

## Canadian Law Library Review

Annual Report 2019–20

May 2020 – Virtual

**Committee Chairs:** Nikki Tanner (Editor)

**Members:** Susan Barker, Hannah Steeves, Stef Alexandru, Kim Clarke, Elizabeth Bruton, Janet Macdonald, Nathalie Léonard, Nancy Feeney, Dominique Garingan, and Josée Viel.

Thanks to everyone for their hard work and dedication to the *Canadian Law Library Review*. Our team is solid, knowledgeable, and dedicated to making CLLR a publication we can continue to be proud of.

### Board Personnel

Changes to the masthead include:

- Eric Wang and Julia Brewster both left their positions as advertising managers. Their last issue was 44:4. Kristy Hancock and Dominique Garingan replaced them, starting with 45:1; however, Kristy has since left, and Dominique is now our only ad manager.
- Jonathan Leroux stepped down as Local and Regional Updates editor. His last issue was 45:1. Josée Viel has replaced him, and her first issue is 45:2.

### 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.

Thanks to our book review editors, Kim Clarke and Elizabeth Bruton, 32 books were reviewed in volume 44. This is an impressive achievement. It is worth noting that some of our reviews have been quoted in the Product Description sections for books on Amazon. This demonstrates not only how far our reach is now that we're open access, but also shows that CLLR is viewed as a credible publication and our reviewers as authoritative.

### Advertising

Advertising revenue for 2019 (vol. 44) was \$2,250, which is down \$1,717.50 from 2018's revenue (\$3,967.50). This is a significant decrease, and it follows the trend of decreasing revenue over the past few years. It has become more of a challenge to attract advertisers. However, I still believe that our move to open-access, with a potentially unlimited audience, should increase our attractiveness to potential advertisers. Unfortunately, it has also been a challenge to find volunteers to take on the position of advertising manager and tackle this issue head on. Once we have a solid team in place, I believe we can tackle the ideas laid out in the Future Plans section, namely creating a task force and targeting advertisers based on feature article content.

I should also note that it is possible that the COVID-19 pandemic might affect revenue in the future as well, as vendors might be financially unable pay for advertising. We will have to wait and see what effect, if any, the pandemic has on sponsorship.

### Awards

The recipient of the Feature Article Award for volume 43 was Victoria Baranow for her article “Reflections in the Fishbowl: The Changing Role of Law Librarians in the Mix of an Evolving Legal Profession.” (Note that the Student Article Award wasn’t awarded in 2019 due to a lack of student articles in volume 43.)

The CLLR editorial team will decide the winners of volume 44’s awards via email in lieu of the cancelled CALL/ACBD conference.

### Metrics

#### *CALL/ACBD Website*

The CLLR eBlast is sent to approximately **400** CALL/ACBD members. In total, **360** readers accessed CLLR on the CALL/ACBD webpage via the eBlast. Note: Wild Apricot’s link tracking is defective for issue 44:1, so clicks for that issue are not included in the total. Average link clicks for issues 2–4 is **120**.

Outside of the eBlast, CLLR received **1,332** views on the [CALL/ACBD Publications page](#).

#### *ISSUU*

The ISSUU platform enables us to see usage statistics for each issue of the CLLR. As of December 31, 2019, the issues available on this platform have had **5,266** cumulative reads, an increase of **987** reads from December 31, 2018 (4,279).

For a more detailed look, volume 44 had the following views:

- **451** reads (down 269 from 720 last year)
- **2,090** impressions (down 969 from 3,059 last year)
  - Impressions: the number of times the page was displayed on ISSUU or embedded on a website.

I should note that issues 44:2 and 44:3 were reuploaded due to error corrections on the PDF; thus, the numbers were reset when the file was changed, so we don’t have an accurate view of the reads and impressions at this time.

In total, approximately **131** readers clicked the ISSUU link in the eBlast. Note that tracking is unavailable for 44:1.

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

#### **Volume 44:**

1. Canada
2. United States

#### **Cumulative:**

1. Canada
2. United States

- |                   |                   |
|-------------------|-------------------|
| 3. Ireland        | 3. Australia      |
| 4. Australia      | 4. United Kingdom |
| 5. Netherlands    | 5. Peru           |
| 6. United Kingdom | 6. Turkey         |
| 7. Puerto Rico    | 7. Ireland        |
| 8. Argentina      | 8. New Zealand    |
| 9. New Zealand    | 9. Argentina      |
| 10. Brazil        | 10. India         |

### **HeinOnline**

In 2019 (January 1–December 31), CLLR received the following visits:

- **58,670 total hits** (up 5,120 from 53,550 in 2018)
  - Hit: 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.
- **8,429 total articles** (up 1,542 from 6,887 in 2018)
  - Article: 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.
- **8,054 total page views** (up 3,029 from 5,025 in 2018)
  - Page View: the number of actual HeinOnline content pages viewed online.
- **3,251 total visits** (up 531 from 2,720 in 2018)
  - Visit: 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.

All of the numbers for Hein went up in 2019, which is a nice contrast to the previous two years, when most of the numbers decreased, which I posited might be due to CLLR being open access, thus allowing readers to bypass logging into Hein. Seeing the numbers increase is promising, and if this becomes a trend, we might be able to use these numbers to increase ad revenue.

### **CanLII**

CLLR has been available on CanLII since May 2018; thus, the first full year that we have statistics for is 2019. Next year, we will be able to compare these numbers with 2020’s, thus getting an accurate picture of our CanLII readers by year and volume.

In 2019 (January 1–December 31), volume 44 received **1,823** unique visits.

- Unique Visit: a distinct individual visiting CLLR pages on CanLII, in the given time intervals, regardless of how often they requested those pages.

<b>Open Access</b>
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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.

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

- On December 3, 2019, CanLII tweeted about issue 44:4, highlighting Dominique Glassman’s “Legal Librarianship and the Justice Gap.” The English tweet was retweeted three times, liked three times, and replied to once. The French tweet was retweeted three times and liked four times.
- On May 24, 2019, CanLII tweeted about issue 44:2. It was retweeted once and liked once.
- On April 16, 2019, CanLII tweeted Sonia Smith’s “The Quest for Reference Help: Asking a Law Librarian” from 44:1. It was retweeted twice times and liked three times.

In addition, since November 2018, 2–3 book reviews from each issue (43:1–present) are republished on Slaw: [slaw.ca/category/legal-information/book-reviews](http://slaw.ca/category/legal-information/book-reviews). This is another great way to broaden our reach via open access and collaborate with our fellow legal professionals.

#### Future Plans

Past plans to reinvigorate advertising for CLLR have fallen by the wayside, as turnover for the advertising manager positions is high. As a result of this, we have been unable to start a task force to increase ad revenue, canvass other journals to see their sponsors and charges, and reach out to potential new sponsors. Currently, we have one advertising manager, Dominique Garingan. Depending on the COVID-19 pandemic and the need to work from home, I might find myself with time to work on this with Dominique this summer.

Also this summer, I will look into finding an editor for a new column, similar to *AALL Spectrum’s* Vendor Voice, in which a different vendor writes an article about one of their products for each issue. This may be a way to increase advertising revenue, or tie into sponsorship for future CALL/ACBD conferences.

I will also look into assigning digital object identifiers (DOIs) to our articles. There is a cost involved with DOIs; however, one site that supplies them states that the charge is dependent on total advertising revenue, and since we are a small publication, our cost may be in range of US\$275/year. I will look into this more, determine if the benefit outweighs the cost, and present the information to the board.

I also plan to make a CLLR guide/handbook in a shared Google doc that will outline the duties and expectations of each column editor/member of the editorial board. This document will be constantly updated, available to all members of the editorial board, and used to help new members adjust to their roles, as some past members have neglected to pass on the necessary files and information to their replacements.

Respectfully submitted,

Nikki Tanner