

VALL REVIEW

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The VALL REVIEW is the official newsletter of the Vancouver Association of Law Libraries. VALL is composed of members of the law library community interested in discussing issues and sharing ideas. Opinions expressed in the newsletter are those of the authors and do not necessarily represent VALL policy or position. Unsolicited submissions are welcome. VALL reserves the right to edit submissions.

Vancouver Association of Law Libraries
PO Box 48663, Bentall Centre
Vancouver, B.C. V7X 1A1
<http://www.vall.vancouver.bc.ca>

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THE PRESIDENT'S DESK

*Johanne Blenkin, Executive Director,
BC Courthouse Library Society*

This is my last column for the newsletter as president. It is fitting that the theme of the issue is marketing. Too often people confuse marketing with advertising. They are not the same. Marketing is designed to change users' behaviour, not just to promote a particular good or service. For example, the editors of this newsletter would love to change my habit of procrastination to one of submission of articles on time.

Library literature is replete with articles on communicating our role as information experts. And what is that, if not changing our users' behaviour? Whether we blog, write articles, produce newsletters or run training sessions, we are marketing the library and ourselves. Our goals are invariably to increase library use or library awareness within our respective communities. In other words, we are engaged in positioning the library and library staff as value added services.

Although each library is unique, we can all benefit by sharing our ideas, our successes, and our failures. Failure can be informative – it doesn't necessarily mean a poor plan or idea. Often it is a timing issue and a re-launch of the idea will be successful

jblenkin@bccls.bc.ca



FROM THE EDITORS

Christina Tribe, Library Technician, Harper Grey LLP

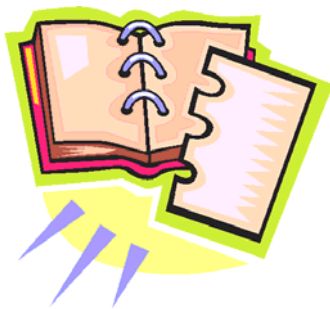
What do lawyers and Homer Simpson have in common? Before you think this issue is devoted to having a laugh at our employers' expense, I should clarify that this issue is really devoted to the marketing of your library services. So, what *do* lawyers & Homer Simpson have in common? A love of donuts! You'll soon discover (if you haven't already) that if treats are involved, your staff, students and lawyers will enthusiastically be involved in the library. They'll participate in library training; come out to library events; take part in library seminars; grab newsletters and pathfinders; return long overdue books and chat you up in the elevators about how great the library is. I call it the Joy of Torts AND the Joy of Tarts.

In this issue you will find the results from the most recent VALL survey on how members market their library services. You'll find the responses to be creative and innovative. We have some terrific reviews of the three sections of VALL's March workshop: "Building a Law Library Marketing Roadmap" and there again you will find references to the popularity of treats.

Thanks to Sandra Wilkins for keeping us up to date with the most recent news from UBC Law Library. She updated us on the status of the Moys to LC reclassification project. She also let us know what the UBC Law Library's strategies were for coping with a reduction in both staff and collection funding.

Be sure to read the Tips & Tricks section to learn how to find free Journal of the American Medical Association (JAMA) articles, prevent passport application headaches, access Hospital Appeal Board decisions, perhaps find a new job or join a new association, and learn a bit more about the new social software phenomenon: Facebook.

Please note: This is my last issue after being a co-editor for three years! I'd like to thank Jean Chong, Liisa Tella and Susannah Tredwell for all the help, advice and guidance on putting this newsletter together. We welcome your feedback, and look forward to your contributions. Please send any future contributions to co-editors Susannah Tredwell, stredwell@lawsonlundell.com and Emma Wood, ewood@ahbl.com.



MEMBERSHIP MATTERS

Teresa Gleave, Manager, Library Services, Fasken Martineau DuMoulin LLP

Lena Kuzmina has joined Fasken Martineau DuMoulin LLP on a six-month contract to help with their impending move. Lena graduated from UBC in 2005 and worked at Keyano College Library in Fort McMurray and the BC Securities Commission before joining FMD.

Congratulations to **Steve Matthews** on his new venture. He will be leaving Clark Wilson LLP on July 31, 2007 to start a new company called **Stem Legal Web Enterprises**. Stem will offer an outsourced service for law firms to increase online profile and web-driven business opportunities. For more info, click here: <http://www.stemlegal.com/pdfdocs/stemretainer.pdf>

Thea Schmidt of the BC Courthouse Library Society and **Kathy Barry** of Farris LLP were the recipients of this year's Peter Bark Professional Development Bursary. Thea used the Bursary to attend the Canadian Association of Law Libraries conference in Ottawa. We look forward to the conference report in the Fall issue of the Review.

If you have recently switched employers, received a promotion, or if any of your contact information has changed, please drop a line to VALL Review Editors & Membership Secretary. We also welcome short biographies of new members.

FEATURE ARTICLES:

VALL Member Poll – Marketing Your Library

Susannah Tredwell, Librarian, Lawson Lundell LLP

Following on from the highly successful marketing workshop in March, we thought it might be of interest to survey the members of VALL to find out how they marketed their libraries.

Of the 34 responses, the majority of people (74%) marketed their library, with a quarter of those people saying they had an explicit marketing plan.

The most popular ways of marketing the library were: seminars/training sessions on how to use library resources (68%), the firm's intranet (64%), and a newsletter (60%).

Other marketing strategies included:

- "A library banner is attached to all current awareness materials distributed via email."
- "All new employees receive library training."
- "Monthly staff orientations. Work one on one with faculty to choose books for library."
- "Mutual information exchange sessions with key clients."
- "Orientation for new employees, Proactive targeting of newly formed projects/teams and high profile teams, presentations at team meetings, invite speakers from other teams to speak at our team meetings."
- "New Books list"
- "We 'talk up' the library's projects at every opportunity (stairwells, elevators, photocopy machines), especially to senior lawyers."
- "Weekly fiction trolley, with the proceeds going to United Way."

And finally, advice given to people on how to market their library:

- Be careful what you wish for. Before marketing any new or improved services, be sure you have the staff to provide quality services and management support for any initiative.
- Don't worry about the marketing being perfect, just do it. It's always a work in progress (by trial and error); some things work better than others.
- I have tons of advice! You have to do it every day, in everything you do. Always look for that little thing you can do on top of what has been asked for — try to surpass expectations. Look for ways to partner with other departments in your organization to increase your visibility. Write a newsletter even if it's only once or twice a year. Include new books and services the library has access to, achievements of your staff, library statistics, additions to your memo bank and other databases you maintain, and fun stuff like comics, contents, etc. Reach out to all potential users — don't try to be everything to everyone — find a need of a specific group and then figure out what you can do to meet that need — can you develop a seminar for them or do something else specifically with them in mind? Publicize your successes! Get testimonials if you can.

- It's not advice, but a thought. We need to raise the perception of our services to a more professional level. Although we perform and contribute as professionals, I don't feel that we are regarded as such within many firms and organizations. I'm not sure how to achieve that goal, but I think it will be an enormous step towards imprinting us in the minds of our clients as an essential and high-quality part of the organization.
- Just get out there and be amazed at the response!
- Keep on doing it. Lots.
- Marketing needs to be continuous. Christmas Open Houses are fun - and by having door prizes/raffles, you can easily count attendees by # of tickets given out!
- Never Give Up, even when management tells you (to your despair) that everyone knows what the library does so you can stop talking about it.
- Never stop marketing - you need to get the message out on a consistent and continual basis.
- Provide consistent, friendly and timely service.
- Rather than focusing on overt marketing per se you should look at the service you provide. If the service you provide is "smart" it will market itself far beyond the walls of the library. 1. Before you can begin marketing you must earn credibility. Maintain a high standard of quality in your work at all times. Understand the culture in which you are working and provide appropriate, effective service = be "smart". 2. Once you have mastered this you can market your skills to other departments and to management. Offer to take the lead on projects that could use your experience and skill set — particularly projects that fall between departments — projects that will improve the flow and maintenance of information generally.
- Story telling is very effective - incorporate the W5 method and emphasize the result of the research you have provided: money saved, money made, time saved, or life saved - at least made easier. :)
- To remember that "marketing" should not necessarily be considered as a separate function but rather as an every day activity that can/should be incorporated into all library services, e.g. delivering printed search results in person to encourage instant feedback etc.

We can never assume that our users know what we have, if we tell them once and have it in the catalogue. We need to repeat it all the time. Tell them what we can do and what we have constantly and in a multitude of ways.

TIPS 'N TRICKS

Christina Tribe, Library Technician, Harper Grey LLP

1) Hospital Appeal Board

All past and current British Columbia Hospital Appeal Board decisions are now publicly available online through the board's website at www.hab.gov.bc.ca. The Hospital Appeal Board (HAB) has finally unveiled its website which contains all the HAB decisions since 1973. It includes procedural and other preliminary decisions and all final decisions as well as judicial review decisions. The website contains all applicable legislation, HAB rules and practice directives. It is quite easy to pull a case, if you know the name of the doctor, from the list that appears once you go to the decisions section.

2) JAMA — Guest registration for free articles

Register as a guest, for free, at the Journal of the American Medical Association (JAMA). Guests can gain full text and .PDF access to journal articles — with only a few restrictions. Full text and PDF access is free if you would like to access original research articles, review articles, special communications, and editorials 6 months or more after publication. What guest registration does not allow is access to current journal content; Continuing Medical Education content; PowerPoint downloads, or the Users' Guides to the Medical Literature Online.

If you would like free access to anything more recent than 6 months, you can try to access your article for free through one of VPL's electronic databases. Don't forget, you can also pay to order articles from JAMA with a credit card, or go through CISTI or UBC ILL for approximately the same cost.

If you would like to subscribe and receive full and immediate access to all JAMA & Archives Online content and site features, click here to go to the Subscription Center. <https://subs.ama-assn.org/ama/exec/guest>

3) Canada Passports & headache prevention

To save time and headaches, avoid waiting in long lineups at the **Canada Passport office** (and taking time off work to do so!). You can now complete passport applications / renewals on-line and then either mail or courier a hard copy, with supporting documentation, back East. It takes approximately 20 working days to get your passport (not including mailing time). The Passport Canada website recommends the use of a certified courier to reduce delivery time and for safety of your documents. For those interested, here is the link: www.ppt.gc.ca/can. There are five steps to the online application form. Good Luck!

4) The Partnership

The Partnership is a national network of provincial and territorial library associations. The Partnership provides programs and services to the members of the following associations: Library Association of Alberta, Atlantic Provinces Library Association, British Columbia Library Association, Manitoba Library Association, Newfoundland and Labrador Library Association, Northwest Territories Library Association, Nova Scotia Library Association, Nunavut, Ontario Library Association, Québec Library Association / L'Association des bibliothécaires du Québec, Saskatchewan Library Association.

For more information, click here: <http://www.thepartnership.ca/partnership/bins/index.asp>

Tips & Tricks continued...

5) totallegaljobs.ca

LexisNexis launches online job board dedicated to legal jobs in Canada. Where you can post jobs, search for candidates and manage your postings. The job board has an advanced search which you can use to pre-screen candidates. You can also search by region, position, firm and industry. If you are uploading a resume to the site, you can create a personal profile to go along with it. There are job alerts and links to outside websites that offer job search tips. It's free to search for jobs, but if you'd like to post one it'll cost you \$550 for one month. For more information, click here: www.totallegaljobs.ca

6) Facebook & del.icio.us

Just when I thought **Facebook**, the new social networking software favourite of the Web2.0 advocates, could not be any more addictive, it launches its own official **del.icio.us** application. Del.icio.us is a bookmarking tool that works similar to your Internet Explorer Favourites, but is public and accessible out of the office. With only a couple clicks you can add del.icio.us to your Facebook Profile page. The Facebook — del.icio.us application is still in beta mode, so be sure to let them know how you would make it better. http://blog.del.icio.us/blog/2007/06/face_hugger.html

Of course you have to have del.icio.us already installed on your internet toolbar. If not, no worries, as this is also easy to do. Read about del.icio.us here: <http://del.icio.us/about/> then register to add the del.icio.us buttons to your toolbar. The application lets you post a summary of your bookmarking activity to your Facebook Mini-Feed. It can also be configured to show your latest bookmarks so your friends and colleagues can see your resources.

Other ways to use Facebook? Try adding the "iread" application for all your favourite law books. You can make your own annotated legal bibliography and share it with the different professional groups you belong to. If you're not sure where to begin, try joining any of the following networking groups: Law Librarian; Library 2.0 Interest Group; Librarians and Facebook; NextGen Librarians and various conference attendees, like AALL members. Of course you can start one for your own library or for the local colleagues you rely on. Still not sure what the big deal about Facebook is? Growth is exponential, politicians are now using it as a tool to market themselves to a younger generation and it has even become a verb, i.e. "facebook me."

Jessamyn West, from the blog Librarian.net (www.librarian.net/) has some interesting thoughts and links about the Facebook phenomenon, click here: <http://www.librarian.net/stax/2062/but-once-libraries-get-to-facebook-what-do-they-do-there/>

Shaunna Mireau, from the blog Canadian Legal Research (<http://mireau.blogspot.com/>) talks about sharing her favourite links via del.icio.us on May 16, 2007. She says, "I have often been asked to share my Favourites. Last fall, I decided to try out del.icio.us as a social bookmarking test. I took all of my good and valid favourites, annotated them, and organized them with Del.icio.us. Not only was it a very good review of the material I had flagged, it was also pretty fast. I created an annotated list of 80 bookmarks in about 2 hours. The best news about using this del.icio.us site is that I don't have to worry about my now empty favourites folder on two new computers. I can simply use del.icio.us/fieldap and have searchable annotated access to my own favourite files. And so can anyone else for that matter."

NEWS FROM THE UBC LAW LIBRARY

Sandra Wilkins, Head, UBC Law Library

Staffing

Due to budget cuts at UBC, the Law Library has reviewed its staffing needs and will be transitioning to a smaller staff complement for Fall 2007; there will be two fewer staff members than one year earlier.

Collections Budget

UBC Library will be cutting expenditures on library materials by approximately \$700,000 annually. To continue purchasing monographs, the Law Library will have to reduce expenditures on serials. Strategies include cancelling duplicate subscriptions, cancelling subscriptions to materials available through online sources, cancelling subscriptions to materials for which there is little use, and cancelling the supplementation for some loose-leaf services.

Classification

The reclassification project from Moys to LC is going well but will take several years to complete because it is being done locally. For books that have been reclassified, we are retaining the Moys number in the MARC record. This has proven to be useful for quickly finding prior editions of works, or finding materials on similar topics to the book in hand.

VALL WORKSHOP ARTICLES: BUILDING A LAW LIBRARY MARKETING ROADMAP

Library Statistics: What's Needed and What's New — Lynn Copeland

Christina Tribe, Library Technician, Harper Grey LLP

Lynn Copeland, SFU's University Librarian & Dean of Library Services was part of a triumvirate of great presentations at the marketing workshop. Her presentation, *Library Statistics: What's Needed and What's New*, began with why (and why not) to collect statistics. She went on to describe how to keep statistics, how to analyze the information collected and how to use that information to establish benchmarks and set goals. She kept us engaged with great examples of how her statistics were used. She ended with a couple anecdotes that illustrated why it's a good thing to keep and interpret statistics — especially when reporting to a Board of Governors.

While the other sections of the workshop sounded considerably sexier, Lynn's presentation was not about the boring ticking-of-boxes-on-a-weekly-stats-sheet. It was really interesting and most useful. She was very thorough leading us through the how's and why's of keeping track of statistics. She reminded us of the relevance and validity of the numbers we keep track of, particularly to demonstrate the need for change and to assess the impact of the change. She warned us to avoid measuring inputs and instead directed us to focus on measuring outputs. One example was of billable hours vs. successful cases.

Lynn also recommended breaking down library resources per capita. How much space per person, how many workstations, how many operating hours, how much money spent on the collection per person, how many ILLs and how many training sessions per library user and how many staff to clients. This information is especially useful for creating budgets, and must be done annually to measure success.

The part of Lynn's presentation I found most useful was on gap analysis and benchmarking. Before you can give people what you think they need, you should survey them to find out what their needs truly are.

The gap analysis survey let users tell you exactly what they want, how you are doing and how they expect you should be doing. Finding out what your “gaps” are allow you to analyze the difference between expected service levels and actual service levels. Obviously, you can’t please all of the people all of the time, so Lynn recommends identifying a ‘zone of tolerance’ - a forgiving grey area that you determine in advance. Lynn recommends conducting gap surveys on an annual basis so that you can compare results year to year, and determine a cause and effect of your efforts. Then you can take the statistics to your administration to argue for more funding.

Some of the problems - and their solutions - surrounding surveys were briefly mentioned, such as the complexity and difficulty in interpreting the results (hire a statistician), how to ensure participation by your users (donuts) and how to compare yourself with similar libraries to know where you stand (reciprocity).

While Lynn’s part of the workshop was most useful for the library manager, the presentation made me appreciate the effort I go through to keep track of the things I do all day.

Speaker notes can be found on the VALL website. Lynn included a bibliography at the workshop, but it is not available on-line.

Branding Marketing and Your Library — Marya Gadison

Joanna Spurling, Library Technician, Koffman Kalef Business Lawyers & Alaina Sabo, Library Technician, McCarthy Tetrault LLP

Drawing on her skills as a storyteller and a performer with Circus Fungus Productions, Marya animated her great presentation, Branding, Marketing and Your Library, with stories and humorous asides. Since everyone now faces overwhelming demands for their attention, she argued that libraries need to market themselves more than ever or risk being ignored.

Marya quoted marketing guru, Tom Asacker, who said, “People are not ignoring you because they don’t know you, they are ignoring you because they think they do know you.” Libraries need to challenge users’ assumptions, be creative about promoting their services, and remind people who they are and what they can do.

Brands help to do this. A strong brand has powerful associations, recognition, and credibility (e.g., IKEA = contemporary = inexpensive = college furniture; Volvo = family car = safe = reliable). Branding acts as a reminder of the importance of the library, reflecting the way that “people think and feel about the service”. Brands should evoke positive feelings, communicate who you are and what makes you distinct.

To develop a brand, it is helpful to perform an internal analysis, to look at your strengths, weaknesses, opportunities and threats (or SWOT), and ask yourself what makes your clients come to you. A tag line (at the bottom of a pdf form, or in a printed document), a logo, a style, a product or service, all help to establish your brand.

In marketing their libraries, library professionals need to remind lawyers/partners that they make a client/lawyer’s job easier, they allow more efficient use of their users’ time, they provide accurate information, and they’re experts at navigating resources. They should embrace new opportunities to market themselves, develop organizational relationships and demonstrate they are relevant and valuable. To be effective, marketing should be visible and proactive. Marya urged libraries to “be loud and proud.”

Marya Gadison is the Acting Manager of Vancouver Public Library’s Marketing and Communications Department, promoting VPL’s services.

Marketing the Law Library — Allison Wolf (Shiftworks Strategic) & Doug Jasinski (Skunkworks Creative Group)

Susannah Tredwell, Librarian, Lawson Lundell LLP

The talk addressed two questions: how do we market our library services internally to CEOs and Managing Partners and how do we attract lawyers and students to our physically diminished libraries?

Understand

The first thing we need to do is understand lawyers. Lawyers care about billables; law firms have become more focused on the bottom line over the past ten years. Allison argued that law firms are essentially learning organizations, but the focus on billing has moved law firms away from this, leading to them becoming dysfunctional. Doug stated that “lawyers aren’t inherently evil” to which Allison added “but they’re unhappy.” Doug gave an example of a lawyer who viewed all non-lawyers in a firm (the overhead) as the enemy.

It is important to connect to the money. How do library services save a lawyer time? Make the client happy? (Helping clients helps the library’s case.) A good statistic is being able to say “I freed up this many billable hours.” We can make our case by finding metrics that support us.

Plan

We need to shift perceptions from the library being a cost centre to being a value generator. Marketing is not the same as self-promotion. Allison: “it’s about being a consummate professional in your organization.”

We need to position ourselves; be the guru of something. (What are our competitors for lawyers’ attention? Online databases? Google? Courthouse library? What’s our turf?) Allison got us to throw out strengths; these included our “Sherlock Holmes mentality” (© Wilma MacFarlane) and tenacity. It was suggested that we indoctrinate the articling students because they’re the easiest to brainwash. Articling students are terrified, so we should become a safe haven for them. During orientation, we should deliver our message to articling students; we should also get the message into associate training (assuming such a thing exists).

What can libraries own? Doug suggested: our firm’s culture (libraries can make an emotional connection; lawyers yearn for the golden age of the “gentleman lawyer”), the heart of firm’s value, the repository of a firm’s knowledge. (If you can argue that the library helps retain partners and/or associates, that’s money right there.)

Execute

Making the case: we should be able to argue that libraries aren’t luxuries, and that we can link what the library does back to the firm’s strategic objectives.

Marketing libraries involves developing one-on-one relationships with people in the firm.

It is important to have powerful allies. These include lawyers with pull; keep in mind that not all partners are equal when it comes to decision-making. We should make friends with the power players. We also want to make friends with other departments, particularly IT, Marketing and HR. Management likes all the different pieces to play nicely with each other.

Canada has very bad market intelligence on the legal marketplace (especially compared to the United States). We should work with the marketing department to establish an alliance to provide them with information.

We can feed lawyers with news tit-bits to pass in to clients. This helps build relationships between lawyers and clients; clients like to know that they're being thought about.

Marketing directors get to meet with the executive committee on a regular basis. Librarians should be doing this too. We need to show that we are a leader in the firm. However, we have to make a case first on why it is important for the executive committee to know all this stuff.

Doug gave an example of the campaign he did for Alexander Holburn (the one featuring Susan Daly and Emma Wood) as trying to break down the "enemy" stereotype.

Be an internal leader: be proactive, take a stand, mentor your team. Let people know what the challenges we are facing are. Take the initiative.

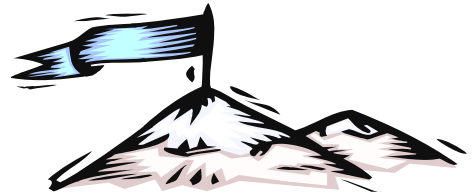
Doug: "Lawyers are very comfortable with conflict ... They respect conviction." For a lawyer "no" means "not today." We just have to keep asking the question.

We need to demonstrate our value. We should tell our success stories. One suggestion was to keep an RFP outcomes report, in which you keep a log of every time you work on an RFP, and what happens with that RFP. Another example was given by Mercedes, who goes back to lawyers when she answers a very complicated question and asks what the outcome was. When we're producing an annual/quarterly report, we should include a couple of these stories. Allison: it's important to include stories because lawyers like stories.

We can use precedents (aka "Keeping up with Jones LLP" or "Let's be fifth!") It was suggested that VALL band together to assemble statistics that could be used for benchmarking.

Finally, Doug suggested we use "guerrilla tactics". The example he gave was Steve Matthew's law library blog; Steve now has extra credibility due to his blog. Sometimes lawyers respond better to external speakers delivering the message we want the lawyers to hear.

VALL REVIEW NEWSLETTER ARTICLE CONTENT -- SUBMISSION GUIDELINES



To provide short news and articles on library information and knowledge management developments of interest to VALL members with a priority focus on legal information and related issues concerning the legal sector.

To highlight resources of interest to VALL which would be useful to the legal community and for professional library staff development.

Authors are advised to submit their draft articles that meet the minimal criteria:

For articles:

- 1) In Microsoft Word, Plain text or Rich-text.
- 2) Maximum of up to 800 words for full articles.
- 3) Single spaced with paragraphs.
- 4) Functional URLs and corresponding footnote bibliographic information for further reading.
- 5) Identification of author, their official position title and parent organization.

Publishers and vendors should only highlight for submission:

- 6) No more than 3-4 resources of key value per issue. Title, edition, author and projected price is helpful.
- 7) Of value, would be very recent new product developments that the vendor has not yet publicly released or the vendor would like feedback from its customers.

Note: If a vendor has already released public marketing information to all customers on its corporate web site, VALL Review editors will exercise rights to determine if there is sufficient space to include the submitted information, in light of other VALL content publishing priorities.

These guidelines are also at the VALL website: <http://vall.vancouver.bc.ca/vallreviewguide.htm>.