

**PUBLICATIONS AND WEBSITE ADVISORY COMMITTEE**  
**Training Session and Regular Meeting**  
**Wednesday, September 28, 2011**  
**Minutes**

Present:

Members: Josh Ard, Beth Baergen, Sarah Cahill, David Cohen, Steve Conley, Patrick Crowley, Francine Cullari, Bill Fleener, Jason Hanselman, John Juroszek, Barbara Kalinowski, Joe Kimble, Richard Kraus, Gerard Mantese, Marc Melamed, John Runyan, Steve Savickas, Larry Shoffner, John Tatum, Chris Trudeau, Linda Watson

Guests: Margaret Costello, SBM Board of Commissioners liaison; Jessica Fox, SBM Representative Assembly liaison

Staff: Nancy Brown, Mike Eidelbes

Absent: Steven Cooper (excused), Nick Krieger (excused); Linda Novak (excused), Brian Draper (unexcused).

### **TRAINING SESSION**

Training session called to order at 1:30 p.m.

1. Committee information has been updated on the SBM website. Chairperson Cullari provided a demographic breakdown of the committee membership and expressed a desire to incorporate more diversity in the committee.

2. Subcommittee chairs for 2011-12

- Website: John Tatum
- Bar Journal: John Runyan
- Member Directory: Linda Watson
- Publications (non-Directory): Larry Shoffner

3. Strategic Plan

Nancy Brown reported as follows:

- Member Survey

The recent SBM member survey elicited more than 13,000 responses to open-ended questions. Key findings include that, according to members, the Michigan Bar Journal, the e-Journal, and the annual directory are among the highest-rated programs and services.

- Strategic Plan

As part of the 2011-13 strategic plan, the SBM is committed to continuing to develop electronic communication options. Other communications issues on the horizon include developing a web presence for the Practice Management Resource Center and law-related education; keeping up with emerging technology; and looking into publishing a resource directory to replace the annual printed directory.

- Website

Recent website additions include incorporating a Google search engine; a career center featuring job postings; a redesign of the Practice Management Resource Center website, renamed Practice EZ; and SharePoint access for committees. The Committee was provided a demonstration of how to access and use the new portal (see attached instructions).

- Bar Journal

- Electronic versions of the Bar Journal and the member directory via *Issuu* ([www.issuu.com](http://www.issuu.com)) may replace PDF versions in the near future. The *Issuu* version allows users of desktop computers, laptops, and notebooks to flip through the magazine as they would with a physical copy. It also enables readers to follow links to advertisers and the publication can contain additional interactive features such as photo galleries, video, audio, footnotes, links, and biographical information.
- Author and editor guidelines for the Bar Journal and a rundown of theme issues broken down by topic and month dating back to 1988 can be found on the committee's SharePoint site.

- Other Print Publications

- Creation of a brochure promoting the SBM services and benefits to members is in the works.
- Larry Shoffner will oversee the update of SBM print publications other than the Bar Journal and annual directory.

Training session ended at 2:40 p.m.

## **REGULAR MEETING**

All present from the training session, except Patrick Crowley (excused); and Chris Trudeau (excused).

Absent: Steven Cooper (excused), Nick Krieger (excused); Linda Novak (excused), Brian Draper (unexcused).

Meeting called to order at 2:45 p.m.

1. Approval of May 2011 meeting minutes postponed until December 1 meeting.

2. Website – John Tatum

- The 2010-11 accomplishments and highlights include the addition of section and committee information to the online member directory and an increase in the use of the vCard in the member search.
- Statistics
  - Of the more than 41,000 SBM members, nearly 18,000 are e-Journal subscribers. The e-Journal generated nearly 1.4 million hits. It is the State Bar's most popular member service.
  - There are nearly 4,000 NewsLinks subscribers; 1,600 subscribers to the Public Policy Newsletter; and almost 600 subscribers to the PMRC Newsletter.
  - The growing number of mobile opens highlights the increasing use of smart phones and underscores the need for an app.
  - The member directory accounts for 40-60 percent of the website traffic.

- According to Google, approximately 52 percent of SBM website visitors come directly to the site, 37 percent are directed to the site via search engines, and the remainder arrives via referring sites.
- Google reports that 70 percent of visitors use Internet Explorer. Among smart phone users, 60 percent use either the iPhone or Android.
- The website subcommittee needs interested people to work on potential projects such as apps for the e-Journal and newsletters, website redesign, and integration with SharePoint.

### 3. Michigan Bar Journal—John Runyan

- Theme issue status:
  - February 2012 (Business Litigation): on schedule.
  - June 2012 (Court Administration): editor working with Michigan Supreme Court administrator Chad Schmucker and Chief Justice Robert Young.
  - July 2012 (Tax Law): The SBM tax law section has appointed a liaison to work with the editor.
  - September 2012 (Arts, Communication, Entertainment, and Sports Law): Just beginning.
- There are some openings in 2013 for both theme issues and issue editors.
- A fourth short-story contest is scheduled for the August 2013 issue of the Michigan Bar Journal.
- General articles
  - Cullari reported that non-theme issue article review will change. In the future, three committee members will review articles. At least one must be familiar with the subject matter addressed in the article. If no one from the committee is familiar with the subject matter, the subcommittee chairperson may seek a reader who is not a member. A majority vote is necessary for approval; however, one of the yes votes must come from the "expert" reader. Beth Baergen will assign a PWAC member with expertise in the substantive area of the law to each article, as part of the MBJ Subcommittee. Cullari will forward a list of the areas of knowledge of PWAC members to Baergen.
  - Cullari called for the proactive identification of articles for MBJ. Steve Savickas had proposed an article on the transition of Ferris College to a state university and has offered to write the article.
  - A question to be addressed is whether a backlog of general articles (currently numbering in the 20s) warrants an increase in general issues in the future, a web-only supplement to a previously planned theme issue, or mixing general articles in with theme issues. The matter will be addressed when Linda Novak returns.
- Discussion of a proposed column on cross-border issues was deferred to the December 1 meeting.

### 4. Annual member directory—Linda Watson

- The annual directory has undergone numerous changes and more are potentially in store, including a potential reduction to 356 pages from the current size of more than 700 pages.
- The subcommittee will move slowly on future changes. Priorities include monitoring online versus print usage and pushing people to the website for various sections of the directory that no longer appear in the print version.

- There has been a request for prisoner access to portions of the directory that no longer appear in print, namely the geographic listing of attorneys by zip code, law libraries, etc. The committee will get input from the SBM criminal law section on this issue and revisit it in the future.

5. Other publications—Larry Shoffner

- A review of SBM pamphlets and brochures is necessary to determine which publications need updates, and then soliciting volunteers to oversee and enact changes.

6. Other issues

- Congratulations to Joe Kimble, winner of the 2011 Burton Award for Legal Achievement for his work on redrafting the federal rules of evidence.
- Items to be addressed at a later date include advertising on the SBM website, inclusion of an ethics column in theme issues, and a membership survey relative to publications and communications.

Meeting adjourned at 3:25 p.m.