This annual report is a summary of chapter activities for the Law Library Association of Greater New York from our fiscal year July 1, 2014 through June 30th, 2015.

Leadership
2014-2015 LLAGNY Officers and Board Members

- Elaine M. Egan, President
- Anthony Amabile, Vice President/President-Elect
- John Davey, Immediate Past President
- Cecilia Curran, Secretary
- Gretchen Haupt Hawkins, Treasurer
- Sarah Jaramillo, 2 year Board member (2014-2016)
- Magalie Desince, 2 year Board member (2014-2016)
- Bess Reynolds, 2 year Board member (2013-2015)
- Ellyssa Kroski, 1 year Board member (2014-2015)

Overview and Accomplishments
Accomplishments during the 2014-2015 term focused on organizational management, education, grants & scholarships and strategically advancing the goals of the association. In support of these objectives the Board appointed a Strategic Planning Chair and Committee to survey the members and identify various opportunities for member engagement and sustainable growth. The Strategic Planning Committee’s mandate is a 2 year engagement to formulate recommendations for the Board. These recommendations will be based on member survey analysis, evaluation of peer associations and strategic planning models.

The Board has made great strides to address governance, operations, member engagement and to ensure incoming Boards have an effective process to work with. LLAGNY instituted a quarterly Committee Chair and Co-chair conference call update in order to allow committees to report and assist each other with initiatives and shared responsibilities. The Board anticipates these activities will lay the groundwork for continued positive results and member satisfaction.

The Advertising Committee Co-chairs Sheila Sterling; Eric Silverstein, redesigned the advertising model from print to digital, leveraging our website platform and creating additional revenue streams for LLAGNY. The transition to digital advertising required an analysis of pricing based on page views and click-through rates and evaluating the advertising rates of comparable sites. Reengaging the relationships with vendors who previously placed ads through Law Lines and the Membership Directory required a new approach, including working with vendor marketing managers who are metric driven when establishing value for advertising spend. This model will develop over time as the committee demonstrates the specific benefit that advertising with LLAGNY offers content and service providers.

The Archives Committee Co-chairs David Merkin; Cynthia Schwartz with the support of William S. Hein, completed a digitization project for nearly all of the LLAGNY archives. The committee’s 2015-2016 project will be naming and categorizing all 185 digitized files. In partnership with the Technology Committee the Co-chairs will identify a solution for easy access and search experience. The committee will continue to evaluate LLAGNY’s documentation for ongoing digitization and reduce the collection of print files in storage.
The Corporate Sponsorship Committee Chair Lucy Curci-Gonzalez maintained consistent communication with each vendor partner, notifying them of education programs, attendance, meeting events and further developing relationships. Additionally, the chair identified new opportunities to engage vendor partners through Grants & Scholarships and relationship values, allowing LLAGNY to exceed Grants & Scholarships distribution by 60%.

The Education Committee Co-chairs Steven Lastres; Amy Carr had yet another outstanding year. Collectively programing exceeded 500 attendees. A significant value to our members has been the Webinar series with a total registration of 311 participants. LLAGNY’s 3 part “Project Management Series” was organized in partnership with SLANY. This series allowed the attendees to experience a broad makeup of speakers and panelists that are reflective of the various interests and skills of the attendees from introductory, intermediate and finishing with advanced case studies.

The topics of each live program varied in response to the complex makeup of our members.

2. “Librarian to the C Suite: Progressive Career Growth to the Upper Echelons” (also presented during the AALL Conference)
3. “Big Data and Analytics”

Webinars leveraged our member expertise and were strategic and practical.

1. “Kaye Scholer Library: The New Model for Gonging Digital?”, presented by Shabeer Khan,
2. “The New LLAGNY Website Unveiled: A Wealth of Member Resources”, conducted by Alex Berrio-Matamoros
3. “LinkedIn: Create a Persuasive Profile, Enhance Your Visibility, Use it as a Research Tool”, conducted by Nathan Rosen.

A year-end member survey was conducted to aid the committee in planning and developing programing requirements and expectations. LLAGNY’s 2015-2016 goal is to deliver a wide range of development opportunities from legal and business research skills, managing your career, technology and innovation.

The Government Relations Committee Chair, James Meece continues to monitor those legislative actions that have a direct impact on the access to information and copyright. James Meece participated in the AALL Legislative Advocacy Day and monitors relevant legislation including the UELMA resolution in support of LLAGNY’s interest.

The Grants & Scholarships Committee Co-chairs Rachel Lupinnacci; Stacy Posillico participated in the drive to encourage individual members to contribute to the first annual Grants & Scholarships campaign fund. A complete redesign of the grants and scholarships application was recognized by AALL as a useful product for AALL committees, SIS and sub-chapters. Through its communication strategy Grants & Scholarships significantly increased applications over the prior year. Grants and scholarships were reviewed to more closely reflect current academic costs, conference spend and broadening access to continuing professional development, including a two fully funded grants for the AALL Business Skills Clinic.

Law Lines Editor: Daniel Mitrano; Managing Editor: Taryn Rucinski successfully transitioned this publication to a blog format. Revised submission guidelines and policies consistent with this new format were promulgated. Members were invited to submit innovative and scholarly articles and columns, such as “Vendor & Vino” and “Major Milestones”.

The Membership Committee Co-chairs Rosalinda Rupel; Adria Hirsch; Brian Blaho implemented our membership renewal campaign and specifically worked with those members struggling with the online renewal processes. Risks related to lapsed member renewals were brought to the Board’s attention and as a result measures were taken to bring about a successful renewal campaign.
The Outreach Committee Co-chairs Mary Godfrey-Rickards; Yasmin Sokkar Harker continue to maintain LLAGNY’s unique position as the only AALL chapter CLE certified. Charged with delivering CLE and maintaining our certification, Outreach has reimagined this mandate by offering onsite CLE programs to law firms. The transition from a Bridge the Gap program to a more customized and focused approached has been well received and LLAGNY sees this as a model that will develop and grow.

The Special Events Committee Co-chairs Thomas Eikenbrod; Sarah Dowson managed to select outstanding venues for our meeting events throughout this term. This is a particular challenge in New York since our meeting events require space that can hold up to 200 attendees. The New Member Welcome Fall Soiree, Winter Meeting and June Dinner had a combined attendance of nearly 500 members and supporters. Additionally, overall spend was significantly reduced over the prior.

The Student Relations Committee Co-chairs Lisa A. Spar; Christopher Lund, continue to build interest in law librarianship through campus communications, open houses, targeted activities and inviting student members to LLAGNY events. The annual student breakfast was successfully received, resulting in an attendee writing a favorable posting to the St. John’s University Library School blog.

The Technology Committee Co-chairs Alex Berrio Matamoros; Pin-Sheng Hsio; Alicia Navarro worked tirelessly to enhance our website by adding content, search features, collecting data and making design recommendations that allow our members to easily find information. They evaluated platforms where LLAGNY can offer programing and webinar recordings for purchase. In support of the Advertising Committee’s goals they implemented the rotating advertising banner to help increase revenue. Additionally, registrations for events, education, WebEx’s and survey responses are managed to streamline attendance and program success. With the implementation of Google Analytics the committee monitors our website traffic and usage. To maximize member engagement and website usage, Co-chair Alex Berrio Matamoros conducted an outstanding Education WebEx: “The New LLAGNY Website Unveiled: A Wealth of Member Resources”.

In Conclusion, though there are several committees not mentioned in this report each committee exceeded expectations. LLAGNY continues to prepare for significant change in the law library community and help our members thrive and prosper. LLAGNY’s 2015-2016 term is off to another dynamic start under the leadership of Anthony Amabile whose commitment to enhancing our professional profile is tied to social media, grants & scholarships and member engagement.

Elaine M. Egan  
LLAGNY President 2014-2015