

**STATE BAR OF MICHIGAN
2013-2014 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.

May exceed 15. 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

Member/Advisor/Other	Member/Advisor/Other
William J. Ard, Williamston	John P. Mayer, Taylor
David M. Cohen, Detroit	Marc D. Melamed, Bloomfield Hills
Stephen D. Conley, Jackson	Ronald D. Richards Jr., Lansing
Brian C. Draper, Grandville	John R. Runyan Jr., Detroit
Jessica S. Fox, Eaton Rapids	Lawrence R. Shoffner, Detroit
Jason T. Hanselman, Lansing	John L. Tatum, Bloomfield Hills
John O. Juroszek, Lansing	Christopher R. Trudeau, Lansing
Joseph Kimble, Lansing	Linda M. Watson, Birmingham
Richard C. Kraus, Lansing	Roberta J. F. Wray, Flint
Gerard Mantese, Troy	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	3/5/14	Teleconference
General meeting	11/20/13	Lansing
General meeting	9/25/13	Teleconference
E-mail meeting	5/22/13	Listserv

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

Each PWAC member works diligently for a number of hours each month to complete committee work. John Tatum and John Runyan manage their subcommittees with excellent results. Both also edit articles and theme issues, write articles, propose improvements, and accomplish results. Members continue to review and propose user-friendly website changes; write, read, and solicit articles; identify and edit theme issues; coordinate with sections; update print pamphlets with sections; evaluate the member directory in print and online; and develop new *Bar Journal* features. Each member is invaluable with certain ones working on special projects this year: John Juroszek, John Runyan, and John Tatum (*Bar Journal* readership survey); Josh Ard and Roberta Wray (Excellence in Writing Awards); Joe Kimble (Plain Language column for 29 years); Richard Kraus (manager of article reviews); Gerard Mantese (MBJ Trial Practice series); John Runyan (MBJ ethics pointers column); and Larry Shoffner (print publications).

The SBM staff continues to provide incredible service to the committee. Janet Welch and Nancy Brown have hired and trained a truly amazing group of employees. No request from PWAC goes unfulfilled. The committee has had services beyond the call of duty from the following staffers this year:

- Nancy Brown, Director of Member Services & Communications, consistent superior quality as a director and as a person
- Linda Novak, Editor, the queen of the *Bar Journal*, whose competence continues to amaze PWAC
- Anne Vrooman, Director of Research & Development, for readership survey support
- 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
- Kari Thrush, member services ads/Annual Meeting materials
- Tish Vincent, Practicing Wellness

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SBM provides a website for SBM publications and a PWAC portal for committee work, in addition to teleconferencing capability, meeting rooms, and refreshments.

Committee Activities:

PWAC makes recommendations to the SBM Board of Commissioners and staff regarding many print and online SBM communications to members. PWAC continually monitors and updates the SBM website, the *Bar Journal*, the Practice Management Resource Center, the April Member Directory, and various legal publications of the Bar. Meetings were held on September 25, 2013, November 20, 2013, and March 5, 2014. The committee also communicates regularly by e-mail.

Website

SBM now operates a mobile member directory smartphone application, developed by Mousetrap Mobile, available in iTunes and android stores. Among the features are links to a find-a-member mobile page, a legislative page, access to the mobile versions of the eJournal and other publications, a sign-up area for dues and event notices, a search function, and a link to staff contact information.

The SBM Bookshelf application for the iPad debuted in summer 2013. Bookshelf holds digital issues of the Michigan Bar Journal and section publications not exclusive to its members. The application can be found at <https://itunes.apple.com/us/app/state-bar-of-michigan/id657866240?mt=8>

In the last four years, highlighting Google Analytics data from Jan. 1-Nov. 18, 2013, the SBM website:

- welcomed 711,000 unique visitors who viewed more than 13 million pages
- visitors viewed an average of 4.66 pages per visit.
- visitors spent an average of three minutes on each page
- the member directory page tops the list of most visited pages
- the member directory page gets roughly 50 percent of the traffic on the SBM website.

In addition,

- approximately 16,000 people subscribe to the eJournal
- more than 11,000 people have opted out of receiving the print version of the April directory in favor of the online member directory
- about 7,000 people have opted out of receiving the print version of the monthly *Michigan Bar Journal* in favor of reading it online.

Accepting PWAC recommendations, the SBM Board of Commissioners approved enhancements to the online member directory, allowing members to add a picture, biography, and other information. Members who opt out of receiving the April directory issue get a free enhanced online directory listing. Members can receive a hard copy of the directory and an enhanced online listing for \$39.

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Michigan Bar Journal

SBM published 12 issues of the *Michigan Bar Journal* in the 2013-2014 fiscal year, including:

September 2013, Labor and Employment Law
October 2013, General
November 2013, International Law
December 2013, Animal Law
January 2014, Election Law
February 2014, Family Law
March 2014, General
April 2014, Directory
May 2014, Probate and Estate Planning
June 2014, Environmental Law
July 2014, General
August 2014, Business Litigation.

New features in the *Journal* include an Attorney Grievance Commission/Judicial Tenure Commission practice pointers column and a Trial Practice column featuring prominent litigators. Both have been very well-received. The Plain Language column completed its 29th year, the longest running legal-writing column anywhere. It is read and cited (and tweeted) around the world.

The *Journal* held the fourth short-story contest (held every other year) in the summer, with 40 attorneys submitting stories. Thirteen advanced to the final round, with three winning stories and five stories named as honorable mentions. Contest judges were Frederick Baker, Hon. Rose Aquilina, John Juroszek, John Runyan and Francine Cullari.

PWAC established Excellence in Writing Awards to recognize excellence in writing and encourage further quality submissions. The committee will present two awards annually—one for an article published in a general issue and one for an article submitted in connection with a theme issue. Authors must be SBM members in good standing, and articles must have been published in the *Bar Journal* in the previous calendar year. Any SBM member and *Bar Journal* editorial staff may nominate articles. A subcommittee of the Publications and Website Advisory Committee will evaluate nominations on five criteria:

1. Timeliness – the article addressed an issue especially relevant to readers at the time of publication.
2. Clarity – the article was exceptionally well-organized and written in clear, plain English.
3. Style – the article was expressive and elegant.
4. Originality – the article addressed a novel topic or treated a topic with new insight and information.
5. Interest - the article generated letters or comments from readers.

The committee launched the *Michigan Bar Journal* readership survey on April 7, 2014, and received almost 5,000 responses, resulting in 322 pages of opinions. Anne Vrooman and Linda Novak of SBM provided invaluable assistance. The information will be summarized by the Committee over the summer and available in the fall, 2014. PWAC will review how the results should affect delivery, style, and content of the *Journal*.

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Practice Management Resource Center

PMRC manages an Overdrive Digital Library, with 35 books added this year. Since October 1, 2013, 160 books have been checked out. In the hardcover library, 23 books were added, including the popular “How to in One Hour” Series from the ABA Law Practice Division.

A Lunch ‘n Learn Series launched February 15, 2014, providing three live seminars each month in Tech Tuesdays (technology for law firms), Social Media, and Practice Management. Live sessions are videotaped and available on the web.

The following regional seminars were held:

- MiPad Practice: iPad for Legal Professionals 12/05/13 - Detroit
- Building Your Business - 12/09/13 Lansing
- Building Your Business - 05/06/14 Auburn Hills
- Building Your Business - 06/20/14 Grand Rapids
- Managing the Information Tsunami - 03/05/14 - Genesee County
- Law Practice Tech Essentials - 02/06/14 - Oakland County
- Technology to Start Your Firm - two sessions (hardware and software) - 02/13/14 - simulcast to all Cooley campuses
- Technology to Start Your Firm - two sessions (hardware and software) - 11/04/13 – Cooley Grand Rapids campus
- Document Automation - 10/16/13 - simulcast to Cooley campuses
- Practice Management – 10/13/13 – Cooley business class Lansing
- Practice Management – 9/10/13 – Cooley Grand Rapids professional responsibility class
- Four seminar sessions - March 2014 - ABA TECHSHOW 2014
- Webinar - ABA Law Practice Division
- Three sessions - Wisconsin Solo Small Firm Conference.

In addition to general training, PMRC customized training and consulting on:

- Time-Matters software
- Practice management and technology consultations
- Mandatory practice management consultations at the request of AGC or ADB for members in the disciplinary process
- Time-Matters training for the University of Detroit Mercy Legal Clinics

PMRC oversaw monthly articles for the Law Practice Solutions column in the *Bar Journal*.

Future Goals and Activities:

The committee and staff are forward-thinking, always suggesting improvements to the website and print publications. The goal of PWAC is to keep SBM attorneys on the cutting edge of the law and technological advances in the law office, to enhance service to the public, satisfaction of attorneys, and economic success of the profession.

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The major redesign of the website continues, 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.

In 2014-2015, PWAC will spend a considerable amount of time reviewing the results of the MBJ readership survey. SBM sections will update various print/web publications addressing specific areas of the law.

PMRC will launch “Building Your Business” online on June 1, 2014.