



LibraryCo e-Newsletter

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SPOTLIGHT ON . . . Social Media



by Beth Weisz, Assistant to the Board General Manager, LibraryCo Inc.

Are you thinking about using social media for your organization but unsure whether it's worth the time and effort? Web sites, blogs, LinkedIn and Twitter all offer their own unique benefits and can be useful tools for any business. For example, setting up a LinkedIn company page or a Twitter handle is relatively quick and requires no budget. Adding and updating information is easy once you've developed the right plan.

Some of the benefits of social media include:

- Communication – social media enables you to get your message out there and share important information
- Increase awareness of your organization - discussions, postings and blogs raise awareness of what your organization is trying to achieve
- Increase traffic to your web site where there is more information about your association
- Develop a better understanding of and engage your members
- Online presence can drive membership growth
- Create networking opportunities – one of the best benefits of social media is the ability to establish

productive networking opportunities through sites such as LinkedIn.

Ask yourself these questions before building your social media plan:

- What are you trying to accomplish? Building awareness, providing valuable information, etc.?
- How will you accomplish these goals? Will you build a web site, start a LinkedIn company page or become a Twitter user?
- How will you execute your plan? Are you or any of your colleagues familiar with the technology?
- Is there a budget to build and maintain a web site? Even with “open source” software you might need to outsource some of the work.

A good place to start is to see what the other law associations are doing. Middlesex, Carleton, Hamilton and Toronto have all set up LinkedIn company pages. All of the regional and most of the area associations have web sites. Cochrane, Hastings, Muskoka and Norfolk are all local associations with web sites.

Social media is here to stay and countless businesses have embraced the opportunity to enhance the way they communicate. Are you ready to take on the challenge? If you require some assistance or advice, feel free to contact me at 1-866-340-7578 or bweisz@libraryco.ca

American Association of Law Libraries (AALL) Conference

This year the American Association of Law Libraries (AALL) met in Seattle, Washington from July 13 to 16.



For the third consecutive year, LibraryCo provided a bursary for one of the county and district law library staff to attend. Kemala Vranjes, library technician at the Essex

Law Association, received this year's bursary. Kemala was very enthusiastic about her experiences at AALL. She was joined in Seattle by Joan Rataic-Lang of the Toronto Lawyers' Association and Betty Dykstra of the York Region Law Association, both of whom received funding from their associations.



This year's conference theme was "Rethink Your Value". It was a timely theme, given the significant transformations that libraries and information centres are undergoing. The opening general session featured David Weinberger, a senior researcher at the Harvard Berkman Center for Internet & Society (and co-director of the Harvard Library Innovation Lab) as keynote speaker. Mr. Weinberger discussed the transformative changes that libraries are going through as a great opportunity, provided that libraries restructure themselves.

There were over 70 programs offered at the conference. They were divided into four groups: educational, hot topics, deep dives and recharge. Most sessions focused on what libraries and information professionals should and can do to prepare for change and how to redesign their own roles in the process. There was a strong technology focus with sessions about social media, e-books in law libraries, iPads, Prezi and web design. Change was another area of emphasis, with the session "Why Changes Stalls and What to do About It" providing attendees with a "change road map" that they can use for both small and large change situations.

Conferences such as AALL and SLA (Special Libraries Association) focus on the changes in the world of libraries and information. They do so in a positive, forward-thinking way. Rather than lamenting the disappearance of the traditional ways of providing service, these conferences embrace change and the exciting times ahead for information professionals.

Toolkit of Legal Resources

Last month's e-newsletter focused on the Toolkit of Legal Resources and the Desktop Delivery Initiative. Please remember that you may access the Toolkit in all 48 county and district law libraries. Desktop delivery is available to lawyers who practice in the 28 local associations as well as Algoma, Kenora and Thunder Bay.

Lawyers who practice in one of the associations that are included in the Desktop Delivery Initiative should request a password by e-mailing libcosupport@lsuc.on.ca and include their name, date of birth, Law Society of Upper Canada member # and e-mail address. Christopher Stephenson, Library Systems Administrator at the Great Library, will create new accounts and e-mail the password information directly to the lawyer, often the same day.

Once you have your password, go to www.libraryco.ca and click on the Toolkit icon. Users will be taken to the Toolkit page where they will click on the icon and be prompted to enter their user name and password. At this

point they will be at the search page and ready to begin their research.

Both the Toolkit of Legal Resources and the Desktop Delivery Initiative are provided to all lawyers in Ontario without charge. Please don't hesitate to contact LibraryCo for further information.

Revised Retention Guidelines

The document "CLE Titles for Retention in County and District Law Libraries" has recently been revised. Many older titles that are no longer considered to be of value have been removed. You may view the list [here](#). This list is an ongoing project and LibraryCo welcomes your input. We thank Marilyn Elkin, Roving Law Librarian, for her hard work to revise the list, and to the members of LibraryCo's Collections Team for their input.

LibraryCo has also revised the document "Guidelines for Retention of Continuing Legal Education (CLE) and Bar Admission Course (BAC) Materials in County and District Law Libraries" to reflect current dates. It is available [here](#).

Reminder re Continuing Education Bursaries

Summer is winding down and the fall will be here very soon. This is a good time to think about continuing education. LibraryCo has a generous bursary program for library assistants to earn their library technician diploma, and for library technicians and law librarians to further their education. In most cases LibraryCo pays the tuition and materials costs. For more information, go to our web page at <http://www.libraryco.ca/resources/law-library-bursaries/> and click on "Continuing Education Bursaries for Law Library Assistants" or "Continuing Education Bursaries for Library Technicians and Law Librarians".

Don't hesitate to contact us for further information!

COLAL 2013 – Book Your Hotel Room Now!

Hotel registration is now open! LibraryCo has reserved a block of rooms at the Eaton Chelsea Hotel (formerly the Delta Chelsea). Rooms have been set aside from October 16 through October 18 at a cost of \$139 per night (plus 13% HST and an \$8 per day, per room facility charge). Rooms will be held until Monday, September 16, after which they will be released and sold at the regular rate.

The Eaton Chelsea has set up a direct link specifically for booking rooms for COLAL. Please go to



<https://gc.synxis.com/rez.aspx?Hotel=59052&Chain=10316&start=availresults&locale=en-GB&arrive=16/10/2013&depart=18/10/2013&adult=2&child=0&group=GDSLIBCO> to make your room reservation.

If you prefer to book by telephone, please call (416) 595-1975 or 1-800-243-5732 (toll-free). **Please mention that you are with LibraryCo (COLAL) when you make your reservation.**

For further information, map and directions, please check the hotel web site at:
<http://chelsea.eatonhotels.com/>



Finance Notes by Gary Cheong

Managing accounts receivable and bad debts

1. I have \$4,000 in accounts receivable but \$3,500 are bad debts that won't be paid. What should I do with the \$3,500?

First of all, print a customer aged trial balance which you will find in Simply Accounting under 'Reports'. For all of the amounts greater than 90 days, consider whether the amounts will ever be paid. If they are not likely to be paid then propose to your board to write those amounts off.

2. Why should I write these uncollectible amounts off?

If you do not write these amounts off, your assets and accumulated surplus are overstated and that distorts the financial position of your library. This can negatively affect decision making by your board and LibraryCo.

3. Once approved, how do I write amounts off?

If you use sales invoices to bill your clients (and if you don't you should) just call up a normal sales invoice and make the amount negative for the amount to be written off. Since you do not have a bad debts account you would charge miscellaneous expense instead.

4. How often should I be doing this?

In most instances annually is fine, right before year-end.

5. What can I do to reduce these bad debts? We are losing a lot of revenue.

Here are some suggestions you can consider:

1. Install a card reader for your photocopier that allows for the purchase of preloaded cards.
2. Send a reminder by email to the person owing the money once the account reaches 30 days and 45 days old.

3. Impose a 5% interest charge on accounts greater than 60 days.
4. Ask for prepayment at the beginning of the year and reduce the balance as the individual uses the copier. Collect another prepayment when balance is at 25% of the original charge.

Law Society of Upper Canada CPD

The Law Society's New Alternative to Internet Streaming

Some of you told us that your internet connection has trouble streaming our CPD programs. So, we came up with a solution.

Our new MP4 format is quick and easy. Simply download the MP4 file in one go and then play it at your convenience on any computer or mobile device.

Group facilitators who purchase the MP4 file also receive the .pdf program materials and an internet streaming file. As with the discontinued DVD format, MP4s do not include synchronized slide presentations.

You can buy the MP4 format beginning with our fall 2013 CPD programs. Find MP4s listed on the Law Society's web site approximately one week after each program is held, at <http://ecom.lsuc.on.ca/resources>

For a listing of upcoming programs, descriptions and accreditation, please visit our [website](#). View our entire legal education resources library at <http://ecom.lsuc.on.ca/resources>

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