

**STATE BAR OF MICHIGAN
2012-2013 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.

Provide guidance to the Practice Management Resource Center (PMRC) in the development, maintenance, and evaluation of resources, programs, and services designed to help members build and strengthen their law practices, with particular emphasis on the use of online resources as the primary vehicle to market and disseminate PMRC services.

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 Liaisons	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

Member/Advisor/Other	Member/Advisor/Other
William J. Ard, Williamston	John O. Juroszek, Lansing
Elizabeth A. Baergen, Saint Clair Shores	Joseph Kimble, Lansing
Scott G. Bassett, Bradenton, Florida	Richard C. Kraus, Lansing
Daniel J. Cherrin, Royal Oak	Gerard V. Mantese, Troy
David M. Cohen, Detroit	Marc D. Melamed, Bloomfield Hills
Stephen D. Conley, Jackson	John R. Runyan Jr., Detroit
Patrick J. Crowley, Lansing	Lawrence R. Shoffner, Detroit
Brian C. Draper, Lansing	John L. Tatum, Bloomfield Hills
William J. Fleener Jr., Lansing	Christopher R. Trudeau, Lansing
Jessica S. Fox, Eaton Rapids	Linda M. Watson, Birmingham
Jason T. Hanselman, Lansing	Tyra L. Wright, Detroit

**STATE BAR OF MICHIGAN
2012-2013 COMMITTEE ANNUAL REPORT**

Committee Meeting Schedule:

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

Meeting Type	Date	Location
Description		
General meeting	12/11/12	Teleconference
General meeting	10/25/12	Teleconference
General meeting	5/31/12	Lansing

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

SBM provides superb staff support whose value cannot be exaggerated. Each staff member deserves considerable recognition:

Nancy Brown, director of member services and communications, incomparable
Linda Novak, editor, the *sine qua non* of the *Bar Journal*
Diane Ebersole, Law Practice Solutions column
Mike Eidelbes, copy editor/writer and PWAC reporter
JoAnn Hathaway, Law Practice Solutions column
Chelsea Huber, citation support
Stacy Marciniak, advertising
Samantha Meinke, communications specialist
Joyce Nordeen, editorial assistant
Sarah Nussbaumer, contributing graphic designer
Sue Oudsema, April directory
Carrie Sharlow, Michigan Lawyers in History series
Kari Thrush, member services ads/Annual Meeting materials
Tish Vincent, Practicing Wellness column

The same is true for PWAC members — this year each member has completed committee work in addition to attending meetings. Members review and propose user-friendly website changes, write articles, read articles, solicit articles, identify and edit theme issues, coordinate with sections, update 26 print pamphlets, evaluate the member directory in print and online, and develop new features (described below).

SBM also provides meeting space, teleconferencing capability, and a sophisticated, user-friendly extremely informative website for members and the public.

STATE BAR OF MICHIGAN 2012-2013 COMMITTEE ANNUAL REPORT

Committee Activities: The Publications and Website Advisory Committee makes recommendations to the SBM Board of Commissioners and staff regarding all communications to members. PWAC continually monitors and updates the SBM website, *Bar Journal*, member directory, and topic-specific print publications of the SBM. In addition, this year the Board assigned the responsibility of the Practice Management Resource Center to PWAC. Some members of the disbanded PMRC Advisory Committee are now PWAC members.

E-Communications

To comply with the SBM Strategic Plan, PWAC continues to place increased attention to e-access for the public and SBM members. In FY 2012-2013, PWAC, through its Website Subcommittee under the most able chairpersonship of John Tatum, in conjunction with the exceptional contributions of the SBM website and PWAC staff, accomplished the following:

- New language for attorneys filing out enhanced directory information on the website and for a disclaimer for the public for the member page.
- New disclaimers on the expanded member information page as well as the regular member page.
- Redesigned website to a wider page (760 pixels to 970 pixels) to accommodate more information on the more than 5,000 content pages. (The new width is modeled after the member area website.)
- New links to each web page to SBM social media sites, other important links, and contact information for the State Bar of Michigan.
- Apps for the free online Practice Management Library allowing members to download e-books and audio books not only to their office computers and laptops, but also to their smartphones, tablets, Kindles, and Nooks. Instructions for obtaining the apps can be found at <http://www.michbar.org/pmrc/content.cfm>.
- Through Casemaker, a free app for the Android, iPhone, and iPad making free state and federal legal research possible from smartphones and tablets.
- At the SBM Annual Meeting, a mobile app for alerts to members when events were scheduled to start and a complete program of activities that could be accessed via smartphone or tablet.
- A task force under long-serving PWAC member Josh Ard developed simple and minimal requirements for section and committee web pages. Last year, an issue regarding section postings on the SBM website arose when an inaccurate legal form was posted.

Michigan Bar Journal

The *Michigan Bar Journal* has become quite a PWAC member project. Not only do members write articles, each member is a “reader” of unsolicited articles related to the member’s field of practice. By changing the system from having only three readers review all articles, PWAC has not only re-distributed the work but also has readers familiar with a given topic evaluate articles.

The formidable task of assigning appropriate readers falls to Beth Baergen, who performs timely and admirably seeking the correct readers in each field, including non-PWAC members.

**STATE BAR OF MICHIGAN
2012-2013 COMMITTEE ANNUAL REPORT**

In 2012-13, the *Journal* published six general issues and theme issues on Appellate Practice; The Power of Pro Bono; Diversity in the Legal Profession; Business Litigation; Tax Law; and Arts, Communications, Entertainment and Sports Law.

The Plain Language column completed its 28th year. It is by far the longest running legal-writing column anywhere, and is read and cited (and tweeted) around the world. Its editor, Joe Kimble at Cooley law School, has been faithfully at the helm for the duration.

Ever-thinking Vice Chairperson John Runyan developed a special feature of grievance and judicial tenure tips for each MBJ issue, working with AGC Deputy Grievance Administrator Robert Edick and JTC Executive Director Paul Fischer.

Editor HCL (highly competent Linda) Linda Novak coordinated the time-consuming fourth Short-Story Contest. Previous eligibility required entrants to be SBM members in good standing, but this year the contest has been opened to all SBM members (paralegals, legal assistants, etc.). Forty submissions were received and are in the judging phase.

A committee comprised of John Juroszek, Linda Novak, John Runyan, and John Tatum worked with SBM Director of Research and Development Anne Vrooman to develop a member survey. The survey was presented to three focus groups to refine the questions. Among other items, the survey will be used to determine whether the *Bar Journal* should continue with theme issues or move to another format. In the future, comments regarding the *Bar Journal* will be sorted by category. In the focus group discussions, participants acknowledged that the SBM April Directory usage was a security-blanket issue; they know the move to the online directory is inevitable, but are not enthusiastic about the change.

MBJ has a new column series on trial practice, the brainchild of Gerard Mantese. Six former SBM presidents are the first authors to write the columns.

Diversity

To foster SBM initiatives on diversity, the PWAC Diversity Subcommittee, chaired by Richard Kraus and Gerard Mantese, sent requests to SBM committees and sections asking for recommendations that PWAC might implement regarding diversity, particularly in the *Bar Journal*. Nine groups responded with suggestions, including contacting specialty bar associations, reaching out to committees and sections with diversity subcommittees, and contacting law schools. PWAC approved periodic diversity-themed columns/articles in the *Bar Journal*. The Diversity in the Legal Profession theme issue was published.

**STATE BAR OF MICHIGAN
2012-2013 COMMITTEE ANNUAL REPORT**

Practice Management Resource Center

The Board of Commissioners approved the Practice Management Advisory Committee to be under the jurisdiction of PWAC and approved PMRC recommendations, including:

- An online digital library through online media distributor OverDrive. The digital books are free and automatically returned after two weeks. Since the 2012 Annual Meeting, members have checked out 109 books. By comparison, the PMRC hardcopy library loaned 240 books since 2006. The PMRC will add 250 titles to its digital library in January.
- The PMRC MiPad Practice held an “iPad for Legal Professionals” seminar in Grand Rapids for 82 attendees and has built an online iPad seminar;
<http://www.michbar.org/pmrc/content.cfm>.
- “Order in the Court: Trial by iPad,” a seminar training use of iPad for demonstrative evidence at trial.
- MiApple Practice, which is a dedicated corner for all things “trending” with iPad, iPhone, and Mac;
http://portal.michbar.org/global_announcements/Lists/Global%20Announcements/DispForm.aspx?ID=18.
- A Practice EZ logo for resources and seminar branding.

Member Directory

Linda Watson prepared directory language explaining attorney “special certificates” and “special legal consultant” status are. The note will appear on the information page of the alphabetical directory.

Future Goals and Activities:

In conjunction with the SBM Strategic Plan, many of the future goals and activities are web-based, including:

- Investigate further placing advertising on the member directory main search page, the most active page on the SBM website. Although it presents a revenue-generating opportunity, advertising poses questions regarding desirability and posting policy.
- The mobile app used at the SBM Annual Meeting, which sent alerts to members when events were scheduled to start and provided a complete program of activities, will be expanded and improved for the next Annual Meeting.
- Investigate an app developed by Mousetrap Mobile that will hook to the online member directory and provide a Michigan legislative directory free to members. The app will be free, or we can enhance it for a cost of no more than \$3,000.
- A major redesign of the website is contemplated for the next two years, which will include major server software upgrades, a migration from cold fusion to dot net, an implementation of a site-wide content management system, and mobile-friendly web pages throughout the site.
- Investigate social networking collaboration options for the sections.

**STATE BAR OF MICHIGAN
2012-2013 COMMITTEE ANNUAL REPORT**

- Launch an app for the iPad that will allow members to download, store, and read all the SBM digital publications (including the *Michigan Bar Journal*) offline. The bookshelf app also features a Publications Carousel, a tie-in to the SBM video channel, and a Twitter feed tie-in. Currently, SBM digital publications require an Internet connection to access.

In addition, the MBJ may undergo changes as a result of the member survey and proposals by PWAC members, who are constantly evaluating new ideas for the *Journal*.

Proposed changes to the print and online member directory are reviewed regularly.

As PWAC familiarizes itself with PMRC functions, additional goals and activities are likely to arise during the upcoming year.

Other Information: None.