: dedicated issues and regular articles
Fisher	Western Pacific Association of Law Libraries	YES	NO	NO	YES	Brochure for marketing
Hedstrom	Western Pennsylvania Law Library Association					
<b><i>What Other Associations Do Re: Promoting/Marketing to External Groups?</i></b>						
Warren	American Library Association	YES!	NO	NO	YES	More than can be listed...
Warren	Association for Library and Information Science Education	NO	NO	NO	NONE	None
Warren	Association of Legal Administrators	YES!	NO	NO	NONE	"News Releases"
Warren	Special Libraries Association	YES!	NO	NO	NONE	"Press Room" & "Advocacy Program"