



MEMO

To: State Bar Executive Committee
From: Sarah Coole
CC: Jeff Davis
Sharon Bryant
Steve Laine
Paula Frederick
Date: January 30, 2018
RE: *Directory & Handbook Printing*

PROPOSAL

According to our Membership Department, we have nearly 1,000 changes to member data every month, including name, telephone, email, status and address. Because of its very nature, the State Bar of Georgia *Directory & Handbook* is outdated even before it's printed. Not only is it outdated, less than 3% of our members ordered a *Directory* last year (1,394 out of 49,000). We are utilizing Bar resources and staff time that could be better spent doing more for our membership as a whole (the other 97%).

I propose that we discontinue printing the *Directory*. We will communicate to our members the benefits of using our website to retrieve the most up-to-date information through an email campaign, printed ads in the *Journal*, articles in the *Journal*, posting on our website, targeted emails to local bars and other groups, and through our social media channels.

The Supreme Court of Georgia recognizes www.gabar.org as the source for the official rules of the State Bar of Georgia, and there is no standing rule that requires us to print the rules.

HISTORY

The *Directory & Handbook* has been printed for many years. Until recently, it was automatically sent to all members. In the 2009-10 Bar year, we changed to an opt-in on the dues notice, and the print run was reduced from 35,000 copies to 10,000. In 2015-16, the Executive Committee decided to not only have an opt-in for the *Directory*, but to also charge \$25 for the printed version. Only 1,394 members, out of 49,000, opted to receive it (2.8%). In 2017-18, we printed only 2,500.

You can see from the chart below that the income from *Directory* sales to the public and advertisements have dwindled to almost nothing. Ten years ago, we could expect \$40,000 from ad sales and \$20,000 from *Directory* sales. The trend in online advertising and publishing, along with other more lucrative options for advertising goods and services, makes selling advertising space in the *Directory* almost

impossible. For sales to the public, the same holds true. All of the information included in the *Directory* can be found online, and it's always up to date.

BAR YEAR	TOTAL COST	MAILING LIST	COPIES PRINTED	INCOME FROM SALES	INCOME FROM ADS
2005-06	139,878	31,577	34,000	19,665	40,070
2006-07	161,152	32,411	34,500	11,710	36,814
2007-08	179,962	32,942	34,000	8,533	24,797
2008-09	204,096	33,971	35,000	7,384	29,889
2009-10	84,823	3,365	10,000	4,394	20,000
2010-11	59,463	2,410	4,000	6,708	7,423
2011-12	53,701	2,209	3,000	3,900	5,018
2012-13	56,437	1,821	3,000	3,562	5,018
2013-14	54,466	1,980	3,000	3,168	3,528
2014-15	60,676	2,864	3,500	2,686	0
2015-16	56,765	1,582	2,500	43,867	0
2016-17	58,674	1,675	2,500	40,188	1,764
2017-18	44,433	1,394	2,500	40,000*	0*

**budgeted for the 2017-18 Bar year*

STAFF TIME

The Communications staff spends roughly 11% of their time each year working on the *Directory*, which translates to about \$30,000. The Communications Department isn't the only staff involved in the creation of the annual *Directory & Handbook*. There is also staff time spent gathering and editing the *Handbook* information with the Office of the General Counsel, and staff time in the Membership Department preparing and sending membership files and editing page proofs of the listing of attorneys.

What could we spend that staff time on instead?

- Better promotion of current programs
- Better support and review of current Bar departments and their printed pieces
- Increased time for social media engagement with our members/public
- Increased time for more support of committees and their goals/initiatives

Anything less than discontinuing the printing will not be worthwhile from a staff and workload standpoint. We have to put forth the same effort whether we print one directory or 35,000. A PDF of the current directory would also require the same amount of effort. We could utilize our staff time and Bar resources in a far better way.

BRAND NEW GABAR.ORG

The newly designed Bar website will launch in April 2018 and have responsive design built in. There's no need for a separate app. The website will resize itself to best fit the device you're using. It will include an even better version of the membership directory with a "smart search," and will link to the CloudLawyers where our members can choose to have an enhanced member profile. In addition to the

upgrades to our online member directory, the new website will also contain a more user-friendly version of Bar rules.

WHAT ARE OTHER BARS DOING?

In an informal survey of other bars through the NABE Communication Section listserv, most mandatory bars have discontinued their printed directory: Texas, Florida, Alabama, South Carolina, Arizona, California, Kentucky, Nevada, Utah, Virginia and Washington, just to name a few. Those who still print are mostly voluntary bars or utilize the services of Legal Directories, Inc., who either partners with bars or purchases lists to create the state’s directory. Partnering with Legal Directories is an option for us as well, as they already print a Georgia directory of their own.

(The shaded content is from the 2015 survey; the non-shaded content is from 2017.)

BAR	TYPE	PRINTED DIRECTORY?	COMMENTS
Alabama State Bar	Mandatory 18,000+	No.	Haven’t printed a directory for 15 years. Online directory is open to the public.
State Bar of Arizona	Mandatory 20,000 members	No.	Discontinued in 2016.
American College of Trial Lawyers	Voluntary 5,700	Yes.	Online directory open to the public.
Arkansas Bar Association	Voluntary 5,300 members	No.	Discontinued in 2009. “We had a few requests from our older members in the first year, but most people have accepted the transition.”
The State Bar of California	Mandatory 253,000 members	No.	
D.C. Bar	Mandatory 100,000 members	No.	Discontinued in 2004. “From a user-experience perspective, a printed directory that lists emails and URLs is no match for an online directory that provides such connections in just a click away.”
Dallas Bar Association	Voluntary 11,000 members	Yes.	Only mailed to those who ask for it.
Dayton Bar Association (Ohio)	Voluntary 1,700	Yes.	Members receive one free. Online directory available to members only.
DuPage County Bar Association	Voluntary 2,400	Yes.	Members have to purchase the directory. Online directory accessible by members only.
The Florida Bar	Mandatory 107,000 members	No.	Discontinued in 2009.
Idaho State Bar	Mandatory 6,000 members	Yes.	“Symbolic reminder of their membership.”

Illinois State Bar Association	Voluntary 30,000 members	No.	Robust online directory. (Members only.)
Indiana State Bar Association	Voluntary 11,600	No.	"Obsolete as soon as they are printed."
Indianapolis Bar Association	Voluntary 5,000	No.	Discontinued in 2012.
Kansas City Metropolitan Bar Association	Voluntary 5,000	Yes.	Sell upgrades (like photo) with listing and can pay to be in a special section. Each member gets one free.
Kentucky Bar Association	Mandatory 18,600	No.	Online directory open to the public. Legal Directories prints a Kentucky directory.
Maryland Bar Association	Voluntary 24,000	Yes/No.	The 2017 directory will be the last.
Mecklenburg County Bar (Charlotte, NC)	Mandatory 5,300	Yes.	Online directory for members only.
Minnesota State Bar Association	Voluntary 15,000 members	No.	"Stopped in 2009 due to high cost and staff time required. It also was out of date as soon as it was printed. This was upsetting to some members, so we brought back the print directory in 2013 for purchase as a limited release. We saw limited sales or interest in the project. We have no plans print it again." Two online directories (public and members only).
Nebraska State Bar Association	Hybrid 6,000 members	Yes.	Their members have to pre-order, which has cut their print run from 6,000 to 800.
State Bar of Nevada	Mandatory 11,000+	No.	Online directory open to the public. Haven't printed the directory for at least the last 10 years.
New Hampshire Bar Association	(asked)	Currently, every other year.	Discontinued 10 years ago, and then 2 years ago revived it as an every-other-year thing. Only sold a few hundred copies.
State Bar of New Mexico	Mandatory 9,500	Yes.	Online directory open to the public.
New York State Bar Association	Voluntary 72,000	No.	Only print a pictorial directory of VIPs (similar to our supplemental directory)
Oklahoma Bar Association	Mandatory 17,500 members	Yes.	They print their directory through Legal Directories. Minimal staff involvement.
Orange County Bar	Voluntary 3,400	No.	Last printed in 2010. "Our online directory has an advanced search. Members can search by name and/or firm name and/or membership type."

Oregon State Bar	Mandatory 19,600+	Yes.	Only available on demand, can purchase a copy that is printed in-house. Online available to public, pdf available to members behind login.
Pennsylvania Bar Association	Voluntary 27,000 members	Yes.	Makes \$70,000 profit.
Rhode Island Bar Association	Mandatory 6,500 members	No.	Discontinued in 2002.
San Antonio Bar Association	Voluntary 3,000	Yes.	Outsourcing their directory to Legal Directories.
San Diego County Bar Association	Voluntary 10,000	No.	
Bar Association of San Francisco	Voluntary 7,300	Yes.	It brings in a lot of display advertising and listers' revenue. Significantly cut down from 500+ pages in 2010 to 180 pages in 2017.
South Carolina Bar	Mandatory 15,000 members	No.	Printed last in August 2015.
Springfield Metropolitan Bar	Voluntary 1,000	Yes.	Printed last in 2001 and 2009.
State Bar of Texas	Mandatory 100,000+	No.	
Utah State Bar	Mandatory 13,000	No.	Have an online directory. Third party that creates a directory that purchases and uses the membership data.
State Bar of Vermont	Voluntary 2,200	Yes.	Online directory is members only.
Virginia State Bar	Mandatory 49,000 members	No.	
Washington State Bar Association	Mandatory 36,000 members	No.	Discontinued in 2011.
State Bar of Wisconsin	Mandatory 25,100 members	Yes.	<p>Profited \$13,000 in 2015.</p> <p>"Discontinued sending the directory free to all members in 2013. Declining sales, but still generating a small profit after all overhead. Expect to eliminate the print directory in the next few years. Assessing annually. Sold 2,200 of current edition.</p> <p>We have eliminated rules/bylaws, committee rosters, lawyer-to-lawyer directory – includes brief section about the organization; alpha, law firm, and geo rosters; court directory. Down to 568 pages."</p>
Wyoming Bar	Mandatory 2,300	Yes.	