

VALL Review

Vancouver Association of Law Libraries

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The President's Desk

As I write this message, July is rapidly approaching and summer is trying to put in an appearance. It seems only yesterday that VALL began its 2010-2011 season and here I am, writing the president's message for the summer issue of the *VALL Review*. Time flies!

In April, the VALL seminar featured the second part of our Social Media series, with a panel of guest speakers sharing their knowledge of social media data mining and privacy issues. Combined with their predictions for the future, the panelists' comments gave us all food for thought to take back to our libraries.

At our final 2010-2011 season seminar in June, our speaker from the Vancouver Public Library presented a summary of several different e-readers and how they work. Many thanks to VPL and to VALL members who brought their readers to what our program co-ordinators described as an e-reader "petting zoo". What a great description! The petting zoo was an excellent opportunity to get hands-on experience with various devices.

This will be my final message as 2010-2011 VALL president. It has been my privilege to work with an wonderful group of people on the VALL executive. Volunteering for the executive is a great opportunity both to work with colleagues in the law library community and to get to know colleagues better than you might otherwise. Very best wishes and many thanks to the outgoing members of the executive: Gillian Crabtree, Beth Galbraith, Agathe Holowatinc, Thea Schmidt and Susannah Tredwell. The incoming executive for 2011-12 will be led by Katherine Melville as president. I wish her the very best and I look forward to my new role as past-president. Happy summer everyone!



Elizabeth Kinersly
VALL President
2010-2011

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From the Editors

Beth Galbraith, Transport Canada and
Mica Donnelly, Borden Ladner Gervais LLP

In hopeful anticipation of real summer weather, we offer you some recommended titles from our VALL Executive members for your summer reading list. Enjoy!

The Guernsey Literary and Potato Peel Pie Society by Mary Ann Shaffer and Annie Barrows and ***Bachelor Brothers Bed & Breakfast Pillow Book*** by Bill Richardson

~ Gillian Crabtree

Truth by Terry Pratchett and ***Paper Garden*** by Molly Peacock

~ Thea Schmidt

Outliers: The Story of Success by Malcolm Gladwell

~ Agathe Holowatinc

The Help by Kathryn Stockett and ***The Postmistress*** by Sarah Blake

~ Lynn Smith

The Forgotten Garden by Kate Morton

~ Beth Galbraith and Wendy Holmes

The Checklist Manifesto by Atul Gawande and ***The Second Duchess*** by Elizabeth Loupas

~ Susannah Tredwell

For those readers who enjoy Scandinavian crime fiction, anything by Henning Mankell, Jo Nesbo or Asa Larsson will keep you entertained.

~ Elizabeth Kinersly

Fall on Your Knees by Ann-Marie MacDonald

~ Mica Donnelly

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.

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Vancouver Association of Law Libraries

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Member Announcements

Staff are busy preparing for the upcoming move to the new **UBC Law Library**. The Library will be closed, and no services will be offered, between July 15 and August 12. If all goes according to plan, the library will be opening in its new space on August 15, 2011.

Carolyn Petrie has moved to the Vancouver Public Library as Manager of InfoAction.

Jennifer Muñoz Gonzalez has joined Davis LLP as a library technician.

John McLachlan, a new VALL member, is a lawyer with Lex Pacifica Law Corporation.

New VALL member **Jeff Voon** recently joined Fasken Martineau DuMoulin as Business Development Research Specialist in the firm's Marketing department. Prior to joining Fasken, he worked in research and information science positions at Wilcox Group, ICBC and Electronic Arts Canada. Jeff is a graduate of the UBC MLIS program.

Katherine Hycza is a new VALL member who has recently moved to the West Coast from Ontario. Upon completion of her MIST degree at U of T, she began a summer internship at Blake, Cassels & Graydon LLP. Then in 2007 she joined the reference team at the Legislative Library of Ontario. Currently she is enjoying a maternity leave while her husband is pursuing a medical residency and she hopes to return to law librarianship here in Vancouver. She is a happy mother of two; her daughter Sophie is two and a half and her son Roman is a six month-old. She enjoys cooking, good cuisine, hikes and walks, rock climbing and travel. She looks forward to meeting VALL members and the local law library community.

VALL Review Newsletter Article Content Submission Guidelines

Please take a look at the guidelines below and contact the *VALL Review* Editors if you have any further questions. You do not have to be a VALL member to write for us. Anyone is welcome to contribute to the *VALL Review* as long as you meet the guidelines below. Thanks for your support and interest!

Purpose of *VALL Review*

- 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:

- 1) In Microsoft Word, plain text or RTF.
- 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 any new product developments that the vendor has not yet publicly released or that 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.)

New at Courthouse Libraries BC

Drew Jackson, Courthouse Libraries BC

Quicklaw Now Available in All Courthouse Libraries Province-wide

Back in March we were excited to announce that we licensed Quicklaw (LexisNexis Canada) for clients to use in our Vancouver, Victoria and regional libraries. We are pleased to announce that we've extended our QL subscription so that on public computers in any of our 29 libraries, from Victoria to Fort St. John and Prince Rupert to Cranbrook, clients now have free access to QL's full service domestic package.

Enhanced Links Collection on Courthouse Libraries Website

Browsing and searching the collection of links on our Courthouse Libraries website just got a lot easier. We have completely revamped our links collection to highlight the links that are most frequently used, and yet still make those hidden gems easy to find when you need them. When you visit our links collection you will immediately see the links that receive the heaviest use, such as CanLII or BC Statutes and Regulations. We have also organized the links into 10 categories and highlight the most popular links under each category. If you're not sure of the best link to find the legal information you are seeking, try using our new search feature to search our annotated links.

Quickscribe Launches Beta Version of BC Legislative Digest Features

Since the cancellation last year of our *BC Legislative Digest* publication, we have been working with Quickscribe to support them in enhancing their platform to effectively replace the BCLD publication. We're extremely happy with the BCLD features that Quickscribe has made available. Their new BCLD lets you easily track BC legislation before and as it becomes law. Not only can you track the progress of any bill as it makes its way from 1st reading into law, you can actually track specific acts to be informed of any proposed or recent changes. A particularly good feature is the way it provides direct links to the sections of a bill that are amending the act you are interested in. You can set up alerts to be notified of any amendments to specific acts, and there is a comparison tool for point-in-time referencing. The new *BC Legislative Digest* is in beta mode at the moment, but so far we like what we see.

Single Service Desk in Vancouver Courthouse Library

If you've been by the Vancouver Courthouse Library lately, you will have seen that we have merged the two front desks into a single service point. At our information desk, you can now get assistance with reference questions, copy requests, or borrowing materials. The other desk at the front has been converted into a self-service checkout island. Client Services Director Drew Jackson welcomes feedback on your experience of these changes: djackson@courthouselibrary.ca.

Latest Additions to the Courthouse Libraries BC Team

Rebecca Slaven, a recent MLIS grad from UBC's SLAIS program, joined our team in April as a client services librarian in Vancouver. Meanwhile, one of our legal community liaisons, Meghan Maddigan, further enhanced our library team when she gave birth in late May to her daughter Elaina (an impressive 8 lbs, 12 ounces)!

CALL 2011 Conference Report

Mica Donnelly, Borden Ladner Gervais LLP

Thanks to generous and much appreciated funding from VALL's Peter Bark Bursary, I was able to attend the CALL Conference in May. It was lovely leaving rainy Vancouver behind to visit sunny Calgary for a few days. In addition to the nice weather, the conference provided some great learning opportunities. Some of the sessions I attended included the following:

Monday's plenary speaker, Nigel Bankes, a professor in the Faculty of Law at the University of Calgary, spoke on the debate surrounding property rights from an Alberta context. He discussed several recent pieces of Alberta legislation that highlight the broader issues of what actually defines property and whether ownership of property is a right in the same capacity of other human rights.

Andrew Terrett of BLG and Ted Tjaden of McMillan presented a session on Project Management (PM) in law firms. While most lawyers are reluctant to employ PM and tend to skip the "planning" phase in order to get to the "doing," the speakers put forward a convincing argument as to why it's important to employ PM in law firms. Andrew emphasized that it is important for lawyers to ask their clients, "what does 'done' look like?" in order to establish what the client expects as an end result. I think that piece of advice is relevant for law librarians working on projects as well; it is always good to define expectations surrounding a finished project before you begin. Ted Tjaden spoke about the roles librarians in private law firms can play in PM, including involvement in RFP's and bidding, current awareness and internal administration projects.



A Western theme was evident throughout much of the conference

(Photos courtesy of Gillian Crabtree)

The topic of e-books and e-readers is especially timely and a panel discussion on this topic raised a number of interesting issues. The main theme that came out of the session was that e-readers are only going to become more plentiful, but the real mystery is what technology will win out to set the standard. Both publishers and libraries are hesitant to invest in a technology that may become obsolete. The issue of citing to publications on an e-reader was also raised; if no pagination is provided on an e-reader, how does that affect the ability to cite? Just as our own recent VALL seminar raised interesting points regarding e-readers, the CALL panel discussion provided some valuable insight into this growing technology.

One of the highlights of the conference for me was Canadian author Will Ferguson's hilarious talk "On Being Canadian." I especially enjoyed his story about being hired as a Japanese interpreter and asking the Japanese dignitaries on his first day of work to please not tell his boss that his Japanese was not very good. I will definitely have to read some of his books now!



Sarah Sutherland, Katherine Melville and Gillian Crabtree at the Closing Banquet in the Gasoline Alley Museum at the Heritage Park Historical Village

My first CALL conference was a great experience. Because it is such a specialized conference, I found a lot of the issues addressed in the sessions to be relevant to my job. I also liked the close-knit, collegial environment. Despite being a national organization, it was very apparent how well members of CALL from across the country knew one another. Overall the conference offered valuable sessions, as well as fun social events involving many familiar faces from Vancouver. Sadly, I didn't win an i-pad, but took away useful information and great memories!

Marketing Column

Bite-Sized Marketing: Realistic Solutions for the Over-Worked Librarian

By Nancy Dowd, Mary Evangeliste, Jonathan Silberman

Book review by **Agathe R. Holowatinc**, Lawson Lundell LLP

“Written and designed to reflect the way people read today, this book is structured to quickly impart simple and cost-effective ideas on marketing your library.”

We purchased this book for our library after seeing it appear in the pages of *AALL Spectrum* last year. It seemed to me that marketing the library is one of those things that we *know* is a great idea, and is necessary to do to some extent, but when it came down to the reality of it, we hardly had the time to do. I mean: Who will do it? What exactly will we do? Do we have the time? Do we write a marketing plan? What will it cost? ...Maybe those are questions that you too have asked yourself when it comes to library marketing. Well, that in mind, this book promised to offer “realistic solutions for the over-worked librarian” – so why not give it a try?



Besides, there were chocolate truffles on the front cover.

Bite-Sized Marketing was written by Nancy Dowd, Director of Marketing for the New Jersey State Library; Mary Evangeliste, a librarian, marketer, presenter, strategist and co-founder of Fearless Future: Marketing & Design; and Jonathan Silberman, an award-winning graphic designer who helps nonprofits and educational institutions develop marketing and identity systems, and who is also co-founder of Fearless Future. (That’s enough experience to really pack a punch, I think).

The main goal of this book is to offer tangible marketing ideas “that can be done in bite-sized chunks.” It tosses out the belief that a marketing plan has to be grand in order to be good and replaces it with the notion that marketing can be integrated into every day tasks and therefore be made manageable. This book emphasizes the fact that marketing your library does not have to feel like an overwhelming task. It can be fun, it can be exciting, it can be simple. Turn to the first page of the Introduction and it says “The real secret to marketing? Just try.”

Bite-Sized Marketing takes a pragmatic approach and is divided up into 10 chapters that you can refer to whenever you need to know more about a particular topic. The authors clearly recognize that library professionals are busy people and so they have designed this book to be as easy to use as possible – it is definitely meant as a reference guide. It even includes checklists, sample questionnaires, worksheets, testimonials and real-life examples from different libraries to help get your creative ideas flowing.

The names of the 10 chapters provide a sense of the content in the book: Word-of-Mouth Marketing, Bring Your Library to Life with a Story, How to Market Electronic Resources, Public Relations 101, Outreach, Advocacy, The New Marketing Tools, Design, Branding, Marketing Best Practices.

The best two chapters in the book, in my opinion, are “The New Marketing Tools” and “Marketing Best Practices.” The first covers web 2.0 tools (including blogs, twitter, wikis, linkedin, flickr, YouTube, Facebook, podcasts), including ideas for what type of content a library might consider posting on them, as well as notes on PowerPoint presentations and the potential of mobile marketing. In the latter chapter, “Marketing Best Practices,” the authors look at the principles behind repositioning the identity of the library (to put it in stark contrast to the competition), getting to know your audience, being aware of marketing and design everywhere, and at the integral role internal marketing plays in any external marketing initiative. There are many gems in those chapters that stood out to me. That said, I must also note that the “New-Media Marketing Manifesto” on page 17 and the “Dollar-Store Solutions” on page 110 are very smart.

I enjoyed reading this book and find it hard to be critical of it. However, I should stress that this book focuses on public libraries, and as such, it offers a lot of good suggestions for marketing public library services, while you might argue that it does not fully deliver when it comes to a law firm library, or special library, environment. At least, that is, in providing useful checklists/templates or bang-on ideas for our particular situations. Most of us work in a corporate setting with professional clients who have advanced degrees and some of us are the solo information professional in the firm. So, when the book discusses teen programming or creating library marketing toolboxes for family and friends, it seems off-point. In any case, if you are going to read this book you need to know that you will have to think outside of the box in order to see how the marketing suggestions can be applied to your law library environment. Also, another “con” is that, although *Bite-Sized Marketing* claims to offer manageable solutions that can be incorporated into your every day, I think most of us would find that the ideas would take up quite a bit of time, from the research and planning stages to execution.

But, all in all, this book was engaging and hands-on and it managed to get me thinking about everything I see and hear (advertising messages, branding ideas, contests, photos, motivational speeches, open houses, even cereal packaging, etc.) as research material for a library marketing campaign. And that’s always a great start.

Final thought: “Marketing goes beyond trying to get people to use your library; it is a concerted effort to articulate your value. It is that plain and simple.”

Nancy Dowd, Mary Evangeliste, Jonathan Silberman, *Bite-Sized Marketing: Realistic Solutions for the Over-Worked Librarian*, (Chicago: American Library Association Editions, 2010).

Price: \$48.00 (US) from <http://www.alastore.ala.org/detail.aspx?ID=2760>

Feature Article: Skills for the Library Manager

Beth Galbraith, Transport Canada

Being the manager of a library, whether a small law firm library, or a larger library with many staff and levels of management, has many duties and requires working with people, excellent communication skills and supervision of staff. The different aspects of library management can be stressful and time consuming. In this article, three aspects of library management related to people skills will be discussed: hiring and interviewing, supervisory skills and conflict management.

Hiring and Interviewing

Choosing the right candidate for a position can be a lot of work. Creating the job posting, interviewing candidates and selecting a candidate who not only has the skills for the job, but will also be a good fit in the work environment can seem like an impossible task.

Most law firm libraries work closely with their Human Resources department to create the job posting, and posting the position on websites like VALL and the job board through the British Columbia Library Association. Susannah Tredwell, Library Manager at Lawson Lundell says that while she works closely with Human Resources when setting up a job posting, she does most of the hands-on work, including posting the job on the job boards and websites, filtering applications and setting up interviews. Once the resumes have been received by HR and a short list compiled, the interview process can begin.

Interviews can be a very nerve wracking time, for both candidates and employers. Human Resources staff can be helpful in interviews to ensure candidates feel more comfortable and facilitate conversation. While employers realize that candidates can be nervous, as George Tsiakos, Library Manager of Bull Houser Tupper, points out, it is important for candidates to be able to hold a conversation. While some people may be nervous during an interview, a lack of conversation can also show a lack of preparation for the interview.

If there is more than one interview in the hiring process, the first interview can be used as an opportunity to learn more about a candidate's personality and find out whether they will be a good fit. As Teresa Gleave, Library Manager of Faskens Martineau DuMoulin LLP says "learning about a candidate's personality is so important, as is seeing if they will get along with other staff." The first interview at Faskens is fairly informal and can include a tour of the library and introductions to other library staff, while the second is a more formal panel interview.

When deciding on questions to be asked during an interview, Raf Sansalone, Human Resources Manager at Borden Ladner Gervais says it is important to figure out what you want in terms of technical skills for the position and who will be a good fit for the department. Joanne Lecky, Library Manager of McCarthy Tetraault looks for energy and enthusiasm in her candidates, as well as someone she would be proud to

work with and know would deal with clients professionally. Good preparation for interviews and planned questions to discover more about a candidate's history as well as some questions to learn about their personality can work well to make the interview process more comfortable.

Supervisory Skills

A good supervisor or manager is one that communicates often and well, providing constructive criticism and feedback, completing employee reviews as well as maintaining public relations and marketing efforts for the library.

Constructive Criticism

When providing any kind of criticism to a staff member, it is important to approach it tactfully and to keep in mind that everyone is different and who they are will affect how you deal with a given situation. George from BHT notes the importance of phrasing criticism positively in a way that outlines a goal so that the focus is on improving. Joanne from McCarthy's also says that it is important not to be afraid to have a difficult conversation.

It is also essential that if there are any issues that need to be discussed with a staff member that they are approached in a timely manner. Silence can be interpreted as acceptance, so a manager needs to point it out, says Raf from BLG.

Employee Reviews

Most law firms and other companies have a system for providing annual reviews for employees. There may also be forms to be filled out and sent to Human Resources. In this manner as well, any issues that may be put on the review should be discussed with the employee before hand. At some firms, HR may conduct the review itself, but the manager should always be available for discussion about items in the review if the staff member has questions.

Public Relations and Marketing

Public relations and marketing is a large and important part of a manager's position. Keeping people's attention on the library and proving its worth can be done through both small and large efforts. Susannah of Lawson Lundell says that it is important to keep the firm partners updated about what the library does and finding out if they are happy with the services the library provides. Using services like the firm website, intranet, blogs, newsletters and face to face meetings – like those five minutes in the elevator - are all excellent tools to keep clients up to date with library news. George from BHT says that he gives updates to key partners in the firm, as well as contacting various practice groups to let them know what kind of current awareness and updates services the library can provide for them.

Conflict Management

Despite our best efforts conflict is going to happen. Whether it is clash of personalities between library staff, or a particularly demanding client, knowing how to deal with intense emotional situations is vital to keeping the library running smoothly.

Challenging People

If there are situations of conflict, one of the most important things to do, is for the manager to try to get to the root of the problem and discover what exactly is causing the conflict. Raf from BLG also says that speaking to each individual to get their point of view can be a great way to start this process. Don't be afraid of getting involved in a sticky situation. Often with some clear communication, the situation can be resolved. If you have to talk to people, be sure to do so in a kind and caring manner and George from BHT notes that it is important to stay on top of things and know the general feeling of the workplace. By being proactive and making sure that there is a collegial work environment, one can avoid unpleasant circumstances.

Teamwork Environment

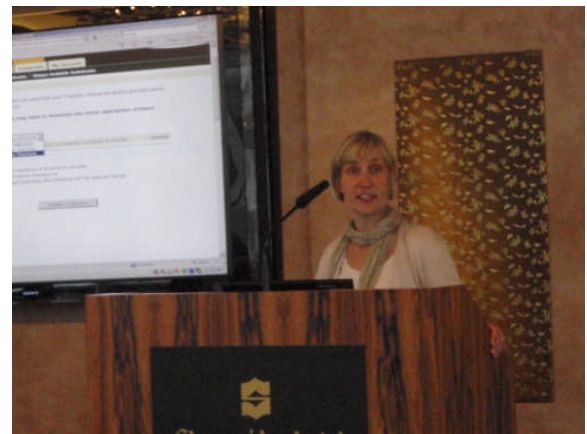
All of the managers we interviewed for this article noted that fostering a good teamwork environment starts with selecting the right team. There are still a few things that managers can do to make sure that the work environment remains positive and that everyone is on the same page. George from BHT has mini-informal meetings on a regular basis to keep people updated and get a sense of how everyone is doing. Susannah at Lawson Lundell also has weekly meetings and provides opportunities for staff to share ideas. Joanne from McCarthy's says that having objectives and priorities that resonate with staff and that they find meaningful, can create a cohesive and pleasant work environment.

In conclusion, communication is one of the most important skills for a manager, whether managing multiple staff or just a staff of two. When hiring, working together with human resources to create a clear posting and designing questions to determine the personality of candidates, and whether they are the right fit for the firm culture, can be very helpful. When providing feedback to employees, it is important to have discussions promptly and tactfully. Providing a good teamwork environment is essential to preventing conflict and making staff feel like their ideas are welcomed and that they are of value to the organization.

VALL June Seminar and Social Photos



Lunch on the Shangri La terrace



Speaker Tami Setala from Vancouver Public Library presented on the topic of e-books and e-readers



Checking out the e-reader "petting zoo"

Italian Feast!



Agathe Holowatinc and Carolyn Petrie look at an i-pad