

Canadian Law Library Review

Annual Report 2018–19
May 2019 – Edmonton, Alta.

Committee Chairs: Nikki Tanner (Editor)

Members: Susan Barker, Nancy McCormack, Hannah Steeves, Stef Alexandru, Kim Clarke, Elizabeth Bruton, Janet Macdonald, Nathalie Leonard, Nancy Feeney, Eric Wang, Julia Brewster, and Jonathan Leroux.

Thanks to everyone for their hard work and dedication to the *Canadian Law Library Review*. We've had a lot of turnover in the past year, but I believe our team is solid, knowledgeable, and dedicated to making *CLLR* a publication we can continue to be proud of. You've all helped my transition to editor go smoothly, and I look forward to us continuing our good work on *CLLR*.

Board Personnel

This year was my first as editor, with Susan Barker stepping down from editor to associate editor and Nancy McCormack moving from book review co-editor to associate editor.

There are other changes to the masthead as well:

- After several years of service, Susan Jones left as Bibliographic Notes column editor and Nancy Feeney has taken her place.
- Stef Alexandru replaced Fuchsia Norwich-White as features co-editor alongside Hannah Steeves.
- Sarah Vahabi is currently working with the new advertising managers, Eric Wang and Julia Brewster, who will replace Sarah for the August 2019 issue.
- Kate Laukys stepped down as Local and Regional Updates editor and Jonathan Leroux took her place as of the May 2019 issue.

Achievements

In May 2018, the *Canadian Law Library Review* became available on CanLII. This is a great step toward presenting the association and its work to the world at large.

We are also now collaborating with Slaw.ca. Since November 2018, my associate editors and I choose 2–3 book reviews from each issue (from 43:1–present) for republication on Slaw.ca: slaw.ca/category/legal-information/book-reviews. This is another great way to broaden our reach via open access and collaboration with our fellow legal professionals.

Advertising

Advertising revenue for 2018 (vol. 43) was \$3,967.50, which is down \$352.50 from 2017's revenue (\$4,320.00). While the loss is not significant, it does follow the trend of decreasing revenue. It has become more of a challenge to attract advertisers; however, our move to open-access, with a

potentially unlimited audience, should increase our attractiveness to potential advertisers. See the Future Plans section for more information on increasing ad revenue, including creating a task force and targeting advertisers based on feature article content.

Awards

The recipients of the best article awards for volume 42 were:

- Feature Article Award: Jessica Stuart, for her article “Aboriginal Rights & Treaty Research in Canada.”
- Student Article Award: Sara Klein, for her article “Ethics and Law Librarianship: Current Issues and Progressive Horizons.”

A member of the *CLLR* editorial team will announce the winners of volume 43’s awards at the CALL/ACBD conference awards luncheon in Edmonton.

Metrics

CALL/ACBD Website

The *CLLR* eBlast is sent to approximately 429 CALL/ACBD members. In total, 272 readers accessed *CLLR* on the CALL/ACBD webpage via the eBlast.

Outside of the eBlast, *CLLR* received 1,557 views (1,317 unique views) via the CALL/ACBD Publications webpage (callacbd.ca/Publications).

ISSUU

The ISSUU platform enables us to see usage statistics for each issue of the *CLLR*. Cumulatively, the issues available on this platform have had 4279 reads, an increase of 629 reads over this time last year.

In total, 277 readers clicked the ISSUU link in the eBlast.

The top 10 countries that have accessed *CLLR* (via ISSUU) are:

Volume 43:

1. Canada
2. United States
3. United Kingdom
4. Egypt
5. Philippines
6. Australia
7. Russian Federation
8. Belgium
9. Denmark
10. South Africa

Cumulative:

1. Canada
2. United States
3. Australia
4. United Kingdom
5. Turkey
6. New Zealand
7. South Africa
8. India
9. Argentina
10. Egypt

HeinOnline

In 2018 (January 1–December 31), *CLLR* received the following visits (note: descriptions of types of stats is from HeinOnline tech support)¹:

- 53,550 total hits (down 292 hits from 53,842 in 2017)
 - A “hit” is defined as any request a client browser makes to the HeinOnline server when authenticated. Since each request made by a client browser is considered a hit, it is possible to have multiple hits on the same page.
- 6,887 total articles (up 413 articles from 6,474 in 2017)
 - “Article” counts the number of times one or more pages of an article are viewed or downloaded. If you view or download the same article multiple times, each one is counted as an article request.
- 5,025 total page views (down 281 views from 5,306 in 2017)
 - “Page view” counts the number of actual HeinOnline content pages viewed online.
- 2,720 total visits (down 356 visits from 3,076 in 2017)
 - “Visit” counts the number of unique HeinOnline server sessions for an account. If your browser does not accept cookies, each server request creates a new session and counts as another visit. This metric counts both specific HeinOnline sessions and also the number of unique sessions within a specific title or collection. Thus, each title or collection a user visits during a single session counts as a “visit” to that title or collection. Therefore, adding up the number of visits by titles or collections may be over-stated.

Most of the stats for HeinOnline have gone down this year, a trend reflected in our November 2018 report; however, this may be due to *CLLR* being open access now, so readers may be finding it via our website and/or CanLII rather than HeinOnline, allowing them to bypass their institutional login pages.

CanLII

CLLR has been available on CanLII since May 2018. From May 2018–December 2018, *CLLR* has had approximately 2500 page views.

According to Sarah Sutherland, CanLII’s director of programs and partnerships, CanLII is developing a better statistics system; therefore, in the future, we will have more detailed information on page views.

Citations

On an informal note, Editor Emerita and Associate Editor Susan Barker teaches a legal literature and librarianship course at the University of Toronto. She noted that within the 20 papers she received, at least 10 *CLLR* articles were cited; in particular, Victoria Baranow’s “Reflections in the Fishbowl: The Changing Role of Law Librarians in the Mix of an Evolving Legal Profession” was cited in five different papers and Sara Klein’s “Ethics and Law Librarianship: Current Issues and Progressive Horizons” was cited in four. This demonstrates how we not only reach other professionals but the next generation, too.

Open Access

As reported last year, *CLLR* became open access in January 2018 and is available on the CALL/ACBD website and ISSUU. As of May 2018, *CLLR* is also available via CanLII’s new CanLII Docs section. CanLII’s holdings include 2013 (38:1)–present.

¹ Email from Adam J Tramp to Maggie Large (17 October 2018).

As reported in November, the new open-access model is already broadening our reach. In July 2018, David Wills, editor of *Legal Information Management*, the journal of the British and Irish Association of Law Librarians (BIALL), published by Cambridge University Press, contacted Susan Barker about reprinting Victoria Baranow's article "Reflections in the Fishbowl: the Changing Role of Law Librarians in the Mix of an Evolving Legal Profession." The reason he was able to find the article was that it was available open access.

Moreover, CanLII has been sharing our feature articles and book reviews on Twitter, which raises awareness of our publication and legal professionals:

- On September 19, 2018, CanLII tweeted Svetlana Kochkina's "Teaching Legal Research and Government/Legal Information: Yes, We Do It, But How?" It was retweeted three times and liked four times.
- On August 29, 2018, CanLII tweeted Susan Barker's "Exploring the Development of a Standard System of Citation Metrics for Legal Academics." It was retweeted six times and liked five times.
- On September 17, 2018, CanLII tweeted Katie Cuyler's "Competitive Analysis in Corporate Law Firms: STEEP Analysis." It was retweeted three times and liked twice.
- On November 28, 2018, CanLII tweeted Hannah Steeves's "Canadian Legal Professionals' Information Activities: What Do They Do, and How Do They Tweet?" It was retweeted and liked once.
- On November 23, 2018, CanLII tweeted a general notification that they added 43:4 to their holdings. It was retweeted four times and liked four times.

Totals as of writing: 17 retweets, 16 likes.

Future Plans

Now that I have settled into my role as editor, I plan to work with the new advertising team to create a task force to think of ways to increase advertising revenue with our new open access status. As mentioned in the last report, the task force could look at other comparable journals to see what their advertising charges are and where *CLLR* sits in relation to those charges. The task force might also canvass publishers to find out what criteria they use to select vehicles for advertising and how we can adjust (if possible) to be more attractive to advertisers. Ideally, I would like to get started on this during the summer; however, our advertising team will be starting this summer as well, so it may be better to wait until next winter, when Eric and Julia are more comfortable in their new roles.

The advertising team could also look into new types of legal resources beyond those of traditional publishing that we could tap into as a source of revenue; e.g., AI and legal analytics providers. Based on my experience working on a previous publication, I suggest targeting sponsors that can be linked to our feature article(s). For example, if we're publishing a feature on AI, then perhaps an AI provider will be interested in advertising in that issue (and hopefully more). Unfortunately, this tactic requires advance notice on upcoming feature articles, and that isn't always possible, as it can be difficult finding one article for an issue, let alone a queue we can monetize.

Via email, Kim Clarke noted that *AALL Spectrum* has a column called Vendor Voice in which a different vendor writes an article about one of their products. She suggested that we do something similar in *CLLR* and that this can be included in our offers to the larger sponsors of the CALL/ACBD conference. This is

something I would like to look into, as it may garner interest in advertising in *CLLR* and justify raising our rates as well. I am, however, concerned that it may come off as an advertorial, so I would like to approach it carefully.

I will also look into assigning digital object identifiers (DOIs) to our articles. DOIs are persistent and unique and allow for easier discoverability online. Academics find them useful for tracking and gathering citation metrics as well.

Respectfully submitted,

Nikki Tanner