

# **LIPA Marketing and Communication Plan: Final Report**

## **July 2010**

This report was submitted by the LIPA Communications and Marketing Committee and accepted by the LIPA Executive Board, September, 2010. Thanks to the committee members for their outstanding work: Neil Campbell, Georgia Chadwick, Kim Dulin, Carol Parker, Bobbie Snow, and Tory Trotta (Chair).

### Introduction

LIPA is a 501(c) (3) organization of libraries governed by a Board of Directors elected by the membership. The day-to-day operations are managed by an Executive Director hired by the Board. It is funded by annual membership dues from its institutional members, a contribution from the American Association of Law Libraries, and grant funding as available.

### Mission

The mission of the Legal Information Preservation Alliance (LIPA) is to provide the leadership, the organizational framework, and the professional commitment necessary to preserve vital legal information by defining objectives, endorsing and promoting the use of appropriate standards and models, creating networks, and fostering financial and political support for long term stability.

### The Purpose of this Marketing and Communications Plan

The purpose of this plan is to utilize marketing and communications methods and modes to promote the mission of the organization and to support the completion of the goals set forth in the Strategic Plan 2009-2012, as updated June 2010. The plan attempts to identify strategies that would support and strengthen the participation of existing members, as well as offering some strategies that might reach out to and identify additional audiences who could benefit from LIPA membership and contribute to its initiatives. At this point in our development, many of the strategies include development and strengthening of the LIPA website.

### **LIPA Strategic Direction A: Preservation Activities**

Goal #1: Support the LIPA Strategic Plan goals by providing a robust website and database that will serve as a well known resource for all groups who are interested in preservation of legal information

Strategies:

1. Develop the LIPA website as a repository for materials in support of preservation activities. Implement Word Press website and continue to develop it through additional web space that would store more complex documents off site and link to them from the Word Press space.
2. Explore search engine maximization techniques that will bring more 'hits' to the LIPA website.
3. Develop a committee responsible for conducting periodic surveys as requested by the LIPA Executive Board and reporting the results of those surveys to the membership. Use Survey Monkey or other inexpensive survey software for this purpose.

Status: Word Press adopted as website software. Executive Director to continue to develop a strategy for this website. Logo can be integrated into the platform. Ongoing. Once website is completed, undertake #3 strategy.

#### **LIPA Strategic Direction B: Advocacy and Education:**

Goal #1: LIPA should market itself as an advocacy group. "LIPA needs you and you need LIPA"

##### Strategies:

- 1 Create a brand that will promote LIPA and preservation efforts, especially with regard to legal materials. This idea was referred to the LIPA Strategic Plan Committee and has been implemented.
- 2 Create marketing materials that can be distributed to targeted audiences and organizations outside of law libraries who have an interest in and need for the expertise that LIPA contributes, including but not limited to Judicial organizations and associations, the bar associations of the states, American Bar Association and Association of American Law Schools, university and college academic libraries, Federal Depository Library Program libraries, public libraries, state and county archives, other special organizations with libraries with an interest in preservation and permanent public access including but not limited to the Society of American Archivists, Association of Research Libraries, and the Association of College and Research Libraries.
- 3 Create a committee to develop a working plan that will provide meaningful outreach to these organizations and then implement that plan.

- 4 Partner with other organizations, e.g. AALL, to produce educational programs of interest to LIPA members. Investigate online webinar platforms so that members and other interested parties can learn from member expertise.

**Status: The Executive Director is working on several of these strategies. A workshop on digitization, co sponsored with GD SIS, will be presented at AALL in 2011. Recommendation: Create a marketing subcommittee to develop an ongoing working plan in #3 strategy to assist Exec Director.**

Goal#2: Provide a forum through which LIPA can push information to subscribers and to which informed and interested parties can post relevant information.

Strategies:

1. Develop a robust website that includes the following types of opportunities: communicating news and opportunities consistent with the mission and purpose of LIPA; identifying and linking to or reviewing published articles in the literature; and providing a place for people to write short articles or essays of interest to LIPA members.
2. Develop other Web 2.0 applications in support of the mission and goals of LIPA that will promote the activities of the group. Specifically, develop a blog and/or continue the listserv. Consider whether wikis, Facebook and/or Twitter provide opportunities for outreach.

**Recommendation: defer this goal until website is completely migrated.**

Goal #3. Plan for an increase in the number of published articles, by LIPA members, on LIPA related topics.

Academic law Librarians are always looking for publication opportunities. Writing for scholarly journals outside of the standard law librarian literature is a significant avenue to reach law faculty and law deans, university provosts and other administrators. These are key audiences and their support will be needed to provide resources, personnel, storage space, information technology, and collaborative partners for grants and inter-institutional and cross-disciplinary projects that can come out of LIPA initiatives.

Such journals could include the journal of legal education, journal of higher education, journal of library administration, SLA journal, Library Journal. Also newsletters for professional associations (archives, regional associations)

Bar journal articles are an important means of reaching attorneys whose support is also desirable. Members of the ABA section on legal education (ABA journal), state bar journals (bar foundations being possible sources of grants).

Strategies:

1. Create a committee to develop a research agenda. Publish this widely and solicit publications that are responsive to the research agenda.
2. Create an awards committee that will establish a LIPA awards program and offer a prize for excellence in research and scholarship. Make this award at the LIPA events during the AALL Annual Meeting. Publicize
3. Develop a plan to create an open access newsletter in preparation for the founding of an online journal to be published 1-2 times per year that would publish articles by LIPA experts and members. Preliminary strategies might be publishing in *Legal Information and Technology E-journal*, (Peoples and Diamond), creating a LIPA LRN series. One suggestion for title: Legal Information Preservation Journal. University of New Mexico might be able to host that.

**Recommendations:** 1. See if there is a small group of LIPA members who would be interested in developing a research agenda (Strategy #1) 2. See if there is a small group of LIPA members who would be interested in creating an open access newsletter. See if Carol Parker would chair that group. Defer Strategy #2 until research agenda is developed.

### **LIPA Strategic Direction C: Collaborative Relationships:**

Goal #1: LIPA librarians to propose programs at meetings in addition to those of AALL and its chapters.

Strategies:

1. Create an education committee to develop and propose one or two educational programs on the preservation of legal information that can be taken 'on the road' to interested associations and organizations, e.g.

- College and University Provosts (where do these people meet?)
- Professional Organizations (SLA, State Bar Annual Meetings)
- Legislators; state law revisions commissions,
- State Libraries and Archives; SLA, ARL, ACRL, ALA

- ABA Legal Ed Section
  - AALS
  - US Govt. Printing Office; FDLP conferences, etc.
2. Support identified strategic planning goals through traditional marketing tools. Consider developing a communications and marketing budget for this purpose.
  3. Send LIPA board members to attend meetings that address preservation and digitization.
  4. Collaborate with other groups on projects of mutual interest. For example the AALL State Working Groups.
  5. Keep track of other significant movements, e.g. Durham Statement, CRL digitization program etc.

**Recommendation: These strategies could be undertaken by the LIPA Board as they are in the best position to be monitoring the activities outlined in this Goal. Otherwise, defer and reconsider next year.**

#### **LIPA Strategic Direction D: Membership:**

Goal #1. Build membership and following among librarians through a robust and easy to locate LIPA website.

Strategies:

1. Adopt a LIPA specific domain name
2. Implement Google Search tools and apply steps to strengthen page ratings.
3. Support LIPA recruitment efforts as assigned.
4. Establish a web committee
5. Establish a listserv for LIPA committee chairs and leadership to keep one another informed of activities and plans and to seek input.

**Recommendation: Establishment of new website should involve a web committee. See if there are LIPA members who are interested in serving in this capacity. Institute this task force after new website is completed.**

Recommendation: At the point that the priorities within this document are set, develop discrete charges for each task force and assign a LIPA board member to each one to monitor the progress.