

MORRISON
FOERSTER

CONNECTING OUTSIDE THE LIBRARY WALLS

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Exceeding our Patrons' Expectations: The Engagement-Centered Library
San Diego Chapter of the Special Libraries Association
Annual Professional Development Seminar
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Where I work

- **Morrison & Foerster LLP**
 - 1,000+ attorneys in 16 offices in the U.S., Europe and Asia.
 - Nickname: MoFo www.mofo.com
 - Practice in almost all areas of law.
 - Clients include Apple, Genentech, Uber, UPS, U.S. Bank, Tesla, Visa, other Fortune 500 companies.
 - American Lawyer A-List firm for past 13 years. In 2013, named USA Law Firm of the Year by Chambers.



Jay Leno makes fun of MoFo moniker in 2010

<https://www.youtube.com/watch?v=f6MONd1YFiY>

Our library team

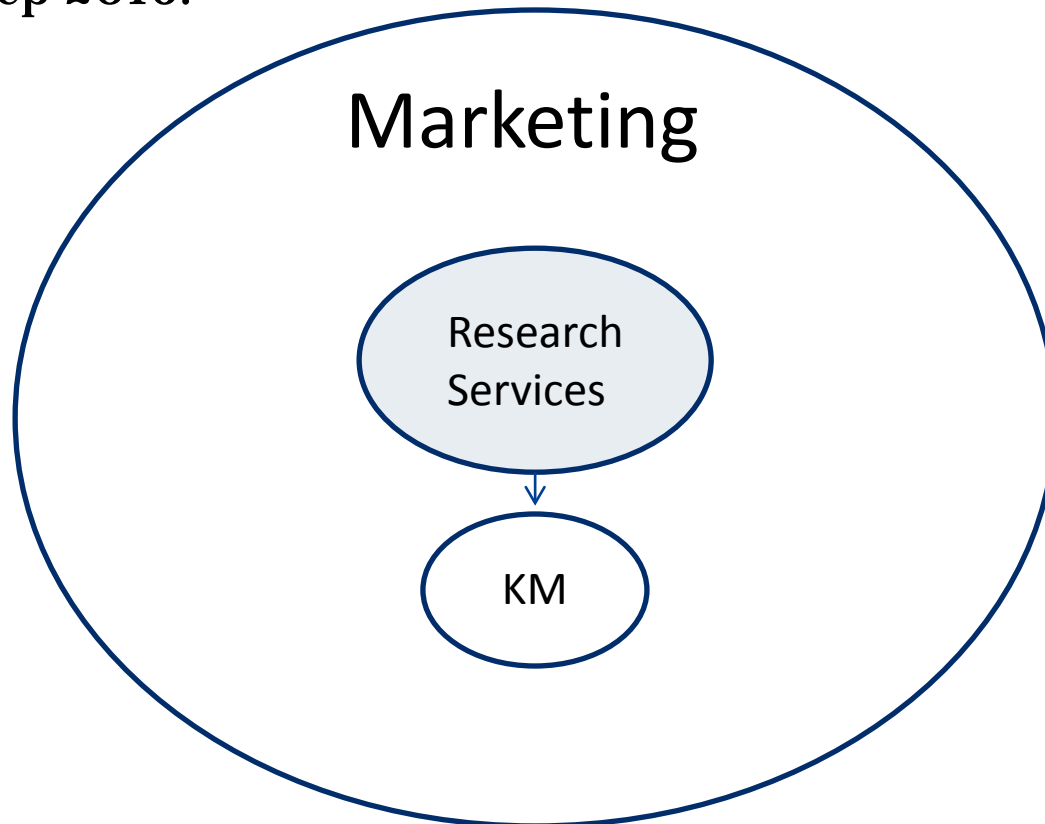
- **Research Services team**

- Staff of 23 in 11 offices in U.S., Berlin, London, Hong Kong and Tokyo.
- Handle over 2,000 research requests monthly.
- Manage online and physical libraries.
- Offer nearly 24/7 research assistance, with some staff working Saturday and Sunday.



Organizational structure

- Research Services became part of marketing group in March 2010.
- KM (Knowledge Management) group became part of Marketing Group in Sep 2016.



Partnering with Marketing & KM

- **Research Services team is an integral part of Marketing:**
 - Current awareness on clients and prospective clients.
 - Research companies and industries.
 - Prepare CI (competitive intelligence) reports.
 - Created new position – Competitive Intelligence Manager - in 2016.
 - Assist with other business development projects on regular basis.
 - We continue to look for ways to partner with marketing.
- **Research Services team partners with KM department:**
 - Our team receives extensive training on KM tools.
 - Teaches new associates how to best use KM tools.
 - Generally first responder for KM searches.
 - We expect increasing partnership with KM now that we are both under the marketing umbrella.

Discussion questions

- Identify two groups at your organization with potential for collaboration.
- What are the mutual benefits to collaboration?
- What are the roadblocks to collaboration?
- Identify two ways to work with these groups and engage users.
- What is a concrete first step in partnering with these groups?

Questions?

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**Betsy in front of a Little Free Library
Boise, Idaho**

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