

**STATE BAR OF MICHIGAN
2011-2012 COMMITTEE ANNUAL REPORT**

Article VI §6, Bylaws of the State Bar of Michigan

No later than May 1 of each year, the chair of each committee and subentity of the Bar, with the assistance of the staff liaison, shall report to the Executive Director on a form provided by the State Bar on the activities and accomplishments of the committee or subentity.

Committee Name: Publications and Website Advisory Committee

Jurisdiction: Provide editorial guidance concerning the *Michigan Bar Journal*, the State Bar of Michigan website, and other regular State Bar publications for the general membership or public. The committee may form subcommittees to carry out its responsibilities of the committee, all of which shall be chaired by the chair of the committee. Members of the committee may serve continuously for more than two successive three-year terms.

Chair(s) and Committee Members:

Officer	Name	Address	Telephone	Email
Chair	Francine Cullari	8341 Office Park Dr Ste C Grand Blanc, MI 48439-2077	(810) 695-7400	cullarilaw@sbcglobal.net
Staff Liaison	Nancy Brown Linda Novak	State Bar of Michigan Michael Franck Building 306 Townsend St. Lansing, MI 48933- 2012	(517) 346-6350 (517) 618-6771	nbrown@mail.michbar.org lnovak@mail.michbar.org
Commissioner Liaison	Margaret A. Costello	University of Detroit Mercy School of Law 651 E Jefferson Ave Detroit, MI 48226	(313) 596-9854	costelma@udmercy.edu

Member/Advisor/Other	Member/Advisor/Other
William J. Ard, Williamston	Joseph Kimble, Lansing
Elizabeth A. Baergen, Saint Clair Shores	Richard C. Kraus, Lansing
David M. Cohen, Detroit	Nicholas C. Krieger, Detroit
Stephen D. Conley, Jackson	Gerard V. Mantese, Troy
Stephen C. Cooper, White Lake	Marc D. Melamed, Bloomfield Hills
Patrick J. Crowley, Okemos	John R. Runyan Jr., Detroit
Brian C. Draper, Lansing	Stephan A. Savickas, Grand Rapids
William J. Fleener Jr., Lansing	Lawrence R. Shoffner, Detroit
Jessica S. Fox, Eaton Rapids	John L. Tatum, Bloomfield Hills
Jason T. Hanselman, Lansing	Christopher R. Trudeau, Lansing
John O. Juroszek, Lansing	Linda M. Watson, Birmingham
Barbara A. Kalinowski, Canton	Tyra L. Wright, Detroit

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Committee Meeting Schedule:

Please attach any additional information needed regarding Committee meetings as an addendum.

Meeting Type	Date	Location
Description		
General meeting	3/29/12	Teleconference
General meeting	2/2/12	Teleconference
General meeting	12/1/11	Lansing
Training session and general meeting	9/28/11	Lansing
General meeting	5/23/11	Lansing

Resources provided by the State Bar of Michigan in support of committee work:

SBM provides an incredibly competent, professional, accommodating staff; meeting space at the SBM; teleconferencing capability; and a wonderful website with well-considered new and updated features for committee use.

Committee Activities:

Frederick Baker retired on September 14, 2011, after 28 years of service on the Publications and Website Advisory Committee, the last 24 years as its chair. At Fred's final meeting on May 23, 2011, PWAC presented him with a framed mock cover of the *Michigan Bar Journal* featuring a photo of him fishing. The committee also published a tribute to Fred in the October 2011 issue of the *Michigan Bar Journal*.

The Publications and Website Advisory Committee generally makes recommendations to the SBM Board of Commissioners. In Fiscal Year (FY) 2011-2012, many changes were made to the SBM website, member directory, *Michigan Bar Journal*, and SBM publications for the public.

To comply with the SBM Strategic Plan, PWAC has increased its focus on website design and services for the public and SBM members, as individuals and serving on committees and sections. In FY 2011-2012, PWAC, through its Website Subcommittee under the chairpersonship of John Tatum, in conjunction with the exceptional contributions of the SBM website and PWAC staff, accomplished the following:

- Successfully launched the online *Bar Journal* digital viewer in January 2012. The viewer is compatible with desktop, laptop, notebook, and tablet computers and smartphones. Features include a clickable table of contents, pages that flip, live links, and more.
- Identified possible fields for addition to the member directory page: photo, practice description, law school, undergraduate school, languages spoken, and an attorney disciplinary history similar to Oregon's attorney search. Bar staff is researching the ability of the member

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database to support the additional fields and development of a program for members to supply the information.

- Increased use of the e-Journal, SBM's most successful member service, with growth to 18,000 subscribers.
- Began considering a major redesign of the SBM website. The last site redesign was in 2008 when the site was moved to the Verio hosting service and began using a Michigan development firm.
- Continued to evaluate the development of an application for iPhone/iPad and Android to assist in use of the SBM website.
- Incorporated a career center featuring job postings; a redesign of the Practice Management Resource Center website, renamed Practice EZ; and SharePoint access for committees.

In September, PWAC had its first orientation for new members and training session for all members. The training has helped members understand the importance of PWAC and participate fully in PWAC activities. *Each* member is a working member, assisting in the following tasks in 2012:

- Writing articles
- Soliciting articles for the *Michigan Bar Journal* (MBJ)
- Reviewing articles submitted to the MBJ within the member's field of knowledge for legally sound content
- Acting as MBJ theme issue editors
- Coordinating with SBM sections to generate MBJ theme issue articles and introductory pieces
- Updating with SBM sections all SBM publications for the public (16), plus 10 pamphlets developed by the SBM Real Property Section; working on a brochure promoting the SBM services and benefits to members; all publications are available in e-form
- Annually evaluating and updating the member directory in print and online
- Revising editor guidelines for MBJ theme issues
- Reviewing the mix of theme issues versus general issues of MBJ

PWAC developed a new non-theme issue article review process. In the past, three committee members read all non-theme issue articles and voted on whether to accept each for publication. The new system will rotate the reading among all members, with three members reviewing each article. At least one member is familiar with the subject matter addressed in the article. If no one from the committee is familiar with the subject matter, the subcommittee chairperson may seek a reader who is not a member. A majority vote is necessary for approval; however, one of the yes votes must come from the "expert" reader.

The Directory Subcommittee continues to explore ways to improve the annual directory. Priorities include monitoring online versus print usage and urging members to use the website version for various sections of the directory that no longer appear in the print version.

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In compliance with SBM initiatives on diversity, PWAC signed the SBM Diversity and Inclusion Pledge, invited SBM staff to make a presentation on diversity issues, and formed a subcommittee to identify ways in which PWAC can contribute to the initiatives.

The last *Bar Journal* reader survey was completed more than 10 years ago. A subcommittee will develop with SBM survey staff a Zoomerang survey for up-to-date reader preferences.

An issue regarding section postings on the SBM website arose when an inaccurate form was posted by a section. A subcommittee will develop proposed guidelines for sections when posting legal information for the public on the site.

Future Goals and Activities: FY 2012-2013 goals and activities include:

- Complete proposed guidelines for website postings by SBM sections containing legal information
- Conduct Zoomerang MBJ reader survey and consider website survey
- Identify methods in which PWAC can contribute to the initiatives
- Identify additional fields for the SBM member directory page
- Investigate a smartphone application with updated court information
- Evaluate major redesign of the SBM website
- Evaluate the development of an application for iPhone/iPad and Android to assist in use of the SBM website
- Perform the annual evaluation of the member directory
- Continue the MBJ activities listed above
- Determine if additional publications for the public are advisable.

Other Information: All information is provided above.