

ACLEA AWARDS COMMITTEE REPORT, 2005

We are pleased to report on the results of "ACLEA's Best" for 2005. Thanks to all who shared their best work. It is great testimony to the spirit of collegial professional development within ACLEA. And it is encouraging to see so much innovation and imagination in developing the projects conceptually and in gathering together the scarce resources needed to bring the projects to life.

Below you will find a listing of all the awards. Later on in this section you will find short descriptions of each of the projects. If you would like to explore the winning projects in more detail, we have also included the name of a contact person you can reach.

Submissions for the 2006 awards will be due in Spring 2006. We encourage all ACLEA members to submit their best work. Start thinking now about the projects you might like to submit and look out for the entry forms in early 2006.

Our thanks to the chairs and members of the subcommittees who did the hard work of judging a record number of entries.

ACLEA AWARDS COMMITTEE CO-CHAIRS

Liz Williamson, ABA-CLE

Susan Swope, Pennsylvania Bar Institute

AWARDS 2005

Marketing Category	<i>TITLE OF ENTRY</i>	<i>NAME OF ORGANIZATION</i>
AWARD FOR PROFESSIONAL EXCELLENCE	Fall Book Sale <i>(See Appendix A)</i> Contact Person	The Institute of Continuing Legal Education, Michigan Stephanie Fowler 734-647-9366 aaronie@icle.law.umich.edu
AWARD FOR OUTSTANDING ACHIEVEMENT	Practice Area Library Flow Charts <i>(See Appendix B)</i> Contact Person	Massachusetts CLE, Inc. Caroline Frankovich 617-350-7006 ext. 1237 cfrankovich@mcle.org
AWARD FOR OUTSTANDING ACHIEVEMENT	CyberCLE Marketing Campaign <i>(See Appendix C)</i> Contact Person	North Carolina Bar Association Foundation Tawnya Louder-Reynolds 919-657-1570 tlouderr@ncbar.org

Public Interest Category	<i>TITLE OF ENTRY</i>	<i>NAME OF ORGANIZATION</i>
AWARD FOR PROFESSIONAL EXCELLENCE	Best Practices in Representing Asylum-Seekers: A Video Resource for <i>Pro Bono</i> Attorneys <i>(See Appendix D)</i> Contact Person	ALI-ABA Continuing Professional Education Leslie A. Belasco 215-243-1613 lbelasco@ali-aba.org
AWARD FOR OUTSTANDING ACHIEVEMENT	Advising the Disadvantaged <i>(See Appendix E)</i> Contact Person	Minnesota CLE Julie A. Casserly 651-254-2134 jcasserly@minncle.org
AWARD FOR OUTSTANDING ACHIEVEMENT	Accessing Affordable Housing for Low-Income People <i>(See Appendix F)</i> Contact Person	Massachusetts CLE John M. Reilly 617/350-7006 ext. 1240 jreilly@mcle.org
Publications Category	<i>TITLE OF ENTRY</i>	<i>NAME OF ORGANIZATION</i>
AWARD FOR PROFESSIONAL EXCELLENCE	Internet Law and Practice in California <i>(See Appendix G)</i> Contact Person	Continuing Education of the Bar, California Suzanne Weakley 510.302.2171 suzanne.weakley@ceb.ucop.edu
AWARD FOR OUTSTANDING ACHIEVEMENT	Michigan Family Law <i>(See Appendix H)</i> Contact Person	The Institute of Continuing Legal Education, Michigan Mary Hiniker 734-764-0533 mhiniker@umich.edu
AWARD FOR OUTSTANDING ACHIEVEMENT	Drafter's Guide to Condominium Documents <i>(See Appendix I)</i> Contact Person	State Bar of Wisconsin Judith Knight 608-250-6141 jknight@wisbar.org

Programs Category	<i>TITLE OF ENTRY</i>	NAME OF ORGANIZATION
AWARD FOR PROFESSIONAL EXCELLENCE	Building for Success –The Ultimate “How to” Seminar for New & Transitioning Lawyers <i>(See Appendix J)</i> Contact Person	State Bar of Wisconsin Tom Dixon (608) 250-6040 tdixon@wisbar.org
AWARD FOR OUTSTANDING ACHIEVEMENT	LTO E- Filing <i>(See Appendix K)</i> Contact Person	The Continuing Legal Education Society of British Columbia Rob Seto (604) 893-2111 rseto@cle.bc.ca
AWARD FOR OUTSTANDING ACHIEVEMENT	Bringing New Lawyers & Large Firms to ICLE – A Systematic Approach <i>(See Appendix L)</i> Contact Person	The Institute of Continuing Legal Education, Michigan Sheldon J. Stark (734) 936-3424 sjstark@umich.edu

Technology Category	<i>TITLE OF ENTRY</i>	NAME OF ORGANIZATION
JOHN DAY MEMORIAL AWARD FOR PROFESSIONAL EXCELLENCE IN TECHNOLOGY	Howrey U <i>(See Appendix M)</i> Contact Person	Howrey LLP Lori Berman, Ph.D. 202-383-6960 bermanl@howrey.com
AWARD FOR OUTSTANDING ACHIEVEMENT	The Online Case Digest <i>(See Appendix N)</i> Contact Person	State Bar of Texas Texas Bar CLE Martin Chait 1-800-204-222, x2056 mchait@texasbar.com
AWARD FOR OUTSTANDING ACHIEVEMENT	Michigan Law Online: A Free Legal Research Tool Hosted by ICLE <i>(See Appendix O)</i> Contact Person	The Institute of Continuing Legal Education, Michigan Yvette Harms 734-936-4268 yvetteh@icle.law.umich.edu

ACLEA's Best 2005 - Marketing

One-Day-Only Fall Book Sale

Institute of Continuing Legal Education – ICLE Michigan

Find a way to create an “event” that could generate the same revenues in one-day with only 250 attendees that a 3-day event with 3,000 attendees could. ICLE developed a one-day-only book sale, opened up sales to event attendees, phone sales and web sales. The switch saved significant staff time, reduced expenses dramatically and created sales of \$42,459.12 which out-performed most of our 3-day events.

Target Market: Historically, ICLE held a sales event in conjunction with our State Bar’s annual meeting where 3,000 lawyers came at one time and bought our books as fast as we could sell them. The “event” was a 3-day affair, required a lot of work and staff time, and the highest sales achieved were approximately \$45,000. The Bar changed their meeting into a much smaller event and our sales decreased to approximately \$700. ICLE needed to solve a problem. How could we hold an “event” and get the results we had experienced from a group of 3,000 when turnout out, even for our biggest course, was 250.

Developed in a clear and precise manner: The solution was a one-day-only book sale at our biggest course in the Fall when the Bar annual meeting had been held. Don’t restrict the sale just to the course location, open it to online and phone sales. Many ICLE staff would be involved either at the event or answering the phones so that every call was answered immediately. Marketing was targeted at existing book customers, new lawyers and potential new book buyers. Every book would be on sale and a bargain table would include significantly reduced priced books. The 9a.m. – 5p.m. sale created the sense of urgency needed to motivate customers to act. The scale of “everything on sale” coupled with the bargain table created the excitement factor. Three shopping options allowed us to reach the widest possible audience. The “live” location coupled with one our most popular seminars increased possible buyers and added to the sense of excitement. Books were delivered to our live location so we could fill customer orders on the spot and reduce shipping costs. Large display areas were used for demonstrations of our online products.

Makes an effective use of copy and graphics: We called the sale our “Fall Book Sale” and marketed it with one simple postcard mailed the month before the sale to lawyers across the state who had a history of purchasing our books or were new lawyers. The message was simple, Fall book sale, one-day-only, 15%-30% off plus bargains, 3 ways to order. The images and coloring used were simple and tied to the fall theme to help customers instantly understand the sale related to books and was in the fall. Web ads, e-mail and a special web page were created to coordinate with the postcard and inexpensively remind customers of the coming sale. The “live” location was decorated in the fall theme with corn husks, balloons, pumpkins, candy corn and large signs which added to the festive feel of the event. Multiple display areas were created so people could easily view all of our titles and live demonstrations were used to sell our online products. The night before the sale, our web site pricing was changed to list the regular price with strikethrough and the one-day-only sale price highlighted in red. E-mail was sent 3 times before the sale with messages tied to the customer group so for example, the new lawyers message emphasized the bargain table.

Results and effectiveness: The sale was a huge success outperforming most of the 3-day annual meeting sales at a fraction of the cost. We were able to use e-mail with a direct link to the book sale page which was very convenient for our customers. The bargain table was a big attraction and one that we could not do at the Bar annual meeting site. Sales totaled \$42,459.12 (\$17,129.14 by phone, \$7,871.60 online, and \$17,458.38 at our live location.) Marketing expenses totaled \$3,000. We were also able to reduce the staff time and work on the event.

Demonstrates effective use of resources: We were able to combine with other elements to reduce on expenses and resource use. For example, the sale was scheduled on the same date as an existing course so that we utilized staff that would have already been in the location for the course. We also used existing

communication channels and coupled it with just one simple postcard to reduce marketing expenses and staff resources needed to create the marketing materials.

Contact:

Stephanie Fowler

Marketing and Sales Manager

734-647-9366 (phone)

877-229-4351 (fax)

aaronie@icle.law.umich.edu

ACLEA's Best 2005 – Marketing***Practice Area Library Flowcharts***

Massachusetts Continuing Legal Education, Inc.

Targets a specific audience: In 2004, Massachusetts CLE began a new marketing initiative to make the titles in our growing publications collection more accessible as practice area “libraries.” We organized our book titles by specific practice areas, and created a series of marketing communications that would underscore the utility of these sub-libraries within our collection. Each piece presents a flowchart, placing various titles under a sub-topic within the general practice area visually underscoring the interrelationships of the individual titles to the whole collection. In presenting these practice area-specific libraries, Massachusetts CLE had several marketing objectives in mind. Because our market research indicates that we have not fully tapped opportunities for cross-selling, the practice area library flowcharts serve as a useful vehicle for beginning a dialog with the customer that can increase the potential for cross-purchases. Another objective was to provide our customer service team with the means whereby to suggest related titles more knowledgeably; as an added service to the customer when he or she is making a purchasing decision. A third objective in creating these marketing pieces was to create a print piece that was economical. By placing an entire practice library in one brochure, we saved marketing dollars. The flowcharts are distributed to targeted audiences through the mail and to those in attendance at related CLE programs to encourage visits and sales in our MCLE bookstore. When distributed at programs, we use the flowchart to invite registrants to take advantage of a 10% day-of-seminar discount on book purchases.

Developed in a clear and concise manner: Over the past decade, Massachusetts CLE has acquired its titles both incrementally and deliberately; focusing first on covering the “basics” topics, and eventually, on narrower, niche practice areas, monographs and forms books. The flowcharts visually underscore this deliberate planning, what is missing from a practitioner’s library and clarify the relationships between and among the titles.

Makes an effective use of copy and graphics: These brochures blend text with a simple flowchart format to depict visually the relationships among the titles, while also highlighting the usefulness of each particular title and its place within the collection. In a lawyer’s day-to-day practice, the Internet and direct mail send hundreds of marketing messages from a variety of vendors and providers -- there is the potential for “sensory overload.” We felt it important to consolidate products in a single, straightforward piece to provide a snapshot of available materials. Massachusetts CLE’s goal was to consolidate the information on available publications and present it in a clear and concise manner so as to clearly identify gaps in a practitioner’s library.

Results and effectiveness can easily be tracked and organizations resources are utilized: Coding the flowcharts has made the tracking of sales they generate routine. Customer service has been trained, during the course of an incoming call, to ask the customer what, if any, marketing piece he or she is looking at when the order is placed. Having the entire practice area schematic on hand easily allows for cross-sales, and such sales are also tracked as having resulted from the customer’s use of this effective promotional tool. In this way, the flowcharts’ cohesive and integrated packaging helps Massachusetts CLE to make effective use of its available customer service and marketing resources.

Contact: Caroline Frankovich, tel. (617) 350-7006 ext. 1237, email: cfrankovich@mcle.org, Fax: (617) 482-9498

ACLEA's Best 2005 – Marketing

The 2004 CyberCLE Marketing Campaign North Carolina Bar Association Foundation

The **2004 CyberCLE Marketing Campaign** was developed to increase the number of online CLE program sales and attract users. It included a multi-drop direct mail brochure, a full-page print advertisement and an electronic marketing promo. Timed to drop at the interim reporting period (June 2004) and again 30 days prior to the end of the annual reporting period (Dec. 2004), the *CyberCLE* marketing campaign targeted 17,000+ N.C. attorneys. With a specific call-to-action on the cover, the brochure appealed to attorneys to try *CyberCLE: NCBA's 24/7 CLE Site®*, a fast, convenient, affordable way to get CLE online. To further support the campaign and help drive traffic to nbar.org/CyberCLE, we also plugged *CyberCLE* with a brief marketing message timed for the June and Dec. issues of *CeLEeView*, our monthly electronic e-mail update, as well as full-page advertising timed to run in the June and Dec. issues of the CLE program catalog.

1. Targets a specific audience: The 2004 *CyberCLE* Marketing Campaign was developed to increase the number of online CLE program sales and attract users. It included a multi-drop direct mail brochure, a full-page print advertisement and an electronic marketing promo. Timed to drop at the interim reporting period (June 2004) and again 30 days prior to the end of the annual reporting period (Dec. 2004), the *CyberCLE* marketing campaign targeted 17,000+ N.C. attorneys. With a specific call-to-action on the cover, the brochure appealed to attorneys to try *CyberCLE: NCBA's 24/7 CLE Site®*, a fast, convenient, affordable way to get CLE online. To further support the campaign and help drive traffic to nbar.org/CyberCLE, we also plugged *CyberCLE* with a brief marketing message timed for the June and Dec. issues of *CeLEeView*, our monthly electronic e-mail update, as well as full-page advertising timed to run in the June and Dec. issues of the CLE program catalog.

2. Offer developed in a clear and concise manner: The *CyberCLE* brochure was the featured component of this campaign. In addition to the bold call-to-action on the front cover, the inside layout highlighted the benefits of *CyberCLE* such as its easy-to-use technology that enables users to “go at your own pace” and the over 150 online CLE programs available. It also emphasized the time and money an attorney saves with online CLE. Supported by user quotes and detailing the four-hour credit limit allowed by the N.C. State Bar for computer-based CLE, the *CyberCLE* brochure used tested direct mail marketing to increase the number of online CLE program sales and attract new users. This campaign clearly defined the call-to-action for, and the benefits of, online CLE, resulting in an increase in both online CLE program sales and new users.

3. Printed material makes effective use of copy and graphics: The *CyberCLE* brochure was designed without dated material, was produced in volume, which eliminated potential re-design costs and saved on print costs. It was mailed twice during the campaign to reinforce the marketing message and it was deliberately timed 1) to coincide with the N.C. State Bar interim progress report; and 2) to drop 30 days prior to the end of the annual reporting period. We effectively utilized a clean design pallet with ample white space to emphasize the ease-of-use *CyberCLE* offers through its online interface. Predominantly displaying the user quotes re-assured readers that others found online CLE – this new way of taking CLE – convenient to use and helpful in their pursuit to fulfill their CLE requirements. The screen shots of the actual *CyberCLE* interface and the call-to-action that directed readers to “Go ONLINE” to quickly and conveniently get their CLE credit further strengthened the overall presentation and message of the campaign piece.

4. Results and effectiveness can be tracked: In 2004, *CyberCLE* program sales grew 159% from May to June and 272% from Nov. to Dec., with an overall growth in users of 44% over 2003 user statistics. By timing the brochure drops to coincide with both the interim progress report and the end-of-year “crunch,” we effectively capitalized on a marketing opportunity to increase sales and attract users for a positive return on investment for the *CyberCLE* marketing campaign. The strategy also demonstrated good fiscal management by keeping campaign costs low. For every marketing dollar spent \$3.60 in revenues were realized.

5. Demonstrates effective use of available resources: Using the NCBA in-house designer, we produced a four-color, six-panel piece in volume. This effective use of our resources reduced expenses and print costs that would otherwise be associated with using an outside designer and printing the brochure each time it was needed.

Contact:

Tawnya Louder-Reynolds

(919) 657-1570 Direct Dial

TlouderR@ncbar.org

“ACLEA’s Best” 2005 - Public Interest

**Best Practices in Representing Asylum-Seekers:
A Video Resource for *Pro Bono* Attorneys**
ALI-ABA Committee on Continuing Professional Education

Description:

Recognizing the need to recruit and train more *pro bono* lawyers to represent asylum-seekers in the United States, and responding to the dearth of high-quality, demonstrative training materials in this area, ALI-ABA has produced *Best Practices in Representing Asylum Seekers: A Video Resource for Pro Bono Attorneys*. This demonstrative, four-hour DVD and its accompanying written materials guide lawyers on the legal and procedural issues, as well as on the human rights and psycho-social issues, involved in representing asylum-seekers. Using an issue-rich, real-world fact pattern, the DVD employs video vignettes, expert commentary, and testimonials to demonstrate best practices in asylum representation. Designed for group training or individual review, the two-DVD set is accompanied by extensive text materials, including background materials for the case study, a detailed practice outline for each stage of the representation, samples, forms, and resource links.

Through *Best Practices in Representing Asylum-Seekers: A Video Resource for Pro Bono Attorneys*, ALI-ABA’s goal is to increase access to qualified legal counsel by those who seek asylum in the United States. The post-release phase of this multi-year project combines publicity, training, and recruitment. In addition to encouraging law firms, law school clinical programs, bar associations, and others to use this DVD in their training and *pro bono* recruitment efforts, ALI-ABA is planning its own training and recruiting events for *pro bono* asylum counsel in selected U.S. cities. To allow the greatest distribution and use, the DVD set is reasonably priced, and is available free of charge to those in financial need.

For more information:

Leslie A. Belasco
Tel: 215/243-1613
E-m: lbelasco@ali-aba.org

“ACLEA’s Best” 2005 - Public Interest

**“Advising the Disadvantaged”
Minnesota CLE**

1. Need for activity within the geographic area served//Impact on the public.

There is an enormous unmet need for pro bono legal services throughout Minnesota especially in the wake of recent cuts to various governmental benefit programs. There is a particularly strong need today for lawyers skilled in areas such as immigration, which have not historically been a common area of practice in Minnesota, due to substantial Hmong and Somali resettlement programs in Minnesota.

2. Number of lawyers served. There were 232 registrations for the live course (the program sold out). We will also be hosting video replays throughout Minnesota so all Minnesota attorneys and paralegals can have access to the program. In addition, the course manual is available for purchase to anyone interested in learning about these topics.

3. Impact on the ability of lawyers to provide representation While it would be impossible to make someone an expert on immigration law, for example, through a 45-minute lecture –the purpose of the course was to make lawyers who are interested in pro bono comfortable enough with the topics to be willing to take cases. Each session served as an orientation to an area of the law and provided attendees with the names and contact information for experienced mentor attorneys in that area if they decide to take on a pro bono case. It also put interested lawyers in direct contact with groups recruiting pro bono attorneys.

4. Use of innovative methodologies/Effective use of the organization’s available resources. For \$35 attendees received: continental breakfast, a top-quality full-day CLE presentation (6 credit hours), a 291 page course manual, a box lunch, an optional lunch program on the value of pro bono work (featuring two prominent attorneys and a judge), an afternoon snack, and the opportunity to receive special discounts on Minnesota CLE publications related to the topics covered in the seminar . We were able to keep the price low by relying solely on an email advertisement. Despite the absence of a brochure, the course sold out in record time. The email solicitation was sent to all members of the bar, but the new lawyers were given a small head-start on registration. We are still calculating the exact cost, but the course should come close to breaking even (not including fixed costs, e.g. rent on our conference center and staff time).

5. Is the activity a joint effort with one or more legal services, public interest, or pro bono organizations? The program was designed and paid for by Minnesota CLE, but it was planned with input from a variety of public service organizations. A major purpose of the program was to increase pro bono representation, so we arranged for the two largest pro bono service groups –the Volunteer Lawyers Network and the Minnesota State Bar Association –to have booths set up in the conference center where they could meet and greet attendees, provide them with information about their programs, and enroll them in pro bono programs on the spot. Representatives from both groups also spoke at the lunch session, which featured two prominent local attorneys and a highly respected judge on the importance of pro bono work. Similarly, each video replay location has the option of offering attendees a box lunch and either: (1) viewing a live lunch presentation by local groups recruiting attorneys to do pro bono work; or (2) viewing a videotape of the lunch session held at the live session.

6. Ongoing nature of activity, if appropriate. The video replays are about to begin and the course manual will soon be available. In addition, given the very positive reaction to the course, we are considering other live presentations –perhaps in different areas of need.

Contact Person:
Julie A. Casserly, 651-254-2134, jcasserly@minncle.org

ACLEA's Best 2005 - Public Interest

Accessing Affordable Housing for Low-Income People
 Massachusetts Continuing Legal Education, Inc. (MCLE)

The Commonwealth of Massachusetts has one of the lowest vacancy rates in the nation for owner-occupied housing. In 2003, the National Low-Income Housing Coalition rated Massachusetts the least affordable state in which to rent an apartment. In response to an urgent statewide need, Massachusetts CLE offers the program, *Accessing Affordable Housing for Low-Income People*, the “centerpiece” of our annual Civil Legal Services Advocacy Series.

Responds to a growing public need for housing advocacy in Massachusetts: On October 25, 2004, Massachusetts CLE presented a training entitled, *Accessing Affordable Housing for Low-Income People*. The curriculum for this training was designed to sensitize both lawyers and lay advocates to the state’s growing disparity between earning capacity and the ability to find affordable housing, and to train them in how to help their clients avoid homelessness. The program demystifies subsidized and public housing and explains tenants’ rights in summary process (eviction) actions and other civil proceedings between landlords and tenants.

Serves a substantial segment of the poverty law bar and lay advocate communities: Through a decade-long collaboration with Massachusetts Law Reform Institute (MLRI), Massachusetts CLE trains intensively in key areas of landlord-tenant law and practice that are relevant to underserved communities. During the past five years alone, over 1,000 lawyers and advocates have been trained as part of our annual Civil Legal Services Advocacy Series, the centerpiece of which is *Accessing Affordable Housing for Low-Income People*. The training serves civil legal services attorneys and pro bono segments of the legal community; while also attracting a growing number of nonlawyer advocates for both tenants and the homeless. The October 2004 training was attended by 158 registrants – a group whose demographic reflected this diversity.

Impacts lawyers’ and lay advocates’ ability to represent both tenants and the homeless: Over the past several years of training sessions, the curriculum offered by *Accessing Affordable Housing* has helped to build a community of Massachusetts practitioners with expertise in poverty law issues impacting tenants and the homeless. Massachusetts CLE underwrites the tuition for legal services counsel and lay advocates; resulting in a \$50 savings off the usual tuition of \$95 for private sector counsel. These tuition discounts are useful to civil legal services organizations in the recruitment, retention, and rewarding of lawyers who represent the Commonwealth’s neediest residents.

Employs innovative teaching methodologies: The volunteer faculty for this training is drawn from the civil legal services community itself. Because the faculty members are themselves advocates “in the trenches” of daily advocacy for the homeless and the poor, the curriculum is able to transcend the black letter law; to make lawyers and lay advocates aware of the many collateral issues impacting families and individuals who face homelessness in the absence of affordable housing. The training blends lecture, case studies and small group discussions that encourage interaction with faculty.

A joint, ongoing effort between Massachusetts CLE and one of Massachusetts’ key legal services organizations – effective use of both organizations’ available resources: The text used for the training, *Legal Tactics: Finding Public and Subsidized Housing*, is printed, marketed, inventoried and distributed by Massachusetts CLE as a service to MLRI, enhancing the learning experience offered by the training while also creating a revenue stream (from post-program sales) that helps to offset administrative costs of the programming. The training is marketed in our seminars catalog and via direct mail, thereby assisting MLRI economically in its outreach to the poverty law community. The collaboration benefits Massachusetts CLE by enabling us to reach a broader audience of poverty law practitioners as well as lay advocates who need

CLE in order to better and more knowledgeably serve the public. The training makes economical use of staff time and administrative resources through the blending of our particular CLE strengths with those of our collaborator. Massachusetts CLE achieves economies of scale in the printing and marketing of the program; while MLRI saves facility costs by using our auditorium and classrooms.

Contact: John M. Reilly, Esq.
617-350-7006 ext. 1240; E-mail:
jreilly@mcle.org

ACLEA'S BEST 2005 - Publications**Internet Law and Practice in California**
California CEB

Internet Law and Practice in California (Cal CEB 2004) is a two-volume, 1000-page looseleaf book in 3-ring binders with hard covers. Each of the 22 separate chapters and the Appendix are tabbed for easy access. The text of each chapter is divided into short sections with headings that clearly identify the content.

Along with the explosive growth of the Internet over the last 15 years, an entirely new field of law has developed concerning business and personal interactions online. The state of California has been in the forefront in the development of this new area of law. This book is the only title on internet and e-commerce law in print that focuses on practice in California. The book is intended as a practical reference manual for counsel representing California businesses or individuals who now operate or wish to develop commercial Internet websites or who otherwise transact business online. Thus, the book is useful to a broad range of California lawyers—from attorneys with little or no experience in cyberlaw topics to more experienced counsel who wish access to a practice-oriented title with many useful forms and practical guidance. The readership will include general practitioners with little or no experience in cyberlaw topics, young lawyers just starting their practices, in-house counsel responsible for managing company websites, as well as more sophisticated corporate and intellectual property attorneys.

Internet Law and Practice in California provides thorough treatment of the legal aspects of doing business on the Internet, including coverage of federal and California state laws and regulations, intellectual property issues (trademark, copyright, patent, and trade secret law), the Digital Millennium Copyright Act, domain names and the Uniform Domain-Name Dispute Resolution Policy, metatags, website development, website hosting, technical support, terms of use, e-commerce transactions, taxation issues, electronic contracting and payment systems, software licensing agreements, source code escrows, advertising law, FTC issues, spam, privacy issues and website privacy policies, financing, viruses and network disruptions, tort and criminal liability issues, First Amendment issues, insurance, jurisdiction, international issues, and acquisitions and sales of online businesses. The book was written by two California attorneys whose practice focuses on internet and technology companies.

The book text includes hundreds of links to legal and other reference materials on the Internet. In addition to the hard copy and the CD-ROM, the purchase price of the book includes online access through CEB's website, allowing the user to easily click through to the other Internet websites and online authorities cited. This feature represents an innovative marketing strategy for CEB. Previously, online access for CEB titles has been available only as a separate item at an additional cost to users.

The title is extremely practical in its approach to the law, with numerous user-friendly Practice Tips throughout the book and over 50 model form contracts and agreements together with comments by the authors on use of the forms. The book emphasizes nuts-and-bolts issues concerning the establishment and operation of Internet websites. The purchase price of the book includes a CD-ROM with all of the model forms available for downloading by attorney-users. The Appendix includes a helpful guide to internet resources for California businesses.

The book's coverage of the law focuses on federal and California state statutes and regulations, and cases decided by California courts. There are approximately 800 statutory and regulatory citations and 350 case citations in the text, each of which has been reviewed at least twice for accuracy by CEB staff. CEB's editorial process relies on experienced in-house attorneys, legal editors, and cite-checkers who work collaboratively to ensure the accuracy of the information contained in the book. CEB's databases of cases and statutes are kept current and used until the publication is sent to the printer to ensure that no recent development is overlooked. In addition, CEB's non-attorney editors make sure that the material is well written—clear, concise, and grammatically correct.

Contact Person - Suzanne Weakley, 510.302.2171, suzanne.weakley@ceb.ucop.edu

ACLEA'S BEST 2005 - Publications

Michigan Family Law, Sixth Edition

Institute of Continuing Legal Education, Ann Arbor, Michigan

Our new edition of *Michigan Family Law*, published in June 2004, is a model of how to increase the popularity of an established publication. Our first step in planning the new edition was to consider customer feedback. Our next was to add two new and very active consulting editors, including a Michigan Supreme Court Justice with a strong interest in family issues. Family law is a very active area for the Michigan legislature, and we took a step back and made sure the book was organized to respond to those issues. We expanded coverage of current topics, like nontraditional relationships, ADR, and immigration issues and divorce. We replaced authors whose enthusiasm had run its course with others with a strong commitment to the new edition and to staying involved with the updates. Our customers responded: when we sent the new edition automatically to subscribers, 93% kept and paid for the new edition. New sales have also been strong, and we currently have over 1,750 subscriptions to supplements to the new edition.

We cover all topics heard by the Family Division of the Michigan trial courts. Our author group is an "all-star" cast, including the current chair of the State Bar Family Law Section (an excellent author) drafters of major legislation, and well-known practitioners. The organization and contents of the book benefited greatly from Justice Marilyn Kelly's prior experience as a family law practitioner and the involvement of our other new editor, Richard Roane, in divorce mediation. Our in-house legal editor has experience with all our family law books and knows the area well; our copyeditors pay careful attention to the editorial details. "Michigan Family Law" accurately describes the content, and the book is known throughout Michigan as "the" resource on family law.

ICLE is now in the process of starting to offer an online edition of virtually all of our books. Our online books will be linked to Michigan primary law, fully searchable, and will be continually updated. *Michigan Family Law* will be offered online in the Fall of 2005. Over the last year, we have applied our new updating approach to *Michigan Family Law*. Instead of waiting a year to analyze all developments over the last 12 months, our legal editor now reviews all new developments on a daily basis and updates the book files at least weekly. This will allow us to offer an online subscription that is virtually always current without preparing two different forms of updates. When the time comes to send out the first supplement, we will send out complete replacement pages to subscribers for only a modest price increase. We have done this with other books, and customer response has been excellent.

Anne Sanderson is the legal editor who worked on the book and has been continually updating the files in preparation for online publication. She will be attending the ACLEA meeting and will be happy to answer questions about the book and the continual updating process.

ACLEA'S BEST 2005 Publications

**Drafter's Guide to Wisconsin Condominium Documents
State Bar of Wisconsin**

Content. The Drafter's Guide to Wisconsin Condominium Documents is an annotated manual for preparing and using documents relating to every aspect of condominium practice -- development, organization, operation, purchase, and sales. It provides sample clauses and suggested language, which are also available on the accompanying CD-ROM, and detailed discussion of case law and statutes.

Style. This 6" by 9" perfect-bound paperback book is clearly written and solidly edited, with an ear toward plain language and straightforward presentation. Practice tips, comments, and legal discussion are interspersed throughout the chapters. Suggested document language and clauses are set out in shadow boxes, easily distinguished from the accompanying text.

Format. The book opens with a "primer" on condominium law and continues through the various documents and clauses required or suggested under Wisconsin law. The book also contains an index and an extensive appendix of sample documents, which are also provided on the accompanying CD-ROM.

Market. The Drafter's Guide is aimed at every lawyer who handles or can expect to handle matters involving condominium law, the majority of the approximately 15,000 in-state members of the Wisconsin Bar. The book has also been marketed to realtors and real estate developers, government attorneys, the courts, and local government officials who deal with such issues as development, construction, purchase, operation and sale of condominiums. Currently slated for review by a Wisconsin Bar member in the State Bar's Wisconsin Lawyer, the book has been featured on "Legal Explorer," the State Bar's law-related education Web site for nonlawyers. The book has been considered especially timely because its release was coordinated with the effective date of a major revision of Wisconsin's condominium laws, and covers each of those changes in detail while remaining relevant for condominiums established before that date. The Drafter's Guide is also an ideal companion volume to the State Bar's Wisconsin Condominium Handbook, which takes a broader approach to condominium law.

Innovative. Authors Jesse Ishikawa and Brian Mullins, both experienced real estate attorneys, learned first-hand the intricacies of preparing effective condominium documents, and about the perils of relying solely upon the statutes and traditional real estate practices when preparing those documents. They set out to write a practical, nuts-and-bolts guide to drafting those documents. The result is the Drafter's Guide to Wisconsin Condominium Documents. In this book the complex is made simple and the arcane made plain, all in a concise and eminently readable format.

This book also represents the first in a planned series of coordinated State Bar products intended to provide materials in integrated multiple formats -- in the Drafter's Guide the forms, clauses, and sample language are easily accessible in an enclosed CD-ROM; readers can also purchase (for an additional charge) an audiotape presentation on the topic by lead author Jesse Ishikawa, which is keyed to the book but can also stand alone. Finally, the book, CD-ROM, and audiotape are jointly marketed by Books and Seminars Divisions, resulting in effective use of resources for both.

Financially Effective. The authors donated their time and expertise for this book, which was brought from rough draft to completion by the State Bar's editorial staff, including Legal Editor Douglas E. Baker, J.D. As with every State Bar of Wisconsin CLE Books publication, the formatting, typesetting, and cover design were done in-house. Bids were obtained from multiple printers, and the books were printed for approximately \$6 per copy. Although editorial time and resources were the biggest cost items for producing the book, the collaborative efforts of dedicated authors and the State Bar's experienced editorial and production staff kept costs to a minimum, resulting a book that -- at \$50 for both the book and the CD-ROM -- is easily affordable by its target audience and profitable for the State Bar. Nearly 300 copies of the book have been sold since its release in October 2004, considerably above the average sales for a new book by the State Bar of Wisconsin.

Contact: Judith Knight, 608-250-6141, jknight@wisbar.org

ACLEA's Best 2005 - Programs

Building for Success – The Ultimate How to Guide... State Bar of Wisconsin

WHAT'S got 21 sessions on starting a successful law practice; 60 faculty; 300 attendees; three regional locations; a breakfast social; a technology luncheon; an evening networking social; outstanding judge and lawyer faculty from all over the state of Wisconsin; co-sponsorship by local and specialty bars; and 7 pounds of the best practice materials and forms ever produced for new lawyers in both hard copy and CD? For \$59 Bucks? And no cash outlay from the Bar?

Building for Success – The Ultimate 'How-to' Guide for New (and Not so New) Lawyers

Approximately 700 lawyers are admitted to the practice of law every year in Wisconsin. Many, in a down market, are now forced to hang out a shingle without ever having taken a business course, any negotiation or persuasion training, or even the most basic preparation for starting their own law firm. **"Building for Success"** was designed to provide an outstanding, affordable CLE experience to lawyers in the best tradition of increasing their competence and benefiting the public in the bargain. Better practitioners, better advice and assistance, more civility and collegiality in the profession are all the intended by-products of this unusual seminar.

By regionally triangulating three presentations of this seminar, we were able to accomplish several significant things:

- One, we were able to provide a live training opportunity to regionally far-flung attorneys as well as the larger urban audiences, primarily in small, interactive sessions.
- Two, we were able to draw local faculty and judges who were on hand at breakfast and closing receptions for meet-and-greet opportunities with attendees.
- Three, we were able to build our faculty lists for future programs.
- Four, we were able to keep travel and overnight expenses down for faculty.
- Five, faculty were able to collaborate on materials with the option of supplementation where they so chose.

By developing "Building for Success" as a collaborative effort with Bar Leadership, the Senior and Young Lawyers' Divisions, and a committee of judges and practitioners, a determination to deliver both a "how-to" and a professional values was discovered. Sessions on communications, ethics, and civility in the profession were presented as plenary sessions. Sixteen multi-session breakouts then featured training on practical issues such as law practice management, networking, and client development. To emphasize the value of professional collaboration, mentoring awards were presented to lawyers who had willingly shared their professional expertise with younger lawyers over the years.

The very affordable tuition was part of the marketing strategy. In several marketing pieces, we used the phrase "And, we're bringing all this to you at a price that won't cut into the operating capital for your new practice!" At **\$59, and \$25 for law students!** The price definitely drew attendees. Attendance in Milwaukee was 143, attendance in Madison was 111 and 67 attended the seminar in Wausau.

The quality of the seminar was not sacrificed for the low cost. The Young and Senior Lawyers Divisions of the State Bar of Wisconsin provided generous support. Local and specialty bars also provided support as well as generated interest in their regions. Providers of products like technology, insurance, title services, and the like also generously contributed as financial sponsors. In doing so, we totaled donations of well over \$20,000 and were able to cover all direct expenses of the seminar. May it please the Committee, the proponents rest.

Contact Person: Tom Dixon, 608-250-6040, tdixon@wisbar.org

ACLEA's Best 2005 – Programs

LTO E-Filing The Continuing Legal Education Society of British Columbia

The Context

In April of 2004, the Province of British Columbia experienced one of the most significant legal developments in the area of real estate in the last 20 years. British Columbia's land title registry, the Land Title Office ("LTO"), launched a new Electronic Filing System ("EFS") which enabled conveyancing professionals throughout the province to electronically submit land title forms for registration. The LTO EFS Project was the culmination of more than five years of work, and involved the cooperative and coordinated efforts of the LTO, The Law Society of BC, The Canadian Bar Association, and CLEBC. By coincidence, the Province's Manufactured Home Registry ("MHR") which is a separate registry from the LTO launched its mandatory online filing system at about the same time.

The Challenge

Not only did the entire conveyancing profession (including lawyers/notaries, legal support staff, and technology support staff) need to learn about both the LTO and MHR's new online filing systems, but the learning needs for each of these groups was also different. The challenge was to develop programs that not only met the learning needs of each of these very different groups, but also to deliver them in a way that was timely, affordable, and above all, accessible, throughout a Province with a geographic area approximately the size of the States of Texas and Oklahoma combined.

The Response

We ended up designing four different courses: (1) a course for lawyers/notaries; (2) a course for legal support staff; (3) a course for technology support staff; and (4) a course solely on the MHR's online filing system.

For each of these four types of courses, we employed a combination of learning options including (1) face-to-face live events; (2) online live events; (3) combinations of face-to-face/online live events; (4) video repeats; and (5) combinations of face-to-face live events/video repeats to meet the logistical learning needs of the various groups.

For each of these learning options, we employed a variety of learning methods including comprehensive demonstrations, lectures with PowerPoint, and panel discussions where local "Lawyer-Legal Support Staff" teams who participated in an earlier pilot project were invited to share their insights on the good, the bad, and the ugly of the new system.

Even though only four different courses were designed, we were able to roll out a total of 62 different offerings (based on type of course, location, learning option) over a period of approximately 9 months to meet the learning needs of the profession. We also published a "Land Title Transfer Forms Guidebook" to assist in the process of completing the electronic transfer forms. In order to be cost-effective, we advertised all 62 courses and one publication on two brochures. Sixty-two courses and 9 months later, we ended up having more than 1,500 people participate in these courses.

Presents Information in an Effective Manner

The goal of the approach that we took to spinning out this new development was to try and do it in the most effective manner. This included maximizing opportunities for legal education, maximizing knowledge in a minimum amount of time, presenting information in a creative format without sacrificing quality, and doing it in a way that would minimize the cost to registrants. We felt that this was achieved in several ways:

1. All four different courses had at least one learning option where the registrant did not need to travel out-of-town to participate in the course. Therefore, it not only saved on transportation and accommodation costs, but also on the time spent traveling to and from where the course was actually being held (e.g. Vancouver).
2. Three of the four courses provided registrants with at least 'two kicks of the can' in terms of being able to participate from the same location on different dates.

3. For the convenience of those working in smaller firms and sole practitioners who often need to perform all of the tasks in connection with a conveyance, lawyer courses and legal support staff courses were always held back-to-back.
4. By running the first set of courses just prior to the launch of the EFS system in the Spring, and then waiting for the Fall to run the second set of courses, it enabled us to provide registrants of the Fall courses with a general status report on how the EFS system was operating, and any necessary updates.

Other Awards

The LTO's E-filing System ended up winning two provincial government awards. It won for the "Multi-Jurisdictional Projects" category, and it was runner up for the "Public Value and Electronic Service Delivery" category.

Summary

The goal of this proposal has been to demonstrate how a CLE organization can deal with a major legal development involving a 'matrix' of factors including working together with outside organizations, dealing with different learners with different learning needs, making programs timely, affordable, and accessible to the entire profession.

Contact Person

Rob Seto

604-893-2111

rseto@cle.bc.ca

ACLEA'S Best 2005 - Programs
Bringing New Lawyers and Large Firms to ICLE with Boot Camps – a Systematic Approach
 Institute of Continuing Legal Education, Ann Arbor, MI

ICLE developed 4 Boot Camps, 2 in business & 2 in litigation which 1) established close ties and two-way communication with management at Michigan's largest law firms, 2) registered hundreds of new lawyer associates who would not participate otherwise, 3) introduced new lawyers to ICLE quality and 4) solved the challenge of attracting new lawyers in a non-mandatory CLE state.

The Challenge:	Solution: New & Creative CLE	Cost Effective, Innovative & Quality	Improved CLE for New Lawyers	Effective Use of Available Resources
ICLE must attract new lawyers and build relationships with large law firms. Large firm associates require training, but are not receiving it	Boot Camp offers 9 monthly 2-hour sessions. Minimal time out of office with early morning start at two convenient locations in east & west Michigan	Scheduling at times when facilities aren't busy lowers rental fees. Late materials emailed to registrants avoiding copy costs	2-year curriculum carefully designed by "brain trust" of key outside large firm partners – faculty and Directors of Training serve as "mentors" and answer registrant questions	Most course materials recycled from prior programs. Once created, need only simple updating when course repeated.
Billing responsibilities limit motivation of new associates to attend CLE	Well Known "Directors of Training" recruited – subject matter experts who provide continuity, address practice issues, attend all sessions	18 hours of innovative, first rate CLE – everything a new associate requires for success in practice from an outstanding faculty of leading experts	Quality of content, emphasis on networking opportunities and exposure to other major firm practices and associates increases registrant motivation	Training directors make it unnecessary for ICLE staff to attend. Boot Camp provides opportunity to market related programs & books directly to registrants
Billing and practice needs discourage management from directing new associates to attend CLE	Faculty of the most respected practitioners selected from each large firm to establish firm awareness and "buy-in"	ICLE staff not required to attend all 18 sessions (9 on each side of the state) but "show the flag" at select sessions only	Using the best presenters from every major firm. Each session taught by THE expert in field. Once program understood, management directed associates & legal assistants to attend	Personal relationships developed with practice group heads & managers - once established, personal contact of next boot camp is easy
Management erroneously assumes it is cheaper to offer associate training in-house	Innovative pricing: pay one fee, send as many associates and legal assistants as you like – no limit!	Limited direct mail marketing. Relied on personal communication channels to demonstrate how cost effective & powerful	Many attorney drafted forms included for immediate use & easy modification. Registrants invited to bring actual practice problems to discuss	Discount for ICLE Partners enhances value of ICLE Partnership leading to additional Partnership sales & renewals
In-house training is inadequate; partners too busy to prepare materials or develop presentations.	No presenter required to prepare more than one topic – emphasis on quality rather than quantity.	Attendance mandatory at many firms. Attend 7 of 9 sessions & receive attractive Certificate of Completion	Use of homework, stop action video and innovative formats increase focus, energy, loyalty & productivity	Shared learning experience. Not all lecture. Participants expected to become lifetime customers

The Challenge:	Solution: New & Creative CLE	Cost Effective, Innovative & Quality	Improved CLE for New Lawyers	Effective Use of Available Resources
Large firms need quality work from associates – in-house form banks difficult to find, access or use	Easy to access & use Michigan specific resources available on password protected web site.	ICLE materials well organized and fully searchable on line. Forms ready to modify and use	Large firm managers now contact ICLE for help with partner and senior associate training	Boot Camps familiarize participants with other resources in ICLE Partnership - increasing usage

Contact

Sheldon J. Stark, Institute of Continuing Legal Education, Ann Arbor, MI
 Phone: (734) 936-3424 E-mail: sjstark@umich.edu

ACLEA's Best 2005 – Technology

“Howrey U: The Virtual University”

Howrey Simon Arnold & White, LLP

Overview; Well Chosen to Meet Educational Objective.

Howrey Simon Arnold & White, LLP is an international law firm with 525 attorneys in ten cities—and is continuing to grow. Historically, Howrey's training and professional development initiatives have been conducted by individual offices at a local level. To meet the educational objective of providing coordinated firm-wide training for the growing Howrey attorney and staff population, in January, 2005, Howrey launched Howrey U—a “virtual firm-wide university” located on the firm's Intranet.

Howrey U is a mechanism for providing a single source for developmental resources, e-learning courses, information on live in-house seminars, and other learning opportunities. It is a strategic umbrella for the development of the firm's attorneys and staff in the core competencies that will help them to achieve their career potential and bring the highest value to clients and each other. It is enabling the firm to make a strategic investment of training dollars by: having one platform for all training; facilitating firm-wide collaboration and coordination; leveraging resources across the firm; and enabling attorneys and staff to take proactive charge of their own development.

Helped to Achieve Educational Objectives; Proficiently Applied by Developers; Well Received by Audience.

Howrey U's is presented as a “campus” interface, with four buildings currently open on the campus. Since Howrey U's initial priority educational objective is to help attorneys develop critical competencies, the most extensive set of resources are located in the Law Center; these resources are largely designed and organized around the Howrey Attorney Competency Model—16 competencies that Howrey has determined are critical to its attorneys' success. The Law Center enables attorneys to (1) Learn about the competencies for success at Howrey; (2) Access on-line seminars (including courses from PLI and Harvard) or learn about in-person training resources; (3) Read about developmental suggestions from Howrey partners who are noted experts in each particular competency; and (4) Manage their development proactively. All training is linked to the evaluation process, individual development plans, and the competency model. Howrey U is also launching three 3-day live Associate Academies based on associate level (two Academies have already been launched, one will be launched in April, 2005). These annual Academies focus on teaching fundamental competencies to maximize associate performance and create a one-firm skill base. They are taught by NITA and Howrey faculty, and provide a “learning by doing” approach to trial skills and other competencies.

The Center for Management and Leadership has 37 e-learning courses for supervisors and attorneys. The IT Center houses over 100 e-learning Microsoft Office courses, quick reference materials for different technical applications, and a library of weekly technology tips. The Welcome Center contains general information about Howrey U.

Within the first two weeks of Howrey U's launch on January 10, 2005, nearly half of the firm's employees had logged on to view Howrey U material. Howrey U will soon be expanded to include material from various departments. This will enable Howrey U to move forward with its mission of ultimately serving all Howrey staff as well as attorneys.

Demonstrates Effective Use of Available Resources; Financially Practical Give Educational Objectives and Market.

To implement a firm-wide learning tool while minimizing costs, the development and running of Howrey U is done internally—led by the firm's Professional Development Department in partnership with the Information Technology and Strategy & Marketing Departments. The learning management system and e-learning course from PLI and Harvard Business School Publishing were outsourced.

A training structure was developed to make decisions and enable the continued evolution of Howrey U and its content. For attorney training, the Attorney Training Committee meets monthly to coordinate firm-wide training and Local Training Partners were established to conduct regular training on a local level. Firm-wide training is based on an Attorney Competency Model developed by the firm this past year. For staff training, a Howrey U Governance Committee and a Learning Council were established. The Governance Committee—composed of senior leaders—will make strategic decisions about firm-wide training and the Learning Council—composed of representatives ("Lead Learning Managers") from each department—will meet regularly to review upcoming training plans, share information and ideas, and ensure quality control of training provided. Lead Learning Managers will focus on functional training specific to their department as well as assist Professional Development and IT in rolling out supervisor, "soft skills," and IT training in their department.

Contact Person :
Lori Berman, Ph.D.
202-383-6960
bermanl@howrey.com

ACLEA's Best 2005 - Technology
"The online Case Digest"
 State Bar Of Texas

Description of Project

The name of the project is the online Case Digest. The State Bar of Texas employs three full-time Case Digest Editors (long-time licensed Texas attorneys) to write a comprehensive summary of every new Texas civil and criminal appellate opinion (except for those decided on "no-evidence" grounds). At our Web site, TexasBarCLE.com, State Bar of Texas members can sign up to receive, for free, the online Case Digest – a weekly email of the summaries with a direct link to the full-text court opinion of each case summarized. Members can elect to receive the online Digest in two different email formats: plain text and HTML (Samples attached as "July 21, 2004" and "Feb 2, 2005 HTML).

In addition to writing the summaries, the Editors also assign each case to one or more of 29 practice areas (e.g., Family Law, Evidence, ADR, etc.). In turn, members can customize their subscription to receive case summaries (with the opinion link) in all or some of the 29 practice areas of interest to them.

Also, soon after each weekly Digest email is sent, the summaries (and their corresponding full-text opinion link and assigned practice area) from that week's edition are archived on our Web site in the Case Digest archive. Registered Web site users can conduct instant online searches of the summaries archive by keywords and/or practice area(s). The results can then be read online or downloaded for later viewing. Summaries have been cumulatively added to the archive since January 1, 2001.

When our redesigned Web site was launched on February 25, 2004, the final planned components of the online Case Digest also debuted: the Editor's tagging each summarized case with zero to five stars to quickly and clearly indicate to users that case's relative importance in Texas jurisprudence. Because our Digest Editors summarize almost every appellate opinion, they are uniquely situated to accurately determine the proper significance of new cases.

In addition to the Editor's ranking, we also on February 25 started allowing Digest subscribers and Digest archive users to post their own ranking of summarized cases in the archive, using the same ranking scale as the Editor's. This "peer review" ranking is positioned just below the Editor's star ranking and appears when a search of the archive is performed. (The weekly emailed Digest does not have peer reviews because, at that point in time, the cases are too new to have been widely read.)

Adding these rankings greatly benefits archive searches because it adds a third distinctive search criteria to the existing keyword search and/or by practice area(s) search. Users are now able to include searches for "highly-rated cases (3 stars or above)" and/or "popular cases," which is defined as those cases viewed the most within the last 365 days. (Sample attached as "Search with Commentator and Peer Ratings;" also attached are instructions for the subcommittee members to do a search.)

Meeting of Criteria

Attorneys in active practice cannot escape the unyielding need to keep up with the never ending flood of new cases relentlessly handed down week after week. Any attorney attempting to read each of these opinions quickly discovers the Sisyphean nature of this task; indeed, it's even impossible try to just skim them—it's a frustrating and losing battle. Accordingly, our educational objective in creating the online Digest was simple but quite daunting: create a way for Texas attorneys to quickly and conveniently ascertain, week after week, the new cases of importance to them in their specific practice area(s). We also had to give them real-world guidance and perspective on the significance of each case in Texas jurisprudence.

Although minimally promoted, word-of-mouth advertising has swelled the number of online Digest subscribers to over 10,500. Their satisfaction can be measured by the fact that only .0017% (18) of those

who subscribed later requested that their subscription be suspended. Ease of use and user satisfaction is also reflected in the fact that problems with Digest subscriptions account for less than 1.5% of all website help calls.

For many years prior to creation of the online Digest, these same Editors summarized new appellate cases which the Bar then printed weekly in the format of a black & white, three-hole punched 8 ½" x 11" newsletter called the *State Bar Civil Digest* and the *State Bar Criminal Digest*.

Although almost every new case was summarized, many of these summaries were not being published simply due to lack of space. Moving the case Digest to the Web and making it a free, weekly email was a proficient application of the Bar's resources and was eminently financially practical: no changes had to be made to the way the Editors had been summarizing cases; indeed, creating the Digest in a digital format neatly and elegantly eliminated the space limitations of the print version. Also, the TexasBarCLE Web site was being developed in a manner that did not require much extra computer programming to create a system which would automatically generate a weekly email of these summaries each of which had been individually customized by subscribers. (Note: about 3,000 attorneys still prefer to receive their summaries in the hard-copy format at \$99 for a one-year subscription, which, in turn, pays for the salaries of the Digest Editors and the costs of printing and mailing.)

Texas is a mandatory State Bar, and the good will generated by offering the online Digest as a free member benefit is a fantastic return on investment of exponential proportions. Also, we can target market other TexasBarCLE products by advertising them with the summaries in the related practice area(s) being emailed that week (*e.g.*, advertising the *TEXAS FAMILY LAW PRACTICE MANUAL* in the Digest sent to subscribers who have customized their subscription to receive summaries in the Family Law practice area).

We believe we deserve the "ACLEA Best" award for Technology because we figured out a unique way to effectively and efficiently educate Texas attorneys who otherwise would be drowning in a sea of information overload.

Contact Person

Martin Chait

State Bar of Texas

Phone: 800-204-2222, ext. 2056

Email: mchait@texasbar.com

ACLEA's Best 2005 - Technology
"Michigan Law Online"

The Institute of Continuing Legal Education, Michigan

The Challenge

ICLE offered a limited selection of current Michigan case law on our Web site. They were free, very popular, and a draw to our site. We wanted to expand this service to include all cases from 1942 forward, make it compelling to users, and *still* provide it free to Michigan lawyers. Plus, having a set of cases to link with our online resources would add significant value to our resources. How to do this?

The Solution

Create the service in partnership with the State Bar of Michigan. Limit access to members of the State Bar of Michigan--but *all* members of the Bar. The collaboration was a win-win. The State Bar was able to offer its members a high-value free service for much less than options available from for-profit vendors. ICLE could affordably develop and implement the service--Michigan Law Online--maintain ownership, and use it to enhance its bank of online resources.

The Result

Today, ICLE hosts Michigan Law Online, a collection of more than 100,000 opinions from the Michigan Supreme Court and the Court of Appeals as well as a full collection of court rules and rules of evidence. This product was developed in partnership with the State Bar of Michigan and is offered free to Michigan attorneys as a Bar member service.

Michigan Law Online is updated daily, generally within 24 hours of an opinion's release. The collection includes:

- Michigan Supreme Court cases from 1942 forward, all published Court of Appeals cases, Michigan Court Rules, Michigan Rules of Evidence, and Michigan Rules of Professional Conduct,
- advanced searching by key word, date, docket number, case citation, party name and opinion author,
- links within each opinion to case citations, statutes, and rules,
- a list of the cases that cite each case,
- official reporter numbers and official page breaks,
- a cite this case function that properly formats case citations for customers to copy into word processed documents.

More than 6,000 attorneys have registered for Michigan Law Online in the past 10 months. We have tracked more than 200,000 hits on the site from approximately 44,000 visitor sessions. The response to the service has been outstanding. Here are just a few of the comments we received.

- "Your site is excellent and long overdue. Searches are easy and common sensical. Thank you very much, I will use this resource extensively."
- "WONDERFUL, MAGICAL, A MIRACLE!!!! A BOON TO LAWYERKIND. (PS This rocks.)"
- "Your new Michigan Law Online is phenomenal... the "Print Citation" function is brilliant. It requires no reformatting I also love the feature that allows me to view all the other cases which cite the case I am viewing. The summaries of the cases are good too. The cases print nicely, too. All very user friendly."

Aside from providing this excellent resource free to Michigan Bar members, Michigan Law Online is helping to add depth to our other online content. By adding links to cases and rules cited within our online content, attorneys can read our secondary material as well as the caselaw that supports it. Michigan Law Online is also used as a research tool for our copyeditors and legal editors on staff.

We looked at several approaches to developing this collection, from contracting the service from third-party vendors to providing PDF files. In the end, we found that keyboarding an XML-based collection would be the most effective way for us to establish a maintainable product that would both satisfy our customer

needs and integrate with our current and future online products.

Partnering with the State Bar of Michigan on this service helped bring an extremely ambitious development project within our reach by defraying the cost of development and yearly maintenance. Michigan Law Online is supported entirely by ICLE staff. Processes and programs were created so that one copyeditor and support staff can easily manage and update the collection in roughly the same amount of time spent maintaining our previous collection of primary law,...and our customers love it!

Contact Person

Yvette Harms
734-936-4268
yvetteh@icle.law.umich.edu