

State Bar of Michigan | 2015-2016 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 sub entity 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 sub entity.

Publications and Website Advisory

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.

Chair

TO BE DETERMINED
ASAP MI

Member

Term Ending: 2016

P54833	William J. Ard, Williamston
P55883	David M. Cohen, Detroit
P24871	Stephen D. Conley, Jackson
P41868	Margaret A. Costello, Detroit
P66167	David R. Dyki, Troy
P70937	Jessica S. Fox, Eaton Rapids
P70893	Brendan Henry Frey, Southfield
P37042	John O. Juroszek, Lansing
P34018	Joseph Kimble, Lansing
P27553	Richard C. Kraus, Lansing
P34424	Gerard Mantese, Troy
P17238	John P. Mayer, Grosse Ile
P30223	Neal Nusholtz, Troy
P19763	John R. Runyan, Jr., Detroit
P55685	Rebecca A. Schnelz, Pontiac
P65372	Christopher R. Trudeau, Grand Rapids
P45320	Linda M. Watson, Birmingham
P52715	Roberta J. F. Wray, Flint
P57129	Tyra L. Wright, Detroit

State Bar Liaison

Nancy Brown, Lansing
Linda Novak, Lansing

State Bar Liaison Assistant

Sandra Barger, Lansing

Committee Meeting Schedule:

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

Meeting Type	Date	Location
Description		
Meeting Type		
Description		
Meeting Type		
Description		
Meeting Type		
Description		
Meeting Type		
Description		
Meeting Type		
Description		
Meeting Type		
Description		

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

Future Goals and Activities:

Committee Activities:

A large, empty rectangular box with a thin black border, occupying most of the page below the 'Committee Activities:' header. It is intended for the user to enter their report.

Other Information:

Approved by	Approved	Name
Chair		
Co-chair		
Staff Liaison		
Other		

Alternatives to a Free Printed Bar Journal Directory as a Standard Member Benefit, and Recommendation to Change this Member Benefit

Currently, a printed directory is distributed for free to all members, law students and affiliates. The printed directory consists of name and contact information listings of all members, as well as the following information:

- Advertising (Lawyer to Lawyer referral ads – fields of practice)
- Lawyer Associations
- Listing of Michigan Law Schools
- Lawyer Discipline
- ICLE information
- Sections of the State Bar (web addresses)
- Dispute Resolution Programs
- Foreign Consular Offices
- Geographic Roster (both inside and outside of Michigan)
- Legal Programs by County
- Litigator's List
- Michigan Courts Directory
- Federal Courts and agencies
- Tribal Courts
- Michigan Government
- Michigan Lawyer Distribution
- Military Legal Assistance

The number of pages in the member directory for the current year totals 646 pages (85%) and the additional information as noted above consists of 118 pages (15%), out of a total of 764 pages.

A total of 30,132 members (60%) and 566 (87%) of law students and affiliates still receive the printed April directory, and the remainder have voluntarily "opted out" of the printed directory. All members have access to and are included in the on-line member directory powered by ZeekBeek (which provides for pictures, bios and other enhanced directory information), as well as the online "classic" SBM directory. The additional information provided in the April print directory can also be located on the SBM website.

In past surveys, some members have reported they find the print directory valuable, while others (especially those who have opted out) do not value the print directory. A vast majority of members have online access, as about 96% of dues paying members (active and inactive) have e-mail addresses.

The main problem with the printed directory of members is that as soon as the list of members is compiled in January for publication in April, the directory is out of date due to new members, deceased members, status changes (including going on or coming off of disciplinary status, and changes between active, inactive, emeritus and resignation status), address and contact information changes, changes of firm, name changes, and other changes.

The other issue with the printed directory is that its direct revenues does not cover its direct costs. For the FY 2016 budget, the revenue totals \$81,500, (including display and classified ads of \$47,000, fields of

practice of \$20,000, and sales of directory of \$14,500); whereas the expense is \$151,000, (including artwork, illustration and typesetting of \$16,000, printing, addressing and mailing of \$ 40,000, paper of \$60,000, and postage of \$35,000), not including staff time, for a net cost of \$69,500.

A number of other state bars have eliminated their printed member directory, including Wisconsin, Oregon, and Minnesota.

In response to the review by the Finance Committee during their meeting on July 7, 2015, there are some viable alternatives to the printed directory as a standard member benefit that would help address these issues:

Option 1 - Discontinue printed directory as a free member benefit. Members would have the option to use the online member directory, as well as view the additional information online, or purchase a printed directory for a fee.

Option 2 - Continue providing a printed version of the additional information as a repackaged publication, without the member directory, as a free member benefit. Members would be able to use the online member directory only.

Option 3 - Continue providing a printed version of the additional information as a repackaged publication, without the member directory, as a free member benefit. Members would have the option to use the online directory, or purchase a printed directory for a fee.

A financial and member impact analysis for each option is shown below:

Option 1 - Discontinue printed directory as a free member benefit. Members would have the option to use the online member directory, as well as view the additional information online, or purchase a printed directory for a fee.

This option would significantly reduce the advertising revenue. If we assume that the cost of paper, printing and mailing is reduced by 100%, and only 10% of the current ad revenue is retained, and that the revenue from directory sales covers the cost of paper, printing and mailing the directories, then the net cost would be reduced by over \$60,000 annually. From a member standpoint, it is likely that there would be some members who complain, as there were with other bars when they discontinued the paper directory, but that over time the complaints have subsided.

Option 2 – Continue providing a printed version of the additional information as a repackaged publication, without the member directory, as a free member benefit. Members would be able to use the online member directory only.

This option would retain the advertising revenue, and reduce the cost of printing, paper and mailing by about 80% based on the pages. With these assumptions, the net cost would be reduced by about \$108,000, making the publication profitable on at direct cost net of direct revenue basis. From a member standpoint, the member would still be receiving a publication with information they may find helpful, but would need to be comfortable using the online directory.

Option 3 – Continue providing a printed version of the additional information as a repackaged publication, without the member directory, as a free member benefit. Members would have the option to use the online directory, or purchase a printed directory for a fee.

This option would retain the advertising revenue, and reduce the cost of printing, paper and mailing by about 80% based on the pages. In addition, it is assumed that the revenue received from purchase of a printed directory would cover the direct cost of paper, printing and mailing. With these assumptions, the net cost would be reduced by about \$108,000, making the publication profitable on a direct cost net of direct revenue basis. From a member standpoint, the member would still be receiving a publication with information they may find helpful, and if they wanted a paper member directory, they could order it for a fee. This option would be the best option from a financial and member standpoint.

Conclusions

From a financial and member benefit standpoint, it is recommended that option 3 be considered.

Implementation

We recommend reviewing the recommendation with the BOC Finance Committee and the BOC Programs and Services Committee (as well as the Publications and Website Advisory Committee and Membership Services Committee that feed into the Programs and Services Committee). The Finance Committee and Programs and Services Committee would present their final recommendation to the BOC at its November or January meeting for approval. Assuming approval, the membership would be notified in early 2016 that this would be the last printed free member directory, and explain the reasons for the change which is not only financial and environmental, but for more accuracy of the attorney information, as the printed directory is out of date before it is printed, and may provide erroneous attorney status and contact information. The communication of the change and the reasons for the change would continue in FY 2016 and early FY 2017, and then preorders could be taken for the printed member directory for a fee in January 2017. The repackaged informational publication would be printed in April, 2017, and would end the free printing of the member directory as we know it today.

Sincerely,

Nancy Brown, Director of Member Services and Communications

Jim Horsch, Director of Finance & Administration

August 5, 2015