Growing Beyond the Four Walls of Your Library into Strategic Knowledge Management

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Road Map

- What is Knowledge Management
- How Do Law Librarians Respond to Seismic Trends in the Legal Market?
- New Opportunities/Roles for Law Librarians in KM
- KM in Action
- Benefits/ROI and challenges involved in developing a KM enterprise strategy
- Developing a portal-based Virtual Library: Project Components



What Is Knowledge Management?

KM is the process through which organizations generate <u>value</u> from their intellectual and knowledge-based assets

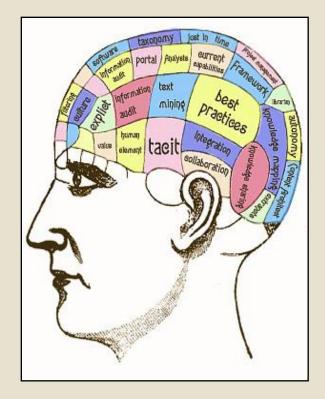


"Knowledge management is the leveraging of the organization's collective wisdom (know-how) by creating systems and processes to support and facilitate the identification, capture, dissemination and use of the organization's knowledge to meet its business objectives."



Types of Knowledge

- Explicit (knowledge that is written)
 - Patents, trademarks, and copyrights
 - Business plans
 - Marketing research
 - Customer lists
 - Work product
 - Models and Forms
- **Tacit** (knowledge that individuals have stored in their heads)
 - Instant messaging
 - E-mails
 - Contacts
 - In-house training
 - Business Referrals
 - Matter summaries





The Business of Law Has Changed

- Clients demand more efficiencies: law firms must operate more leanly
- Large clients work with a reduced number of outside counsel
- Balking at the billable hour model, alternative fee arrangements become more common
- Law firms are subject to the impact of supply-demand shifts.
- "Disaggregation" of legal services: no more "one stop shopping"
- With fewer lawyers, routine tasks assigned to non-lawyers



The KM Revolution Is Already Here!!!

What other departments is the head librarian responsible for?	2011	2010	2009	2008
Records	19%	28%	38%	29%
Conflicts	30%	36%	35%	34%
Court Services	16%	16%	19%	11%
Knowledge Management	59%	40%	19%	17%
Information Systems	3%	-	4%	3%
Intranet	35%	n/a	n/a	n/a
Docket Research	11%	4%	-	9%

The Librarian's Expanding Role In KM Since 2008: 2011 ALM Law Librarian Survey DEBEVOISE & PLIMPTON LLP

How Do Law Librarians Respond?

- Rethink the basic assumptions about what products/services the law library delivers
- Rethink the library's value proposition given the new trends:

Is what you do **"mission critical"** to the firm's business?



New Mission Critical Model

Librarians are selling a product/service (**knowledge & information**) to a market (**lawyers**) that needs to be serviced effectively (**custom product/service**), efficiently (**at the right time**), and cost-effectively (**at the right price**).



To be mission critical, you must add value.

- Enhance Electronic Content
- Support Practices with Business Analysis
- Manage Complex Projects (Legal Project Management, Enterprise KM, etc.)
- Records/Conflicts/Risk Management
- Business & Competitive Intelligence
- Litigation Support/E-Discovery
- Enterprise Relationship Management
- Financial Management



KM Value Proposition

- Gives the firm a competitive advantage since the firm's know-how is easily accessible
- Increases productivity: lawyers don't waste time searching for information
- Improves practice support by fostering collaboration
- Speeds response time to client requests
- Provides an on-ramp for junior lawyers to get up to (billable) speed more quickly
- Helps integrate the "practice of law" and the "business of law"



Why Should Librarians Lead KM?

- Understand legal content
- Use information tools effectively
- Advanced Research and Computer skills
- Create, record, and store information effectively
- Know how to conduct Information needs assessment
- Create taxonomies
- Teach and train



KM Projects that Require Librarian Competencies

- Intranet/Portal content development
- Creation of expertise databases
- Database development and maintenance
- Taxonomy, develop controlled vocabulary
- Legal Project Management (LPM)
- Statistical analysis
- Search engine optimization



What does KM Look Like Within the Law Firm?

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Accutrac/Records Services New Matters/Conflicts

New Matter Procedures

Web Subscriptions

RESEARCH LINKS

Portal

Westlaw

Lexis

West Find&Print

ELI (Library Catalog)

Web Subscriptions

West Check



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- Secretari	al Training				
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Obama: Da 'irritate' Chi	lai Lama visit will ina	More Prog	e Benefit f ram	From Loar	n-Mod
Security for	rces capture another	Кеер	oing Middl	emen in I	Middle
Taliban lead	der in Pakistan	NRG	Settles N	uclear-Pl	ant
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on nuclear Embassy: '(warhead Ongoing coup' in Niger	H-P	Net Rises	on Stron	g Demand

FEATURE

Debevoise Goes Green(er) by Sarah Fitts, Stuart Hammer and Lauren

Boccardi

What do the environment and greenhouse gas emissions have to do with how we practice law? The Green Committee, formed in 2008, has asked the question and tried to find ways that the firm can continue to do the work we do but reduce our carbon footprint and the waste we generate. You may have seen references to the firm's "green initiatives" in recent firm announcements. These initiatives are the beginning of what we expect will be a continuous effort by the firm to identify sustainable business practices and to implement changes that help minimize the firm's impact on the environment.



Set DebWeb as Home | Feedback

What does KM Look Like Within the Law Firm?

Securities Practice Group: Home			- My Comr	munities -	Contribute Content	<u>Contact</u> Log <u>Us</u> Off
Home Favorites Practice Guides Tasks & I:	sues List Matter Summaries	Virtual Library	Search	Community Inf	o Firm Policies	Change Community
Securities Practice Group: Home						
Limit to: Securities Practice Group only Corporate Department Accounting American Depositary Shares (ADSs) / Global De American Stock Exchange (AMEX) Audit Committee Auditor Independence and Oversight Auditors' Letters Bank Note Company Blue Sky Board (Directors/Directorate/Supervisory) By-Laws Certificate of Incorporation / Charter Certification of Exchange Act Filings Choice of Law / Governing Law Clearance and Settlement in Securities Offering Closings in Corporate Transactions	 You are in the Securities Pr. Use the page tabs to m (Follow the Change Cor Use the Search box to t title search. Select a topic from the 	ove between comr mmunity tab to go find Portal content list to the left of th	nunity reso to another through a f	urces. community.) full text or to see all	See: DebPost An efficient w. to ask questii capture knowl subjects of in Author(s): D8 SEC Forms See: SEC Forms Fillable PDF for Author(s): SE SEC Forms Blank PDF for site. Author(s): SE What's New Non-GAAP Finan (23122784) / K (D&P): Loughran	ed SEC Guidance on cial Measures aplan, Matthew E. , Peter J. (D&P);

What does KM Look Like Within the Law Firm? Web 2.0 Implementations

- Blogs/Wikis
- RSS
- Social Tagging

Web 2.0 Makes Sense Even in a Down Economic Market

Less e-mail traffic
Reduce expenses for premium content costs
Lower printing costs
More self-help = less

support staff



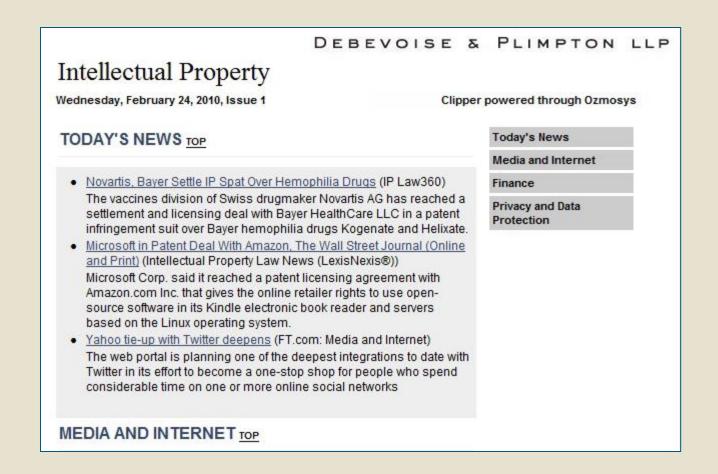
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Tools My Favorites Add To Favorites Change Topics	October 7, 2009
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Content Search	To: Pro Bono Coordinators & Pro Bono Attorneys
Click arrow next to Search button to limit results to this forum only	From: Eleanor Acer, Director, Refugee Protection Program Andrew C. Thomas, Legal Assistant, Refugee Protection Program
Search 💌	Re: 2011 Diversity Visa Lottery
Areas of Interest Asylum Questions	Registration is now open for the 2011 Diversity Visa Lottery. The U.S. Department of State provides a maximum of 55,000 Diversity Visas each fiscal year, to be made available to persons from countries with low rates of
Topics Experts (1)	immigration to the U.S. Applications will be accepted between noon EST October 2, 2009 and noon EST on November 30, 2009.
Naturalization Aplication - Illegal entry (1) visas (1)	Information about which countries of origin are included and procedures for entry can be found here: http://travel.state.gov/visa/immigrants/types/types_1322.html

What does KM Look Like Within the Law Firm?

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Areas of Interest	Ikmdwiki54 Last Update by Brown, Evan R. July 28, 2009 1:44 PM	
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Topics	references (9)	
DebPost Issues (2)	Ikmdwiki239: Counsel Referrals: Where to look Ikmdwiki233: Internal Blog Project	
LKMD General (4)	Ikmdwiki231: Marketing KM Services	
pvd page (2) RR - EOS Guidelines (1)	Ikmdwiki229: KM Requests Guidance Ikmdwiki225: Sharepoint (MOSS) Ikmdwiki222: KM Projects	-

What does KM Look Like Within the Law Firm? Smart-filtered alerts



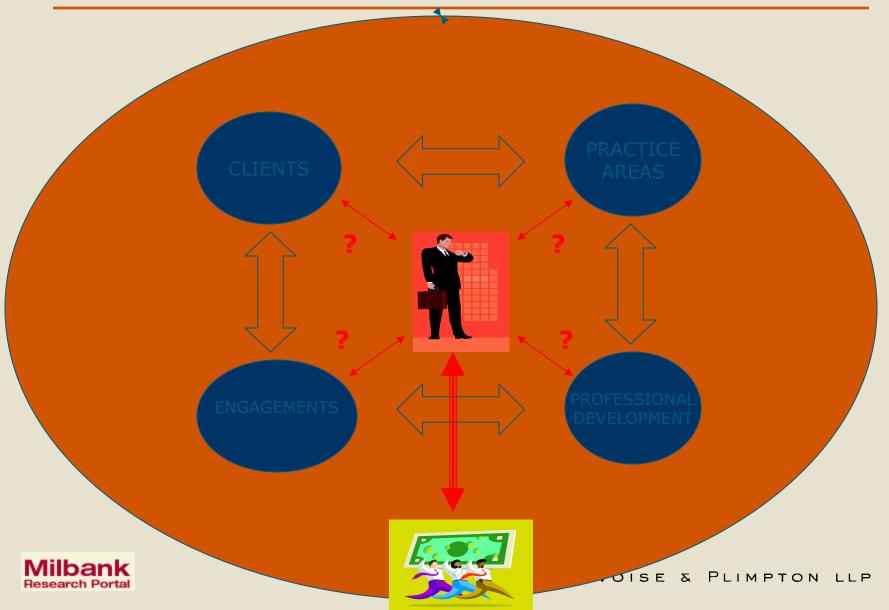


Developing a portal-based Virtual Library: Project Components

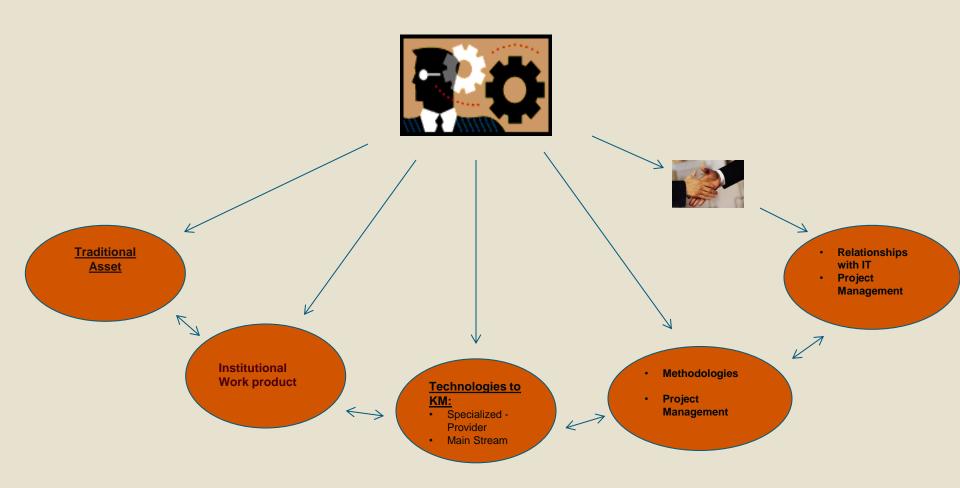
Alirio Gomez

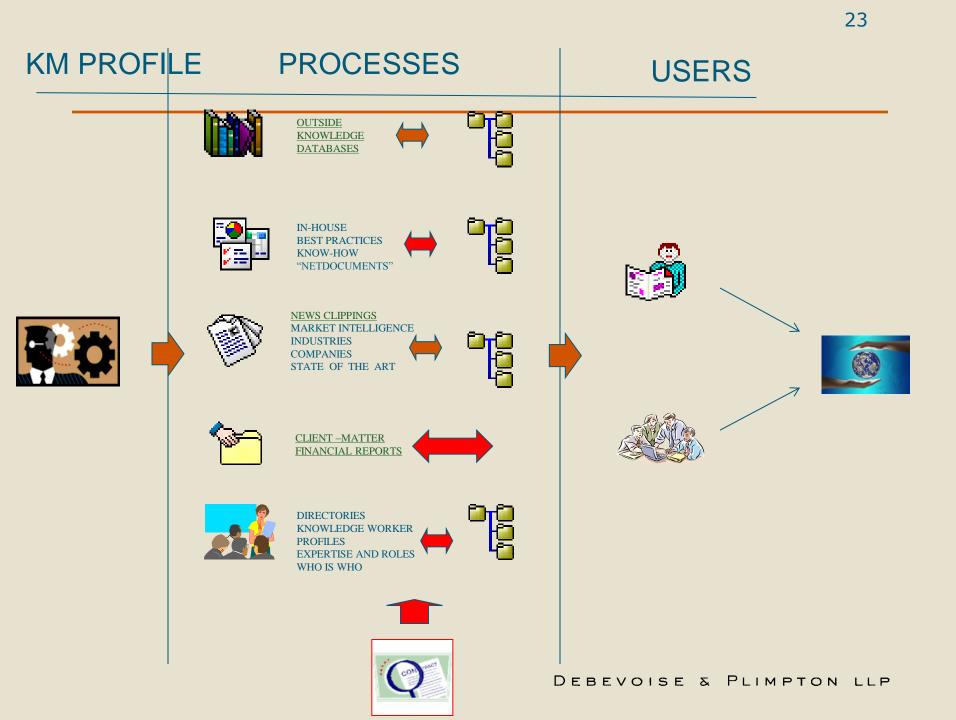
- Needs Assessment = understanding the scope of work
- Business planning = budget reengineering cost of delivery
- Library Workflow migration to support "virtual library"
- Staff development = generating skill set to globally maintain the portal setup
- IT partnering = develop a joint strategy to maximize leverage from IT
- Provider partnering = develop strategic alliances with content providers
- Global Firm approach = all offices involved into one single and flexible content delivery system
- Product development = develop new web based products and services for attorneys and clients
- Improve Firm competitiveness

DYNAMIC KNOWLEDGE SPACES FOR FIRM PRACTITIONERS

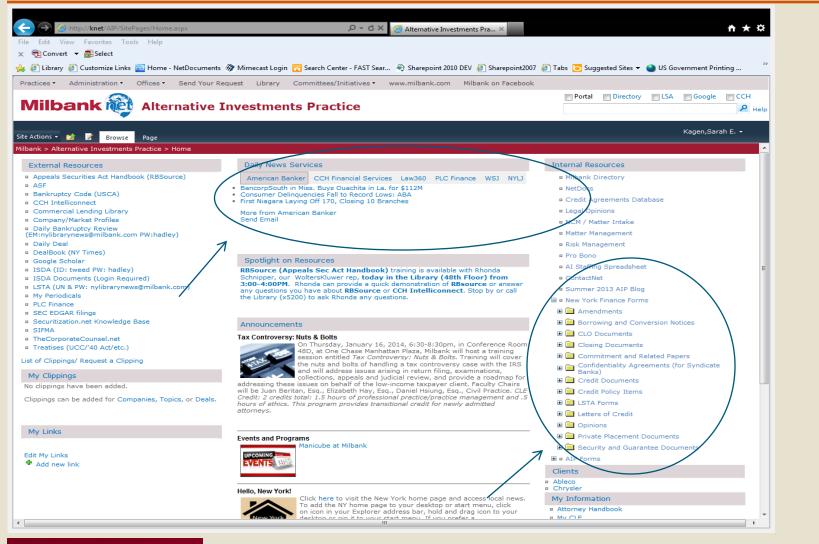


Migrating Skill Set to KM Core Competencies





Practice Area Site



Milbank

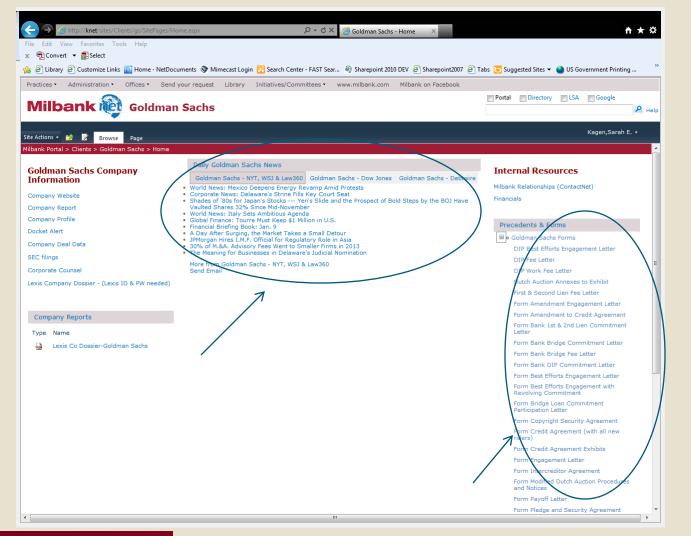
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Alternative Investments Practice Milbank	
First Niagara Laving Off 170, Closing 10 Branches	
Old National in Indiana to Buy United in Michigan for \$173M TriState in Pennsylvania Buys Investment Firm for \$60M	
JPMorgan's New Marketing Chief Plans Digital, Twitter Push	
CCH Financial Services	
News: US Financial Services News, AICPA Conference Panelists Discuss MD&A, (Jan. 9, 2014)	
News: US Financial Services News, Commissioner Criticizes CFTC Approach, (Jan. 9, 2014) News: US Financial Services News, ESMA Proposes Rules for Derivatives Trade Repository Fines, (Jan. 9, 2014)	
News: US Financial Services News, Court Issues Fines for Forex Scheme, (Jan. 9, 2014)	
News: US Financial Services News, SIFMA, ISDA Seeks More Comment Time, (Jan. 9, 2014)	
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Pendulum Swings for Pension Charges
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Rolls-Royce, Wärtsilä End Merger Talks
Слум
Bucklin to Leave State Bar Association After 13 Years
Hiscock Acquires Firm With Government Expertise
Defendant's Intent to Rob Upheld in Split Ruling
Governor Endorses Raising Age of Criminal Responsibility
NYCLA Report Highlights Impact of Court Cutbacks
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AIP Portal
Wall Street Journal



Client Site





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Thank you!



Debevoise & Plimpton llp