

Rethinking Library Services: Don't Fix It If It Ain't Broke

Canadian Association of Law
Libraries Conference
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**FASKEN
MARTINEAU** 

Firm and culture



- 8 offices ; 6 in Canada ; 4 with staffed libraries
- Offices and libraries are independent. Each has its own budget and managing partner. There is one firm managing partner.
- No KM lawyers but plenty of KM technology
- No formal governance or team responsible for the Intranet.

Areas of concern



- Very email heavy! Everyone is getting too many emails and swimming in information.
- Not sure current awareness is being read.



Christopher Penn @cspenn · May 2

Happy May! Archive/mark as read anything older than April 1.

You're not getting to it, and you know it.

👍 11 ❤️ 14 ⋮

Areas of concern



- Declining library online recoveries / increasingly net cost centres
- Our users are still tied to the idea of the library as a place
- Business research being done by other departments unaware of the expertise and tools the library has to offer.

Challenges and Opportunities



- Budgets and having to do more with less
- Using technology solutions to improve efficiencies
- Library as a service/s more than a place
- Shifting from print to electronic
- Becoming more proactive vs reactive
- Linking library services to client retention and acquisition
- Linking library services to matter, practice and department work

Challenges and Opportunities



- Clients as customers
- Legislation monitoring
- Intranet and e-resources management
- Competitive intelligence / business research
- Knowledge management / precedents / closing books

Reference and research services review



Interviews and Feedback

- Friendly, responsive and knowledgeable staff
- Turnaround time is reasonable

History



- No reference database. Collection was done manually.
- Mostly legal and legislation. Not a lot of detailed business research requests.



Reference and research services review



Implemented a new reference tracking system

- Using , our help desk software for managing all reference requests and as KM tool for staff.
-  can also be used for knowledge management related project, aiding in the collection and processing of resources and related workflow.
- Gives us good metrics on who uses our services and for what kinds of requests.
- Captures all emails and history

Results



- Staff in Toronto are assigned to particular industry and practice groups. They are responsible for legislative and regulatory updates, current awareness / group bulletins and updating Intranet industry practice group pages
- Reviewed and rewrote job descriptions to match new responsibilities
- Evolving staff competencies to match new responsibilities
- Handling more in-depth requests

What we eliminated, kept, do differently



- Eliminated manual collection of statistics and having requests answered from staff directly
- Kept the core reference service offerings – legal, legislation, business, news
- Capturing all requests through C2. Developing a new service offering for more detailed business research and competitive intelligence. We are also becoming more involved in KM related projects.

Current awareness review



Interviews and Feedback

- Lawyers are getting too much email and not reading all the information the library sends
- Would prefer fewer emails. Open to viewing current awareness on demand on the Intranet
- Interested in following their clients and industries
- Targeted, personalized news alerts would get read

Current awareness review



- Looked at six vendor solutions
- Chosen with input from librarians, business development, lawyers and paralegals
- Selected Manzama as a new product and kept Lexis Publisher (News Desk).
- Using InMagic and Genie for library routing

Results



- Interviewed all lawyers and paralegals in the Ontario region and profiled their interests
- Interviewed and trained business development staff across the firm
- Created client, industry and practice group profiles
- Continuously adding in content sources to match our needs
- Incorporated feeds into custom Intranet pages

What we eliminated, kept, do differently



- Eliminated alerts that were not being read. Plan to reduce emails for library routing by putting these materials on MyFasken
- Kept alerts that were being read and are promoting them to a wider audience
- Automated and curated alerts through Manzama compliment Lexis Publisher alerts
- Push news and library routing materials to custom industry and practice group pages on the Intranet.



Legislation services review



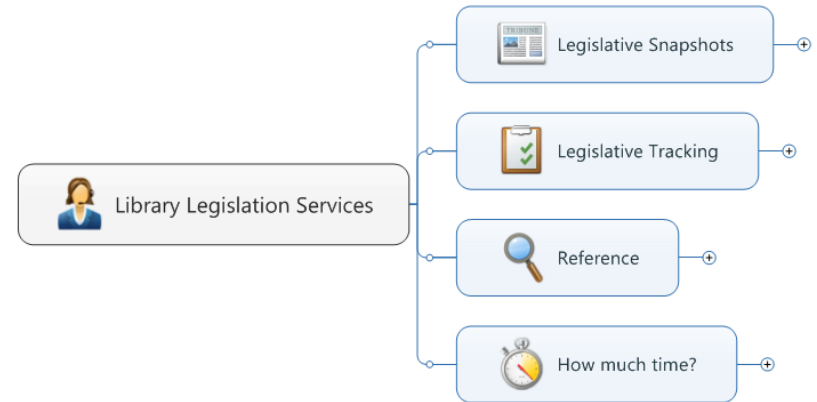
Interviews and Feedback

- Like our weekly legislative snapshots on legislation and regulatory news
- Like the legislative tracking service which alerts them immediately for specific changes

Legislation services review



- Wish it could be more targeted by act, industry or practice area, etc.
- Would like to see other information too eg. news



Results



- Added Manzama to our existing tools to help track legislative and regulatory changes and package alerts
- Reviewed our process for gathering information and identified main pain points

What we eliminated, kept, do differently



- Eliminated the manual collection of some information by monitoring through Manzama
- We kept our weekly Legislative Snapshots and legislative tracking as they are well read
- Producing more custom alerts
- Working on making our legislative tracking process more agile and reusable so we can track and alert by practice area / topic

Takeaways: Assessing your value



- Ask your users (surveys, one on ones, elevator chat)
- Review metrics in the light of trends affecting all law firms
- Be constantly aware of where your firm is making its revenue
- Continuously review and revise staff competencies

Takeaways: Developing strategies for approaching service reviews



- Ask your users (surveys, one on ones, elevator chat) and listen carefully to what they find important
- Do not assume people know what you do / can do
- Communicate, market your services and work with other departments
- If you don't ask you don't get. Build a business case and make the ask.
- Identify well known pain points and ask how you can help

Don't Fix It If It Ain't Broke



- Technology and necessity is helping us make our service offerings even more relevant and timely.
- We have added new areas to our focus and changed the way we are doing certain processes but the underlying concepts of pushing the right content to our users remains unchanged.
- “The best way to predict your future is to create it”
 - Quote is credited to both Abraham Lincoln and Peter Drucker

Contact information



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