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# The CRIV Sheet

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## Editor's Corner

The CRIV thanks the authors who have taken the time to offer their thoughtful views and expertise in this issue. Lovisa Lyman's report of a recent reverse site visit to Utah libraries by Aspen Publishers' new communications and customer relations manager, J. Craig Garrett, provides insight into Aspen's efforts to strengthen the role of its liaison program with law libraries and position itself as a major legal publisher in the United States and abroad. In her column, "From the Chair," Carol N. Rogers reports on formal visits and dialogue between the CRIV and Aspen over the past three years that have resulted in a stronger emphasis on customer service issues within the Aspen organization.

The February issue of *The CRIV Sheet* featured articles by law librarians about BNA's electronic products and how they are marketed to schools. In this issue, *The CRIV Sheet* offers another perspective on this topic from Michael Bernier, the law school relations manager in BNA's Library Relations Division. The article describes some of the developments that have taken place with the law school program since July 2002, when BNA appointed Bernier to the newly created position. *The CRIV Sheet* welcomes other submissions on this topic of interest.

In the vendor profile, former CRIV member Lorna Tang writes about Carswell, with a brief history and outline of some of the

services and products available to academic and firm librarians from this Canadian publishing company.

Members of AALL received two mailings in the past few months regarding the impending digital distribution of the holdings of the Law Library Microform Consortium. This ambitious project, known as LLMC Digital, was driven by LLMC board members with input solicited from law librarians via the AALL mailing list. An article by LLMC Executive Director Jerry Dupont informs readers about the initiative's goals and priorities and the model recently approved by the LLMC board at its January meeting.

This issue introduces Lucy Moss as *The CRIV Sheet* co-editor. She replaces Lovisa Lyman, who is teaching legal research in faraway China this spring. A former managing editor of *Clearinghouse Review*, Moss is the senior reference librarian at Illinois Institute of Technology's Chicago-Kent College of Law Library in Chicago.

Finally, as another volume of *The CRIV Sheet* concludes, the editors invite readers to contribute their ideas for upcoming volumes. They particularly welcome topic ideas and articles about vendor relations and legal publishing, cost-saving ideas, and solutions to common acquisitions and collection maintenance problems. Send submissions to [lmoss@kentlaw.edu](mailto:lmoss@kentlaw.edu).

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**Carol N. Rogers**

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## From the Chair

It's gratifying to me that the CRIV has had the privilege to collaborate with such dedicated and enthusiastic people as those we've met and worked with from Aspen Publishers over the past three years. The May 2000 issue of *The CRIV Sheet*, available online at [http://www.aallnet.org/products/pub\\_sp0005\\_criv.pdf](http://www.aallnet.org/products/pub_sp0005_criv.pdf), covered the committee's first Aspen site visit. The visit addressed duplicate accounts, customer service, telemarketing and returns. Aspen took to heart the complaints from the law library community and the CRIV's recommendations during the first site visit. The company was in the midst of serious growing pains and in the process of migrating to a new business system.

Aspen attempted to address major complaints like duplicate accounts. For a time, the duplicate accounts issue did improve. However, some librarians who had requested account consolidation began to see multiple accounts once again.

The CRIV followed up with Aspen in Minneapolis during the AALL 2001 Annual Meeting. The committee had asked for a status report on items of concern, including problems with quotation invoices, account consolidation of multiple accounts and duplicate shipments, and invoices. In regard to the multiple accounts issue, Aspen offered to perform its own study of some larger libraries to assess when, why or how this account proliferation occurred.

Because of Aspen's willingness to continue its dialogue with the CRIV, J. Craig Garrett, Aspen's then newly appointed library liaison, worked with the CRIV and the Law Library Association of Greater New York to arrange a reverse site visit on April 23, 2002. In a reverse site visit, the vendor is the guest of the librarian and asks the librarians questions about how vendor products and services are used and received. Aspen executives visited New York Law School and the law offices of Sullivan and Cromwell; both libraries submitted written reports about the visit, which can be found online at <http://www.aallnet.org/committee/criv/news/sitevisit/reverse/>.

As a result of ongoing dialogue with Aspen and continued concerns of AALL members, the CRIV visited Aspen's Customer Care and Distribution Center in May 2002 in Frederick, Md. Prior to the site visit, the CRIV solicited feedback via library listservs. The response constituted a lengthy document which the CRIV submitted to Aspen prior to meeting with them. The company was more than overwhelmed at the response from the library community, according to Jane Butler, president and CEO of Aspen. She and others at Aspen were surprised that the same issues and concerns that had been identified by library customers in 2000 were still unresolved in 2002. Despite this setback, I can say with absolutely no hesitation that the executives at Aspen were open and honest in their assessment

of the response and expressed a commitment to making changes where needed. The report of the May 2002 visit can be viewed online at <http://www.aallnet.org/committee/criv/news/sitevisit/aspen2002/>.

Following up on the 2002 site visit, Aspen and the CRIV met again in Orlando during the 2002 AALL Annual Meeting. It was evident that Aspen had been hard at work putting new procedures into place that would effectively correct the concerns expressed in the document the CRIV presented to them at the May 2002 meeting. Garrett submitted a progress report in chart form to CRIV members during the Orlando meeting. The report is posted on the CRIV Web site at <http://www.aallnet.org/committee/criv/news/sitevisit/aspen2002/progressreport.htm>.

Aspen's latest reverse site visits with libraries in Provo, Utah; Salt Lake City; and Seattle, which are reported in this issue of *The CRIV Sheet*, demonstrate the company's continued commitment to improve service to library customers.

The CRIV applauds BNA for being willing to continue its dialogue with law librarians. BNA Law School Manager Michael G. Bernier updates readers on BNA's Law School Program in its second year of existence.

The CRIV intends to continue to find ways of promoting effective communication between the company and librarians.

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## Aspen Visits Utah Libraries

In February, a new kind of reverse site visit occurred. Instead of a publisher visiting libraries in the vicinity of its headquarters, Aspen Publishers sent J. Craig Garrett, its newly named communications and customer relations manager, to visit four law libraries Feb. 3–4 in Utah.

Garrett visited Brigham Young University's Howard W. Hunter Law Library in Provo, Utah, and the University of Utah Quinney Law Library and the law firm libraries of Fabian and Clendenin and Parsons Behle and Latimer, all three located in Salt Lake City. At each library, Garrett toured library facilities and drew on his experience as a former associate law librarian to ask incisive questions about ordering, receiving and processing, taking particular note of electronic capabilities. One librarian commented that it was nice to have someone interested in technical services and processing for a change.

Both BYU and the University of Utah libraries boast excellent, wide-ranging legal collections and state-of-the-art computer facilities. BYU offers wireless Internet access to each student's carrel. Its librarians teach legal research courses covering a variety of paper and electronic resources during all three years of a law school student's studies. Although the University of Utah law library is now in a holding pattern because of a 12 percent budget cut at the state school, a generous donation will soon enable construction of new facilities and enrichment of the collection.

After visiting the two academic libraries, Garrett hosted an open forum luncheon for Salt Lake City and Provo members of AALL. Librarians freely asked questions and commented on both good and bad experiences with Aspen customer service. They unanimously lauded the customer service hotline for law librarians (1-877-LAW LIBR or 1-877-529-5427) and the responses they receive through the hotline.

Librarians were specific about recent concerns with service. Garrett attributed these problems to inadequate training and made a note to encourage more training for employees. At the same time, he admitted that the 2½-year-old Vista computer system is still being tweaked. For example, recent

glitches resulted in mailing materials to libraries that had cancelled the titles.

The forum was cordial and upbeat. Garrett admitted that, as a former librarian himself, he sometimes feels conflicted in his liaison role. Nevertheless, Aspen respects his opinions and encourages him to report about library needs.

Following the luncheon, Garrett visited the two Salt Lake City law firm libraries. The law library at Fabian and Clendenin supports a medium-sized firm in practice since 1920, which concentrates on securities and medical malpractice. The 40-member firm has access to a number of online products. Although the firm has an intranet, it is not currently used to full advantage. Garrett described how materials can be posted to the intranet and how it can monitor product usage. This is one way to address the issue of ownership in a firm setting; intranet delivery makes the product the property of the library and print is no longer the focus of the firm. Garrett does not foresee that electronic products will be less costly than paper materials except in postage and shipping. Costs for coding, updating, hosting and designing would persist.

Parsons Behle and Latimer, one of the largest firms in the state with 117 attorneys, has been practicing for 120 years. The library collection is strong in the areas of tax, Uniform Commercial Code, securities, health, employment, labor, intellectual property, immigration, antitrust, trade, litigation, construction law, environmental law, international mining and counsel to clients with holdings outside the United States. Seventy-five percent of Parsons attorneys have practiced for seven years or more. Garrett observed that after 10 years of practice, attorneys are often unwilling to consider changing formats (i.e., from print to electronic media), but newer attorneys may be more willing to use electronic products. For example, Parsons has tax materials in print, on CD-ROM and on the Web.

Librarians were curious about the relationship between Aspen Publishers and Kluwer Law International. Garrett explained

*Lovisa Lyman*

*Brigham Young University  
Howard W. Hunter  
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that KLI is not Wolters Kluwer, a holding company based in the Netherlands that is the largest legal publisher in Europe and the third largest legal publisher in the United States. KLI has been the English international publishing arm of Wolters Kluwer since 1996, when Wolters Kluwer combined its English-language European legal publishing under a single brand. KLI did not neatly fit into any of the other Europe-based units held by Wolters Kluwer, and Aspen was interested in expanding its international legal market. Thus in October 2002, a deal was made to transfer KLI to Aspen Publishers.

In the next few months, KLI will be integrated into Aspen and renamed to conform with other Aspen product lines. KLI online journals have already been transferred to a new platform, which will provide greater functionality and additional capability. Because KLI did not have an order-fulfillment operation on site, moving to Aspen distribution should have little impact on that aspect of their operations. Aspen is beginning to be known in Europe, and the acquisition of KLI will assist in building an even larger image. Garrett alerted librarians that Aspen will likely continue buying companies that fit its profile. He also cautioned that not all KLI titles will survive and that pricing might change. To accommodate the KLI transfer, two new international editors have joined New York-based Aspen editors.

Some of the changes Aspen will make with KLI products are related to differences in milieu. In Europe, KLI served firms without private libraries; European attorneys draw on academic and scientific libraries rather than establishing their own. While European customers prefer electronic access to materials, including journals, American customers favor materials in hard copy, knowing that the information won't disappear into cyberspace. Issues of ownership and licensing must be addressed to the American consumer's satisfaction. Aspen is accustomed to a wide distribution of titles; according to Garrett, the international materials will not have this type of broad appeal. Although the demand may be narrower, KLI imprints will appeal to a specialized market, including all libraries that concentrate on international materials.

When asked how librarians prefer to be notified about new titles, the University of Utah collection development librarian replied that he preferred fliers and help from his Aspen representative. E-mail and Web catalogs were not popular among the Utah librarians. One librarian lamented that product reviews tend to appear much later than the products themselves, thus limiting the ability to make informed decisions. In academia, decision making is often driven by faculty and student interests. In firms, it is based on the interests of the attorneys.

Librarians questioned Aspen's 8.75 percent shipping and handling costs. This issue has been addressed before in *CRIV Grams* and *The CRIV Sheet*, but it still rankles many librarians. Garrett recounted how upper-level management agonized over increasing shipping and handling costs last year. He emphasized that this was the only increase in a six-year period and there will not be another increase in the next three years. Garrett explained that some publishers roll picking and packaging expenses, as well as updating and interfiling costs, into the cost

of the products. Aspen decided that customers would be more offended by a rise in base price than with an increase in shipping and handling for products that are already at the high end in price. Garrett made no apologies for high-end prices because of the prominent stature of most Aspen authors and the quality of the product line.

Law school pricing of Loislaw was a burning question for the academic librarians. Loislaw is expanding to include analysis as well as more primary materials. Pricing for the enhanced product will be offered to the law school market with an academic discount. The basic Loislaw service will continue to be offered free of charge to law school faculty, students and staff. Aspen has invested heavily in the Loislaw platform, which Garrett says is very easy to use and adaptable. Loislaw had 22 libraries, 127 volumes and hundreds of authors at the time of Garrett's visit to Utah. Like KLI, Loislaw will soon be fully integrated into the Aspen family, which will also necessitate re-branding the product.

Academic librarians noted that besides enabling their libraries to allow public access, Loislaw has another major advantage: Students can use it year-round. Garrett pointed out that year-round use is a selling point for students as they seek summer clerkships or externships because they can legitimately offer to do research for the employer on Loislaw. BYU reference librarians concurred that they teach students to capitalize on Loislaw access as the students search for summer jobs. Students receive passwords in their own names. Firms, on the other hand, have IP access.

Garrett asked how librarians viewed the shift to electronic format for both serials and treatises. The librarians agreed with him that skilled researchers were not rushing to the electronic format. Further, they said that electronic subscriptions placed librarians in an untenable position regarding bibliographic control, archiving, access and interlibrary loan services. Bundling further exacerbates the problem because it may make retrieval more difficult. Moreover, when journals are bundled with other products, the prices of the journals rise rather than fall. If the customer cancels print subscriptions, there may be a penalty. While expenses increase, usage decreases and tracking usage is also more difficult. On the positive side, librarians noted that electronic updating saves time and allows users to access information from home.

Garrett noted that with shifts to electronic products, Aspen has not noticed large-scale cancellation of print products in academia, but the opposite is true with firm customers. Utah firm librarians disagreed. Attorneys still valued print products, even if they had comparable technology, the librarians said. Yet they said that space constraints, the price of books and an influx of younger attorneys would lead eventually to greater demand for electronic products. An attorney's specialty also helps determine the format preference. In the area of e-textbooks, Aspen, the second largest law textbook publisher in the United States, will not enter that arena until there is a demand from faculty — not just students.

Garrett's Utah visit was one of the first in his future visits to diverse libraries across the country. His long-term goal is to visit one or more libraries in different regions of the United States each month. "We want answers," he says, and he wants them to come from the librarians themselves. "Librarians are fearless in voicing opinions. They function ahead of the curve, so they need to be alerted to a publisher's plans." Visits to libraries are only one of the methods Aspen is using to gather data to make strategic decisions for the next five years. In addition, Garrett invites librarians to visit Aspen facilities in New York. Aspen does not have a sales force to visit individual libraries, but the

invitation to visit Aspen is open to everyone. "Twenty-five percent of Aspen's business comes from librarians. If we serve that 25 percent well, the other 75 percent of our business will be happier as well," he said.

Though all of these visits may not receive extensive coverage in *The CRIV Sheet*, the CRIV welcomes reports of meetings from participating librarians. The bottom line "is to discover what we can do to make your job easier," Garrett said. Librarians in Salt Lake City and Provo agreed that Aspen had demonstrated a sincere interest in learning more about libraries and their needs.

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## BNA's Law School Program: An Update

*The following article is presented to readers for informational purposes and is not intended to be an endorsement of the vendor or its products by AALL or the CRIV.*

There has been considerable discussion over the past year in academic library circles about the BNA law school-wide electronic access program. Recent articles in *The CRIV Sheet* and elsewhere have highlighted some of the miscommunication and confusion surrounding the program. We appreciate the CRIV's offer to summarize the program to date and to note improvements we have made as a result of feedback from the law school community.

First, BNA thanks the many law school librarians and association leaders who have offered us useful feedback and have been willing to meet with us to continue an open dialogue. BNA is aware that it did not communicate the program clearly in the beginning and apologize for the problems this has caused.

As most law school librarians know, BNA publications were available on LexisNexis™ and Westlaw as part of their academic licenses until June 15, 2002. Law schools now subscribe to BNA's legal services directly with BNA. The law school program was designed for schools that needed electronic

law school-wide access to BNA products. Schools that want to select specific titles that fit their academic needs can access the material via IP authentication on BNA's electronic platform. Schools that want access to the products from Westlaw and/or LexisNexis purchase one of four packages (known as Core, Core Plus, Core Plus Tax Management and BNA All) directly from BNA for delivery on their systems. Those packages were created to conform to Westlaw and LexisNexis systems requirements. BNA continues to offer traditional per-user licenses and print subscriptions to all academic law libraries.

BNA has made several significant changes to the program as it has evolved:

**Bundling Options.** In addition to offering the four packages listed above, BNA has unbundled the core package of six services so that schools that don't require access via Westlaw and LexisNexis can now purchase just the titles they need on the BNA platform. Many schools have taken advantage of this a la carte option.

**Free E-Mail Highlights.** BNA offered free e-mail highlights to academic subscribers, an enhancement popular with faculty. The highlights link directly to full-text articles and can be forwarded to students.

**IP Access.** BNA instituted IP authentication, an early change that eliminated the need for passwords.

**Law School Representatives.** BNA has designated two law school account representatives, Sean Kelly and Ivan Rahman, specialists in the law school program (see contact information). Both have experience working with law schools and have a solid understanding of the program, the ins and outs of IP authentication, and the options available. Schools will no longer need to spend valuable time deciphering the program, calculating credits and determining the net cost. Kelly and Rahman will help customers analyze their BNA holdings, suggest multiple scenarios for schools interested in campus-wide access and calculate the final price.

*Michael G. Bernier*

*Manager of Law  
School Relations  
BNA, Inc.  
Washington, D.C.*

### BNA Contact Information

- For information on the law school campus-wide program, contact Sean Kelly for the Southern and Western regions at 800/542-1113, extension 8992, or Ivan Rahman for the Northeast, Mid-Atlantic and Great Lakes region at 800/542-1113, extension 8456. Call 202/452-4153 for customers within Washington, D.C.
- For BNA training, call 800/452-7773. Call 202/452-4323 for customers in Washington, D.C.
- For curriculum development or training materials or to discuss library relations issues or other concerns, contact Michael G. Bernier at 202/452-6395.
- For more information, visit the BNA Law School Program Web site at <http://www.bna.com/lawschool>.

**Dedicated Support.** BNA established a dedicated law school customer support specialist to help law school librarians with billing and invoice concerns, cancellations, billing corrections and technical issues that might arise — from individual print products to the campus-wide law school program.

**Training.** BNA has expanded its training program to include law schools. The BNA staff of professional trainers offers telephone, Web-based and in-person instruction on BNA services to faculty, students and librarians.

**MARC Records.** As a service to librarians, MARC catalog records for its electronic products are available on the BNA Web site at <http://www.bna.com/lawschool>.

**Law School Relations.** BNA created a new position, manager of law school relations, in July 2002 to help all law schools maximize the value of their investment in BNA services.

Recently, the law school relations program has produced training materials and quick-start guides, offered MARC records for cataloging BNA materials, and is preparing to launch a new Web site for law school librarians and students. The manager of law school relations also serves as liaison and ombudsman to the law school community, spearheading efforts to improve service and resolve issues that arise.

It has been a pleasure to visit law schools and talk with academic librarians over the past year. The widespread respect for the quality of BNA's publications I have heard from customers has been gratifying. The company's goal is to continue the trust and respect BNA has enjoyed within the law school community for more than 70 years. I look forward to continuing my work with law librarians and welcome calls pertaining to any issue that is not resolved quickly or sharing great ideas we can develop together.

Lorna Tang

University of Chicago  
D'Angelo Law Library  
Chicago, Ill.

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## Vendor Profile: Carswell

In 1864, Robert Carswell began selling legal reference materials to lawyers in upper Canada. Since then, the Carswell Company has been a leading publisher of Canadian legal materials. Recently, Carswell has also become a vendor for legal resources from other countries.

When the International Thomson Organization PLC purchased the Associated Book Publishers in 1988, it acquired one of its members, Carswell of Canada. In 1991, Carswell merged with Richard De Boo Publishers, a Canadian publisher specializing in tax and business publications. This merger expanded Carswell's subject areas to include finance and business. In the past decade, Carswell customers have also noticed a sequence of name changes. Carswell, like other Thomson companies, now has Thomson as the first part of its name.

Thomson Carswell is organized by function to support sales, customer relations and product services. In each department, representatives specialize in particular product areas or market segments. For example, within the customer service department, representatives provide technical support, content support, and service and information about domestic products (Carswell) and international products (Sweet & Maxwell, Law Book Co., etc.). Although its headquarters are in Toronto, Carswell has offices in several large cities in Canada, including Calgary, Vancouver and Montreal. Distribution and returns are handled at a warehouse located at a separate address in Toronto.

Thomson Carswell is a leading publisher for both primary and secondary Canadian legal materials. Carswell products are available in a range of formats: books, journals, loose-leaf services, CD-ROMs and online services. The company publishes law reports for many Canadian provinces and Canadian codes in various subject areas. One of its major products is the *Canadian Abridgment*, an essential tool for legal research in Canadian law; the *Index to Canadian Legal Literature* is included in this set.

The *Canadian Encyclopedic Digest*, another important legal research tool, is available in print, on CD-ROM and online.

Carswell has also become a major publisher for Canadian tax resources. *Taxnet.pro* is an online service for Canadian tax law used by many tax experts. Legal researchers can access Canadian legal materials by using the "Westlaw eCARSWELL" database, which is built on the Westlaw platform. In the United States, "Westlaw eCARSWELL" is included in the Westlaw Canadian collection.

As a vendor, Thomson Carswell is the exclusive North American source for products from many other Thomson legal publishers around the world, such as Editions Yvon Blais (Quebec), Gee (United Kingdom), Thomson Sweet & Maxwell (United Kingdom), Round Hall (Ireland), W. Green (Scotland), Aranzadi (Spain), Civitas (Spain), Ellis (European Union), Thomson La Ley (Argentina), IOB (Brazil), Sintese (Brazil), Thomson Sweet & Maxwell Asia (China, Singapore, Malaysia), Law Book Co. (Australia), Australian Tax Practice (Australia) and Brookers (New Zealand).

In 2001, Thomson appointed Carswell to manage all of the operations and customer services in the U.S. market for the international publishing companies listed above. New orders from U.S. customers to these companies ultimately go through Carswell. Thomson made this choice because of Carswell's extensive experience in selling international products in the United States, handling currency, claims and invoicing issues. In addition, since Sweet & Maxwell acquired a line of European legal materials, Carswell has been handling those subscriptions in the U.S. market for the Thomson Corporation.

From this arrangement, Thomson hopes that their U.S. customers will not need to call faraway locales and deal with a variety of foreign currencies. Many of Carswell's customer service staff members in Toronto specialize in particular

publisher service areas. For example, one person handles Sweet & Maxwell, and another handles Law Book Co. Carswell has hired and trained additional customer service staff to handle the increased Thomson customer services responsibilities. Nevertheless, the customer relations phone number remains the same, 800/387-5164.

The "Product Catalog" on Carswell's Web site gives detailed information about each product. The information includes author, title, brief description of contents (in English and sometimes also in French), ISBN/ISSN, product type, number of volumes or pages, binding, publication date, and the price in both Canadian and U.S. dollars. Customers can order directly from the Web site.

Carswell customers may ask to be billed monthly or invoiced separately for each title or volume shipped. Customers in the United States are invoiced in U.S. dollars. Thomson Carswell customers interested in online invoicing should contact the customer relations department.

Carswell wants to meet its customers' needs and to help customers improve workflow. In 2002, Carswell introduced a new Web-based customer service feature called "My Account." It gives customers direct access to their Carswell accounts 24 hours a day, seven days a week. Carswell customers can search for a listing of titles currently on order, view invoices and statements, update their shipping addresses, and review their account histories. They can also place orders, obtain a copy of an invoice or claim a missing loose-leaf page by using "My Account."

To obtain a password to "My Account," contact Carswell's customer relations department. For the U.S. academic market, Carswell's U.S. sales manager, Steven M. Roses, Esq., who has been with Thomson Carswell since 1994, can provide information on products from Carswell and other Thomson publishers. He works closely with the Carswell Customer Relations office in Toronto to ensure customer satisfaction. U.S. law librarians working in academic as well as private law libraries may seek his assistance in resolving complex order or billing problems that are unresolved in the Toronto office.

## Contacting Carswell

Thomson Carswell

- Thomson Carswell, One Corporate Plaza, 2075 Kennedy Road, Toronto, Ontario, Canada M1T 3V4
- Phone: 416/609-3800 and 800/387-5164 (toll free in Canada and the United States)
- E-mail: [customerrelations@carswell.com](mailto:customerrelations@carswell.com)
- Web site: <http://www.carswell.com>

Steven M. Roses, Esq., Carswell's U.S. sales manager and U.S. representative for the academic market:

- Thomson Carswell, 28 Glen Avenue, Millburn, NJ 07041
- Phone: 973/761-9833 or 888-307-1355 (toll free)
- E-mail: [Steve.Roses@carswell.com](mailto:Steve.Roses@carswell.com)

Roses will represent Carswell as well as the other Thomson international legal publishers in the Thomson West booth area of the exhibit hall at the 2003 AALL Annual Meeting in Seattle.

Librarians from law firms and other non-academic law libraries and in Canada should call Carswell's customer services department in Toronto for the name of a local sales representative. Carswell is in the process of training sales representatives based in Eagan, Minn., to handle particular aspects of the U.S. market. These representatives generally will not be the same individuals who represent West products. Again, Roses can assist non-academic law librarians if necessary.

Many law libraries obtain Canadian legal materials and Thomson Sweet & Maxwell publications from Carswell. Due to Carswell's solid reputation as a vendor providing personalized customer service and committed to excellence in customer service, these law libraries have established long-term working relationships with the company and its customer service representatives.

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## LLMC to Launch Digital Library Project

The Law Library Microform Consortium will launch a digital library in July in which its entire back file, and all future filming, will be available online to patrons of subscribing libraries.

The Law Library Microform Consortium is a nonprofit library cooperative dedicated to serving its members' needs for preservation, collection development and space recovery. It is based in Kaneohe, Hawaii, on a campus of its host institution, the University of Hawaii. Since its founding in 1976, LLMC has occupied itself with filming law books and government documents. In that time, it has filmed more than 81,000 volumes, including over 7,600 titles.

By late 2002, the consortium had delivered more than 2,700,000 volume equivalents on 15,200,000-plus microfiche to its members. It is now expanding access to its materials with its LLMC Digital Project, an online service set to go live by July.

### Setting the Goals

LLMC's board began serious discussion of an online service in July 2001 at a meeting in Minneapolis. The consortium is governed by a board of directors and an advisory council, composed of members elected by participating libraries. The board sets general policy for consortium activities, with advice from the council. In 2002, the board explored partnering

*Jerry Dupont*

*Law Library Microform Consortium  
Kaneohe, Hawaii*

options, weighed the merits of various models for site design and product marketing, and sought input from the advisory council and other LLMC members.

By its midsummer meeting in 2002 in Orlando, Fla., the board was prepared for major decisions. Digitization of LLMC's back file would be outsourced to a commercial company. The University of Michigan would run the Web site. A special board meeting was scheduled for late October in Ann Arbor, Mich., to finalize details of the Web site. Meanwhile, the executive director circulated the news of LLMC's plans as widely as possible among law librarians, canvassing their input.

The board also adopted four guiding principles for the project. LLMC's online service would carve out its niche, with special emphasis on preservation, affordability, accessibility and maximization of the public domain.

As to preservation, the board noted the lack of archival capacity in all current digital technologies. While adopting digital for purposes of greater access, it reaffirmed its commitment to film as LLMC's principal archival medium. Its goal would be *maximum access with maximum preservation*.

To maintain affordability, the board asked that LLMC Digital fees be set at the lowest possible level commensurate with providing a wide range of public domain materials. The goal would be *maximum value at minimum cost*.

The board instructed staff to design a service with the least possible amount of burdensome license restrictions to enhance accessibility. The goal would be *maximum access with minimum hassle*.

Finally, the board reaffirmed LLMC's commitment to keep public domain materials public. LLMC would recover for online delivery as much as possible of the legal heritage of public domain material which migrated to commercial film in the past half century. Its slogan would be *born public domain stays public domain*.

### **Seeking Input**

In an effort to attract the widest input possible, LLMC adopted the relatively economical strategy of direct mail to a wide swatch of law librarians. It rented the AALL mailing list and assembled addresses from members of the Chicago Association of Law Libraries and the British and Irish Association of Law Librarians. It thus opened direct communications with about 5,600 law librarians. The initial mailing in mid-September 2002 outlined the tentative model for LLMC Digital under discussion

by the LLMC board and council. That first letter generated a gratifying level of thoughtful response, which greatly influenced the discussions of the board at its two-day planning meeting in late October. As a result of those suggestions, significant improvements were made in the tentative model.

Following the October meeting in Ann Arbor, Mich., a second mass mailing notified the profession of the changes LLMC made to the model and solicited additional input. Again, LLMC received valuable suggestions. After the board considered these ideas at its regular midwinter meeting in January, LLMC made some last-minute tweaking. The consortium issued a mass mailing in January notifying law librarians about the conclusions derived from this long planning process.

### **A New and Improved Model**

One of the great strengths of a consortial effort is the power it gains from the combined wisdom of its members. LLMC Digital's design benefited greatly from the suggestions of interested law librarians — two ideas in particular.

One affected the core of the subscription scheme. The initial model proposed a system in which LLMC's entire back file was divided into 80 blocks, each available for separate subscription. Poorer libraries would have access at least to some parts of the LLMC collection most useful to them. But as a drawback, the model replicated the "have-versus-have-not" composition of current law libraries. Colleagues urged LLMC to use the Internet's capacity to create a legal "commons," where all users would have access to the whole of the electronic resources available. LLMC's directors took these suggestions seriously and adopted the "universal-access" model.

Another change reflecting community input involved something LLMC had planned for a later date: cataloging. Librarians made it clear they wanted cataloging provided *ab initio*. That enhancement was also included in the final model.

### **Launching the Project**

LLMC is now accepting applications for charter membership in LLMC Digital. A beta site will be up for inspection soon. The full site will be activated in July, with at least 50 titles mounted. The process of digitizing and mounting the remainder of the approximately 45-million page images in LLMC's back file is expected to last about five years. For more information about LLMC Digital, go to the LLMC Web site at <http://www.LLMC.com>, or visit the LLMC booth (#218) in the exhibit hall at the 2003 AALL Annual Meeting in Seattle.