



State, Court, & County Law Libraries



A Special Interest Section of the American Association of Law Libraries

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SCCLL programs

2007 Annual Meeting SCCLL Direct-sponsored Program Information.

Monday, July 16

SCCLL Direct-sponsored program, scheduled during program slot F, 2:00-3:15 p.m. ***Stepping Into big shoes: Strategies to ensure Smooth Transitions for first time Directors and Managers and the Libraries They Serve*** ([Handout](#)) (New: 7/12/2007)

Level: Advanced

Competency: Library Management

Target Audience: Library Directors and Managers

Learning Outcomes:

- 1) Participants will identify methods to help first time managers and directors reframe their skills to fit new responsibilities.
- 2) Participants will design strategies for implementing a succession planning program for their library.

Description:As members of the baby boomer generation reach the milestone of their sixtieth birthdays, law libraries face the challenge of preparing to meet this leadership drain. What can individual libraries do now under the umbrella concept of succession planning to prepare for institutional leadership transitions in the future? How can law librarians reframe their skills to fit the responsibilities required as they accept new workplace leadership positions? This program will identify a variety of methods first time managers and directors may utilize to reframe their skills to fit new responsibilities. Attention will focus on designing strategies for implementing a succession planning program for your library regardless of the size of the institution and its staff.

Jean Holcomb, Coordinator, Moderator and Speaker, Retired Law Librarian and Director, King County (WA) Law Library

Tuesday, July 17

SCCLL Direct-sponsored Program, scheduled during program slot G, 9:00-10:30 a.m. ***Marketing Your Public Library - Rising to the Challenge of Reaching the Public and Local Attorneys*** ([Handout](#)) (New! 7/11/2007)
[PowerPoint presentation](#) (New! 7/23/2007)

Level: Intermediate

Competency: Library Management

Target Audience: Library managers and other staff who work with library marketing initiatives

Learning Outcomes:

- 1) Participants will learn specific, practical ideas that they can use to transmit information about their law library services to the general public.
- 2) Participants will learn specific, practical ideas that they can use to transmit information about their law libraries to attorneys who are not a part of their overall organization.

Public law libraries face unique challenges in marketing their services to their patrons. Unlike law firm and academic law libraries, many public law libraries do not have "inside" patrons. Public law libraries, such as state and county law libraries, are often used by members of the general public and local attorneys. The challenge is how to reach the members of the public and local bar who are not currently aware of the services the local law library can provide for them. Getting support from the community is crucial when many public law libraries face cuts in their budgets, downsizing or closure. This program will include a panel of librarians who have successfully marketed their libraries to the public and local bar.

Liz Robb, Coordinator, Moderator and Speaker, Law Librarian, Washington County (MN) Law Library

Kim Ositis, Speaker, Reference Librarian, King County (WA) Law Library

Bret Christensen, Speaker, Public Services Librarian, Riverside County (CA) Law Library