LLAW Executive Board 4ᵗʰ Quarterly Meeting

DRAFT MINUTES

April 18, 2024 at 10:00 a.m.

Present via Zoom: (Elizabeth Manriquez (President), Wendy Smith (Vice President and Programming Committee Chair), Katie Dunn (Secretary), Angela Henes (Treasurer), Amy Crowder (Nominating Chair and Past President), Bev Butula (Archives Chair), Jenny Zook (Public Relations Chair), Carol Hassler (Website Chair / Webmaster), Jess Moore (Government Relations Chair), Diane Duffey (Grants Chair), Carol Schmitt (Membership Chair), Michelle Wollmann (Newsletter Chair), and Sarah Kober (Placement Chair)

1. Call to Order: Liz Manriquez called the meeting to order at 10:01 a.m.

2. Approval of Executive Board 3rd Quarterly Board Minutes: Bev Butula moved to approve the minutes and Carol Hassler seconded. Minutes approved.

3. Treasurer's Report: See attached. Angela Henes reported that the current checking balance is $3,108.13.

4. President's Report (Liz Manriquez)

   a. The dues increase proposal was approved by the membership. One abstention, and remaining votes were in favor of the dues increase.
   b. Huge thanks to Amy for lining up an excellent slate of candidates for next year and thank you also to existing board members who are continuing to serve next year.
   c. Thanks to the programming committee for our upcoming event.
   d. Liz met with Carol Hassler in March to discuss improvements and changes to the website. See attachments. Carol will address in old business.

5. Committee Reports
   a. Archives – Bev Butula: If anyone takes any pictures at the get together, send them to Bev to be added to the archives. Please also add a note about who's in the picture.
   b. Government Relations – Jess Moore: No report
   c. Grants – Diane Duffey:
      - The Grants Committee has met twice recently.
      - At our first meeting, we made decisions about Grants awards for the remainder of this year. We had two grant applicants:
         1. Jenny Zook – AALL Annual Meeting
         2. Shawn King – ELUNA meeting in May https://el-una.org/
      - Both applicants are coordinating programs at their respective meetings. We had a total of $500 to award for any applications, and we

decided to award half to each – so $250 to each applicant. Our incoming president is accepting the $1,000 which we traditionally offer; therefore, the Grants budget for 2023-24 is officially exhausted!

- The grants committee met a second time to discuss the 2024-25 year. Since we have significantly less budgeted money now than in past years to award to our member applicants for grants, we have decided that we will ask the incoming president to complete a grant application form for attending the AALL Annual Meeting, in order to confirm their need and also confirm how much money they would need (up to $1,000). We would <u>assure</u> that the incoming president has priority over other applicants for their needed money, up to $1,000.
- Since our budget is now just $1,500, $1,000 is of course a significant portion of that amount – and this way we can determine how much money is available to award to other applicants.

    d. Membership – Carol Schmitt: No report

    e. Blog/Newsletter – Michelle Wollmann: No report

    f. Nominating – Amy Crowder: We had 34 responses so far to the '24-'25 ballot, which will be open until the end of the month. Amy will announce new office holders in early May. Amy also asked for suggestions for future LLAW programs as part of the ballot and received 4 suggestions that she will share with the programming committee.

    g. Placement – Sarah Kober: No report

    h. Program – Wendy Smith: Invitations were sent out for the next programming event on Thur. May 2. This is an in-person social event and people are encouraged to register by the 26th so the final food order can be placed. Encourage your colleagues to attend!

    i. Public Relations – Jenny Zook: Thanks to everyone who has volunteered to write an Inside Track article. All but one of the writer slots have been filled through December. The topic for the remaining slot (October) is criminal litigation, but topic is flexible – another topic idea is pro bono representation. Let Jenny know if you're interested in writing on that or something else for the October Inside Track. Thanks to everyone who's volunteered to write for Inside Track.

    j. Web – Carol Hassler: No report, but see below under old business.

6. Old Business

    a. Web Site Plans

- Updates from Carol Hassler: See attachment "LLAW Website Changes / Suggestions"
- Discussion Items for the Board
  1. Carol seeks feedback on who should get editing privileges. Currently the web chair uses a single admin login that can edit anything. We could set up additional accounts that would have more limited editing privileges.
     i. It would be useful for the webmaster to have a backup person who also has access to the admin login. Possibly program chair.

    ii.   It would be useful for programming chair, membership chair to be able to edit their content. This would be optional – web chair could continue to make these edits for people if they're not comfortable doing this.

    iii.   Do you want to make access so people can make their own changes, or just for the circumstance where the web chair is not available?

    iv.   Web chair and newsletter chair have some overlap now that the newsletter has a web-based format. Possibly could explore making them one committee with two people.

2. Should we use blog functionality to handle different types of website content?

    i.   A blog makes it easier to find current activities and presents us as an active organization to people looking at the homepage.

    ii.   Regularly updated content that potentially could be delivered via blog: member publications, jobs, meeting minutes, program information, calls for grants, membership renewal reminders.

    iii.   Job ads: Board leans toward not posting these online. Keeping them on the listserv only is a membership benefit, and it would be more work to track when ads should be deleted. (Employers do not want non-current job ads floating around the web, especially because they can be picked up by job aggregators that way.) This should go to the membership for approval. Carol will prepare a vote for the first quarterly meeting next year, as there are a lot of people who won't be able to attend the Q4 meeting coming up.

    iv.   Need to figure out the overlap between blog and newsletter. Are we using the blog for quick updates and the newsletter person is doing the static stuff? Or does the blog replace the online newsletter? Posting in multiple places is not helpful.

    v.   Archiving content may be more difficult in blog format, compared to static webpages. However, using a blog would make things like past programs more easily searchable right from thew website. Could display just current post on the static programs and past programs would be accessible on the blog.

    vi.   Carol Hassler will put together a proposed content plan with the newsletter chair.

3. Logo

    i.   Current logo was cleaned up by Carol many years ago. We no longer have any of the original graphics, which means it's fuzzy for print use and we can't adapt it for larger

screen sizes, etc. Some ideas for a new logo are in the attachment.

    ii.   Comments from the board on a new logo:
- i. Carol's new drafts are good.
- ii. We need something that will work for the paper brochures, handouts, poster, etc. Also used in PayPal for invoices, directory.
- iii. A black and white version would be useful.
- iv. Would be useful to have a version that doesn't have the full name of the organization, because it gets small in some contexts and you'd type it in separately.
- v. Very fine lines may not reproduce well at smaller sizes.
- vi. Symbolism? Board is open to a logo that doesn't include the scales of justice and book symbols that are in the current logo.

    iii.   Carol will put together some ideas for a new logo, incorporating board feedback.

   b. Raising Membership Dues – Review of Vote
- The dues increase proposal was approved by the membership. One abstention and remaining votes were in favor of the dues increase. (See attached).

7. New Business
   a. Committee Chairs (Wendy Smith): Email sent yesterday to board members asking whether you'd be willing to continue as a committee chair. Received several requests to step down and we are working on filling those positions. If you would like to step down, please let Wendy or Liz know quickly because we need to fill those positions by May 31. Bev is stepping down from Archives and Scott Park from UW Law Library is stepping up. Steph Larson will take over from Carol in membership. Will have vacancy for placement chair, let Wendy know if you have candidates. Wendy is vacating programming chair to become president.
   - Need a full slate of occupied chairs by May 31.
   - In the future we could consider consolidation or reorganization of chair responsibilities.

8. Other Announcements
   a. Liz noted that this has been a very busy year, and she thanked the board for their service, especially Bev, Carol and Angela who are cycling off for being so generous with their institutional knowledge.

9. Adjournment: Jenny Zook moved to adjourn the meeting and Carol Schmitt seconded. Liz adjourned the meeting at 10:52 AM.

Respectfully submitted,
Katie Dunn
LLAW Secretary

LLAW Statement of Accounts - Summary
FY24 (2023-2024)

As of 4/11/2024

Checking Account	Budgeted Amt	Revenue		Expenses		Totals	
Beginning Balance		$	7,433.29			$	7,433.29
Board of Directors	$0.00	$	-	$	5,000.00	$	(5,000.00)
Archives	$25.00	$	-	$	-	$	-
Government Relations	$0.00	$	-	$	-	$	-
Grants	$1,500.00	$	-	$	1,500.00	$	(1,500.00)
Membership	$0.00	$	1,897.99	$	-	$	1,897.99
Newsletter	$0.00	$	-	$	-	$	-
Nominating	$0.00	$	-	$	-	$	-
Placement	$0.00	$	-	$	-	$	-
Program	$150.00	$	886.36	$	334.52	$	551.84
Public Relations / Articles	$120.00	$	-	$	118.13	$	(118.13)
Website Committee	$200.00	$	-	$	131.86	$	(131.86)
Operating	$75.00	$	-	$	25.00	$	(25.00)
Checking Totals	**$2,070.00**	**$**	**10,217.64**	**$**	**7,109.51**	**$**	**3,108.13**

FY24 Balance less Beginning Balance						**$**	**(4,325.16)**

LLAW Website Changes / Suggestions

Sharing news / using the blog

The blog has only been accessible via the "recent posts" footer. I have created an "LLAW News" page to show an example of a full blog access page, with links to the archive. See:
https://www.llawisc.org/home-draft/llaw-news/
It's currently linked from our page menu under Publications. We can rename, move it…but I wanted it available for people to click through so we can talk about it on Thursday.

At our last meeting, we discussed using blog categories or tags to provide updates on particular items, rather than editing a single page. For example, we could have a "Madison Jobs" category that would lead you to a compilation of blog posts for Madison job listings. Here's an example of a category page:
https://www.llawisc.org/category/updates/
Right now, most of our blog posts are uncategorized, but it would be quick work to categorize them and use this category functionality. The blog post archive is still small! Category pages like the link above can be linked from any page and included in the website menu as well.

We could consider posting monthly "in case you missed it" updates summarizing job postings, publications, and other items sent to the listserv. This could be cross posted on social media - FB, LinkedIn, X/Twitter. We could assign a category to these types of posts, and add specific tags for the type of items included. Tags can also be linked to in the same way you can link to categories. Think of categories as the topic for the entire post - and tags for subtopics. Monthly or bimonthly updates could reduce the posting load, depending on what we have to share.

Consider using the blog to store/categorize repetitive info like meeting minutes or recaps, program summaries/recaps, and other material we want to keep a historical record of on the site.

Consider how blog interconnects with:
• Newsletter page https://www.llawisc.org/newsletter/
• Member publications https://www.llawisc.org/member-publications/
• Jobs https://www.llawisc.org/jobs/
• Meeting minutes
• Upcoming and past programs https://www.llawisc.org/programs/
• Calls for grant applications
• Other items??

Home page potential updates

• Add headline and excerpt from most recent blog post at the top of the page
• Add a photo or slideshow?
• Other wishlist items?

Small updates changelog

- Removed the unused email icon in the footer
- Changed the Membership buttons from Wordpress's buttons to an embedded PayPal button code (like our program registration). https://www.llawisc.org/members/ Caveat for future webmasters is that Wordpress will mess up button code if you're in the visual editor. Can always log into PayPal to get a copy of the button code again.
- Started making the page titles more uniform and add nested relationships in the page tags. More cleanup work to happen in the future
- Removed "recent comments" from footer. We don't allow blog comments so this has always been blank.

Future update list

- Reduce menu padding in header and footer to make a more compressed visual experience on desktop
- Make listserv info easier to find
- Continue page cleanup in Wordpress backend
- Continue work to streamline blog experience and incorporate into site
- Assign editor/contributor roles directly to individuals to contribute to site (but not be full admin)
- Fill out submenus a bit more - e.g. "Past programs" under "Programs" menu; "Directory" under "Members" menu for easier at-a-glance navigation
- Update "connect with us" page to display more info / include more on listserv, and tie into membership page.
- Investigate backup and archiving options
- Add more SEO info to pages
- Other items??

Updated logo file

The old logo was cleaned up and updated several years ago, when computer monitors were much, much smaller. We no longer have access to the exact book or scales graphic to scale up cleanly to a larger size. Following is one quick example of a potential new banner/logo, alongside the old logo. We could look at a square logo or a square version of a longer logo for use on social media accounts. This was just a quick draft to start the conversation, and I'm wide open to suggestions or wishlist items.

I think in general, we'd want to create something that can be adapted to:
- Website header
- Square logo - letterhead, printed items, social media icons, mobile/space saving views, search engine icon
- Social media banners - Twitter/X, Facebook, LinkedIn all have somewhat similar dimensions

Draft new logo

Current logo