

VALL Review

Vancouver Association of Law Libraries

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The President's Desk

Welcome to the Spring 2012 issue of the *VALL Review*! As we head towards summer once again, I am sure many of us are ready to turn our thoughts to the projects we hope to accomplish this year, attendance at conferences and workshops, and of course, a break from the winter chill!

This issue of the *VALL Review* includes a feature article by Jill Strand of Maslon Edelman Borman & Brand LLP on developing a marketing plan for your law library. Marketing is a subject that VALL members consistently suggest as a potential topic in our annual survey, and this article will surely get you thinking about strategies for promoting your library.

Looking back to the end of 2011, VALL celebrated the season in our usual spirited style with a lively and entertaining presentation by Michael Bain, assistant editor of the *Advocate*, at our December Social. We enjoyed a festive lunch and the chance to catch up with friends old and new, including many of our Honoured and Lifetime members.

An excellent and well attended seminar in February launched the new year, with the Honourable Robert J. Bauman, Chief Justice, presenting his views on the progress and impact of the 2010 Civil and Family Rules. Justice Bauman was illuminating, reminding us of the importance of proportionality, and giving insight into recent case law that has commented on the rules. We are reminded that both context and constitutionality play an important role in the development of access to justice and the operation of our courts.



Katherine Melville
VALL President
2011-2012

VALL Review

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At the end of March, VALL and the British Columbia Legal Management Association, Knowledge Management subsection, are offering an annual joint event with a timely workshop on project management, presented by Jim Brosseau of Clarrus Consulting. Jim is an accomplished author, teacher, and presenter, and his workshop offers the chance to learn new skills and refine long-held talents. Please register by March 26 if you'd like to attend (registration form available on the VALL website at <http://vall.vancouver.bc.ca/node/367>).

Finally, the VALL executive would like to offer congratulations to Sarah Munro, Susannah Tredwell, and Carolyn Petrie, who are this year's recipients of the Peter Bark Professional Development Bursary. They will be attending the CALL conference in Toronto, and professional development courses, respectively. We look forward to their reports in our summer issue of the *VALL Review*!

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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From the Editors

Mica Donnelly, Borden Ladner Gervais LLP and
Helen Mok, British Columbia Securities Commission

The term “marketing” can elicit a wide range of reactions from librarians - from the philosophical (“What does it mean, exactly?”) to the gung-ho (“More newsletters! More training! More tweets!”) to the dispassionate (“Do I have to?”). Whatever your response, marketing is necessary and doesn’t have to be a daunting chore. We are all marketing our libraries to some degree already. If we weren’t, in all likelihood, they probably would no longer exist. A fundamental key to marketing is demonstrating that you have value and we all know our libraries provide valuable services and resources. That being said, there is always room for improvement! Marketing guidance such as that provided in our feature article by Jill Strand, can help us to hone our marketing skills into a more focused effort and evaluate the results. Jill provides some great information that will get you thinking about developing specific marketing strategies for your library.

In this issue, we also present some photos of the lovely new UBC Law Library, as well as a profile of VPL’s InfoAction service and a piece on Courthouse Libraries BC’s Lawyers’ Reading Room. We hope you enjoy this Spring issue of the *VALL Review* and wish you well in all your spring projects and endeavours!

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.)

Member Announcements

Kaitlyn Tribe joined VALL in October after moving to Vancouver from Ottawa. She previously worked as Reference Librarian at the County of Carleton Law Association in the Ottawa Courthouse Library and is now a librarian at Alexander Holburn Beaudin & Lang LLP. Kaitlyn is currently completing a two-year term with the Canadian Association of Law Libraries as co-chair of its Courthouse and Law Society Libraries Special Interest Group, and has recently joined the British Columbia Legal Management Association as co-chair of its Knowledge Management Subsection. She completed her MLIS degree at the University of Western Ontario. Kaitlyn looks forward to exploring Vancouver and further getting to know the members of its library community.

Natalie Chow recently returned to Vancouver after several years in Toronto, and she is pleased to join the collegial community of VALL. She completed her MIST degree at the University of Toronto. Previously, she worked in the U of T Library system, was Administrative Records Coordinator for the Ontario Ministry of Health and Long-Term Care, and provided information services for Pioneer Consultants, a Vancouver-based engineering company. She also took time off to be formally trained in pastry arts and worked as a pastry cook. She looks forward to channeling her varied experiences and skills into law librarianship.

Helen Halbert is an MLIS student in the School of Library, Archival, and Information Studies at the University of British Columbia. She has a background in publishing and is currently an editorial assistant with the Journal of Community Informatics. Her interests include information policy, information ethics, and social informatics. She intends to complete the First Nations Curriculum Concentration at UBC and is a member of the UBC Student Chapter of the Special Libraries Association.

Mary Mitchell is Associate Law Librarian at UBC Law Library.

Christina Libera is a Library Clerk at the BC Government and Services Employees' Union.

Katherine Hyrcza has joined Courthouse Libraries BC as a Client Services Librarian

There are spaces available on the **VALL 2012-13 Executive**. Volunteering on the Executive is a great way to become more involved in the law library community, meet other VALL members, and have your say in VALL programming and continuing education opportunities. Please contact Elizabeth Kinersly at ekinersly@millerthomson.ca if you're interested in joining or have questions regarding serving on the VALL Executive.

New at Courthouse Libraries BC

Irwin Law e-Library and Quickscribe Now Available on Public Computers

We continue to expand the offerings available on our public computers, adding Irwin Law's e-Library and Quickscribe to all BC courthouse libraries. We've been impressed by Quickscribe's ease of use and increasing depth as a legislative research tool, and the Irwin Law e-Library offers access to over 130 full-text books including the excellent Essentials of Canadian Law series. The Irwin Law e-Library is also now available to all members of the Law Society from their desktops via our new Lawyers' Reading Room (see article on page 14).

New Streamlined Fees

After a client survey and a review of fees charged by other law libraries in Canada, we streamlined our fees as of January 1, 2012. The fee for a typical regular document delivery order is now less expensive and simpler: it now costs \$5 for the order and \$5 for each document. (Note that if a document over 50 pages needs to be copied from a print source, there is an additional charge). We also introduced a priority option of \$20 per order so that urgent matters can be prioritized effectively. And we simplified our fees for research assistance, making sure that all clients get the first 20 minutes of assistance for free and then charging \$15 for every 15 minute block thereafter for any type of research assistance. For details, see our website at <http://www.courthouselibrary.ca/clientservices/fees.aspx>. Client Services Director Drew Jackson welcomes feedback on these changes: djackson@courthouselibrary.ca.

Training for Lawyers on Information Tools

Do you know of a lawyer who would like to polish their skills with finding information and using information tools? Are you aware of someone looking to meet their CPD requirements? We are pleased to be offering a range of free training options at Courthouse Libraries. With something for everyone, the opportunities vary from in-person to webinars and video tutorials. You will find more information about our offerings on our new training page at <http://www.courthouselibrary.ca/training.aspx>.

Latest Addition to the Courthouse Libraries BC Team

Katherine Hycza joined our team in January as a client services librarian in Vancouver. Katherine previously worked in the legislative library and a law firm library in Ontario, and we're delighted that she and her family have relocated in the last year to British Columbia.

UBC Law Library

Sandra Wilkins, UBC Law Library

As you may have seen in the CALL Academic SIG newsletter, the new UBC law library is a wonderful space.



A new UBC law school had been on the horizon for many years, and actively on the agenda since Mary Anne Bobinski joined the faculty as Dean in 2003. Work on the building project began in earnest in 2005/06. In 2007, a functional plan was completed and the architectural firm of Diamond and Schmitt was selected. The site chosen for the new building was the same as for the old law school building. Demolition of the Faculty of Law portion of the building began in early 2010, while the Law Library remained and functioned mere meters away from the construction zone for 1 1/2 years. The books were moved into the new library in July 2012, and the library staff followed on August 2. Since it was still officially a construction zone, we came to work wearing hard hats, steel toed boots, and high viz vests. In September 2011, we were very happy when the students, staff and faculty joined us under the same roof in September. Our new library provides students with wonderful spaces for study and research and great views to foster the mind. The technology in the library teaching room has had a positive impact on our classes, students love the mix of iMacs and PC's in our learning commons, and the Reference Room on Level 2 and reading rooms on Levels 3 and 4 are very popular. Students are also making good use of the informal seating, individual study carrels, and group study rooms outfitted with presentation equipment.





Creating and Executing a Marketing Plan for Your Law Library

Jill Strand, Director of the Information Resources Library
Maslon Edelman Borman & Brand LLP

"When you are thirsty, it is too late to dig a well." – Japanese Proverb

The continued economic uncertainty means having a measurable, actionable marketing plan for your law library continues to be critical. Like any other business process or goal, this involves focusing on some basic elements:

1. What specific goals or actions do you want to pursue to promote Library services?
2. How will you do it?
3. How will you measure it?
4. How will you promote it?

Below are a few ideas and real-world examples to help you get started and which can be adapted to a government, academic or law firm library. If you have ideas of your own you'd like to share, please send them to the *VALL Review* editors who will compile and include them in their next issue.

What Do You Want to Achieve?

Your goals should be manageable in number and scope, particularly when taken into context with the overall goals or mission of your organization. They can include anything from implementing ways to increase attendance at training sessions to identifying a new audience for library services.

Director of Information Resources Carol Bannen describes a big library marketing effort at Reinhart Boerner Van Deuren in Milwaukee WI. Besides attending practice group meetings, their big marketing goal is the E-IRC newsletter. "It is a monthly digital newsletter sent to everyone in the firm," says Carol. Whether your library has a newsletter, blog, intranet, or public website, any and all of these can be a great vehicle for highlighting new resources, services, staff, and technology. Depending on your organizational culture, you can also have a little fun with it.

Nossaman LLC Research Librarian Jocelyn Stilwell-Tong in San Francisco shares details about training and education goals that can be implemented in a law library. "We've been rolling out an MCLE program that gives attorneys a refresher on how to use different formats of materials together (print, online, free web, etc.). Many of our older attorneys didn't get that information in law school. We also offer MCLEs on new products such as Lexis Advance and Westlaw Next and make sure the local librarian participates in these presentations."

How Will You Achieve It?

Once you've selected your top two or three marketing goals, take some time to envision the steps that can help you to achieve them. For instance:

Write it Up – Taking Carol Bannen's e-newsletter idea a step further, try to have some fun with it: One law firm library I know gives out and promotes "righteous library patron" prizes during National Library Week for attorneys who check out books properly! Of course, you'll want to keep this appropriate to your organization's work culture.

Word of Mouth – Every interaction with a library user is an opportunity to mention training or services. For instance, when Nossaman LLC 's library offers MCLEs on new products, they make sure that the local librarian participates. They also do 5-10 minute tutorials on library resources in practice group meetings on topics such as "Here's How to Use our New eLibrary" and "New Year, New Litigation Alerts." These initiatives reach attorneys who wouldn't think to attend MCLEs or who don't think of themselves as researchers.

Communicate Early and Often - Given that everyone receives and retains messages differently, it makes sense to use every medium available so messages have multiple opportunities to register with your audience. For instance, Twitter seems like it would lend itself well to an academic law library for promoting training or library services. It might be more difficult for a firm or government library but could be helpful in a large organization with many younger attorneys. Those organizations that require more security can also look into internal Twitter and micro-blogging services such as those described by Africa S. Hands in her Fumsi article on micro-blogging (<http://web.fumsi.com/go/article/share/68055>).

Most of the librarians at Nossamann LLC have LinkedIn accounts, and the director links this to her professional Twitter feed. However, they don't have an official stance on social media, and the department isn't actively pushing attorneys to link to them, but it is a good way to reach out.

How Will You Measure It?

Metrics always seem to be a challenge when it comes to quantifying marketing success. The execution may take some time and effort, but it need not be complicated. For example, my library doesn't have access to the firm's time-tracking software so we use a spreadsheet to track time spent on non-billable tasks by type and requestor. We also include any positive feedback, making it easy to add this information to annual reports or performance reviews.

If you are lucky enough to have an electronic method for collecting and replying to research requests, see if it also has a feature that will allow you to send out a short survey once the request is filled. Check and see if your IT department uses a request-tracking program that you can adapt to your needs.

Surveys are a great measuring tool and easier to develop with sites such as Survey Monkey (<http://www.surveymonkey.com/>). The basic service is free - 10 questions and up to 100 responses. You can do smaller, targeted surveys to specific groups re: how they like a new e-resource or something more comprehensive covering a range of library services. Ask a vendor to donate an hour of free research time or a trial to a special tool as a way to encourage participation.

How Will You Promote Your Success?

If the results show success in achieving your goals, let people know. And if you've fallen short on a few, then consider it a perfect opportunity to outline an action plan going forward. The best place to start is with your organizational leadership through a regular report or update.

For the newsletter at Rinehart, "we track the number of people opening it and the statistics go in my monthly report to the CEO," says IRC director Carol Bannan. "The monthly report is our best marketing effort. It consists of two pages highlighting library successes, billings, and any cost savings for the previous month. It makes an annual report pretty easy to write and our CEO loves it."

Research Librarian Jocelyn Stilwell-Tong at Nossamann LLC notes that marketing is generally done in informal conversations with the COO and Managing Partner, as well as in an annual review for the firm's executive committee. "The KM Director provides a quarterly report to the COO with statistics on number of requests in all areas (library, docket, intranet, CRM, records and CI) along with quick bullet points on the status of projects, completed projects, and upcoming plans. The department also logs all time into the time and billing system using specialized task codes to tag types of work which we then report to upper management showing where our time is spent."

Consider sharing a summary with the larger organization as a way to promote library services and programs to patrons who may not realize all you have to offer. If possible, break usage down by department or role - if others see that colleagues or higher-ups find the library useful to their business, they'll want to use it as well.

Above all, don't be shy! I came across an analogy that described those who avoided outreach and communication as in danger of becoming that one half of a ticket stub that says "void if detached." In other words, if you aren't able to speak proudly (which is not necessarily the same as boasting) about your law library's accomplishments, then why should anyone else? And if they aren't aware of what you and your library can do, then why should they utilize your services? So what have you got to lose?

InfoAction Profile

Carolyn Petrie, Vancouver Public Library

InfoAction, Vancouver Public Library's fee-for-service research and information centre, opened its doors in 1995 to address the specific needs of the business community, and provides options when branches or reference staff had to turn patrons away due to time, complexity, or cost barriers.

Since that time, our services and resources have expanded greatly, and our client list is over 3,700 and growing. InfoAction employs 2 full time librarians, 3 part-time librarians and research assistants, and several on-call information assistants. InfoAction's full time librarians are Carolyn Petrie (Manager) and Patti Wotherspoon (Information Specialist).

InfoAction subscribes to several databases too expensive to provide to the whole organization, including LexisNexis, Quicklaw, FPIInfomart, Factiva, BC Online, PACER, and more. We search these on behalf of firms, companies, and individuals, and also draw upon VPL's vast print and electronic resources.

While the bulk of staff time is spent conducting due diligence checks and historical city directory searches, we also answer numerous market and general research requests each week. Our research is completely confidential, and usually completed within a day or two. In an average week, we complete:

- 15 – 20 city directory searches
- 10 – 25 due diligence background searches
- 1 – 3 market or other research projects
- Several inter-library loan, document delivery, mailing list, and obituary requests
- Any number of estimates for research projects



Services

Some InfoAction services particularly useful for law firms include:

- Book loans: when you don't have time to send staff to the library to check out materials yourself
- Confidential inquiries: we'll contact organizations or individuals on your behalf to gather information you aren't able to collect yourself (and of course keep our client's identity confidential!)
- Document delivery: we copy periodicals, historical newspapers, financial information, book chapters, etc., and send them same-day by email or courier
- Due diligence background searches: we conduct comprehensive legal, corporate, media, and financial searches to verify information about individuals or companies with whom you or your clients are involved, flagging negative results for your review
- Educational and professional verification: we verify credentials listed in Personal Information Forms, a requirement of the securities industry
- Interlibrary loans: service is expedited for InfoAction clients
- Research: on any and all subjects! We've seen it all.
- Research workshops: we offer customized research workshops to individuals and companies

Who we work with

Our service allows non-VPL patrons to access the Library's unique collections. InfoAction has thousands of clients on file, including firms, companies and individuals from around North America, but the majority of our repeat clients are local companies that simply don't have the in-house staff or collections to conduct research on their own. We count many VALL members as clients, as well as many other large engineering, financial, and governmental organizations in the lower mainland.

The weird and the wonderful

InfoAction receives numerous research requests every week, on a variety of topics, and we're always willing to give it a shot! Because many requests are on topics we know very little about, we always begin by conducting preliminary research, free-of-charge, to provide a project estimate.

Some recent examples of projects we've undertaken include: research on the energy and relaxation drinks market in Canada; statistics on small businesses operated by immigrant entrepreneurs; demographics and financials for the alternative medicine and personal training sectors; facts about the chairlift, irrigation, tobacco, and marijuana industries; and information on elder care and support resources for troubled youth.

Some of the most unusual requests we've answered include helping to compile a definitive vampire bibliography and finding information on the architecture of insane asylums. We've also been asked several times to track down old boyfriends and girlfriends, often years after the couple split – and we've even heard back from satisfied clients who've reconnected!

To learn more, check out our website, <http://www.vpl.ca/infoaction/index.html>, send us an email at infoaction@vpl.ca, or pop by our offices on the fifth floor of the Central library next time you're here – we always have candy to share!

Bringing Resources to Lawyers without Libraries: Courthouse Libraries BC and the Lawyers' Reading Room

Kat Siddle, Courthouse Libraries BC

In early January 2012, Courthouse Libraries BC launched the Lawyers' Reading Room, our "online library for lawyers." The Reading Room is a secure area of the CLBC website where lawyers can log in and access subscription databases from their desktop, at no charge to them. This is a significant step: for the first time, clients can access part of our collection without physically being in the library or arranging a document delivery. Right now, eligible users can access our HeinOnline subscription (enhanced with Canadian and English legislative materials) and the Irwin Law e-Library, a substantial collection of e-books on Canadian topics. Under our licenses for these two products, the eligible users are all members of the Law Society of British Columbia.

While the Reading Room has been well-received among lawyers, we have received some questions from law librarians and legal support staff interested in accessing the service. Lawyers are not always the ones doing research, after all, and it's often more cost-efficient to have support staff handle it. This is a reasonable question: why didn't we offer this service to law library staff?

Like all libraries, our organization must balance access to information with budget limitations. Many of you have had experience negotiating licensing for your clients with vendors of online legal information products, so you know that the larger the group a license covers, the higher the cost. In our case, the pricing vendors offer also depends on how many existing subscribers or even potential subscribers a vendor thinks they might lose as a result of us providing access to a product. We couldn't afford a license that gave access to everyone who might use the Reading Room; we had to choose who we were doing this for.

In making these challenging decisions, we are guided by our 2011-2013 Strategic Plan. One of our main goals is to:

“Shape our digital offerings, collections, and physical space to meet the diversity of needs in the legal communities we serve, with a particular emphasis on the needs of lawyers in smaller firms, smaller communities, and newer calls.”

While we expect all lawyers will find our 24x7, access-anywhere service useful, the clients who will benefit most from free access to legal information products are the many lawyers in solo practice or small firms who aren't served by their own library staff. Many of these practitioners work in offices at some distance from a courthouse library, making our in-library use databases less convenient than we would like. Previously, these practitioners had to travel to run a HeinOnline search or borrow an Irwin Law title. Now, all they need for these tasks is an Internet connection.

The emphasis on serving lawyers in smaller firms and smaller communities is partly what led us to launch the Reading Room with the Irwin Law e-Library collection. Lawyers in small communities often find themselves responsible for multiple practice areas, and the Irwin collection of ebooks offers good overviews of Canadian legal topics and areas of law. We're hoping that this collection will likewise benefit newer calls, who will remember using many of these books in law school, and will likely find them helpful early in their career. (The Irwin collection also contains a good selection of more in-depth titles that are suitable for specialized research).

Helping the legal community and the public find and use legal information is our over-arching mission. We value our law library clients, who are among our most frequent library users, and we would love to offer free access to resources to all our clients. But in the face of practical limitations, we must make difficult choices. We're really pleased that we've been able to extend licensing for our Lawyers' Reading Room products to cover all BC Law Society members, regardless of the size of their firm or the location of their practice, as well as meeting our strategic goal of bringing our collection to the desktops of remote and solo practitioners.

VALL Seminar Summary: “Progress & Impact of the New Rules of Court” by Chief Justice Bauman

Mica Donnelly, Borden Ladner Gervais LLP

For those unable to attend our February seminar, VALL was fortunate to have Chief Justice Robert J. Bauman present on the topic of “Progress & Impact of the New Rules of Court.” Before the new rules came into effect in July of 2010, they had not been amended in any substantive way for the past thirty years. Justice Bauman provided some background information on the process of how the rules were developed before going on to focus on some key features of the rules and how recent cases have exemplified their impact.

Proportionality

A key concept of the new rules is proportionality. Rule 1-3 indicates “The object of these Supreme Court Civil Rules is to secure the just, speedy and inexpensive determination of every proceeding on its merits.” The emphasis on proportionality essentially means conducting the proceeding in ways that are proportionate to the amount, importance, and complexity of the issues. Justice Bauman referred to a couple recent cases that have demonstrated how the feature of proportionality is being applied by judges. One case involved several witnesses that were located in Ontario. It was suggested that they could appear via videoconference, rather than traveling to the trial in B.C., in order to save several thousands of dollars. For the sake of a more cost-effective trial, the judge allowed the majority of witnesses to appear by videoconference. Justice Bauman also emphasized that courts should be progressive and embrace new forms of technology – a strategy that can assist in increasing efficiency and lowering costs.

Trial Preparation

As more lay people represent themselves in court, there is a greater need to simplify the litigation process. The new rules have created more straightforward pleadings and have also attempted to reduce costs associated with discovery. The duty to disclose documents has essentially been narrowed in order to lower costs.

Justice Bauman also discussed Case Planning Conferences (CPCs), which are required for all fast track litigation. In one case, a party requested a transcript of a CPC, but was denied on the basis that CPCs are intended to facilitate full and open discussion. It was determined that if production of the transcript was allowed, it might discourage future participants in CPCs from being open in their discussion.

Trial Management Conferences

Trial Management Conferences (TMCs) are universally required under the new rules and their requirement continues to be controversial. They are intended to serve as a “reality check” for both counsel and the judge to make sure a case is truly ready to proceed. It can be very frustrating for all parties involved when a trial goes on longer than anticipated and requires more time to be scheduled into the courts’ already crammed schedule. Justice Bauman pointed out that the average wait for a 10-day trial is now somewhere around 18 months. While TMCs are intended to facilitate the smooth flow of a case, they have also created a greater work load for judges and require them to be more hands-on. TMCs can be especially tricky when they involve self-represented litigants. Justice Bauman mentioned that the concept of Masters serving as TMC judges is being looked at in order to help alleviate this greater pressure on judges.

Almost two years after their implementation, there is still a need to study how the new rules are doing. Justice Bauman emphasized that courts should honour their traditions but also be willing to be progressive and support changes to make the litigation process more relevant. The Chief Justice’s presentation really highlighted how the new rules are intended to make litigation a more efficient process on the whole, and his discussion of some recent decisions demonstrated how the rules are being practically applied to actual cases.