CALL Bulletin

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Dear CALL members,

Summer is here and so is the Summer 2011 CALL Bulletin. The times they are a-changin’. Bob Dylan just celebrated his 70th birthday, but his words live on. This issue of the CALL Bulletin centers on changes within our industry as reflected by the words and thoughts of many dedicated CALL members.

Outgoing President Heidi Kuehl recounts her year of service as CALL President. Thanks so much for all your hard work and support! Speaking of changes, Julie Melvin recounts the February business meeting and the excellent presentation from our guest speaker, Mr. John Barron, the publisher of the Chicago Sun-Times and Senior Vice President of News and Editorial for its parent company, Sun-Times Media. Newspapers and libraries face the same challenges in bridging the digital divide. Five years ago, Mr Barron prophesied that newspapers would have it figured out in five years. Today, Mr Barron prophesies that newspapers will have it figured out in five years. His other comments are both insightful and entertaining.

This issue reflects upon a number of CALL-sponsored programs that examined the nature of our changing industry. Eugene Guidice shares his thoughts on hiring and managing summer associates based on the Continuing Education Committee’s February presentation, “In Search of Mr. Righton Miller.” Eugene also recounts the lessons learned from the CALL Institute Day dedicated to increasing our understanding of intellectual property law. Also, JoAnn Hounshell and Betty Roeske offer an excellent recap of the successful “Managing Budgets in the Age of Austerity” program in April.

The CALL Bulletin, the official publication of the Chicago Association of Law Libraries (CALL), is published four times a year and is provided to active members as a benefit of membership. CALL does not assume any responsibility for the statements advanced by the contributors to the CALL Bulletin, nor do the views expressed in the CALL Bulletin necessarily represent the views of CALL or its members.

Contributions to the CALL Bulletin are always welcome. Please be advised that contributions submitted for publication are subject to editorial review. The Bulletin editors have the discretion to decline to publish articles. Direct questions, articles, or other items of interest to the co-editors:

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Deadlines for submitting articles and advertising:

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Dear Colleagues,

As you are reading this letter, we are now entering the summer months and closing another vibrant and active CALL year. Congratulations to all of you for another successful year, and thank you for all of your wonderful contributions and time spent on CALL committees and activities. Be sure to enjoy the summer months that bring such rewarding activities like connecting with law librarians outside the Chicago-area and attending national, regional, or international conferences. We are planning a CALL No-Host dinner at this year’s AALL Annual Conference in Philadelphia on Saturday evening (July 23rd), so be sure to look out for this announcement and details regarding the venue soon. This will be a terrific opportunity to chat with CALL members at the annual conference and celebrate another year’s hard work. As we are finishing up this CALL year, please also consider volunteering for a committee next year or consider chairing (or co-chairing) a committee to gain leadership experience. Our incoming President, Julia Jackson, will soon be asking for volunteers for 2011-2012 committees. Our organization relies on the time and talent of our membership, so be sure to fill out the new volunteer form at the May business meeting or email the volunteer form from the CALL website to Juli.

Our Grants and Awards Committee recently announced the recipients of the 2011-2012 CALL Chapter Awards. The joint recipients for this year’s Agnes and Harvey T. Reid Award for Outstanding Contributions to Law Librarianship are Sheri Lewis (University of Chicago’s D’Angelo Law Library) and Deborah Ginsberg (IIT Downtown Campus Library). Frank Drake will receive the Outstanding Achievement in Law Librarianship Award. In addition, the award for Outstanding In-House Publication will be presented to the IIT Downtown Campus Library for its Video Tour. Please join me in congratulating all of this year’s award recipients!

I am pleased that we have had many varied professional development opportunities this past Spring as CALL members. In January, our CALL Continuing Education Committee arranged a successful tour of the Cook County Law Library. In February, Vice President/President-Elect Julia Jackson secured a very interesting speaker, John Barron (Publisher & Editor-in-Chief of the Chicago Sun-Times), for our joint CALL/SLA Business Meeting. Our Continuing Education Committee also coordinated a wonderful brown bag discussion panel entitled, “Helping Summer Associates Succeed: The Search For Mr. Right” and “The Search For Mr. Right” at the American Bar Association in mid-February. In April, the co-chairs of the Relations with Information Vendors and Continuing Education Committees led an innovative panel Discussion on “Managing Budgets in an Age of Austerity.” The Continuing Education Committee is also again planning our Spring CALL Institute Day for May 20th at LexisNexis on “Trademark, Copyrights, and Patents—What You Don’t Know.” Many thanks to the Co-Chairs of the Continuing Education Committee (Annette Cade and Doris Nuding), the Co-Chairs of the Relations with Information Vendors Committee (JoAnn Hounshell and Betty Roese), and all of the members of these Committees (especially Eugene Giudice and Alina Kelly for their additional work!) for making these events a success.

Congratulations to the members of the Strategic Planning Committee, especially Chair Gretchen Van Dam, for completing their work on a set of Strategic Directions for the CALL Strategic Plan (2011-2016) to be included in this issue. This summer, a newly-formed CALL Com-

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CALL Executive Board Minutes
By Julie D. Melvin, Brinks Hofer Gilson & Lione
jmelvin@brinkshofer.com

Complete, up-to-date meeting minutes are available here: http://www.aallnet.org/chapter/call/protected/index.html.
Members who would like hard copies of any meeting minutes should contact Julie Melvin
(jmelvin@brinkshofer.com, 312-840-3180), Secretary.

2010-2011 CALL EXECUTIVE BOARD MEETING
AALL Headquarters, 105 W. Adams St., Suite 3300
(enter on Clark St.)
February 8th, 2011  9:00 a.m.

Board Members Present: Heidi Kuehl, Todd Ito, Gretchen Van Dam, Gail Hartzell, Denise Glynn, Julie Melvin and Julia Jackson (by telephone).

Board Members Absent: None

CALL Members Present: Corporate Memory Committee Chair Susan Seibers

Summary:
Treasurer’s Report (Section IV):
1. CALL Balance as of January 31, 2011: $28,527.07
2. Net Income, January 31, 2011: $1,885.00

Significant Actions:
The Board approved deleting the job roles information from the CALL Membership Renewal Forms. (V. Committee Reports, Membership).

The Board approved removing the month long embargo on public access to the Bulletin. (VI. Old Business, b.)

The Board approved the Corporate Memory Committee modifying the policy log as appropriate for brevity and clarification. Questionable issues will be brought to the attention of the Board. (V. Committee Reports, a. Corporate Memory Chair visit).

Policy - going forward the Elections committee should preserve candidate biographical information and election materials and send a copy to Archives. (VI. Old Business, b.)

Policy – Bulletin will publish the link to CALL election information on the CALL website and no longer publish candidate information in the Bulletin. (VI. Old Business, b.)

2010-2011 CALL EXECUTIVE BOARD MEETING
AALL Headquarters, 105 W. Adams St., Suite 3300
March 8th, 2011  9:00 a.m.

Board Members Present: Heidi Kuehl, Denise Glynn, Gretchen Van Dam, Gail Hartzell, Julie Melvin, Todd Ito and Julia Jackson (via telephone)

Board Members Absent: None

Summary:
Treasurer’s Report (Section IV):
1. CALL Balance as of February 28, 2011: $29,580.22
2. Net Income, February 28, 2011: $1,053.15
3. Membership as of February 28, 2011: 304 (23 new members, 281 renewals)

Significant Actions:
The Board approved the Institute Day budget with $50 additional funds. (V. Committee Reports, Continuing Education).

The Board approved the budget for the “Managing Budgets in an Age of Austerity” event. (V. Committee Reports, Relations with Information Vendors).

Policy - At the discretion of the Board, non-payment of no-shows may result in a requirement that those individuals pre-pay for future events. (IV. Treasurer’s Report, c.)

Policy – All committees, other than Meetings, should make the first follow-up contact to collect no-show funds.

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CALL Executive Board Minutes
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The names of non-payers will be forwarded to the Treasurer for further collection reminder. After one attempt to collect is made by the Treasurer, the matter will be referred to the President for resolution. (IV. Treasurer’s Report, c.)

The Board approved the social media permission form. The approved form will be sent to the Membership Committee by the PR Committee. (VII. New Business, b.)


The Board approved a no-host dinner in Philadelphia at the American Association of Law Libraries Conference. (VII. New Business, d.)

Editors’ Letter cont. from p. 2

Next year promises to be another year of change. Gretchen Van Dam provides us with a summary of the CALL 2011-2016 strategic plan. In her Tech Buzz column, Lyontette Louis-Jacques reviews Quora, a new question and answer reference service that may be of interest to librarians. Andrea Tillander summarizes the AALL Law Student Research Competency Task Force online discussion regarding training our next generation of attorneys.

As always, the Bulletin is packed full of news and tips reflecting the interests and experiences of our wonderful members. We hope you enjoy this issue, preferably on a beach or somewhere warm and relaxing.

Tom Keefe and Margaret Schilt

A NEW AALL MEMBERSHIP YEAR IS UNDERWAY—DON’T MISS OUT!

AALL’s new membership year just began on June 1. If you haven’t renewed already, be sure you do today so you don’t miss out on valuable member benefits.

The new and improved AALLNET debuted this spring. The new site is easy to navigate, features a fresh new look, and includes improved search functionality. New social media tools allow you to form your own member groups and create group discussion forums, websites, blogs, and more.

AALL2go, your online center for professional development, brings continuing education programming to your desktop, available 24/7. There are already more than 80 free programs for AALL members, with new content added monthly. Look for the 2011 Annual Meeting and Conference programming to be available on August 5.

AALL’s online Career Center provides advanced resume and job search features, whether you’re looking to find or fill a law library position.

AALL is offering a discounted membership rate for AALL members who are recently unemployed ($57 instead of $226). Unemployed AALL members should fill out the online form.

Find more information or renew your membership online. If you have any questions about your membership renewal, contact AALL Headquarters at membership@aall.org or 312/205-8022.
The third Business Meeting of the 2010-2011 year was held on February 17, 2011, at Petterinos at 150 N. Dearborn Street. The meeting was sponsored by BNA. The topic of the meeting was “Making the Switch from Print to Digital”. CALL President Heidi Kuehl opened the meeting by introducing new members and thanking BNA for their generous sponsorship.

Heidi Whelan of BNA made some brief opening remarks thanking CALL and the Chicago Chapter of SLA for the opportunity to sponsor the event. She said, laughingly, that she always appreciates coming to Chicago from Washington DC in February. Ms. Whelan briefly discussed moving from print to digital which was the topic for the day. BNA has been putting all electronic publications together in one place by topical area. BNA Convergence and client support are included in topical areas.

CALL President Heidi Kuehl introduced the speaker: Mr. John Barron. Mr. Barron is the Publisher of the Chicago Sun-Times and Senior Vice President of News and Editorial for its parent company, Sun-Times Media. Mr. Barron is also President and Publisher of the company’s Pioneer Press Newspapers, a collection of 32 weeklies covering the Chicago area. He also serves as Group Publisher for Sun-Times Media’s seven other daily papers.

While at the Chicago Sun-Times, Mr. Barron has held a variety of leadership posts, including General Manager, Editor-in-Chief, Executive Managing Editor and Features Editor. He joined the Sun-Times in 1995 as a reporter. Upon Mr. Barron’s promotion to general manager, Cyrus F. Freidheim, Jr. said of John: “He has been chosen for this vital position for his critical understanding of the issues facing the Chicago Sun-Times and his valuable years of experience with us.”

Prior to joining the Sun-Times in 1995, Barron was Editor of Detroit Monthly, the city magazine of metro Detroit, published by Crain Communications, Inc. While in Detroit, Mr. Barron also wrote a weekly video column for the Detroit News and was an entertainment correspondent for WXYZ-AM. He began his career as an assistant editor at Crain’s Chicago Business.

John Barron serves on the Boards of the Illinois Press Association, the Peggy Notebaert Nature Museum, Gilda’s Club Chicago and the Illinois First Amendment Center. He is also a member of the College of Communications advisory boards at Marquette University and DePaul University. A native of Chicago,
Barron attended Marquette University in Milwaukee. He lives in Oak Park with his wife, Maureen, and two daughters.

Mr. Barron began his remarks with a loud “Shhhh” saying he had always wanted to do that to a room full of librarians. He went on to discuss the Sun-Times News Group and the structure and geographic coverage area of the Sun-Times and 40 other papers in Chicagoland. They “really cover the area”.

What libraries are dealing with these days is very similar to what papers face: the physical v. digital struggle and where to put emphasis. Also how do we get young people interested and how do we interact with them. They want to have a voice at the table. He also discussed what is the role of the specialist.

With the card catalog there was serendipity; one could find things by surprise, but that is no longer true. Newspapers are also full of serendipity. You never know what you’re going to find. Kids dive in deep and get to exactly what they want. There is no more serendipity with younger audiences.

The way people search for information using the computer versus the way we perform hard copy searching presents our industries with matching industry challenges. About 10 years ago he reviewed a Grant Park concert. He was reviewing Joe Walsh. He took notes and ran back to the office and wrote the story. He could not remember a particular song name so he called his wife and had her look at their record library at home to try to figure out the name of the song. Now a concert reviewer almost does not have to take notes. By simply looking on the computer the reviewer can know all the songs and know all history of a tour. Almost in real time fans are putting what is going on at the minute it is happening. So much more information is much more readily available, much faster.

When he started in 1995 the library at the Sun-Times had 7 full-time library staff who managed the morgue of clip files and the photo library. They were controllers of information. Nexis was a very big deal and the writers and staff had to submit a request for research and only the librarian could only search and would only give headline lists and then reporter had to request a few full copies.

Now there is one librarian at the Sun-Times. She applies or corrects metadata for the stories that have been uploaded to Nexis or other news consolidators. The morgue is now in the basement. Nearly half the morgue contents had been thrown out before the paper moved. All photos since 1984 are online in-house. Every story since 1994 is online, and everyone has access to it through NEXIS.

While the Internet is the greatest aid to excellent reporters, it is also, unfortunately, the greatest aid to middling or lazy reporters. Many reporters cannot remember what it was like doing their jobs before the Internet. They used to place at least 20 telephone calls just to start a story.

The Internet has also had negative effects on their business. There has been a steady decline in print advertising. While they get and give better information, sponsors are less inclined to give financial support. There are so many other ways to get message out for advertisers and so many ways for people to get their information. 15-16 years ago, the impact of the internet started to show on circulation numbers. Circulation numbers have declined over the last several years more steeply than they had for the whole last century.

According to Mr. Barron the culprit is news people as well as the Internet. Newspapers have put a great deal of substantive content online for free. Now that the information is out there it is difficult to put genie back in the bottle. The model thinking was, if you build it they will come. They keep seeing records on their website for hits.

They are attracting lots of readers online, but not attracting advertisers. 16 years into experiment online revenues

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are only 12 or 13 percent of the pie. Revenue models for paid content are being floated. There is a lot of tweaking going on in the print news industry. Rupert Murdock and the New York Times are the lead dogs on this initiative. They are meeting big resistance with charging for content after that type of content had been made available for free.

The number of professional journalists has shrunk by about 50%. They have seen a big drain in veteran reporters. Reporters over 50 seem to have been hardest hit. Like librarians they are being asked to do more and different things. Now they are always looking for interactive stories and audio and video attachment possibilities. But, they are still having advertising revenue issues. They are being asked to provide more plentiful stories and more texture. They are being asked to provide much broader content – different online than in the paper.

Journalists and paper and ink are the major cost centers. They are competing with all the other news of the world – social media, blogosphere, other news sources etc.

News is a commodity with an array of content providers and aggregators. Newspapers used to be the only source – used to be THE “go to”; now there is AP, Reuters etc. The local content business has become more valuable because it is only provided by local news organizations and has not become commodified. Regional organizations have had to focus locally and close many national and international bureaus.

Print readers are about 44 to 45 years old. Online is the way to go for the future. Young people are very interested in the news, they are just interested in getting it a very different way- web first. Journalists used to keeping stories close until publication time because they “didn’t want to be scooped” but now there is a heavy drive to be first. Everyone wants to be first on the Internet.

Revenue remains the challenge: “how do we make eyeballs looking at us more valuable to our advertisers”? Paid content may be a way to do that, but it is not clear yet. In the end, there may be many models that are appropriate. Tablet delivery seems to be a way to start charging.

This question gets to the heart of democracy. We need the watchdog aspect of news in this country. Five years ago Mr. Barron said he thought they would have it figured out in five years; now he is saying “give us another five years.”

After Heidi Kuehl thanked the Mr. Barron for his remarks there was additional business. Committee Announcements included a reminder from Sharon Nelson that the election began on the 15th of March and asked the membership to please vote. CRIV member Betty Roeske made a CRIV meeting save the date announcement for April 13th CRIV and Continuing Education presentationManaging Budgets in the Age of Austerity. Eugene Giudice announced the Continuing Education event panel discussion regarding helping summer associates succeed. The event will be held April 23rd at ABA. The next CALL Business Meeting will be held on Wednesday May 18th, 2011.

**Heidi Kuehl and John Barron**

**Photos contributed by Julienne Grant.**
At the final business meeting of the 2010-2011 year, on May 18, 2011, Gretchen Van Dam delivered the 2010-2011 CALL Awards.

She began the ceremony with CALL’s award for Best In-House Publication. This year’s winners are Maribel Nash, Stephanie Crawford and Eric Neagle, for writing, directing, producing and starring in the IIT Downtown Campus Library’s video tour! Their award-winning smiles can be seen in the video on Chicago-Kent School of Law Library’s website, and on YouTube at http://www.youtube.com/watch?v=RvGbS4M2DsI. We hope that their pioneering efforts will inspire others!

CALL recognized two of its members this year for its Agnes and Harvey T. Reid Award for Outstanding Contributions to Law Librarianship Award: Deborah Ginsberg of the IIT Downtown Campus Library (Chicago-Kent) and Sheri Lewis of the D’Angelo Law Library (University of Chicago Law School).

Gretchen lauded Debbie’s innovation and commitment as Chairman of the Internet Committee, in moving CALL into 21st century social media and thanked her for improving CALL Board processes. We are fortunate that Debbie will be continuing her work for CALL in the website redesign efforts coming up in 2011-2012. Debbie, in graciously accepting her award, thanked all the members of the Internet Committee for their hard work.

In accepting her award, Sheri Lewis joked that when she told her children that she was getting an award, their reaction was, “What for?” Gretchen answered this question by citing Sheri’s dedicated service to CALL in 16 years of work for various committees, including a long commitment to the Continuing Education Committee, culminating in her election to the Board as Vice-President and then President. While she was on the Board, Sheri spearheaded an initiative to create a mission statement for CALL and a new strategic plan. CALL is most fortunate to have had the benefit of Debbie and Sheri’s talents and time over the past few years.

The award ceremony culminated with the CALL Outstanding Achievement in Law Librarianship Award, recognizing the achievements and dedication of Frank Drake over a lifetime in law librarianship. Gretchen recalled that Frank began as a firm librarian in 1982. He has worked on and chaired many, many committees over the intervening years, and has personified Bylaws and Corporate Memory particularly. He is a past President of CALL and of the AALL Council of Chapter Presidents.

Frank has contributed endless hours of time and expertise to CALL over the years, most recently on the strategic planning initiative. He brings an outstanding institutional memory to that endeavor. As Gretchen said, “it is hard to imagine the library world without him,” after he retires later this year. In accepting the award, Frank spoke of the importance, both personal and professional, of the contacts, information and people he has met and worked with in CALL. “CALL is tremendously important to me,” he said. This award recognizes his importance to CALL over his career.

CALL is also distinguished by being, as speaker Ron Wheeler said, a conduit to leadership in AALL. CALL is honored that two of its members are entering upon leadership positions on the AALL Board this summer. Jean Wenger of the Cook County Law Library becomes Vice-President and President-Elect and Deborah Rusin, Secretary. Congratulations!
PEOPLE & PLACES
By Valerie Kropf, DLA Piper
valerie.kropf@dlapiper.com
Therese Clarke Arado, Northern Illinois University
tclarke@niu.edu

Welcome New Members:
Amanda Gruenwald
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Clausen Miller P.C.
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AGruenwald@clausen.com

Elizabeth Robertson
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PH: (312) 332-6300
elizabeth@levinschreder.com

Elizabeth Neal
Assistant Librarian
Marshall Gerstein & Borun LLP
PH: (312) 474-6654
eneal@marshallip.com

New Contact Information:
Don A. MacGregor’s new phone number is (773) 866-3205.

Maribel Nash’s new phone number is (312) 503-0300.

Pick of the Month
AALL’s Continuing Professional Education Committee presents the AALL2go pick of the month: Federal Regulatory Information and Where to Find It.

In this one-hour video, David Pritzker of the U.S. General Services Administration (GSA) Regulatory Information Service Center provides a handy tutorial on the federal rulemaking process, including where the public can find access to federal regulations. The GSA Regulatory Information Center publishes a semiannual unified agenda on regulatory actions under development. The fall publication of the agenda includes a regulatory plan identifying current regulatory priorities and highlighting significant regulatory actions expected in the coming year. The center also helped establish Reginfogov to provide a “regulatory dashboard” of current information on the regulatory process, which includes handy FAQs on the regulatory process and hyperlinks to government sources for the regulations.

Pritzker’s presentation explains the evolution of public access to regulatory information (including the genesis of the Code of Federal Regulations and Federal Register), how the Administrative Procedure Act creates a legal framework for the adoption of regulations in a manner allowing for public input, and where to find regulatory information, including new, free web-based government resources.

Find this and more than 80 other free continuing education programs and webinars for AALL members on AALL2go!
NEW AND IMPROVED
AALLNET NOW LIVE

In May AALL launched the redesigned AALLNET where you’ll discover a new layout, easy-to-use navigation, more features and functionality, and a stronger brand.

The new AALLNET will allow you to:

- Easily navigate the site to browse for information or complete a specific task, such as register for an event or apply for a grant.
- At a glance from the homepage, view the latest news, events, job postings, and AALL’s Twitter feed.
- Use the search box to find specific information; results can also be further refined or used to discover related resources.
- Collaborate electronically with your special interest sections, caucuses, and committees and network with like-minded members by using our online network called My Communities.

Visit AALLNET today and explore the new resources available for you!

Discussion List Guidelines

The CALL Discussion Forum is provided for general discussion for members of the Chicago Association of Law Libraries. Only CALL members may post to the list.

Appropriate topics for the list include:
- CALL committee news
- CALL meeting and education event reminders
- notices of CALL membership changes
- requests for volunteers for CALL activities
- discussions of issues related to our jobs
- hard to find ILL requests
- informal surveys
- news of interest to the Chicago law library community

Do not use the discussion list to promote or market commercial products.

CALL complies with AALL Discussion Forum Rules and Conditions [http://www.aallnet.org/discuss/list_rules.asp]. These rules state: Commercial use or any other unauthorized use of this Discussion Forum is prohibited. Do not use the Discussion Forum to solicit or conduct business, including the direct or indirect marketing of users’ products or services, in any manner. The Discussion Forum may not be used to provide information, materials, products, or services in exchange for compensation of any kind.

Forum Etiquette

DO add a descriptive subject line to all messages. For example: ILL request; Free books for postage, etc.

DO sign all messages. Please include your name, affiliation, and contact information.

DO remember to unsubscribe from your old address and re-subscribe from your new address whenever your email address changes.

DON’T use the list for longer items. Please use the CALL website and CALL Bulletin for those. You may e-mail out a brief announcement in which you include the URL for a longer item.

MEMBERS MAY send attachments, but these must be limited to text-type files (Word, PDFs, text files, HTML) which are under 3 megabytes.

DON’T use the discussion forum for personal opinions unrelated to CALL or the field of law librarianship.

DO remember to contact the CALL Discussion Forum administrator if you need any help.

CALL Discussion Forum Administrator:
Debbie Ginsberg is the CALL Discussion Forum administrator. You may send her a message at dginsberg@kentlaw.edu.

Updated 05/2010
STRATEGIC DIRECTIONS: CALL’S 2011-16 STRATEGIC PLAN

In 2009, the Chicago Association of Law Libraries adopted its first Mission Statement: *The Chicago Association of Law Libraries (CALL) connects a vibrant and diverse network of members by supporting the development of professional expertise; encouraging leadership, collaboration, and advocacy in the legal information community; and promoting and enhancing the field of law librarianship.* The CALL Board appointed a Special Committee for Strategic Planning and charged it to build on this new Mission Statement by developing a strategic plan for CALL.

Chaired by 2009-10 CALL President Gretchen Van Dam, this blue ribbon committee of former CALL presidents and active, newer CALL members (Pam Cipkowsk, Frank Drank, Sheri Lewis, and Vanessa Nelson), developed and presented the draft Plan to the CALL Board, which approved it in 2011. The Committee used the main points of the Mission Statement as the foundation for the Strategic Plan and its four Strategic Directions:

- Strengthen the Infrastructure and Organization of CALL
- Strengthen and Support the Membership of CALL
- Promote and Enhance the Profession of Law Librarianship
- Advocate for Greater Accessibility to Legal Information

The Committee then set goals and strategies for achieving those goals under each Strategic Direction. The 2010-11 CALL Board approved the 2011-2016 Strategic Plan and set initial dates for many of the goals and strategies. The Board determined that it would be appropriate to charge the incoming 2011-12 CALL committees with setting dates for each of the strategies assigned to the committee.

The adoption and implementation of the 2011-16 Strategic Plan for the Chicago Association of Law Libraries continues CALL’s tradition of being an active and vibrant professional association for its members and a leading chapter of the American Association of Law Libraries.
STRATEGIC DIRECTION #1  Strengthen the Infrastructure and Organization of CALL

Goal A: Assess CALL’s committee structure

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<td>1</td>
<td>Appoint special committee to study CALL’s committee structure.</td>
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<td>2</td>
<td>Review the committee structures of other professional associations.</td>
<td>committee on committees</td>
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<td>3</td>
<td>Examine CALL’s internal documents (e.g. committee annual reports, Board minutes, policy log, handbook), from recent years to review and assess committee activities.</td>
<td>committee on committees</td>
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<td>4</td>
<td>Recommend appropriate action to the CALL Board.</td>
<td>committee on committees</td>
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Goal B: Review the format of CALL’s business meetings

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<th>STRATEGY</th>
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<th>YEAR</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Periodically survey members’ satisfaction level with the current meeting structure and solicit suggestions for improvements and/or changes.</td>
<td>Meetings Committee</td>
</tr>
<tr>
<td>2</td>
<td>Review attendance at CALL business meetings and networking events for the current and past three years to assess trends.</td>
<td>Meetings Committee</td>
</tr>
<tr>
<td>3</td>
<td>Evaluate the speaker selection process.</td>
<td>Meetings Committee Vice President</td>
</tr>
</tbody>
</table>

*** TBDBC = Dates to be determined by the incoming 2011-12 Committees

Goal C: Examine CALL’s financial structure and budgeting process

<table>
<thead>
<tr>
<th>STRATEGY</th>
<th>RESPONSIBILITY</th>
<th>YEAR</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Consider how funds are allocated and recommend a structure for annual budgets.</td>
<td>Finance Committee</td>
</tr>
<tr>
<td>2</td>
<td>Review budget allocations annually.</td>
<td>Finance Committee</td>
</tr>
<tr>
<td>3</td>
<td>Institute long-range budget planning.</td>
<td>Finance Committee</td>
</tr>
</tbody>
</table>

continued on p. 14
**Strategic Plan cont. from p. 13**

Goal D: Review CALL’s methods of communication to both internal and external audiences

<table>
<thead>
<tr>
<th>STRATEGY</th>
<th>RESPONSIBILITY</th>
<th>YEAR</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Survey membership as to the utility and effectiveness of CALL’s methods of communication (e.g. website, CALL Bulletin, discussion forum).</td>
<td>Internet Committee  Bulletin Committee</td>
<td>TBDBC 2011-12</td>
</tr>
<tr>
<td>2 Continue to develop website improvements.</td>
<td>Internet Committee</td>
<td>TBDBC 2011-12</td>
</tr>
</tbody>
</table>

Goal E: Regularly review the progress under the Strategic Plan

<table>
<thead>
<tr>
<th>STRATEGY</th>
<th>RESPONSIBILITY</th>
<th>YEAR</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Each committee report its progress under the strategic plan in its annual report.</td>
<td>Committee chairs</td>
<td>2011-2016</td>
</tr>
<tr>
<td>2 Set goals under the strategic plan for the upcoming year at annual leadership workshop.</td>
<td>CALL President Committee chairs</td>
<td>2011-2016</td>
</tr>
<tr>
<td>3 Review progress on the strategic plan at April and May CALL Board meetings and communicate progress to the membership in the Board minutes.</td>
<td>CALL Board</td>
<td>2011-2016</td>
</tr>
</tbody>
</table>

**STRATEGIC DIRECTION #2  Strengthen and Support the Membership of CALL**

Goal A: Expand opportunities for communication and collaboration among CALL members

<table>
<thead>
<tr>
<th>STRATEGY</th>
<th>RESPONSIBILITY</th>
<th>YEAR</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Develop additional opportunities outside of business meetings for members to network and socialize.</td>
<td>Public Relations Committee</td>
<td>2011+</td>
</tr>
<tr>
<td>2 Institute social networking presence for CALL (e.g., Facebook, LinkedIn).</td>
<td>Internet Committee  Public Relations Committee</td>
<td>2011+</td>
</tr>
<tr>
<td>3 Explore use of emerging technologies to facilitate communication and collaboration among CALL members.</td>
<td>Internet Committee</td>
<td>2011+</td>
</tr>
<tr>
<td>4 Consider creating a special committee on networking.</td>
<td>committee on committees</td>
<td>TBDBC 2011-12</td>
</tr>
</tbody>
</table>

*continued on p. 15*
**Strategic Plan** *cont. from p. 14*

**Goal B:** Sustain and expand the CALL membership base

<table>
<thead>
<tr>
<th>STRATEGY</th>
<th>RESPONSIBILITY</th>
<th>YEAR</th>
</tr>
</thead>
</table>
| 1        | Review CALL’s membership categories and dues structure. | Finance Committee  
           | CALL Board  
           | Bylaws Committee | TBDBC 2011-12 |
| 2        | Contact non-renewing members to ascertain reasons for non-renewal. | Membership Committee | TBDBC 2011-12 |
| 3        | Recruit student members at local library and information schools and law schools. | Public Relations Committee  
           | Placement & Recruitment Committee | TBDBC 2011-12 |
| 4        | Identify non-member law librarians and invite them to meetups and business meetings. | Public Relations Committee  
           | Meetings Committee  
           | Membership Committee | TBDBC 2011-12 |
| 5        | Reach out to librarians in business, government documents, and other related fields. | Public Relations Committee  
           | Membership Committee | TBDBC 2011-12 |

**Goal C:** Expand the availability of CALL member educational offerings

<table>
<thead>
<tr>
<th>STRATEGY</th>
<th>RESPONSIBILITY</th>
<th>YEAR</th>
</tr>
</thead>
</table>
| 1        | Create a forum to post non-CALL educational programming. | Continuing Education Committee  
           | Internet Committee | TBDBC 2011-12 |
| 2        | Consider offering reciprocal member registration rates to other library associations’ members for CALL educational programs. | Continuing Education Committee | TBDBC 2011-12 |
| 3        | Reach out to bar associations to increase availability of their educational programming to CALL members. | Continuing Education Committee | TBDBC 2011-12 |
| 4        | Explore the possibility of discounted tuition rates for college and university courses, both online and resident, for CALL members. | Continuing Education Committee | TBDBC 2011-12 |
| 5        | Develop targeted programming for all types of law librarians. | Continuing Education Committee | TBDBC 2011-12 |
| 6        | Consider creating a committee on emerging technologies. | committee on committees | TBDBC 2011-12 |

*continued on p. 16*
**Strategic Plan cont. from p. 15**

**Goal D:** Encourage and support skills development of CALL members by creating opportunities for leadership, publication, and presentations

<table>
<thead>
<tr>
<th>STRATEGY</th>
<th>RESPONSIBILITY</th>
<th>YEAR</th>
</tr>
</thead>
<tbody>
<tr>
<td>1  Promote the personal and professional benefits of service in CALL leadership via meetings, publications, and programming.</td>
<td>Public Relations Committee Bulletin Committee Meetings Committee</td>
<td>TBDBC 2011-12</td>
</tr>
<tr>
<td>2  Develop programming to promote presentation and writing skills.</td>
<td>Continuing Education Committee</td>
<td>TBDBC 2011-12</td>
</tr>
<tr>
<td>3  Create programming in which members may share their experience in publishing, presenting, and teaching.</td>
<td>Continuing Education Committee</td>
<td>TBDBC 2011-12</td>
</tr>
<tr>
<td>4  Identify publishing opportunities for CALL members.</td>
<td>Public Relations Committee</td>
<td>TBDBC 2011-12</td>
</tr>
<tr>
<td>5  Develop annual leadership training opportunities for CALL Board members and committee chairs.</td>
<td>CALL Board</td>
<td>2012-2013</td>
</tr>
</tbody>
</table>

**STRATEGIC DIRECTION #3**  Promote and Enhance the Profession of Law Librarianship

**Goal A:** Create and encourage opportunities for CALL members to contribute their expertise to the greater legal community and expand CALL participation

<table>
<thead>
<tr>
<th>STRATEGY</th>
<th>RESPONSIBILITY</th>
<th>YEAR</th>
</tr>
</thead>
<tbody>
<tr>
<td>1  Explore the potential of offering CALL educational programs to outside organizations, (e.g., Legal Tech, bar associations).</td>
<td>Continuing Education Committee</td>
<td>TBDBC 2011-12</td>
</tr>
<tr>
<td>2  Create a speakers bureau of CALL members and coordinate with AALL speakers bureau.</td>
<td>Public Relations Committee</td>
<td>TBDBC 2011-12</td>
</tr>
</tbody>
</table>

**Goal B:** Champion the value of CALL and of library services within the legal community, particularly to employers

<table>
<thead>
<tr>
<th>STRATEGY</th>
<th>RESPONSIBILITY</th>
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</thead>
<tbody>
<tr>
<td>1  Present certificates of completion for CALL continuing education programs.</td>
<td>Continuing Education Committee</td>
<td>TBDBC 2011-12</td>
</tr>
</tbody>
</table>
### Strategic Plan cont. from p. 16

<table>
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<tr>
<th>STRATEGY</th>
<th>RESPONSIBILITY</th>
<th>YEAR</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 Present leadership certificates for CALL committee chairs &amp; Presidential letters of participation for committee members.</td>
<td>CALL Board Committee chairs</td>
<td>TBDBC 2011-12</td>
</tr>
<tr>
<td>3 Support and encourage promotion of CALL libraries during National Library Week and Law Day.</td>
<td>Public Relations Committee</td>
<td>TBDBC 2011-12</td>
</tr>
<tr>
<td>4 Represent CALL in public service activities.</td>
<td>Community Service Committee</td>
<td>TBDBC 2011-12</td>
</tr>
<tr>
<td>5 Publicize grant and chapter award winners within the legal community, particularly to employers.</td>
<td>Grants &amp; Chapter Awards Committee Public Relations Committee</td>
<td>TBDBC 2011-12</td>
</tr>
<tr>
<td>6 Write and promulgate a history of CALL.</td>
<td>Archives Committee Corporate Memory Committee</td>
<td>TBDBC 2011-12</td>
</tr>
<tr>
<td>7 Create new CALL logo.</td>
<td>Public Relations Committee</td>
<td>2011</td>
</tr>
<tr>
<td>8 Explore ways for CALL to be a presence in the legal community</td>
<td>Public Relations Committee Internet Committee</td>
<td>TBDBC 2011-12</td>
</tr>
</tbody>
</table>

### Goal C: Promote the field of law librarianship to library and information science students

<table>
<thead>
<tr>
<th>STRATEGY</th>
<th>RESPONSIBILITY</th>
<th>YEAR</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Assign to a committee the responsibility to develop and maintain relations with library schools.</td>
<td>CALL Board</td>
<td>2011</td>
</tr>
<tr>
<td>2 Participate in local college and university career days.</td>
<td>Placement &amp; Recruitment Committee</td>
<td>2012</td>
</tr>
<tr>
<td>3 Ensure CALL job postings are sent to colleges and universities.</td>
<td>Placement &amp; Recruitment Committee</td>
<td>2012</td>
</tr>
<tr>
<td>4 Develop a CALL program on the profession of law librarianship for library science and other interested students.</td>
<td>Continuing Education Committee Placement &amp; Recruitment Committee</td>
<td>TBDBC 2011-12</td>
</tr>
<tr>
<td>5 Create a module on law librarianship to be presented as part of library science courses.</td>
<td>Continuing Education Committee</td>
<td>TBDBC 2011-12</td>
</tr>
</tbody>
</table>

*continued on p. 18*
**Strategic Plan cont. from p. 17**

**STRATEGIC DIRECTION #4  Advocate for Greater Accessibility to Legal Information**

**Goal A:** Examine and strengthen CALL’s relationship with AALL’s Government Relations office

<table>
<thead>
<tr>
<th>STRATEGY</th>
<th>RESPONSIBILITY</th>
<th>YEAR</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Designate a liaison to the AALL government relations committee.</td>
<td>Government Relations Committee</td>
</tr>
<tr>
<td>2</td>
<td>Send a CALL representative to advocacy training at the AALL Annual Meeting.</td>
<td>Government Relations Committee</td>
</tr>
</tbody>
</table>

**Goal B:** Foster communication and cooperation between information vendors and CALL members in order to improve legal information services and products in a variety of formats

<table>
<thead>
<tr>
<th>STRATEGY</th>
<th>RESPONSIBILITY</th>
<th>YEAR</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Schedule roundtable events with vendors.</td>
<td>Relations With Information Vendors Committee</td>
</tr>
<tr>
<td>2</td>
<td>Establish tours with local information vendors.</td>
<td>Relations with Information Vendors Committee</td>
</tr>
</tbody>
</table>

**Goal C:** Advocate for permanent and no-fee access to government information

<table>
<thead>
<tr>
<th>STRATEGY</th>
<th>RESPONSIBILITY</th>
<th>YEAR</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Monitor and report developments in no-fee access to government information.</td>
<td>Government Relations Committee</td>
</tr>
<tr>
<td>2</td>
<td>Develop educational programs on no-fee government information.</td>
<td>Continuing Education Committee</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Government Relations Committee</td>
</tr>
</tbody>
</table>
For people who want answers to their reference questions, reference librarians are not the only game in town. We now face competition from a variety of question-and-answer services available on the internet. In this column, I examine the newest kid on the block - Quora. Quora describes itself as “a continually improving collection of questions and answers created, edited, and organized by everyone who uses it.” It collects user-rated answers to questions on a wide variety of topics. Users can follow a question or a topic. Quora emphasizes that CEOs, journalists, celebrities, and leading technologists answer user questions. Quora’s respondents include Steve Case, Marc Andreessen, Ashton Kutcher, Robert Scoble, and Mark Cuban. Quora also prides itself on folks answering questions using their real names. Quora provides its service for free, with no ads.

Two former Facebook executives, Adam D’Angelo and Charlie Cheever, founded Quora in April 2009, and publicly launched it in June 2010. Quora won a Crunchie for the Best New Start-Up or Product of 2010. The announcer who handed out the award described Quora as a new “mini-Wikipedia”. But an article in USA Today described it as a combination of social sites:

“Quora isn’t going to make you ditch Google searches or visits to Wikipedia anytime soon, especially if you want a quick answer. Actually, Quora combines elements from Wikipedia, Twitter, Facebook, Yahoo Answers, Ask.com, ChaCha.com and the Facebook Questions feature Facebook has opened up to some users.”

From Quora’s press page:

“Our belief is that more than 90% of the information people want to know is still not available on the web in a format that’s easy for them to quickly understand,” said founder and CEO Adam D’Angelo. “People really want to share their knowledge with others, and we’re building a system for everyone to do that much more easily and efficiently than they have ever been able to.”

Anyone can add questions and answers to Quora. They can also categorize questions by adding topics to the questions and answers, summarize answers on a question page, and edit any question or summary. Duplicate questions and topics are unified so that the content on the site keeps getting better instead of getting fragmented. Users
TechBuzz cont. from p. 19

can follow questions, topics and people, creating a stream of relevant questions and answers for each user. The site is closely monitored and maintained by its users so the quality of questions and answers stays high.

I signed up to see what Quora was like and whether it could help law libraries, or if it could show libraries some ways of improving reference services. Once I got on board, Quora automatically had me following 130 people and 73 Topics. I have 26 followers. I recognize many of these people from Twitter and other social networks. At first blush, Quora looks Twitter-like. However, the focus is not on conversation and regular information sharing and exchange, give-and-take, but question-and-answer.

It's difficult to tell who else is on Quora and thus to know what types of questions will likely elicit answers. On Twitter, I choose who I follow, so I know who the tweeters are and what they might bring to the table if I have a question. The first few people Quora automatically had me follow included William Shatner, Ashton Kutcher, and Roger Ebert. Not a promising start. But others in the list included law librarians, legal publishers and database vendors, law and technology folks, and other legal information professionals such as Greg Lambert, John Mayer, Stephanie Davidson, Bob Ambrogi, Stéphane Cottin, Chrissy Helper, Tim Stanley, Jason Wilson, and Robert Richards. That list makes Quora look much more promising. The Topics I'm auto-following seem to track the types of people I follow in Twitter, so I will likely see questions on law, foreign policy, sports, and entertainment topics.

The questions asked on Quora range from serious to silly. And several Quora-ns have pointed out the similarity between Quora and Wikipedia. Quora is trying to create an information resource. While the Quora community is just starting to create answers as users ask questions (other users can improve upon, add to, or modify the answers), Wikipedia has already published articles with answers to many present and future questions.

The general idea is that participants in the Quora community can get answers to their questions from the most knowledgeable folks. While I have evidence of that from the list of persons Quora made me follow automatically and the list of persons who follow me on Quora, I am skeptical because of some of the answers I have seen. It looks like some questions never get answered, some questions get repeated, and sometimes answers come only quite slowly. I asked a question on Quora for which I am

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TechBuzz cont. from p. 20

still waiting for an answer, whereas on Google’s Aardvark ("Ask a question, and I’ll find someone to answer"), I received two answers within five minutes of asking my question. And Quora recently announced that it was eliminating its policy against self-promoting questions and answers. So, the answers Quora users get might be biased and not trustworthy. That cannot be a good sign.

You can search for questions already asked on Quora, and answers to them, if any. Users can browse Quora or search by keywords through its questions, topics, and people. Some topics of interest to law librarians include: Attorneys, Criminal Law, Immigration Law, Law, Legal Research, Patent Law, Technology Law. You can ask questions of the Quora community or go beyond by sharing the question on Twitter, Facebook, or by asking someone directly on Quora or outside of Quora.

But so far, I feel like I’m on Pandora in Second Life (this is one of the places you go when you’re homeless). As someone told me on Twitter, in Quora “there is no there there.” My Quora “Home” page doesn’t feel like home, in that it doesn’t make me feel settled in. This land is not mine. Even though I recognize some people who follow me, I am not seeing some of the people that usually blaze the trail in adopting new and emerging technologies. Where are Jim Milles, Sarah Glassmeyer, Tom Boone, Debbie Ginsberg, Jason Eiseman, Meg Kribble? Rick Klaun, who answers Aardvark questions, is on Quora, but not Laura Suttell. Where is “ProfLongHair”, a law librarian colleague who has a regular shift at the Second Life reference desk?

Their absence makes me doubt Quora’s future as a useful tool for law librarians. Quora does not seem to be a rich source of answers. The questions asked seem narrow, and the answers vary in quality. As a knowledge database, I think it “needs more people”. It may be too insular, like a Silicon Valley "club." It’s not robust enough at present to be a predictable, helpful place to search for archived answers or ask questions and expect to get quick, or full answers.

Tim O’Reilly mentioned in a recent interview that people are using Twitter, Facebook, and Quora as a filter to curate information, separate the wheat from the chaff. “[P]eople are asking questions, getting answers. There are lots of different ways of curation, of finding the interesting people. Curation doesn’t mean being a gatekeeper anymore; you’re not a gatekeeper to publication, but maybe a gatekeeper to discovery.” He was speaking about publishers, but the same can be said for librarians.

Our library patrons may be going to social sites such as Quora to find curated, best answers, but that doesn’t mean the patrons no longer need our services. As a model for law library reference services, I think Quora shows that you need guaranteed quick responses, backed up by full access to databases, and knowledgeable staff. Aardvark’s model seems to work better. They get a lot of information up front about the people signing up, and use Google Talk chat services to allow for quick communication and informed exchanges. As an information resource, Quora provides an alternative discovery tool for patrons, but it will not replace regular legal reference services. But law librarians can learn about enhancing and improving services by examining what works well and what doesn’t with social search Q&A services such as Quora.

For more information about Quora:

Vivek Wadhwa, “Why I Don’t Buy the Quora Hype” (TechCrunch, January 23, 2011).


Justin Bachman, Will Question-Asking Become Big Business? (Bloomberg Businessweek, August 9, 2010).


Katrina Lake, Rumble Rumble: Aardvark vs. Quora vs. Facebook Answers vs. Yahoo! Answers (August 6, 2010).


Brad Stone, Where Silicon Valley Goes for Answers (Bloomberg Businessweek, October 14, 2010).
My first concert involved Bob Dylan and Paul Simon headlining, grassy lawn seats, and a hot summer day in Clarkston, Michigan. It was also Bob Dylan that played on my husband’s iPod on our way home from the hospital with our daughter. The running theme doesn’t end there. Bob Dylan’s title track from his third album is also a fitting anthem for the law firm industry today.

Staff and budget reductions. Mergers. Reorganizations. Firms disappearing altogether. Where do we go from here? Let’s start with the changes happening within law librarianship.

In November 2010, the AALL Law Student Research Competency Task Force hosted an online discussion asking a series of ten questions to get a sense of the collective thought prior to proposing revised standards to the AALL board. Participation was voluntary. For those of you that may have missed the lively discussion, I’d like to share an expanded selection of my contributions to the discussion.

Vital Skills for New Attorney Success

Every firm, regardless of size and type, has a bottom line. New attorneys should have a basic understanding of the law firm as business. A corporate IT colleague of mine who works at a very successful publicly-held technology company told me recently that they have a “10% rule”. The lowest performing 10% of employees each year are let go. While this may seem harsh, from a statistical standpoint, it works. Most law firms do not employ this type of protocol, but it would be wise to pretend as if they do. Finding out the strategic goals or priorities of the firm is a must. Gaining such knowledge may not happen overnight, but by taking the initiative to learn about what goes on beyond one’s personal job, a new attorney’s career opportunities and value will grow. For example, if a firm priority is to increase business in a certain practice area, a well-informed associate can attend related CLE or co-author a topical article. A recent article in The Economist takes the law firm business concept even further.

continued on p. 23

UNLEASH YOUR INNER LEADER OCTOBER 28-29

New law librarians in the early stages of your career—achieve your leadership potential by attending the 2011 AALL Leadership Academy, October 28-29 in the Chicago area. Designed as an intensive learning experience aimed at growing and developing leadership skills, the academy program will help you discover how to maximize your personal leadership style while connecting with other legal information professionals.

The program will feature speakers Gail Johnson and Pam Parr. Johnson is a widely regarded leadership and communications expert and holds a Master of Arts in Communication Studies. Parr has extensive business management and customer service expertise. They have conducted many leadership programs for library organizations and will speak at the 2011 American Library Association Annual Conference.

Applications are due by June 30.
suggesting that as lawyering becomes less of a profession, all lawyers should become experts in other industries to ensure they stay gainfully employed.2

Associate time is a firm resource, so it needs to be used wisely. This goes hand in hand with the “law firm as business” mantra. Clients will not pay for a new attorney to read cases all day. Excessive time spent searching Westlaw or Lexis for documents that could be obtained more quickly by calling a research help number or contacting a librarian is equally inefficient. Firm librarians know that we cannot expect new attorneys to grasp the myriad of Westlaw and Lexis pricing, as illogical and opaque as it can be3. Lack of clarity on the part of research vendors should not prevent new associates (or anyone else for that matter) from managing their time effectively.

Savvy people skills are critical in almost all areas of business4. New attorneys need to be excellent communicators, not just with managing partners and clients, but with everyone involved on the case -- librarians, marketers, paralegals, just to name a few. When communication is clear and complete, it decreases the chances of misunderstanding and increases productivity. New attorneys who master the art of communication and can seamlessly communicate with respect, genuineness, and empathy5 stand apart from their peers.

Moving Forward

The AALL Law Student Research Competency Task Force online discussion began a much needed critical examination, but there is still work to be done. How do we make sure new attorneys are prepared for the challenges of the new legal world? Academic law librarians and firm librarians both share a responsibility to keep abreast of how the evolving business of law impacts the way we educate our attorneys. Evaluating our curricula and orientation programs to find ways to foster business, communication, and time management skills is a good place to start.

On April 13, librarians gathered at the American Bar Association headquarters for a half-day program on *Managing Budgets in the Age of Austerity*. The program was sponsored by CALL’s Relations with Information Vendors Committee and the Continuing Education Committee. Refreshments were generously provided by the ABA Package Plan Publication Department. The moderator was Betty Roeske (Katten Muchin Rosenman LLP). The panelists were: June Liebert (John Marshall Law School), Deborah Rusin (Latham & Watkins LLP) and Jean Wenger (Cook County Law Library). They shared insights, tips and antidotes for managing in the new economic environment.

June began her presentation by reminding us that it is true that librarians, as a profession, are too nice. She shared an article from her former library school professor, Herbert S. White, *The Perilous Allure of Moral Imperativism*, Library Journal, Sept. 15, 1992, at 44, 45. If budgets are cut, there will be an impact. It is not possible to do more with less. What should a librarian do? Decide what is core. Questions to ask are: What are the core services that the library should continue to offer? What are the core materials that the library should maintain? What services can be outsourced or eliminated?

June also advocated that librarians be proactive instead of reactive. There should be no hesitation in renegotiating a contract for services or resources. She reminded participants that statistics can be a librarian’s best friend in negotiations. Librarians should gather usage information and user preferences to assist in decision-making and renegotiating agreements. It is also important to manage expectations and to keep constituents informed of changes to the library’s collection and budget. Also, librarians should inform users of the costs of the publications and electronic services when requesting recommendations for renewals or cancellation.

Deborah brought the private law library perspective to the discussion. Within law firms the librarian should be recognized as an asset that enables the firm to meet their goals. Deborah encouraged librarians to step outside their traditional roles and develop those skills that can be used across departments in the firm. She emphasized the importance of cross-training, not only of librarians to assist in other areas of the firm, but also for non-librarians to assist the library. The library can assist in creating content for the firm’s Wiki, assist the human resources department with research, assist the marketing department by doing industry analysis and compiling dossiers on potential clients, or assist the ethics committee with research.

Deborah encouraged librarians to get out of the library and make themselves visible. Develop technical skills that will increase your value to the law firm. The law firm
Managing Budgets in the Age of Austerity  
cont. from p. 24

environment requires a constant validation of worth. Do not be shy about marketing the library and the value that it brings to the law firm. Request to be included in departmental meetings so that you are knowledgeable on the resources that are needed.

Jean concluded the panel presentation talking about the Cook County Law Library, its role in the community, and the changes it is undergoing. The Cook County Law Library serves a broad patron base that includes attorneys, judges, commissioners and pro se patrons. Although it is considered a practitioners library, the library is committed to providing all Cook County citizens access to the law. All seven branch libraries have seen an increase in usage within the last few years. The library has a strong focus on print collections and operating with sound fiscal management.

Unlike academic law libraries, the public law libraries such as Cook County Law Library just by their very nature must focus their collection development on ownership rather than on access to information. Access to all state and statutory material will continue to be in print. While electronic databases are useful to expand the collection, vendors have not found a way to make their databases available in a public access environment.

During the current fiscal year the library has been required to decrease the collection budget by $300,000. Cook County Law Library is reviewing the collection looking for redundancies and legacy titles that are no longer needed. Jean had good news to report; the library will be migrating to the Millennium integrated library system in 2011, and will have a web-based online catalog.

Additional articles and sites that were discussed and may be of interest include:

Best Practices in Managing Information Vendor Portfolios (free download)  
http://www.conference-board.org/publicationspublicationdetail.cfm?publicationid=1870

Strategic Library (by Nina Platt)  
http://www.strategiclibrarian.com

3 Geeks and a Law Blog http://www.geeklawblog.com/

LisVendor Dot Info (a Wiki by Sarah Glassmeyer)  
http://lisvendor.info/index.php?title=Main_Page#Vendor_Information

From left: Betty Roeske, June Liebert, Deborah Rusin, Jean Wenger, Annette Cade

Photos contributed by Annette Cade.
HELPING SUMMER ASSOCIATES SUCCEED: THE SEARCH FOR MR. RIGHTON MILLER – A RECAP

By Eugene M. Guidice, Baker and McKenzie LLP
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Summer associates, future leaders of law firms – how can we as law firm librarians help them succeed in the challenges of the current legal hiring environment? This was the question discussed at a panel discussion held on 22 February 2011 at the American Bar Association. Joining in this conversation were Helen Mantel, partner and member of the hiring committee, Baker and McKenzie LLP, Lindsay Martin, associate, Baker and McKenzie LLP, Nancy Tuohy, Director of Research Services, Claren Miller, and Keith Ann Stiverson, Library Director, Chicago Kent College of Law. The panel was joined by a cross-section of both law firm and law school librarians who added their own valuable perspectives and suggestions and made for a lively conversation.

The question of how law firm librarians can help summer associates has become more relevant because, as we all know, summer associate programs are becoming more compressed (if not totally cancelled) and summer associates are being given more substantive assignments upon which hiring decisions are being made. It is part of the firm librarian’s job to be one more resource that the summer associate can turn to in confidence. The question now is how we best do that.

The panel began with a discussion of the type of person the firms are bringing in as summer associates. It was interesting to hear that often the hiring committee members have a rather short time with each candidate. Thus hiring decisions are being made more on the basis of what is seen on a transcript or resume. It is what goes on while the summer associate is at the firm that determines their future at that firm. In addition, given all the demands on law students’ time, the law school library has little time to help prepare them for life in a law firm. Many schools are using new methods such as social media and “prepare to practice” seminars to help bridge that time gap.

It was also interesting to hear that many law schools are trying to partner with law firm librarians at firms where their students work in an attempt to provide background to the firm librarians as to what sort of research and resources the summer associates may have been exposed to. This partnership will be of great help to firm librarians in their attempts to design training and orientation programs for summer associates.

In that vein, it is important for the firm librarians to make their presence known to the summer associates. This can be done through the formal orientation and training programs that law firms have for their summer associates but also in more informal ways such as being present at office events and by the casual conversations that can occur in the elevator or at the coffee machine.

Probably the best way of developing a relationship with summer associates is to gain their trust. It was noted by one librarian that he never gives negative feedback about

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Helping Summer Associates Succeed
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A summer but will contact a supervising attorney when a summer associate takes interest in legal research and shows that they are taking advantage of the resources available to them. Actions like this can only enhance the relationship because if the summer associate knows they can come to the librarian without being worried about looking inadequate, it will help create a better library experience for the summer associate.

The bottom line is this: we as firm librarians have to realize that today’s summer associate will be tomorrow’s managing partner. These managing partners of the future will be deciding budgets and staffing levels for libraries. The better experience they have as summer associates and junior associates, the more likely they will say “Yes, we need professionally trained librarians and the appropriate resources to help them be effective and add value to the work we do for clients.”

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November 2003
Intellectual property is defined by the World Intellectual Property Organization (WIPO) as those “creations of the mind: inventions, literary and artistic works, and symbols, names, images, and designs used in commerce” http://www.wipo.int/about-ip/en/. From a business perspective, intellectual property is something that can give a company degrees of competitive advantage in the marketplace.

The importance of protecting intellectual property cannot be underestimated. As it has been said, it costs more to acquire a new customer than to keep a current customer. Intellectual property is similar. It will cost a company more to develop proprietary intellectual property than it does to protect what they already have from misuse or infringement. One needs only look at current press accounts regarding the movement by some to “retire” Ronald McDonald and McDonald’s response (Wall Street Journal, 20 May 2011). The equity in that character would be difficult to replace.

This was the backdrop for the 2011 CALL Institute Day which was held on 20 May 2011 and sponsored by LexisNexis. There were five speakers in all, two from Baker and McKenzie, two from Querry and Harrow and one from Golan and Christie. All the presentations generated a great deal of questions and discussion, enhancing the educational experience for everyone.

Lisa Parker Gates, Esq. of Baker and McKenzie began the morning with a discussion of trademark and copyright law. She talked about the process of obtaining trademark and copyright protections, some of the resources she uses for her research and ways in which she keeps current on legal developments. She also gave some real examples from her work about issues surrounding trademark and copyrights.

The next presenter, Omar Galaria, also of Baker and McKenzie, gave a presentation on patents, using a real patent for a crustless sandwich as an example. He walked the participants through the key portions of the patent, especially the claims portion and the importance of having a good understanding of the prior art and how the potential patented item differs from that prior art, so that the United States Patent Office will be more likely to provide a favorable ruling. Omar also shared some resources that he uses in his work.
CALL Institute Day 2011
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During the lunch break, Bridget MacMillan from Lexis-Nexis gave a demonstration on the intellectual property research resources available on LexisNexis.

After lunch, Len Rubin of Querrey & Harrow discussed The Digital Millenium Copyright Act and its implications for librarians. Much of what Len discussed centered on what constitutes fair use and what we as librarians need to be aware of regarding fair use.

Next, Beverly Berneman of Golan & Christie discussed the Google books project, the ongoing litigation, proposed settlement and the latest developments. She also discussed the implications of this project as it relates to orphan works and unfair competition. This project has implications for libraries and libraries due to the fact that it can impact access to many works due to licensing and royalty requirements.

The final presentation of the day was given by Howard Rockman, patent attorney, also of Querrey & Harrow. The focus of Howard’s presentation was how a library professional can assist an inventor or innovator to conduct a preliminary search of the U.S. Patent & Trademark Office database, and other databases, to determine whether the inventor/innovator’s concept meets the criteria of novelty to support the granting of a patent.

All together, it was a valuable day with a great deal of useful information packed into a short time, thanks to the efforts and dedication of the CALL Continuing Education Committee.

Photo contributed by Eugene Guidice

Eugene Guidice, Alina Kelly, Bonnie Jordan, Bridget MacMillan
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- The opportunity to network and connect with other law librarians from across the country who share similar interests and are facing the same challenges
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Annual Meeting registration is now open. Be sure to take advantage of this special offer for nonmembers.

CALL Meeting Schedule 2010-2011

Business Meetings
- September 23, 2010 (Thurs.)
- November 17, 2010 (Wed.)
- February 17, 2011 (Thurs.)
- May 18, 2011 (Wed.)

Executive Board Meetings
- August 10, 2010 (Tues.)
- September 14, 2010 (Tues.)
- October 12, 2010 (Tues.)
- November 9, 2010 (Tues.)
- December 14, 2010 (Tues.)
- January 11, 2011 (Tues.)
- February 8, 2011 (Tues.)
- March 8, 2011 (Tues.)
- April 12, 2011 (Tues.)
- May 10, 2011 (Tues.)

Details will be posted as they become available. Dates subject to change.
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