ORALL NEWSLETTER

OHIO REGIONAL ASSOCIATION OF LAW LIBRARIES

President's Column – Maureen H. Anderson

President's Column

One Last Thing Before I Say Goodbye

"Why bother with ORALL?" With budget cuts and layoffs, libraries are currently under attack. As a result, many of you may be asking, "What am I really getting from ORALL? Isn't it enough to attend the AALL Annual Meeting in July? Can't I stay connected in other ways? Doesn't the Internet give me everything I need?" I certainly hope that your answer to all of these questions is, "No."

I would argue that the $20 in annual dues for ORALL membership provides a significant "bang for your buck." The ORALL annual meeting is a wonderful opportunity to connect with colleagues on a regional level, really hear what is going on with firm librarians, learn how the counties are dealing with the pending shift of control, and to find out how academic librarians are supporting their students, faculty, and staff. It also gives you the opportunity to hear the real concerns of respected and trusted colleagues. But most importantly, one of the greatest benefits of ORALL is the opportunity to learn from fellow

members who share their time and talent.

It was incredible to see so many ORALL members in Washington, D.C. Aside from the extreme heat, it was a wonderful meeting. I was particularly impressed with the educational offerings this year and really felt that the programs were top notch. Over the last few years, ORALL members who attended the AALL annual meeting have met informally for lunch at a local establishment in the host city.

ORALL
Ohio Regional Association of Law Libraries

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Newsletter

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page.

Profile

ORALL is a 4-state chapter of the American Association of Law Libraries [Ohio, Indiana, Kentucky, Michigan]. It
was formed in 1949 "to further the development and usefulness of law libraries and to stimulate a spirit of mutual
helpfulness among law libraries of this region." An annual conference is held each fall. ORALL publishes or
sponsors the following publications: *Core Legal Collection* [bibliographies for Ohio, Indiana, Kentucky, Michigan],
ORALL Membership Directory, ORALL Newsletter, Ohio Legal Resources Annotated Bibliography & Guide 3rd.

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President's Column *continued*

This year, the Local Arrangements Committee decided that due to the shortened nature of the meeting, trying to fit one more event into an already cramped schedule was going to prove too difficult. Regrettably, ORALL's informal lunch fell by the wayside.

It was only after I returned home that I realized how much the ORALL gathering at AALL was an integral part of the complete experience of the conference for me as an ORALL member. I felt slightly disconnected and disheartened that ORALLians didn't have the opportunity to meet like so many of the other regional chapters. It was a mistake on my part to believe that the luncheon wouldn't be missed. Henceforth, I think that having these fun, informal luncheons should be an ORALL tradition. Even if only a few ORALL members can make it to lunch, it should still be included as an option at future conferences.

For those of you who didn't have the opportunity to attend the AALL Annual Meeting, I hope you can make plans to attend ORALL's Annual Meeting in Cleveland, Ohio, October 14-16, 2009. Ken Kozlowski and his energetic Education Committee have put together an impressive line-up of dynamic speakers who will provide a day and one-half of educational programming on everything from green initiatives for libraries to cost- effective company research and more. Local Arrangements Co-Chairs Kathy Sasala and Sue Altmeyer, along with their committees, have come up with terrific ways to extend Cleveland's hospitality to ORALL members during our stay there. The opening reception will be held at the Rock and Roll Hall of Fame + Museum, which is a nonprofit organization that exists to educate visitors, fans and scholars from around the world about the history and continuing significance of rock and roll music. AALL has committed to keeping the chapters informed of national issues and of the activities of the national association. With that in mind, AALL sponsors an Executive Board member to visit each chapter on an annual basis. I am very excited to report that our AALL chapter visitor for our meeting in Cleveland will be AALL President, Professor James E. Duggan, Law Library Director and Associate Professor of Law at Tulane University Law School.

This is my last column as President. At the close of the business meeting in Cleveland, I will pass the reigns over to Ken Kozlowski. I'm sure that he will do an excellent job of guiding ORALL through the next year. It has been an absolute privilege serving you as ORALL President. Thank you for giving me the opportunity to serve this amazing organization.

May you have warm words on a cool evening, a full moon on a dark night, and the road downhill all the way to your door.[1] *Goodbye!*

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[1] Irish Blessing

Reduce, Reuse, Recycle

By Amy Burchfield, Access & Faculty Services Librarian, Cleveland-Marshall College of Law

Back when blogs were news, your library jumped on board. Librarians started blogging at a brisk rate of five to six posts per week, and it looked like you might be reaching your target audience. Two or three months passed, and the post rate dwindled to a paltry two to three posts per week. Readers were disappointed, and left your blog for greener pastures.

Next you decided to strut your library stuff on Facebook, where you hoped to connect with Millennials and GenXers from your patron base. You set up a snazzy library Facebook page, complete with hours information, events, database and book suggestions, and frequent Wall posts to keep things fresh. You even added those nifty apps for OhioLINK, JSTOR, and WorldCat. Soon you could boast having over 120 fans. Two or three months passed, and if you asked a librarian, she couldn't tell you the last time she had visited the page.

Then came Twitter. So short, so sweet, and so to the point in 140 characters or less. None of those messy Facebook apps, invites, or Mafia Wars. Just a clean slate to promote the goodness of your library in pithy tweets of legal wisdom. You were tweeting—eight, ten, twelve tweets a day (twenty tweets per day is the legal limit, you know)—and followers were virtually stalking your library. You could happily report that you had racked up over 100 followers in the first month alone. Two or three months passed, and the number of tweets hadn't climbed past 50. Your only new followers were those questionable ones with names like @yungthang.

Okay, let's leave the library, and head on home. But first you'll need to stop at the grocery store to pick up something for dinner. At the checkout, you whip out two hip canvas bags, and tote your purchases to the car. You haven't taken a cashier up on an offer of "Paper or Plastic?" in years. You get home and delve into the daily stack of mail. It's mostly useless ads anyway, so straight into the recycling box they go. You set aside a few envelopes to use for scratch paper, random notes to your spouse, and the next shopping list. You start to unpack the groceries. Since you usually forego the plastic produce bags for things like broccoli and peppers, there's little plastic waste from your shopping trip. And you're happy to buy products off the shelves that are packaged with less packaging materials. You start preparing dinner, and the carrot and potato peelings become succulent delicacies for the inhabitants of your worm farm. So maybe the part about vermicomposting is taking it too far. The carrot and potato peelings can just go out back in your conventional compost pile, where they await their reincarnation as rich humus for your flower garden.

You sit down to dinner and relish the beautiful simplicity of your green lifestyle. You feel good about yourself for not overly contributing to the nation's landfills. Your house is well organized, since it's not cluttered with stuff. Most of all, you love the fact that you're on top of things, you have time to attend to the small things that add to life's overall quality, and you don't feel overtaxed with work, since you've simplified your personal life down to what's really essential and meaningful. You've truly embraced the green mantra: Reduce, Reuse, Recycle.

It's time to merge your split personalities. It's time to start keeping your blog, Facebook, and Twitter pages as fresh and inviting as the local organic strawberries you bought at the farmer's market. It's time to apply the green mantra of Reduce Reuse Recycle to your library promotional pages. And doing it couldn't be easier.

For starters, you'll need to ask yourself "Where do I want to focus all of my efforts?" Is it your blog, your Facebook page, your Twitter account, or some other site? Many libraries maintain, or take a fair stab at maintaining, library blogs. Blogs have a lot going for them. They can be collaborative efforts, spreading the work of posting among several librarians. Posts can be any length, from the mini-post to the full scale essay. Blogs are generally known and accepted by patrons from all generations and levels of technical savvy. You could choose to focus your library's promotional attention on the library blog.

Now comes the recycling part. It's easy to become quickly overwhelmed with attempting to maintain fresh content on a blog, Facebook page, LinkedIn or Twitter account when you also have the rest of the library to run. Pretty soon, your library promotional pages become arid wastelands, leaving readers pining for fresh content. Content recycling is the solution to the information drought.

If you've decided to focus on your library blog, stick with that decision. Consider your Facebook, Twitter, and other promo pages secondary to your focus. Make every effort to post frequently and regularly. Plan your posts in advance. Enlist new bloggers. Keep your focus. Then start recycling.

As soon as you've posted something new to your blog, turn to your Facebook and Twitter pages. Add the blog post title with a link to the Wall on Facebook. Write a micro version of the blog post title in Twitter and create the shorted URL link. How long did that just take? Well, it took time to write a decent blog post. But once you pass that hurdle, posting the same information to Facebook and Twitter took, oh, about three minutes.

By reusing your blog content, and recycling it onto your other library promotional pages, you'll soon be drastically reducing the amount of work that it takes to maintain fresh information on all of your library's pages. And when you do find the time to post content to your Facebook or Twitter page that's unique from your blog content, well, that's just bonus. You'll be able to sit back, relax, and revel in

the fact that your library promotional strategy is based on the eco-friendly concept of Reduce Reuse Recycle. And your patrons will be coming back for more.

You can visit the CM Law Library Blog at http://cmlawlibraryblog.classcaster.org/blog/. Recycled content available on the Cleveland-Marshall College of Law Library Facebook page and @CMLawLibrary on Twitter.

<p style="text-align:center">* * *</p>

Latest News on the 2009 ORALL Annual Meeting
By Sue Altmeyer, Electronic Services Librarian, Cleveland-Marshall College of Law

Plans for the 2009 Annual Meeting are rolling right along. The education committee selected a timely theme —"Between a Rock and a Hard Place - Law Libraries and Shrinking Budgets". Among the useful and interesting programs reflecting this theme are: how to balance your budget without cutting staff; a hands-on budgeting session; green initiatives for libraries; inexpensive staff development; effective and efficient visual evidence; and cost effective company research. There will also be programs on making screencasts and wikis and how these technologies can save time and money.

In keeping with the budgeting theme, we are trying to cut conference expenses in order to keep within our meeting budget. Instead of having a banquet on Thursday night, we will have a dutch treat dine-around.   Personally, I am looking forward to enjoying a delicious meal with my ORALL colleagues at one of Cleveland's fabulous restaurants. While the Thursday night entertainment committee has not yet selected the restaurants, I bet that some of choices will be in the lively new East Fourth Neighborhood, which is close to our hotel.

Speaking of the hotel, it is the same location (1111 Lakeside Ave.), but it is now called the DoubleTree Hotel Cleveland Downtown.

Getting back to the food and entertainment, the Thursday night dine-around will be followed by the ever-popular game night at the hotel. Enter the traditional Euchre tournament, or play board games with your ORALL friends.   There will also be a cake at the hotel to celebrate ORALL's 60th birthday.

Wednesday night's reception, generously sponsored by LexisNexis, will be held at the Rock and Roll Hall of Fame. We reserved the Rock Hall Café from 6 to 9 p.m. for a pasta station dinner, including breadsticks, salad and a cash bar.   ORALLians can check out the Rock Hall exhibits, too. After the Rock Hall, we will have a cocktail/dessert dine around.

You won't want to miss the Wednesday afternoon library tours, including the recently remodeled Case Western Reserve Law Library and the New Federal Courthouse & Library.

Our special guest is none other than AALL President James E. Duggan , Library Director and Professor of Law at Tulane University Law School. Professor Duggan created a wiki for law libraries called Wiki of Tools for Success in Today's Economy so he will be right at home with our conference theme.

Registration information will be sent soon via e-mail (except for libraries which do not have e-mail). Registration materials are going to be posted to the new ORALL website – 2009 Annual Meeting page to save postage and be more cost-effective in keeping with the theme.

On behalf of myself and everyone on the Cleveland local arrangements committee, we look forward to seeing everyone at the meeting. It is sure to be an educational and fun experience. If you have any questions or suggestions, please contact one of the Local Arrangements Committee Co-Chairs: Kathy Sasala, Sue Altmeyer or Ellen Quinn.

The meeting will take place on October 14 -16, 2009.

Photo by Ciprian.

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Scholarships Available
For the ORALL Annual Meeting !!!
October 14-16, 2009 Cleveland, OH

While we all agree that Law Librarians Rock, many of us are finding ourselves between a rock and a hard place in the current economic climate. We will have to not just react to events or changed circumstances, but be on the leading edge, finding creative solutions, and guiding our law libraries and parent institutions through necessary adjustments. Dealing with challenges in our increasingly complex work lives is part of our responsibility as professionals. The Program for our meeting describes an exciting array of educational sessions to help us rock on!

The ORALL Board encourages members to attend the ORALL Annual Meeting if possible. To ensure this possibility for three (3) ORALL members, the ORALL Board is pleased to announce that three $250 scholarships are available for application by the ORALL membership to attend the ORALL Annual Meeting in Cleveland, OH!

Two of the scholarships are aimed at newer ORALL members (members of ORALL for three years or less). One of the scholarships is aimed at veteran ORALL members. If fewer than two newer members apply, scholarships aimed at newer members may be awarded to a veteran member applicant. If no veteran member applies, the scholarship aimed at veteran members may be awarded to a newer member applicant.

The ORALL Executive Board requires that scholarship recipients prepare a short article for the ORALL Newsletter. Details will be provided along with notification of the scholarship award. The ORALL Board encourages application for the scholarships no matter the type or size of your organization. Complete this form and return to:

Thomas Hanley
University of Dayton Zimmerman Law Library
300 College Park
Dayton, OH 45469-2780
Fax: 937-229-2555
e-mail: hanley@udayton.edu
Applications must be received by September 18, 2009.
All applicants will be notified by October 2, 2009.
If you would like to receive the application form in an electronic version, please e-mail Tom at hanley@udayton.edu

* * *

ORALL SCHOLARSHIP APPLICATION
ORALL Cleveland, OH, October 14-16, 2009

Application Deadline (complete application and any attachments must be received by): September 18, 2009

1. Name: _____

2. Organization Name: _____

3. Address: _____

4. Phone (include area code): _____

5. E-mail address: _____

6. Employment in Law Librarianship (include dates and places; if currently a student please indicate school):
_____
_____

7. Other recent employment:
_____
_____

8. Education:
_____

9. Professional Activities and Committee Memberships:
_____
_____

10. Member of ORALL since: _____

11. What percentage of your expenses will your employer pay for you to attend this meeting?
_____

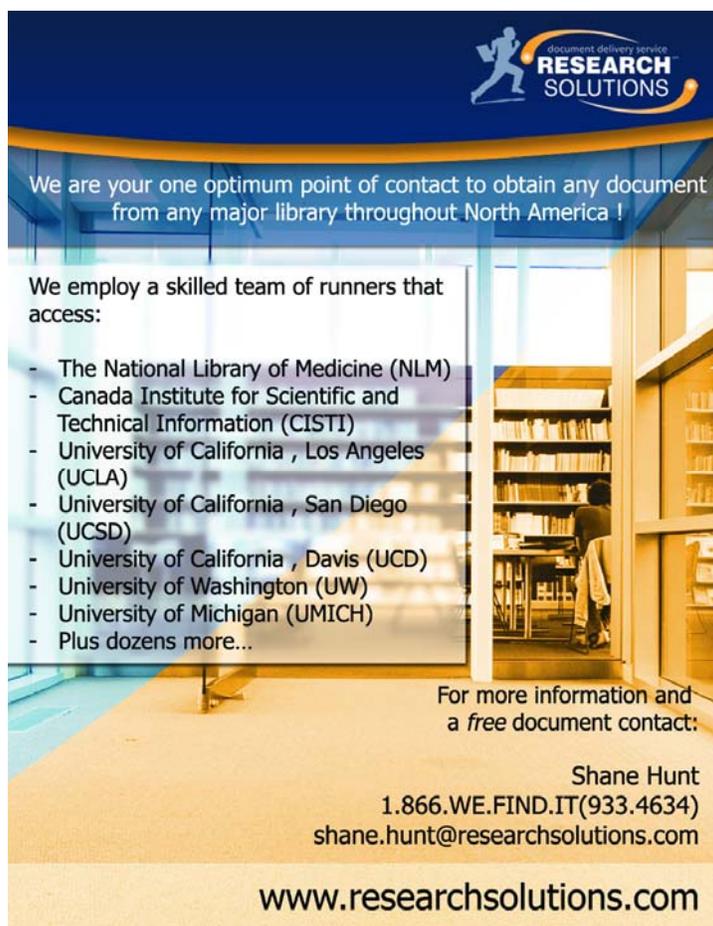12. Have you previously attended ORALL meetings? If so, when?
_____

13. Please describe your responsibilities in your current position:
_____
_____

14. Please attach a summary of your career goal and a statement of how you will benefit from attending this meeting.

15. Please include one letter of recommendation from a person familiar with your work, potential and need of this scholarship.

Feel free to expand on any answer on a separate, attached sheet.
Complete this form and return (1) by email to: hanley@udayton.edu, (2) by FAX to: 937-229-2555, or (3) by US Mail to:

Thomas Hanley, Chair
ORALL Scholarship Committee
University of Dayton Zimmerman Law Library
300 College Park
Dayton, OH 45469-2780

* * *

AALL 2009 – I Want My Web 2.0
By Paul Venard, Reference Librarian, Zimmerman Law Library, University of Dayton

Social networking tools such as Facebook, MySpace and Twitter are nothing new to many information professionals. Vendors are also well aware of these tools and have been unveiling new tools that mimic them. Last year, Casemaker introduced a new interface that is very similar to Facebook; this year at AALL, LexisNexis has jumped on board with their Law School Exchange and the redesign of www.martindale.com.

However, even though these tools may be so familiar to users, many are still uncertain on how to maximize their use of these services in their libraries. Thankfully, a group of law librarians (Bonnie Schucha, University of Wisconsin Law Library; Deborah Ginsberg, Chicago-Kent College of Law Library, Illinois

Institute of Technology; Meg Kribble, Harvard Law School Library) implemented the Web 2.0 Challenge, an idea first conceived by June Liebert.

The Web 2.0 Challenge is adapted from the Public Library of Charlotte and Mecklenburg County's "23 Things"; this program was originally instituted for the library staff in order to allow them to become comfortable with new gadgets, tools and technology. The Web 2.0 Challenge repackaged this plan in order to better target law librarians and the technology that is most useful for them.

The class began in 2008, focusing on: blogs and RSS feeds; Wikis; social networking and Second Life; and, Flickr and social bookmarking tools. The classes were typically arranged with a basic introduction followed by a pre-recording screencast supplemented with readings; participants were then asked to do hands-on assignments and blog about their experience.

The coordinators of the Challenge took pre- and post-session surveys in order to further fine tune the sessions. From these surveys, it was discovered that most favored the sessions on blogs, Wikis, and social bookmarking; the least favored session appeared to be the one on Second Life. Taking this information, Second Life is not part of the course in 2009, and has been replaced with Twitter and LibGuides.

Also, the coordinators learned through the 2008 Challenge the advantages and disadvantages of their chosen class management software, Moodle ("Moodle is a Course Management System (CMS), also known as a Learning Management System (LMS) or a Virtual Learning Environment (VLE). It is a Free web application that educators can use to create effective online learning sites."). While this software allowed for easy organization of groups and easy online grading and feedback, the chats often overloaded with the number of participants. In 2009, the program is switching to Drupal in order to avoid the issues encountered with Moodle, while still allowing for maintenance of the benefits of Moodle.

The 2008 Challenge was so successful that there was great demand for another such Challenge in 2009. The Challenge was open to one hundred (100) students, librarians and directors and run by three (3) coordinators, nine (9) instructors and twenty (20) facilitators for the 2009 course. At present, it appears that the Web 2.0 challenge will not return in 2010, but may at some point after. In the absence of this Challenge there are thoughts of running similar programs in order to continue the technological growth of law librarians.
Even for those that are learning these tools on their own, the Web 2.0 Challenge bridges the gap between how to use the tools and how to use them to serve your purposes. The Challenge also allows for exposure to social networking tools outside of the usual suspects (i.e. Facebook and Twitter), and allows participants to become comfortable in using these as well (i.e. Flickr and de.li.cious). With constant learning on the part of the coordinators, based on experience and

participant feedback, Web 2.0 would prove useful to anybody interested in exploring and implementing these tools. Even if this exact Web 2.0 Challenge is not offered again, other opportunities for growth in technological knowledge offered by this group would be equally beneficial.

Although I have not had the opportunity to participate in the program myself, I have the pleasure of "knowing" the three coordinators through my own use of Twitter and Facebook. I also have the pleasure of "knowing" several of facilitators in the same way. From what I know about those involved in running the Challenge, and from what I further learned during the program at AALL 2009, the Web 2.0 Challenge appears to be a great place for anybody wanting to learn about Web 2.0.

I would like to thank ORALL for the assistance in attending this conference.

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<p align="center">**AALL Announcements**</p>

AALL Opens New Online Career Center

AALL recently launched a new and improved interactive job board, the AALL Career Center. Designed specifically for law libraries and legal information professionals, the AALL Career Center offers members and the profession at large a highly-targeted resource for online recruitment.

For job seekers:
- Post your resume for free—post confidentially or search anonymously by creating a Job Agent
- Browse jobs based on criteria that best match your career goals
- Set up a Job Agent to notify you via e-mail when jobs matching your criteria are posted

For employers:
- Post your jobs online; reporting provides job activity statistics to track each posting's return on investment
- Search for qualified candidates based on specific job criteria
- Create an online resume agent, which e-mails qualified candidates daily

International Professional Legal Management Week: October 5-9

Download ads for Professional Legal Management Week at
http://www.plmw.org/ala_toolkit.html

2009 AALL Salary Survey Available this Fall

The AALL 2009 *Biennial Salary Survey and Organizational Characteristics* will be available to AALL members in October.

This new edition is the only source for up-to-date information about salaries for law librarians and other law library employees who work in academic libraries; private firms and corporate libraries; and state, court, and county law libraries. The survey was carried out this summer in complete confidentiality by Association Research, Inc., a professional research firm in Rockville, Maryland, that works exclusively with nonprofit organizations.

Printed copies of the survey will be available for purchase and shipment in October; $110 for AALL members and $175 for nonmembers (contact orders@aall.org). An online version of the survey results will be available to AALL members for free on the Members Only Section of AALLNET.

AALL2go Open for Business

AALL is proud to announce that AALL2go, AALL's new online learning center, is open for business! The new site offers you specialized continuing education programs designed specifically for law librarians. The convenient online format allows you to expand your knowledge base and gain new skills right from your desktop—no travel is required, and it's open 24/7. Also, AALL2go is fully searchable, so you can quickly find material targeted to your areas of interest.

The site now includes:
- audio recordings from the 2009, 2008 and 2007 AALL Annual Meeting and Conferences
- 14 free videos from the 2008 and 2009 AALL Annual Meeting and Conferences for AALL members only
- coming soon: archived webinars and more recorded continuing education programs from 2006 to present, including more than 50 free programs for AALL members