1990

Note to Timothy Coggins, 1990

Sue Burch

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Sir -

I've sent the attached to Ed Edmonds regarding the handbook. I thought the section on publicity & P.R. sounded too negative and I hope he'll use Hazel's outline instead. -

[Signature]
August 6, 1990

Ed Edmonds, Law Librarian
Loyola University Law Library
7214 St. Charles Avenue
New Orleans, LA 70118

Dear Ed:

Thank you for sending me a copy of the Southeastern Chapter Handbook. As a new SEALL member and even newer committee chair, it has certainly helped me understand how SEALL operates.

I'm enclosing some material about the Publicity and Public Relations Committee that might be incorporated in the Handbook. Hazel Johnson gave me permission to send these items to you.

The Committee hopes to increase SEALL's visibility nationally as well as in our region. I think Hazel did an outstanding job of outlining the Committee's purposes and goals for last year, and I hope to continue and expand on her efforts.

Please feel free to edit these documents as you wish. I hope they will be of some assistance to you.

Sincerely,

Sue Burch
Circulation/Reference Librarian
Chair, Publicity and Public Relations Committee

P.S. I might send an item about your work in the Handbook for inclusion in the next AALL Newsletter (under "Chapter News")—if you have no objection.
Southeastern Chapter American Association of Law Libraries
Committee on Publicity and Public Relations
Annual Report 1989-1990

The Committee began the year by establishing a long range goals and a series of projects to begin to fulfill those goals. The goals are:

I. Increase awareness of SEALL and law librarianship as a profession for library school students
II. Increased awareness of law librarianship and SEALL activities to non-law librarians
III. Increased awareness of SEALL activities to other AALL chapters
IV. Increased awareness of law librarians and SEALL to the legal community

We succeeded in getting a good start on establishing a relationship with the regional library schools. A series of letters were sent to each Dean. Letters of introduction were also sent to each state library association. Additionally, packets of registration materials for the SEALL meeting were mailed to both groups. Response from the two groups has been slim.

Information on chapter activities was solicited from officers and committee chairs and submitted to AALL for inclusion in the AALL Newsletter. Receiving advance copies allowed the information to be included in a timely manner. Articles have appeared on the Special Service Award, installation of officers, and the annual meeting and institute.

A first draft of a chapter resume has been completed, as well as a list of the library school affiliations of our members.

The Committee has the following recommendations for next year:

1. Require cooperation of officers and committee chairs
2. Solicit law school library personnel and other law librarians working in the cities of library schools to assist with proposed activities.
3. Solicit a chapter member who is also active in each state library association to assist the committee as a liaison.
4. Complete the chapter brochure/resume.
5. Develop articles on law librarianship for library school publications and state library association publications.
6. Require establishment of structured placement activities at annual meeting to give students a reason to attend

I would like to thank Carol West of Mississippi College and Connie Matzen of Smith Anderson Blount Dorsett Mitchell & Jernigan in Raleigh, N.C. for volunteering to assist in our efforts even though they were not members of the committee. Thanks also to Martha Dragich for continuing as an active member of the committee after her recent move out of the region.

Respectfully submitted,
Hazel L. Johnson
MEMORANDA

To: SEALL Publicity and Public Relations Committee

From: Hazel L. Johnson Chair

Date: August 30, 1989

Re: Activities for 1989-1990

I apologize for waiting until the first of September to be in touch, but there were some problems with the dissemination of committee membership lists. President Wes Cochran and I have discussed the overall purpose of our committee at great length. As a result of these discussions, we established long range goals for the committee and a series of projects to fulfill those goals. The goals and projects are as follows:

I. Increased awareness of SEALL and law librarianship as a profession for library school students

   A. Establish liaison from committee with each active library school in the region
   B. Publicize chapter membership and chapter activities via a series of letters
   C. Offer to provide a speaker at "career days" or to a "Special Libraries" class (if accepted, provide such a speaker)
   D. Develop a "canned" outline or speech for delivery at such a program touches all that is needed.
   E. Develop chapter brochure (similar to law firm brochure which is delivered to Law School Placement offices) to distribute annually to library schools

II. Increased awareness of law librarianship and SEALL activities to non-law librarians

   A. Publicize chapter membership to state library associations in region
   B. Publicize annual meeting and post-meeting institute to state library associations in states surrounding the location of the meeting
   C. Develop chapter brochure to distribute annually

III. Increased awareness of SEALL activities to other AALL chapters

   A. Provide announcements of chapter activities to newsletters of other chapters
IV. Increased awareness of law librarians and SEALL to legal community

A. Establish contact with editors of state bar publications
B. Provide "localized" article on what a librarian can provide to a firm (based on article produced by Wes Cochran)

For the coming year, we will concentrate on activities with the library schools and with state library associations. It seemed logical to divide the responsibilities rather than burden a single committee member. To that end, I have divided the region among you as follows:

Sue Burch -- Kentucky, Virginia, West Virginia
Claire Donnelly -- Florida, Louisiana
Martha Dragich -- Georgia, Tennessee
Jack Hurd -- South Carolina, North Carolina
Cherry Thomas -- Alabama, Mississippi

You will be responsible for making contact with the library schools in your assigned states. A list of regional library schools is enclosed. We need to send a minimum of four letters to each Dean. The first letter will be one of introduction. The second will offer a chapter member as a speaker for a career day or class on special libraries. Third, we will announce the Eliot scholarships and solicit applications. Fourth, we will publicize the SEALL meeting.

A draft letter is included for the first mailing. This is sample language only. Please feel free to adapt it as you see fit. I will forward additional draft language as the year progresses. The timetable below demonstrates how I anticipate this project proceeding.

1. Mail introductory letter to Deans by September 15, 1989
4. Mail letter regarding annual meeting by February 15, 1990 (Local Arrangements will mail brochures under separate cover)

It will be your responsibility to respond to any questions or inquiries from the Deans or their students. I would appreciate being copied on any correspondence. Should our offer of a speaker be accepted after letter number 2, it will be your responsibility to present the speech or locate a chapter member in the vicinity of the school who will make a presentation. All of us on the committee will assist you in locating or convincing a speaker.
should you require it. I am aware that law school librarians may already be teaching legal bibliography or other law related courses in the library schools. I don’t see our efforts as a conflict as we are publicizing SEALL and its activities. I have called each of the law school library directors to alert them to our efforts.

I’m trying to locate copies of speeches which have been given by chapter members in similar situations to serve as a starting point for drafting a canned speech. If anyone is aware of such a speech, please send me a copy and I’ll distribute them. In the event we are unable to locate one, I’ll be in touch to request assistance in creating one.

I have spoken with Tim Coggins who is planning the programs for the annual meeting and Jim Heller who is responsible for the post convention institute about keeping the committee informed of their activities. The current plans are for the annual meeting to be held in Oxford, MS (April 2-5, 1990) with the theme to be announced. A post-meeting institute is scheduled for Saturday and Sunday April 5 - 6, 1990 with management as the topic and Kaycee Hale as principal speaker.

I have also reminded each of the committee chairs that they need to send us any reports of their activities. As I receive information from each of these groups, I will be pass it on to you.

Our second immediate concern is to make contact with the state library associations. We are especially interested in publicizing the annual meeting and institute in those states surrounding the site. It seems easiest to ask that the meetings be announced in the organization’s newsletter. Please locate and provide me with the name of the executive director and the address of the association for your assigned states by October 1.

We will address the drafting of a chapter brochure and resume and our other projects later in the year.

I look forward to working with each of you during the coming year. Please feel free to call if you have any questions regarding this material.

Enclosures:

List of committee members
Copies of pertinent correspondence relating to the activities
List of active library schools in the Southeast
Copy of Wes Cochran article in Mississippi Bar Journal

cc: Wes Cochran, President