Marketing Your Library

Law Librarians' Society of Washington, D.C., Inc.

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Marketing to Students: Orientation 2.0

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Orientation—the mere sound of the word can revive dreadful memories in one's psyche. For some, the word reminds them of hours spent learning the latest tasks. For others, the recall can be weeks and weeks upon end of learning new policies and procedures. Orientation has been defined as an introduction to some subject or particular situation. Successful organizations, whether they be commercial or educational institutions, have often developed extensive orientation programs to assist new employees (and/or students) in learning facts or principles known to those already a part of the organization.

Each fall semester, academic librarians across the country participate in welcoming new classes of law students. Generally, first-year law students begin classes a few days or even a week before the second, third, or part-time fourth-year students return. These orientation programs afford law librarians the opportunity to introduce the students to the law library. Thus, orientation is often the first public relations or marketing tool for the academic law library. The task of providing some type of orientation program for new law students has been implemented by law schools across the country for a number of years. Traditionally, orientation programs in the law school environment have primarily centered around three categories: personal contact, teaching, and tools.

Personal Contact

Over the years, academic law librarians have demonstrated that one of the best ways to reach new students is to engage the students on a personal level. Generally, this type of orientation begins with the law library tour. Most academic law libraries provide some type of tour for first-year students. Due to the overwhelming amount of information that the students obtain during the law school's orientation, these tours can range from a brief walk through certain parts of the library to a self-guided tour. The primary goals of the tours are to welcome the new students and make them aware that law library personnel are there to assist them in their academic pursuits. Often the tours include a welcome session during which library and information technology policies and services are discussed. In addition, the library tour has been used to provide a view of the law library's building, collection, and location of important areas to students. Thus, the library tour, as a public relations tool, is an excellent way to initiate communication between the library and new students.

Teaching

Law librarians understand that every question from a library patron is a teachable moment. Academic law librarians have the unique opportunity to not only educate new students about legal research, but also imprint in their minds that the law librarian can be a phenomenal resource. Teaching beyond the reference interview is one of the best public relations tools available to the law librarian. For some law librarians, teaching includes formal classroom instruction. Librarians who are members of the faculty have been known to participate in what has typically been called the law school's basic Introduction

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FROM THE EDITOR

Let the Circle be Unbroken

Jill A. Smith, Research & Instructional Technology Librarian, University of Maryland Francis King Carey School of Law, **jasmith@law.umaryland.edu**

"Relationships are hard work." This statement is so cliché as to seem meaningless, and yet I heard it in my head over and over again as I read the articles for this first issue of Volume 55 of *Law Library Lights,* because relationships and reciprocity are at the heart of marketing, this quarter's theme. Relationships enable the patron trust required to make librarians' outreach meaningful, and relationships are what draw patrons to reciprocate by giving feedback and recommending library services to their peers.

Patron relationship creation and management is cyclical and never-ending, and it requires both planning and the ability to change the plan and adapt to new information. This may sound daunting, but after a while, implementing and modifying a structured plan can become

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Deadline for Submissions

If you would like to write for *Lights*, contact **Jill A. Smith** at **jasmith@law.umaryland.edu**. For information regarding submission deadlines and issue themes, visit the LLSDC Web site at **www.llsdc.org**.

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second nature. Even better, interactions that are based on a cyclical model (rather than a transactional or arms-length model) hold the possibility for being more fun, professionally fulfilling, and long-lasting even after you or a colleague or patron move on to different institutions.

While I am on this theme of mutually beneficial relationships, I would like to welcome and thank our new assistant editor, Melanie Oberlin, and LLSDC's new president, Roger Skalbeck. They have both already proven to be enormously helpful and supportive as I have wobbled off the training wheels from my wonderful 2010-11 year with Ripple Weistling at the *Lights* helm. I can only hope that they find working with me half as fulfilling as I find working with them. I also thank Ripple for her continued advice and guidance.

I am tremendously excited to be able to present this group of articles to the LLSDC community. Marketing sometimes is like the like the old joke about the weather, "everybody complains about it but nobody ever does anything." The articles collected here prove that LLSDC members are a practical bunch who approach their marketing activities with thought, foresight, and practicality. Rhea Thrower-Ballard suggested the theme for this quarter, and she and Scott Craft at Howard University bring us their insight on using orientation to market to students with both traditional and new tools. Kristin Anne Carr writes about successfully working within limitations created by security concerns, a small budget, and a tiny staff; Melanie Michaelson shows us how a diverse collection of libraries worked to reach out to an even more diverse practice; Laura Moorer brings us the solo librarian's perspective; and Greg Stoner relates his firm's experience with an intensive personal outreach approach.

I hope you enjoy this issue of *Lights*. To complete our own circle, *Lights* is not merely a one-way conduit for information and I hope you will consider bringing your own insight and experience to the community by writing an article for a future issue. LLL

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to the Law program. The Introduction to the Law program is usually held during the first week of orientation. For the larger law schools, academic law librarians have taught third-year Dean's Fellows on how to teach legal bibliography to the first-year students. If the law school has an LL.M. program, the law librarians use their foreign and international legal research skills to prepare those students who are seeking an advanced legal education. Because of the extensive interplay between the law librarian and the student, teaching is arguably the best public relations tool that the academic law librarian and has in his arsenal.

Tools

In recognizing the importance of appealing to the VARK learning styles (visual, auditory, tactile, and kinesthetic), academic law librarians have used a three-prong approach for orientation. The initial meeting during the welcome session and library tour appeal to visual, auditory and kinesthetic learners. Legal bibliography instruction during orientation supports visual and auditory learning. However, it is the wealth of goodies which the academic librarians provide that serve as entertaining public relations objects. While personal contact and teaching reach the visual, auditory and kinesthetic learners in the first-year class, the library tools are of particular interest to the tactile learner. During orientation, the law library can provide a unique swag bag of items, which have been known to include flash drives (containing library guides and other helpful information), coffee mugs, key chains, bookmarks, notepads, pens, etc. Each product, of course, can be used to proudly display the law library's name, address, phone number, website, and other relevant information. These light-hearted items have served law libraries well in reminding the law students that the library is a resource. However, as we tread further into the 21st century, it is imperative to update orientation activities for 21st-century learners.

In the era of digital information and electronic access to information, there is an ever-increasing need for libraries to stay abreast and current in area of electronic dissemination of information. Law libraries have an obligation to

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make orientation more centered on this concept. Many of the tools mentioned earlier can be transferred to electronically accessible resources. A result of such effort is that academic law libraries can enhance their communication with new (and even returning) students before and after orientation. The advantage of using Web 2.0 technologies for orientation and beyond is that they go beyond read-only contact. They are tools which allow the students to contribute as well as acquire information. Social media tools are the conduit and the key to unlocking the Web 2.0 concept and unleashing its full potential.

Facebook and Twitter

Facebook and Twitter are tools which have become synonymous with online social networking and the electronic interfacing with people, places, and things. With many academic law libraries already on Facebook and Twitter, integrating aspects of orientation into these social networking resources is often seamless. Orientation schedules, updates, video links, CALI lessons, LexisNexis/Westlaw tutorials, and staff introductions can all be accessed via a law library's Facebook page. Real-time tweeting with its 140-character limit is a public relations tool that the library can use to post updates of library orientation events. Orientation activities and other tweet-worthy information can be easily disseminated to students. As more academic law libraries pursue the use of Facebook and Twitter for communication, another up and coming social interfacing and networking tool is Google +. Google+ allows account holders to set up private groups or circles, hold video group conferences, and instantly upload pictures to Google + from a smartphone. The circles feature has the potential to be an amazing public relations tool for law libraries in that librarians would have the ability to group students according to their sections or status (like part-time or class year). Thus, the librarians could target each particular group and provide instructions to individual sections independently from each other. As Google + becomes increasingly popular, law libraries must take into account the ramifications of how this new social networking technology will provide access to the law student community.

YouTube

YouTube is another social media tool used by law libraries. One popular task librarians currently use YouTube for is uploading video tours to the internet. Generally, there is never enough time to cover all the necessary material during the days of orientation. Thus, recorded and posted sessions on YouTube gives those who were unable to attend library orientation, the opportunity to watch the library introduction and tour online. It can also give students the opportunity to refresh themselves on any key points they may want to be reminded of. This type of electronic accessibility will potentially cut down the amount of in-person inquiries related to general library information and leave more time for research questions.

Podcasts and/or Video Blogs

Even though it is an excellent tool, YouTube is certainly not the only resource for online video publication. Podcasts and/or video blogs can offer an excellent information delivery avenue for not only law library orientation information, but legal research tutorials and techniques as well. Podcasts give libraries the opportunity to assist students at a distance. Legal research instruction does not have to end with a reference query or a legal research and writing lab. Students can continue receiving the information and instruction they need by accessing podcasts on the topical area of legal research they want to learn.

QR Codes

Of the many ways to access the aforementioned podcast or video blog, one of the newest and most cutting-edge ways is by QR Code technology. The QR or Quick Response Code is a very useful, pragmatic and efficient form of delivering large amounts of information through a single matrix barcode. Using this technology, libraries have the ability to provide tour information throughout the library by the strategic placement of barcodes at designated areas of the library. For the self-guided library orientation tour, QR codes on the sides of library stacks and under call number signage can describe how materials in that particular stack section are used.

Taking full advantage of the electronic resources and delivery tools mentioned in this article can ensure the ongoing integration of library resources into today's law students' lifestyles and habits. The world is changing in ways that will

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constitute a new era of civilization. The digital age is upon us. Libraries have always been at the forefront with respect to information retrieval and dissemination. The need for personal contact, teaching, and tools is a constant. Thus, librarians must learn to use the new technologies for communicating with students and providing access to credible and reliable digital information. The goal of today's law library orientation should be to not just orient the student to the library, but to provide continued accessibility at a fingertip's reach to all of the valued information tools and resources. LLL

Marketing the Drug Enforcement Administration Library

Kristin Anne Carr, Librarian, Drug Enforcement Administration Library, **kristin.a.carr@usdoj.gov**

"I didn't even know DEA had a library!" This is a phrase we hear all too often, most frequently from departing employees who are visiting the library for the first time as part of the mandatory check-out process. Although by then it is probably too late for us to reach out to them, our agency has plenty of other potential patrons who we are attempting to attract via marketing and outreach. Despite certain financial and logistical limitations, the Drug Enforcement Administration's Library and Information Center has reached out to hundreds of new users and gained many dedicated (and satisfied) customers.

As of FY2011, DEA has 9,906 employees stationed in 226 domestic offices and 83 foreign offices. A total of three librarians serve the research, document delivery, and other library-related needs of this entire population. Marketing our presence and services to such a diverse group has presented several challenges, the first of which is physical location. The library is located at DEA Headquarters, where fewer than one-fifth of the agency's employees actually work. In addition, the space is tucked away in a corner of the seventh floor, rather than being more centrally situated. This location, combined with our geographically scattered workforce, reduces the likelihood that employees will simply stumble across the library and increases the need for us to actively reach out to them instead.

Security requirements also impact our outreach efforts, as DEA employees are not permitted to plug unapproved external media into their work computers. The only approved devices are secure; agency-issued thumb drives, so we cannot, for example, produce podcasts for users to download or allow patrons to transmit our e-books to their smart phones or tablets. We also cannot upload files directly to our intranet site ourselves, but must send everything to the appropriate office, which in turn will post it to our site. Finally, we have a small staff and a limited budget, so our marketing techniques must be low-cost and relatively simple to implement.

Although DEA's security policy can be rather limiting, it has worked in the library's favor in one small way. Employees must use two separate computers for intranet and internet access, but not everyone is permitted to have internet access at their desks. Since the library has several internet terminals available, many headquarters-based employees who might not otherwise visit the library stop in to use the internet. We place pamphlets and bookmarks advertising our services on the corner of the front desk to catch people's eye, and often add a strategically positioned bowl of candy as well. We also use a large bulletin board right inside our front door to display interesting newspaper clippings or web page printouts. On several occasions, people have stopped to read these articles and then inquired about more information pertaining to their topics. Word of mouth has proved effective as well; quite a few of our patrons came to us because their coworkers had raved about our services.

Our most successful marketing effort to date, however, has been broadcast email messages that are sent out to the entire agency. We put together two types of broadcasts, one consisting of links to open-source content that

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"I didn't even know DEA had a library!" This is a phrase we hear all too often, most frequently from departing employees who are visiting the library for the first time as part of the mandatory check-out process.

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is also posted in full on our website, and the other containing a list of copyrighted journal article titles. Patrons can then request that we email them any or all of the articles that spark their interest. We collect the materials for these broadcasts in a number of ways, from combing through the periodicals we receive each month to subscribing to email lists such as BeSpacific and Greta's Links. The subject matter of the articles we choose focuses mainly on drug investigation and law enforcement issues, although we often include titles on leadership and management as well. These broadcasts are increasingly well-received, with over 200 requests for articles in response to one recent message. They also garner us at least one new patron each time one is sent out, as people often request more information or research relating to a certain article.

Although we face certain obstacles with respect to our marketing efforts, the DEA librarians have been able to do a lot with a little: a skill which is increasingly important these days. We continue to send out broadcast messages and are attempting to do so more frequently, and we update our intranet site almost daily. We also have several new ideas in the works, including collaboration with other office to increase our visibility as well as creating fact sheets on our products and services tailored to different sections' needs. Marketing can be a difficult process, but the DEA library is making it work despite limited resources. LLL

A Solo Librarian's Tale: Marketing the Law Library at the Public Defender Service

Laura Moorer, Legal Reference Specialist Public Defender Service, **lmoorer@pdsdc.org**

Although the Public Defender Service for the District of Columbia ("PDS") has always had a law librarian position, for a few years in the 2000s the actual library space was taken away to accommodate a growing staff population. The books were relocated to a back hallway and although accessible, they were not in a very convenient place for staff to access. In the summer of 2010, a new home was built for the library and as the solo law librarian, I had the chance to help design the new layout and organize the collection before it was moved into the new space. With the new library came a new challenge: how to get staff to come visit the new library?

One of the first tasks undertaken was cataloging and indexing all the materials in the library into an online card catalog that was named "SCOUT." The name was selected after conducting a contest for staff members to nominate their favorite names and the final three were voted on by the agency. This online system was purchased from a company in California called Library World and is a very cost-effective resource for small libraries. Once the card catalog was up and running, I designed mouse pads displaying the agency logo and the web address to the card catalog and these were distributed to the staff.

In addition to the mouse pads, Library World offers an iphone/ipad app that links the card catalog to user's smart phone and computers. This link was also sent out to all staff members to highlight and remind users that the library now had a functioning card catalog system for the first time ever. The next major task was setting up the library by moving the books and documents into the new space and getting patrons to come to utilize the new library. Because the agency had been without a physical library space for quite some time, many users had adjusted to using more online resources for their research needs and/or emailing the librarian for research help.

To help draw in patrons again, I held an open house in the summer of 2010 and all staffers, including law clerks and intern investigators, were invited to the event. In the morning, donuts and coffee were offered to guests, bookmarks that described the online collections available were handed out to staff, and a "book-

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worm" contest was held. The contest consisted of a jar full of gummy worms that were placed in the library and patrons were asked to guess how many bookworms were in the jar. The patron with the closest guess won a book of their choice from Amazon.com.

Once the library space had re-opened for business, I decided to start writing a quarterly newsletter about the library to be distributed to patrons. Again, the library held a contest asking staff to help name the new publication and the final name ended up being the "*REDWELL*."

The newsletter was well received by staff and it highlights new books that have been received in the library, one staff member's Top 5 Favorite books, and a column called "Library Around Town." This column discusses a local library in town that staff members may not know about or have thought about visiting, but did not have any details about it. The first library featured was the Library of Congress. The newsletter also features Westlaw or Lexis research tips, identifies new databases that may be available, reminds staff about the online card catalog, and invites them to visit the new library space as often as possible.

Overall, the marketing plans for the PDS Law Library were simple in design: mouse pads highlighting the online card catalog web link, an open house, contests to name new library features, offering donuts at an open house, bookmarks, and a quarterly newsletter that allows patrons to see what is going on in the library. These plans and ideas were easy to implement but the real hurdle was getting staff to come visit the library space.

During the years when no real physical space was available to staff, most attorneys relied on emailing me to find out if the library had a particular book or document in its collection. And if they needed research help, they would send an email directly to me instead of coming down to the librarian's office. Since this work pattern went on for many years, when the new library space was open and ready for patrons to use it, I faced an uphill challenge to convince staff to change the way they interacted with me and the library itself.

The first few weeks the library was open, staff members did stop by to see what it looked like but few were actually checking books out or using the card catalog borrowing system available to them. Most staff still relied on email to communicate with me for reference help or inquires about particular books.

A year has passed since the space was opened and I am seeing more patrons visiting the library and using the materials available to them. The library also saw an increase in usage during the summer months with sixty or more law clerks arriving. I continue to remind staff of the library and the benefits it provides and to promote it during library week.

Overall, the Law Library at PDS is thriving and the staff appreciates that the library now has a new home where they can come to check out books, talk with me about recent additions to the library, or sit comfortably to browse the book and document collections. Simple marketing tools have worked well for this small library but what really helps is making sure patrons are provided great service, be that through online reference help or physically being present in the library. Although the library is not open to the general public, if you would like to see the new space, feel free to contact me at **lmoorer@pdsdc.org** anytime to set up a tour! LLL

Marketing tools used in the PDS Law Library:

Mouse pads—with a link to card catalog printed on it.

Bookmarks—highlighting the online research collection at PDS

Naming contests—the prize was a book

REDWELL—quarterly newsletter

Open house—offering donuts and coffee

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A Year in the Life of the Department of Justice's Marketing Committee

Melanie F. Michaelson, Law Librarian, Department of Justice Library, **Melanie.Michaelson@usdoj.gov**

This article is largely taken from a program I did with my colleague Mimi Vollstedt at Computers in Libraries in 2010. Sadly, Mimi passed away this summer. Much of this article is in her voice.

Inspired by the movie *Julie and Julia*—but without the great food—the marketing committee at the Department of Justice (DOJ) Libraries kept a journal of our one year of learning how to do marketing. At the beginning of our year of marketing we felt like scurrying, hardworking—but ultimately very tiny—ants lost in a jungle of tall grasses. We knew we had to market our libraries, especially to reach those at DOJ who didn't even know about the Department Library.

Before I get to three lessons Mimi and I learned, I want to tell you a little bit about our libraries. I work as an embedded librarian in one of the several branches of DOJ libraries that are spread throughout downtown DC. I am a solo librarian working with a division that handles most of the high profile cases for the DOJ Civil Division. My patrons know me, I have strong interpersonal relationships with many of them, and I'm pleased to say they have a very high level of trust in me. Mimi was one of several librarians and library staff working in the Main DOJ Library. The Main Library serves what could be described as a large and diverse law practice with a wide variety of subjects. The building has seven floors of lawyers, paralegals, and DOJ administrative staff. Many of those who work in the main building may have never even seen the Library, may never need to use it, and may not recognize the library staff in the halls.

The other DOJ libraries fall in between these two models. Some have solo librarians, some staffs rotate among one or two of the libraries, but for the purposes of this article, it's important to note the following characteristics we share:

- The DOJ Library has several branches which are mostly autonomous. The libraries serve unique divisions and offices and the collections in the libraries and services vary depending on each division or office's needs. Some librarians deal with their users almost exclusively via email, while others have a lot of walk-in visitors.
- The DOJ Virtual Library is accessible to all the offices and is a portal to the catalog, databases, virtual reference, etc. But each division has its own intranet website, which sometimes makes it difficult for a user to find the Virtual Library.
- We are confronted with a great deal of technology restrictions because of security concerns. For example, we have so far not been able to incorporate Web 2.0 or social software technologies into our Virtual Library: no wikis, or even RSS feeds. However, there are signs that this may be slowly changing.

Over the course of the year, we learned three lessons that I want to share with you:

- Marketing versus promotion
- How the libraries developed a new mindset
- The importance of pulling information into the libraries.

Lastly, I want to give you an idea of where we are now and what we have planned for the future.

What do I mean by marketing versus promotion? These days, most librarians probably promote their libraries by trying to get the word out with flyers and similar print or digital advertisements. At DOJ we have lots of examples that would probably look familiar to you from our own promotional materials, such as posters, bookmarks, table tents, and post-it notes. But when we looked into what marketing really was, we realized we were only doing half the job.

True marketing is more of a give and take between the librarians as the providers of information services and the patrons as the consumers of information and services. True marketing means we need to find out what our patrons or clients want and then provide it. What did

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True marketing is more of a give and take between the librarians as the providers of information services and the patrons as the consumers of information and services. True marketing means we need to find out what our patrons or clients want and then provide it.

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this mean for our marketing committee? First of all, we changed our name to the acronym for marketing, outreach and promotion—MOP—to help highlight all the different activities that go into marketing libraries. The name change, the MOP newsletter we sent to staff, and MOP presentations at staff meetings had the effect of shining a light on what "marketing" was really taking place in our libraries—revealing what had been hidden or ignored as just another day on the job. In fact, library staff members were doing true marketing even if they didn't know it.

And this leads to our second lesson learned: changing the mindset. We all started thinking differently about marketing the DOJ libraries. Everyone throughout the organization began to pay more attention to the idea that marketing is really about figuring out how to work more closely with patrons or users based on what we know or learn of their information needs. What the staff is really doing can be described as "hidden marketing."

With hidden marketing, we began to look at everything we do as an opportunity to promote the libraries' services as our product. Examples of our services include:

- Our virtual reference service where patrons can quickly get a reference questioned answered via email
- Training classes we conduct on various topics such as searching public records or administrative law research
- Orientations and library tours for new DOJ staff
- Research guides that librarians prepare and post on the Virtual Library
- Alerts, set up on request, for news or legislation that we push out to patrons
- Legal research, background research on persons, and company research often using databases only librarians can access

These are all opportunities to interact with users—to do marketing.

One of the most successful hidden marketing activities for the DOJ libraries has been library staff participation in training programs at the DOJ's National Advocacy Center. Located in Columbia, South Carolina, the National Advoacy Center provides an opportunity for attorneys, paralegals, and other staff from all over the country to come together for training programs. Our Library staff sometimes provide presentation in the training programs. Many of these events are broadcast on Justice Television Network around the country. Whenever the library staff makes a presentation at one of these programs, we notice a big bump in reference questions right after the event. So again, it's a chance to interact directly with potential library users.

This leads to the third lesson learned from our year of marketing. As librarians, we were pretty good at getting information out to patrons, but the key to true marketing is to pull information into the library about our patrons, users, and customers and use that information to provide the services most important to their specific needs. The MOP committee wanted to experiment with this idea of pulling information into the library. We needed a target group. But DOJ is very diverse; what group should we target?

We had tried pulling information into the libraries before. A few years ago, the library created Customer Care Cards. The effort was not successful. The cards asked only general questions about customer satisfaction and didn't focus on specific services or target specific user groups. There was little "buy-in" from the library staff and patrons. The cards were not online, so they didn't reach people who didn't walk into the libraries. And people were just too busy to fill out something that didn't relate to what they actually do.

We decided to take a different approach using a specific group. We contacted one of the fastest-growing divisions of DOJ to ask them what library services they needed. When we finally got to the right person in the office, she asked us: "What services or resources do you have for attorneys who work with our issues?" We realized immediately that we had only a vague understanding about what issues they worked on. To bridge this gap, we set up meetings, worked with that person and other attorneys and now have an ongoing program of orientation for this division. This is a stark contrast to having a stack of general surveys at the reference desk.

Another member of the library staff reached out to an office that uses a lot of law clerks or summer interns for research. The librarian found the right contact within that office and carefully described eight or nine library services for the

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summer workers. How did the office respond? It ignored her suggestions. Their coordinator emailed back saying exactly what they needed: legislative history training. We wouldn't have known this without reaching out to pull that information into the library.

Marketing can be a scary undertaking. You read over and over that you need to: understand your competition, plan your attack, use just the right branding, develop your statistical data, and hold after-action reviews. You are told you have to get the message just right, so that users will choose your library over Google. While these steps are all good, we didn't want to be intimidated by them. We tried to keep the focus on what works for us, breaking the task of marketing into smaller chunks. We looked for sample of hidden marketing and word of mouth marketing to share. We indentified our unique user groups. We pulled in specific, practical information about needs. And we set some modest goals and want to build on those.

Where are we now? We're still doing posters. But we're going to continue our efforts to pull information into the libraries. With true marketing, we're trying to change the image of the librarian as a small figure lost among the stacks into a librarian with a larger role: a role where we as librarians build a community and engage with clients to meet their information needs as their partners. LLL

MEMBER NEWS

In September 2011, **Lori Fossum** joined the staff of The George Washington University Law Library as the reference/national security & U.S. foreign relations librarian.

In September 2011, **Karen Wahl** joined the staff of The George Washington University Law Library as the reference/legal history & rare books librarian.

In October 2011, **Christopher Reed**, formerly assistant director for information services at The George Washington University Law Library, was appointed to a newly created position, systems/emerging technologies librarian. LLL

Telling Our Story

Roger V. Skalbeck, Associate Law Librarian for Electronic Resources & Services, Georgetown Law Library, **rvs5@law.georgetown.edu**

At the recent AALL conference in Philadelphia, we set up an LLSDC information table to promote what we do and who we are. Instead of focusing on candy and tchotchkes, we brought copies of *Law Library Lights.* I printed around two dozen copies of each of our last five issues, thinking these would last the whole conference. They didn't. They were gone by the end of the first full day.

I think this is great news, and it speaks to what we do well in LLSDC: create good content people use. *Lights* is a great example of this good content. The theme-based, quarterly format we adopted a few years back has served us well. The theme for the current issue is Marketing Your Library. As librarians and information professionals, we often struggle to tell our story to those who can benefit from our knowledge and resources. Even with top-notch skills and access to great content, we need a way to tell people what we have to offer.

At times, we may struggle to be a part of the conversations relevant to the strategy and direction of our libraries. We regularly want to be part of the information planning process core to our firms, schools, courts and so forth. Perhaps unsurprisingly, this need is not new. In the very first issue of *Law Library Lights* from 1957, this brief passage highlights an almost timeless concern for us:

> "Do you know who's an expert in a "small and highly specialized field: the planning of law libraries"? A law librarian with various degrees and/or years of experience in the field? Guess again. According to a full page advertisement on page nine of the July-August [1957] Case and Comment, it's a handsome young book salesman with a warm smile and a large brief case.

The ad mentioned here was for the Bancroft-Whitney Company, and it also included this ad copy:

> "Because the complete law library is a long-range investment, it should be built carefully, step by step. The man from Bancroft-Whitney can help you plan those steps wisely—and a library well-planned is already half paid for."

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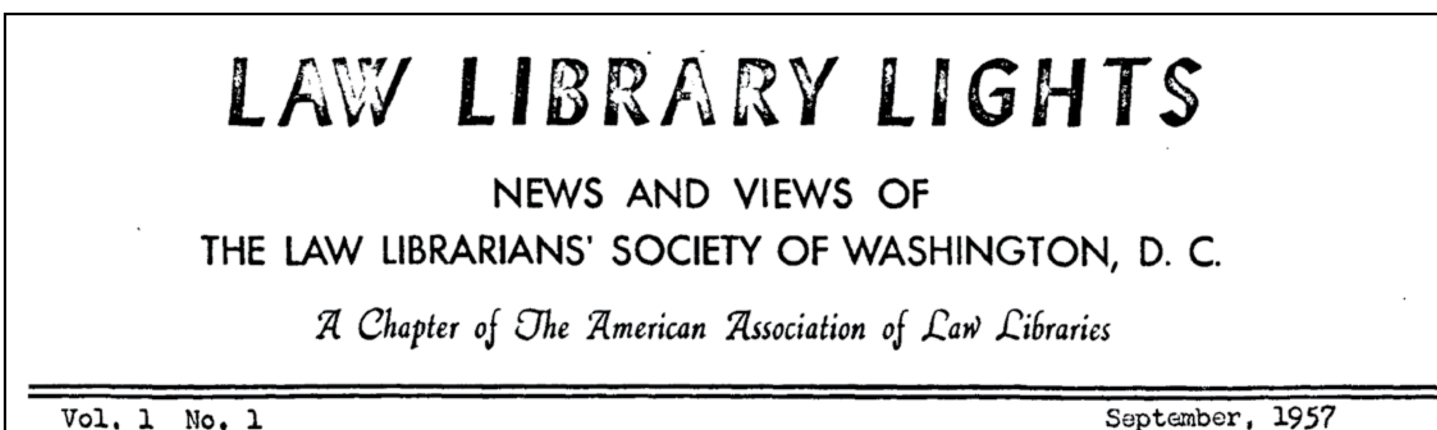

LAW LIBRARY LIGHTS

NEWS AND VIEWS OF
THE LAW LIBRARIANS' SOCIETY OF WASHINGTON, D. C.

A Chapter of The American Association of Law Libraries

Vol. 1 No. 1 September, 1957

This isn't a narrow concern of "don't let vendors talk to my lawyers." Instead, it shows a recurring struggle in our profession to be part of the planning of law libraries, broadly defined. Effective marketing of what we do well can help us remain in the picture. That way, we can be at the table during important discussions. With effective marketing and proven results, each of us can be able to say to a dean or managing partner a version of the closing copy from the 1957 ad: "I fully understand the value of your time, and the few minutes you spend with [me] can make your professional time much more valuable."

I am excited to spend a few months as LLSDC President, hoping to make your professional time more valuable and your membership worthwhile. We've got great educational programs in the works this year, we'll run the annual Legal Research Institute this spring, and we've already had brown bag lunches and a well-attended opening reception. More good content is coming.

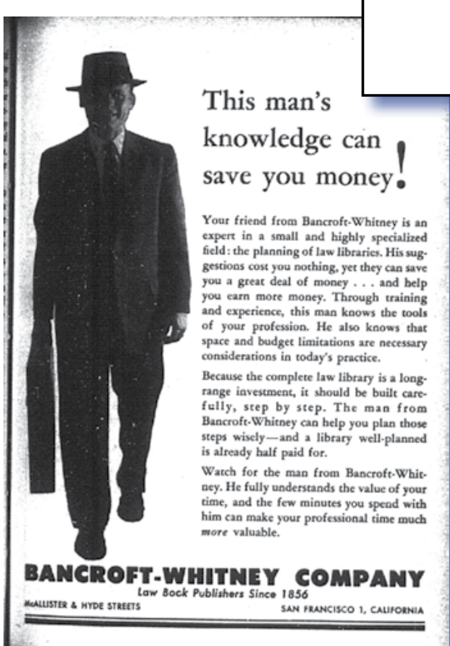
One project we're undertaking within LLSDC is to find a way to highlight and distribute *Law Library Lights* more effectively. Hein Online has given us PDF copies of every issue of *Lights* back to 1957. This is valuable content, and it could help us market LLSDC. I want us to think about how we could provide access to this for members or the entire Internet. Along the way, we'll look at how Lights is currently produced and distributed to see what can be changed (and what should stay the same). If you're interested in helping with this, please get in touch.

Next year in Boston, we'll bring many more copies of *Lights* in print. Don't get me wrong though: candy and tchotchkes have their place, and we'll probably bring them too.

I'm looking forward to a good year with LLSDC, and I'd love to hear from you if you have ideas, questions or want to contribute in any way. I suppose in a way, LLSDC is a bit like soylent green: it's made out of people. It's the Law Librarians' Society of DC, not the Law Libraries' Society. To me, that small semantic nuance makes a big difference. **LLL**

Roger, over and out

> Do you know who's an expert in a "small and highly specialized field: the planning of law libraries."? A law librarian with various degrees and/or years of experience in the field? Guess again. According to a full page advertisement on page nine of the July-August Case and Comment, its a handsome young book salesman with a warm smile and a large brief case.



Using Library Informational Sessions at Williams Mullen to Market Our Library

Greg Stoner, Librarian, Williams Mullen, **gstoner@williamsmullen.com**

In early 2011, our firm's Director of Library Services, Billie Jo Brooks, approached our library team with an ambitious goal: to meet one-on-one with each attorney in our firm to discuss library resources and services. While the task of four librarians meeting individually with more than 275 attorneys in eleven offices itself seemed initially overwhelming, we each began to schedule "library informational sessions" and chat with our lawyers. We quickly came to recognize that our efforts would result in the exchange of information beneficial to both groups.

Goals

Initially, the scope of this effort seemed somewhat immense. Several of us grappled with how to best accomplish this assignment and what specific objectives should be addressed. Should we attempt to cover numerous topics—or should we focus our meeting on a particular resource or service? Would extensive planning be necessary —or would informal meetings be more productive? Our director aided us greatly in identifying three specific objectives and outcomes for our meetings for us to bear in mind. First, our sessions should provide the attorneys with a general awareness of the scope of library resources and services available in the firm. Second, our work should result in a greater use of both resources and services by the attorneys. Lastly, we would hope to learn how we could provide more effective and efficient services for diverse user needs. With these goals in mind, we began to plan for our informational sessions.

Planning the Sessions

With a large number of attorneys practicing in numerous areas, we realized that in many instances it was helpful to make some preparations for our meetings. Frequently, we reviewed what resources we had available in each practice area and attempted to determine which materials the attorney may use (or should be using) so we could be certain to bring up each during our conversation. These resources included both print and electronic materials. We also determined that these library informational sessions were a great opportunity to review subscriptions for personal copies of handbooks, codes, treatises, and periodicals and inquire about current and future needs. Expecting that some users may not remember their personal login information for various online resources, we also attempted to have this information on hand in the event it was requested. Lastly, we scheduled the meeting with the attorney. Depending on the attorney and their schedule, our approach to this matter varied. With the majority of attorneys, meeting request invitations were sent via email. In other instances, it was expected that it would easier to just try and catch the attorney in their office. Scheduled meeting lengths also varied depending on practice area and research needs. For instance, it was expected that meetings with attorneys in certain areas may take a bit longer due to the number and scope of available resources. Also, as a general rule of thumb, meetings with associates were typically expected to be longer than those with partners who may personally do less research. Generally, meetings were expected to range in length from 15 to 30 minutes and we attempted to schedule the sessions with this time frame in mind. Also, when possible, we attempted to arrange for meetings with attorneys practicing in the similar areas on the same day or within the week.

The Sessions

Despite our best planning, we occasionally found that it was difficult to set up the meetings or that it was necessary to reschedule due to the quickly changing schedules of our attorneys. In some cases, the attorneys responded to our meeting requests by inviting us to their regular practice group meetings where we could address their entire team at one time. Overall, the attorneys were willing to meet with us and able to fit us in their busy days. Many commented on the fact that they felt our efforts at such an extensive and ambitious effort was laudable and helped them realize the many ways in which they could better utilize the resources and services available to them. While

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The outcomes and lessons learned [from the information sessionals] built upon understandings or assumptions we already had and will be of great value to us as we work to provide and improve the services and resources our attorneys need in their practice.

Library Informational Sessions

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some attorneys were more forthcoming than others, the majority were candid in the discussions and provided us with information and viewpoints that we needed to hear. The outcomes of our meetings were diverse, extensive, and helpful in many ways. The outcomes and lessons learned—a number of which are highlighted below—built upon understandings or assumptions we already had and will be of great value to us as we work to provide and improve the services and resources our attorneys need in their practice.

- **Differences and similarities in the use of library resources and services between associates and partners.** On the whole, the increased amount of time an attorney spent doing research equated with a greater familiarity with diverse resources and services available from the library. In most instances, the attorneys most familiar with and well acquainted with the library were associates. Overall, these attorneys conducted research on a daily basis, more frequently attended training sessions, and requested research assistance. Partners were typically more interested in services such as research assistance and news and client tracking, and resources such as business, industry, or practice-specific publications and news sources.
- **Candid confessions from attorneys.** Many attorneys noted the resources they used with frequency—information that will be helpful to us in determining what services to continue, which need further promotion, and where training is needed. Some attorneys told us the pros and cons of our existing offerings of training sessions and suggested what might be more helpful for them. (While there was inconsistency in the answers, it provides us with information about how we can work with each attorney to provide them with what they need). We were pleasantly surprised that some actually told us specifically what they wanted in terms of resources and services—information which is sometimes difficult to get. Some attorneys noted that they wished we had access to some resources, and in some instances we found that desired resources were already available. This particular fact suggests we can improve the ways in which we disseminate information about new acquisitions and services among the attorneys in our firm. Lastly, some attorneys suggested some ways in which the library staff could more proactively market services and develop programs and training sessions specifically directed at the changing needs and interests of the attorneys in various practice groups.
- **Feedback about resources.** Comments about firm resources aids us in determining or reiterating what we believe are must-keep resources and which items are not being used sufficiently. The meetings offered us a unique venue to introduce or reintroduce to attorneys specific items that we believe would be of value to them in their practice. Our discussions also gave us more detailed insight into how each attorney conducts research and how they use different resources (print vs. online). These insights also allow us to make appropriate decisions for the present and plans for the future. In some instances, attorneys were able to recommend items that we should have in our library. Also, in one instance, a partner was willing to work with the office librarian to review the majority of print subscriptions in the practice area in order to cancel resources no longer needed and potentially reallocate funds toward more needed and helpful materials.
- **Library periodical and desk copy subscriptions.** The meetings highlighted the fact that a few items are no longer needed and subscriptions can be cancelled. The distribution of the firm's periodical subscription list brought attention to numerous resources already available within the firm. In most instances, an attorney requested to be notified when a new issue of select periodical titles are available in the library.
- **General information about library services.** Many attorneys noted that they were very pleased with the consistently prompt attention and helpful assistance they receive from library staff. Several attorneys noted that the library staff is often in a unique position of being able to help leverage use of firm assets. For example, one attorney noted that if the library staff does not disseminate information about resources, offer training, and provide other outreach activities, the value of numerous expenditures is not brought to bear.

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It was heartening, helpful, and encouraging to see how we are perceived by our colleagues and the value they place in our work.

Conclusion

While our library informational sessions involved a great commitment of time and effort, the benefits received are already proving to be quite valuable. By taking the time to individually meet with attorneys, we put a name and face with the services the library provides. In a large and geographically diverse firm such as ours, interaction between attorneys and staff can on occasion be a challenge. By beginning to chip away at some of these walls in place, we have brought attention to our purpose and hopefully highlighted what we can do for attorneys, and in turn, our clients. Also, while we called these informational sessions, we quickly learned that these meetings were more than an opportunity for us to present and discuss our resources and services—they were an occasion to listen, learn, and bring back ideas and suggestions from our patrons.

I frequently found that after meeting with an attorney I would take the time to draft a quick follow up email a day or two later to thank them for meeting and to reinforce some aspect of our conversation. In several instances, I soon received a reference question or research assignment from an attorney who may not have asked the library for any form of assistance in some time. For me, while I may have initially viewed these sessions as an opportunity to provide detailed instruction, I came to understand that even a single "takeaway" from each session was a success. With these small steps it is possible to build an enhanced relationship with our attorneys and bring greater value to what we do. These meetings presented an unique opportunity to simultaneously market the library, determine patron needs, evaluate our services, and plan for the future—and I dare say we will soon be planning our next cycle of informational sessions. **LLL**

BOOK REVIEW

Dawn Bohls, Reference Librarian, Bingham McCutchen LLP, **dawn.bohls@bingham.com**

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

> "Marketing goes beyond trying to get people to use your library; it is a concerted effort to articulate your value." [p. xi]

As librarians in budget-conscious times, we are constantly aware of the need to demonstrate our value and relevance. Our users love us and the services we provide, but somehow the administrative powers-that-be overseeing the purse strings often see the library as little more than a money pit—for a big law firm or law school library, we're easily talking millions of dollars being spent on Lexis, Westlaw, other online services, books, periodicals, and library staff salaries.

Marketing ourselves and our services is essential. Librarians are not always the best self-promoters, nor are most of us the sort to mastermind grand marketing campaigns, so maybe a book like *Bite-Sized Marketing* can help show us the way. I particularly liked that the authors equate "marketing" with "articulating value" in their introduction. Ultimately, the goal of marketing shouldn't be to make people aware of a library's mere existence; it needs to show how we add value to our organizations.

The ideas in *Bite-Sized Marketing* mainly seem addressed to public and, to a lesser extent, academic libraries, so in reading the book with my law firm library in mind, I had to think about whether a particular marketing strategy was appropriate for my situation and, if so, how the authors' suggestions would need to be adapted. Some of the more "usable" chapters for special libraries would probably include those on Word-of-Mouth Marketing, How to Market Electronic Resources, Design, and Branding.

Word-of-Mouth Marketing (WOMM) involves getting "influencers" to communicate your message to prospective users. For law firm libraries, this might mean something like getting key partners to push the importance of library research in new associate orientations. The authors point to the importance of using

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Book Review *continued from page 15*

technology and giving the influencers "cool tools" for sharing your message. In the law firm setting, I would say to take maximum advantage of your firm's intranet options, but also be sure to use printed materials in appropriate ways. Consistent design and branding of your communications will help strengthen your message.

Marketing our electronic resources is particularly important for law libraries, given the vast financial resources devoted to them. Bite-Sized Marketing has some good ideas for describing electronic resources in a way that articulates the usefulness of a particular database for the target audience. The authors also suggest ways that we can help users connect librarians with electronic resources to promote our value along with that of the electronic resources.

One feature that would have made the book much more relevant would have been the use of far more concrete examples. The ultimately disappointing chapter on Outreach starts off promisingly with an anecdote about a public librarian who effectively promotes her library's young adult section by attending local youth soccer games, chatting with parents, and handing out fliers. Unfortunately, the rest of the chapter deals with trade shows—how to design a booth, what types of promotional materials to hand out, make sure to have plenty of business cards. I'm not sure how many librarians promote their libraries at trade shows; I think more librarians would have benefitted from additional examples of neighborhood and community outreach.

I have the same complaint about lack of examples in the chapters on Design and Branding. I would have found it extremely helpful to see several examples of logos and marketing materials prepared by different types of libraries, rather than reading discussions of how many dots-per-inch to use and what types of printers are best (ditto for the detailed discussion of the different types of microphones for podcasts).

The authors of *Bite-Sized Marketing* have a wealth of experience among them, and they do offer many good, usable ideas, especially for public libraries. I'd love to see a second edition of the book that devotes at least some space specifically to marketing ideas for special libraries (like law firm libraries), and recognizes our particular need to promote ourselves not just to users and potential users, but also offers ways to articulate our value to the higher administrative echelons. And, finally, as I've mentioned above, I would appreciate the addition of far more concrete examples and anecdotes of marketing techniques that have worked for various libraries. The book's subtitle is "realistic solutions for the overworked librarian," and those concrete examples would go a long way in helping the book live up to that premise. LLL

TECH TALK

Using Technology to Market Your Library: Old Reliable—The Library Blog

Harvey Morell, Assistant Director for Information Technology, University of Baltimore, **hmorrell@ubalt.edu**

After the most recent recent AALL Annual Meeting, I was sitting with a fellow law librarian in my favorite Baltimore brewpub, drinking beer and talking about the efforts our respective libraries had put into marketing themselves to our patrons. For the record, he was drinking some fruity Belgian beer and I was deep into an Aventinus Weizenbock.

We both agreed that one of the underlying reasons for marketing our libraries is to communicate with others about what the library is doing and that what we are doing is important. After throwing out some ideas that obviously wouldn't fly—airplane-trailing a banner with our library's name and URL, bus billboards, tasteful graffiti on Metro stations—we settled on three oldies but goodies: blogs, Facebook, and Twitter, and maybe a bit of Yahoo! Pipes thrown in for good measure.

Due to space limitations, and because there are so many good articles on how to use Facebook and Twitter[1] for marketing purposes, I'm going to concentrate on the use of blogs. If you prefer to use all three tools, you could set up your blog to tweet every time you write a new blog post and then have this tweet appear as a post on Facebook.

I'm going to assume that everyone who is reading this article already knows what a blog is, seeing as how blogs have been around almost as long as the internet itself. In fact, AALL's Computer Services SIS lists more than 200 law library blogs (**http://aallcssis.pbworks.com/w/page/1189465/Law%20Library%20Blogs**).

These days, blogs are pretty easy to set up and your need to know any programing is pretty minimal. There are several very good free platforms, the most popular of which are Google's Blogger (**http://www.blogger.com**); Wordpress (**http://en.wordpress.com/features/**); and TypePad (**http://www.typepad.com/**).[2] If you want your blog to be available internally, only to your institution's community, these platforms provide a way to do that. These three platforms also all offer some degree of customization and ability to add special features. In fact, Wordpress has gotten so robust that some AALL Chapters are using it as their web site due to its content management system.[3]

One of the first benefits to using a blog as a marketing tool is that it is so flexible. There are a variety of themes and layouts for you to choose from in order to brand your site. And unlike Facebook and Twitter, each of which has a limit on how long your posts can be, blog posts can be as long or as short as you need to make your point. Doing a post on how to use a new resource you've added to your collection can't usually be done in Facebook's limit of 5000 characters, let alone the 140-character limit of Twitter.

Another benefit of a blog over either Twitter or Facebook is the ability to search for a past post; it is much easier to find something you have written on a blog post than it is to find an old Tweet or Facebook post. Along the same lines, blogs allow you to create tags, or categories, for your posts, which makes searching for posts on the same topic much easier.

All of the big three blog platforms allow you to have a blogroll, or links, section. My beer drinking friend and I both agreed that a good use for this section was to link to resources in which your patrons are most interested, whether it be links to your subscribed databases, to cool free internet resources, or to other interesting blogs.

This brings us to the last topic I'm going to touch on today: Yahoo! Pipes.[4] Pipes is one way to creatively aggregate the feeds from different web sites, blogs, and other services, and to display the results in one place as an RSS feed.[5] There is an excellent tutorial on how to use Yahoo! Pipes to do just that.[6] (The attentive among you will notice that this is a WordPress blog.) Although it looks intimidating at first, it really isn't that hard if you follow the step-by-step directions. Heck, even I was able to make one for my blog, and I'm not the most patient person in the world. The hardest thing was figuring out which blogs to use. The beauty of using Pipes is that by aggregating the feeds of other sites and blogs, it tends to add fresh content to your blog, even if you don't.

That's it for this month's column. If you have any questions, feel free to contact me at **hmorrell@ubalt.edu**. LLL

Endnotes

1 John Furlong has written two of the better articles on this topic. Although he focuses on law firms, the principles are applicable to law libraries. The two articles are: Facebook for Law Firms (**http://www.stemlegal.com/strategyblog/2010/facebook-for-law-firms/**) and Twitter for Law Firms: **http://www.stemlegal.com/strategyblog/2010/twitter-for-law-firms/**. You might also want to read Terra B. Jacksons, Facebook as a Library Tool: Perceived vs. Actual Use (**http://crl.acrl.org/content/72/1/79.full.pdf**).

2 Two more recent and fairly robust platforms you may want to look at are Tumblr (**https://www.tumblr.com/**) and Posterous (**https://posterous.com/**).

3 For example, check out the Ohio Regional Association of Libraries (**http://www.orall.org**) and the Association of Boston Law Libraries (**http://www.abll.org/**) web sites.

4 **http://en.wikipedia.org/wiki/Yahoo!_Pipes**

5 **http://en.wikipedia.org/wiki/RSS**

6 **http://www.blogtips.org/how-to-combine-rss-feeds-with-yahoo-pipes/**

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Law Librarians' Society of Washington, DC

A Chapter of the American Association of Law Libraries