

#FOIAFutureTogether

SPRING 2021 PLENARY

MAY 13, 2021

ZOOM

foia.ca

[@Ont_Law_Assoc](https://twitter.com/Ont_Law_Assoc)



FOIA SUBMISSIONS

- ❖ [MAG Submission: The Provincial Offences Act \(POA\)](#) (APRIL 2021)
- ❖ [MAG Submission: Remote Notarization](#) (APRIL 2021)
- ❖ **Oral Presentation - MAG: Bill 245, Accelerating Access to Justice Act (Courts of Justice Act)**
(MARCH 2021)
- ❖ [FOIA Letter to DoProcess](#) (JANUARY 2021)
- ❖ [DoProcess Response](#) (JANUARY 2021)
- ❖ [LSO Submission: FLSP Licensing Model](#) (NOVEMBER 2020)

LiRN ACTION CENTRE

BENCHER ADVOCACY

- ❖ LETTER WRITING
- ❖ BENCHER TRACKING
- ❖ SOCIAL MEDIA
- ❖ COURTHOUSE LIBRARY USE SURVEY
- ❖ WHITE PAPER
- ❖ LiRN COMMUNICATIONS
- ❖ OCLA COMMUNICATIONS
- ❖ WEBSITE ACTION CENTRE

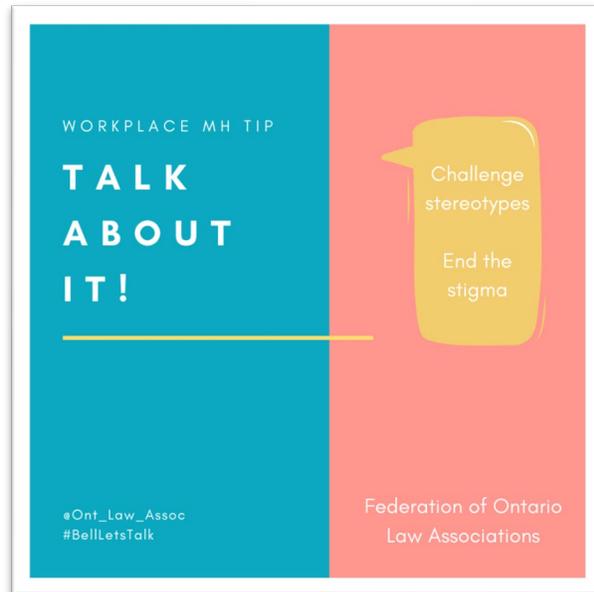
Courthouse Libraries provide lawyers in smaller firms and smaller towns with connections to colleagues that they would not otherwise have

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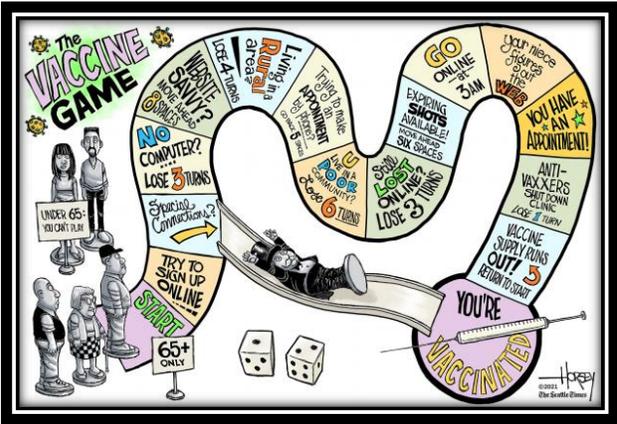
#BELLET'STALK DAY 2021!

- ❖ Pre-scripted suggested Tweets
 - ❖ Image gallery
- ❖ Resources for lawyers & employers
 - ❖ Helpful links



Thanks to all who participated, FOLA increased our Twitter impressions by 450% on #BellLetsTalk day as compared to a normal calendar day!

CORONAVIRUS



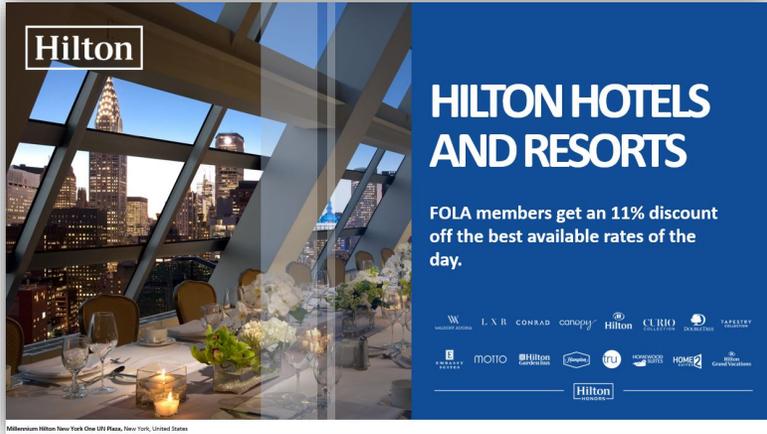
ONGOING ACTIONS

- ❖ WEEKLY SECTOR MEETINGS
- ❖ WEEKLY ASSOCIATION UPDATES
- ❖ MEMBER ISSUES' RESPONSE UNIT
- ❖ COURTS & MAG NOTICE DISTRIBUTION
- ❖ COURTS & MAG COVID FOLA WEBPAGES



MEMBER REWARDS

HILTON HOTELS



Hilton

HILTON HOTELS AND RESORTS

FOIA members get an 11% discount off the best available rates of the day.

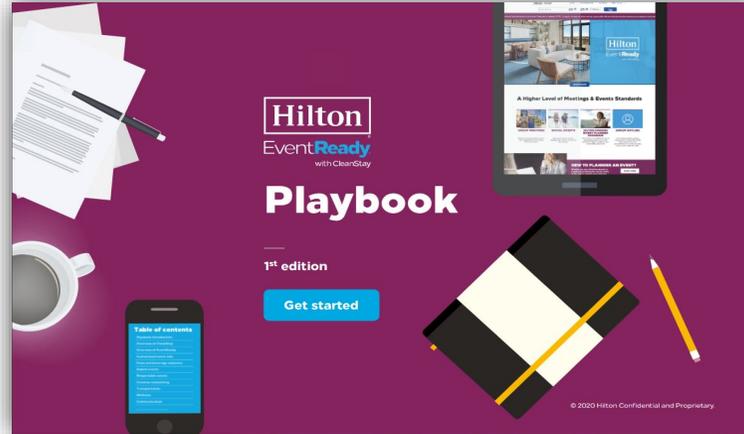
W I X B CONRAD canopy Hilton CURIO TRAVELIST

MOTTO Hilton Hampton TU Home2 Suites Hilton Garden Inn

Hilton HONORIS

Millennium Hilton New York One UN Plaza, New York, United States

HILTON EVENTS



Hilton EventReady with ClearStay

Playbook

1st edition

Get started

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VIARAIL



on the way to tomorrow

ENTERPRISE RENTALS



Welcome to a more rewarding way to rent.

Only one more step to accessing your Emerald Club® benefits.

enterprise

FOIA has selected Enterprise® and National® as its car-rental suppliers. Now we invite you to enroll in the award-winning Emerald Club® loyalty program.

PUROLATOR



Purolator

Stronger Together
When you partner with Purolator

85% of members are willing to recommend Purolator to other members.

COFA/Purolator survey, 2014

MEMBER DEALS



MemberDeals
EXCLUSIVE MEMBER ONLY OFFERS

Images of roller coasters and sports events.

MEMBER REWARDS

CPDONLINE

- CPDOnline will pay Law Associations \$100 per association subscriber RENEWALS INCLUDED!



CPDONLINE.CA
Click. Watch. Credit.

MERCHANTS ACCOUNTS



How to collect payments from a home office during...

How to take payments when working from home video series.

How to collect payments from a home office.

Learn what your options are to collect credit card payments when working from a home office.

GOAHEAD TOURS

GoAhead Tours

Want to learn more about GoAhead Tours? FOLA can arrange for a live webinar so that your members can start planning their holidays for 2021!

Eat.
Sleep.
Travel.

tiny escapes
LITTLE MOMENTS OF LEGAL DISTRACTION

EF GO AHEAD TOURS

TECHSOUP CANADA

Get Deep Discounts on Technology for Your Law Library

Nonprofit Favorites

 <p>Microsoft Office Standard, Professional, and Cloud</p>	 <p>Adobe Acrobat Pro DC \$1 access to discounted rates</p>	 <p>Symantec Security From \$4 per seat</p>
 <p>Windows 10 Upgrade \$16</p>	 <p>Intuit QuickBooks 2018 From \$60</p>	



LEGAL PODCAST SERIES THAT OFFERS LSO ACCREDITED EDI AND PROFESSIONALISM CPD


LAWPOD



FOLA MEMBERS' DISCOUNT

USE CODE 'DISCOUNT20' FOR 20% OFF ALL EPISODES AT LAWPOD.CA

LAWPOD

NABE



- ❖ **Workshop Planning Committee**
- ❖ **Conference Planning Committee**
 - ❖ **Sponsor Committee**
- ❖ **Government Relations Board**

**National Association of Bar
Executives**



REMINDER AWARDS 2021



FOLA AWARDS 2021

**Nomination Deadline:
September 30 2021**

Award Categories:
President's Award
Luminary Award
Distinguished Service Award



FEDERATION OF ONTARIO
LAW ASSOCIATIONS

FÉDÉRATION DES ASSOCIATIONS
DU BARREAU DE L'ONTARIO

FOLA's ANNUAL AWARDS - 2021

1. PRESIDENT'S AWARD

(for current or immediately past Presidents)

**NOMINATION DEADLINE
SEPTEMBER 30**

2. LUMINARY AWARD

(for a librarian or staff)

**NOMINATION DEADLINE
SEPTEMBER 30**

3. DISTINGUISHED SERVICE AWARD

(for an outstanding member of an Association)

A committee appointed by FOLA's Chair will be reviewing the nominations and recommend a recipient for each category to the Board for approval.

Citation

- Award recipients will receive a plaque recognizing their achievement
- FOLA will recognize winners on our website, through social media, and at the Fall 2021 Plenary
- A FOLA Board Member will formally present the award at the recipient's Law Association's AGM
- Law Associations will display the plaque in the local association library for 1 year, after which it belongs to the recipient.

FOLA is proud to recognize outstanding individuals who make significant contributions to their Law Association and/or law library.

FOLA ONLINE

COURTHOUSE LIBRARY ACTION CENTRE

LIRN UPDATES

As you know, FOLA has long been advocating for increased funding for our law libraries. This advocacy has ramped up considerably in light of the Law Society's recent budget cuts. It is critical that the LSO understands the importance and specific use of our libraries. Over March 2021, FOLA conducted a Courthouse Library Use Survey and we will be releasing a White Paper shortly.

SOCIAL MEDIA

Concerned about the cuts to your local Courthouse library? Contact your Regional and local Benchers to let them know how important your library, the library resources, and the activities that take place there are to you! Are you on social media? We have some suggested [messages](#) and [images](#) ready for you to use! Alternatively, you can create your own! FOLA will share ALL your library-related posts!

[CURATED POSTS LINK](#)

[IMAGES FOR YOU!](#)

FOLA ADVOCACY WITH BENCHERS FOLLOWING THE LSO BUDGET CUTS

[FOLA Letter](#)

[Joint FOLA/TLA Letter to LSO's Audit & Finance Committee](#)

[Joint FOLA/TLA Letter to LSO's Competence Task Force](#)

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**WORRIED ABOUT
LIBRARY CUTS?**

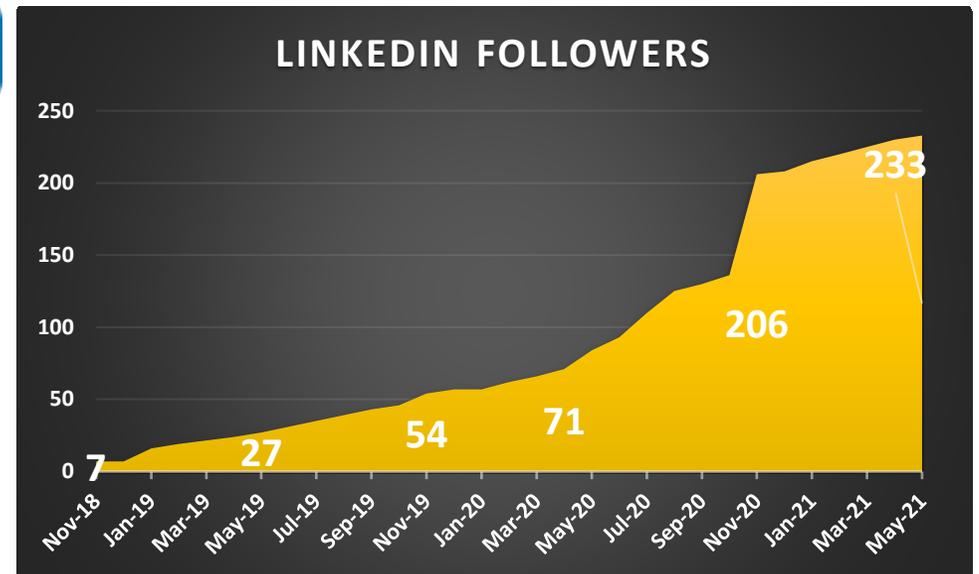
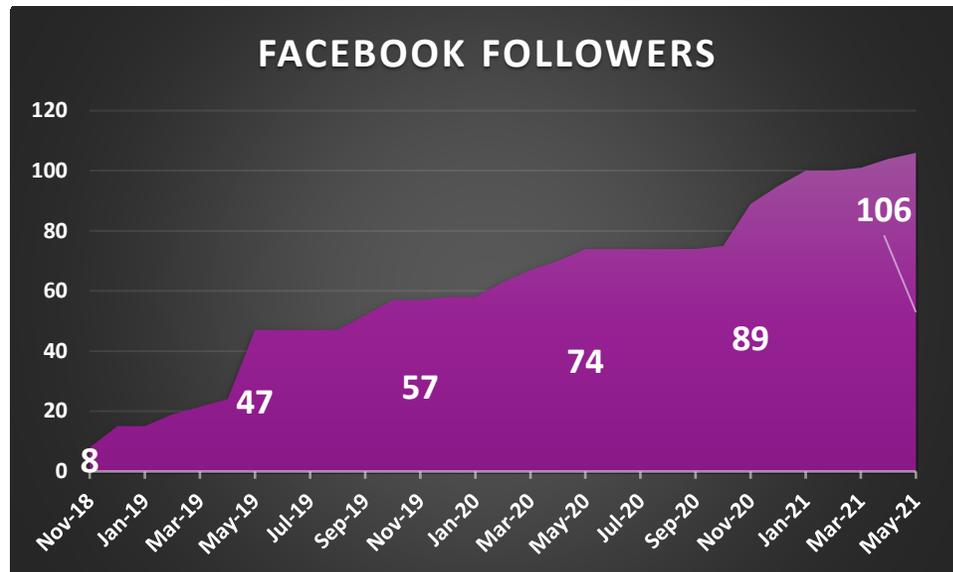
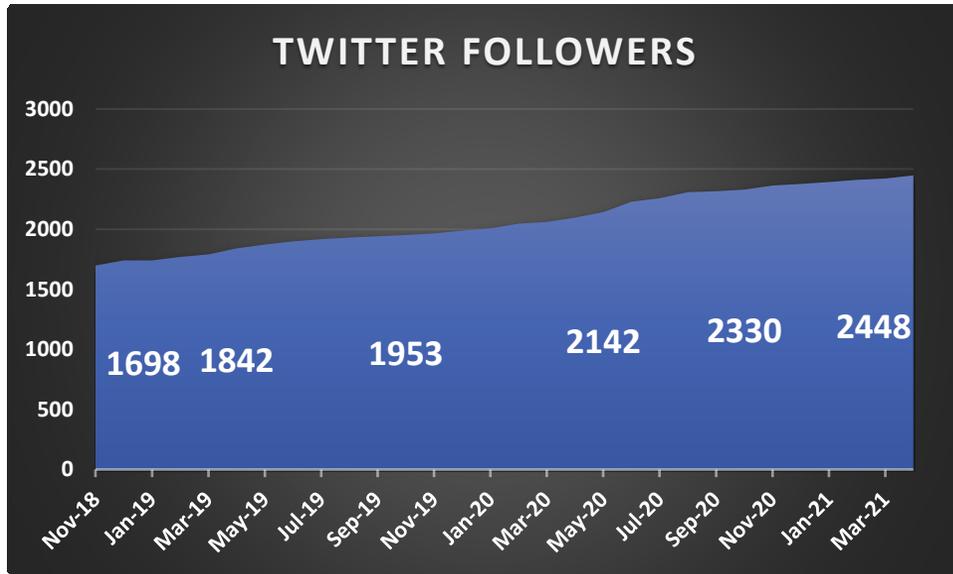
Law Libraries provide

**VISIT OUR ACTION
CENTRE!**

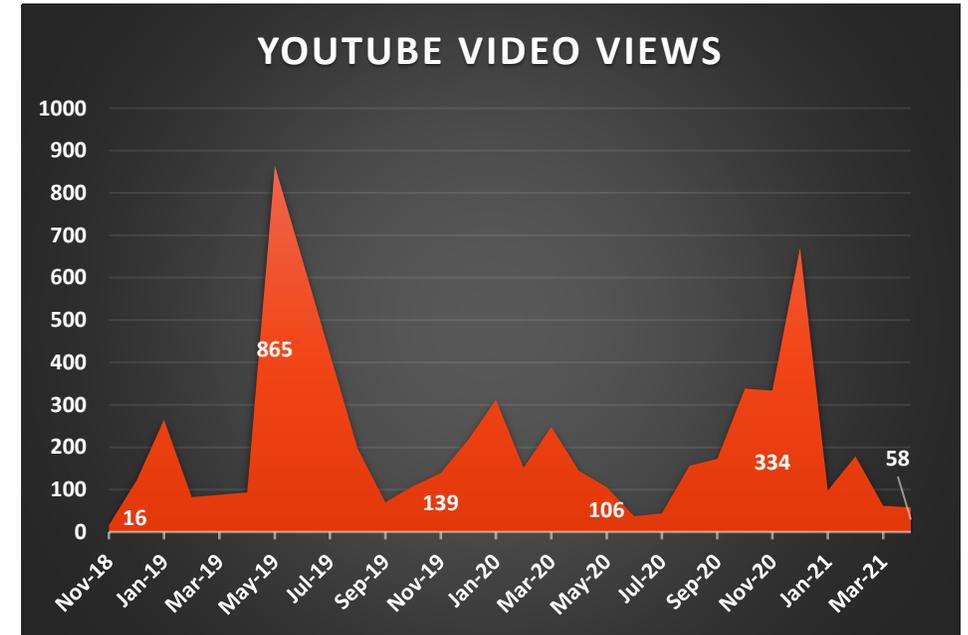
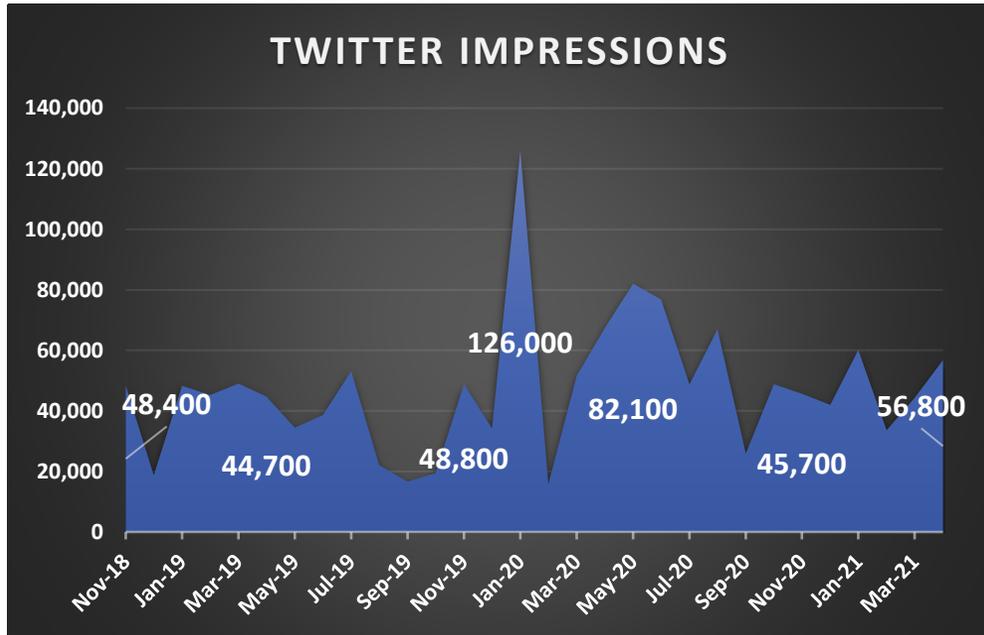
research more efficient
and effective

**ONTARIO COURTHOUSE
LAW LIBRARIES**

SOCIAL MEDIA STATS REPORT

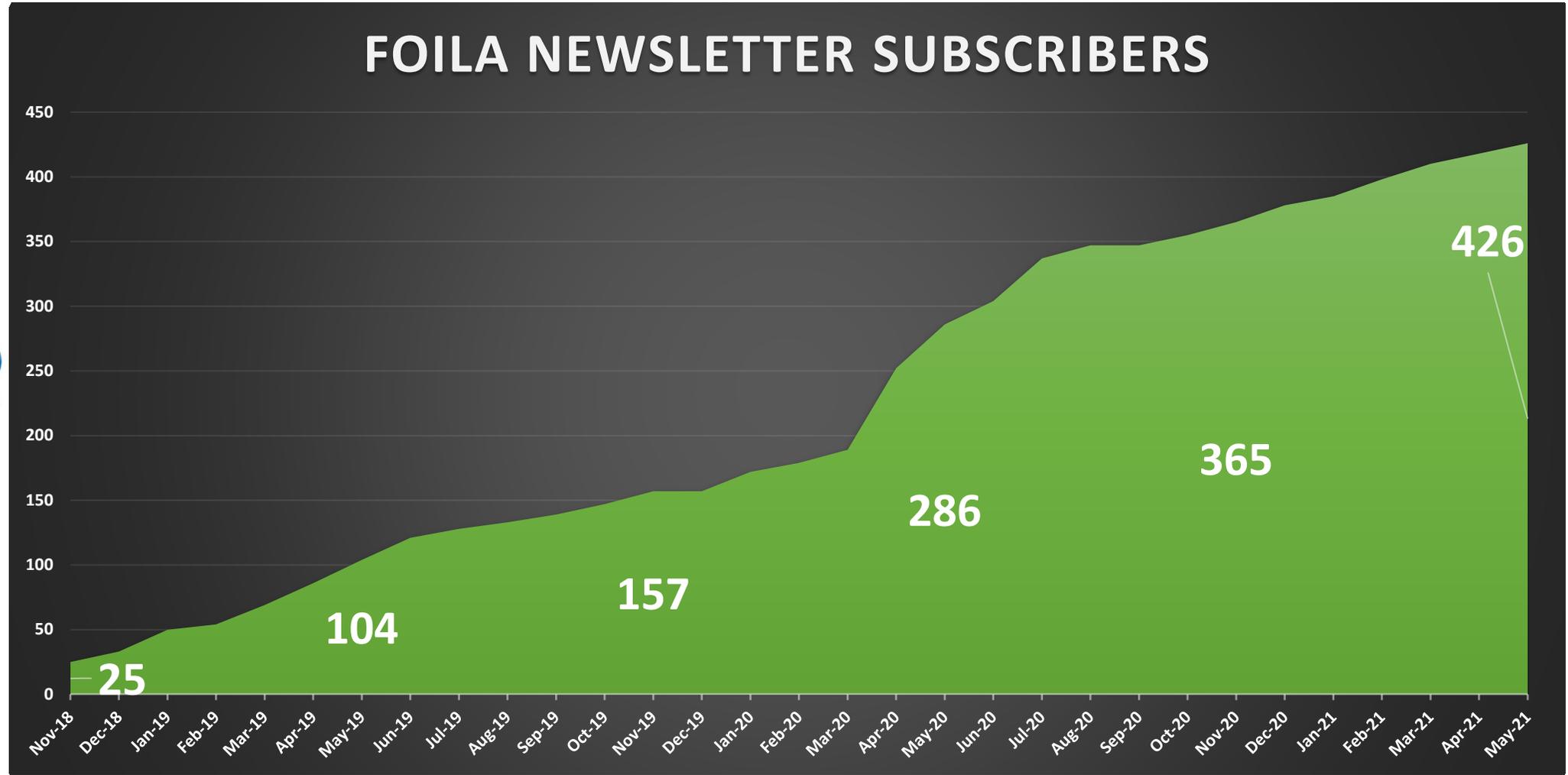


SOCIAL MEDIA STATS REPORT



NEWSLETTER STATS

FOILA NEWSLETTER SUBSCRIBERS



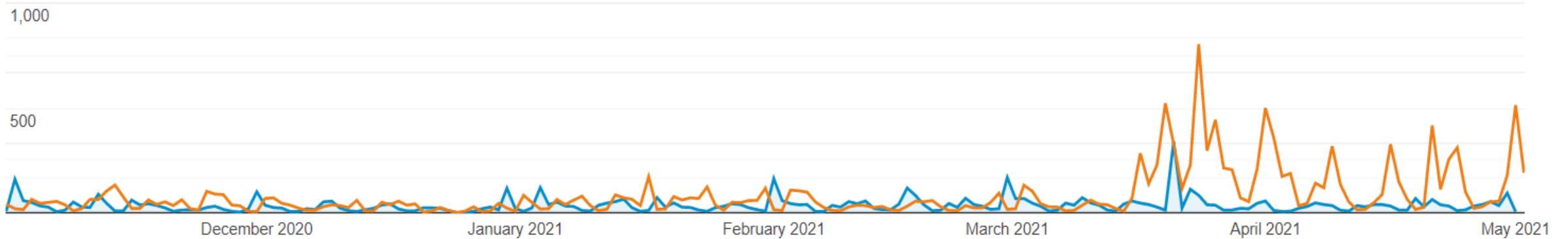
426 SUBSCRIBERS (+61 Since November Plenary)

GOOGLE ANALYTICS REPORT

NOV 1, 2020 TO MAY 1, 2021 VS PREVIOUS YEAR – ALL USERS

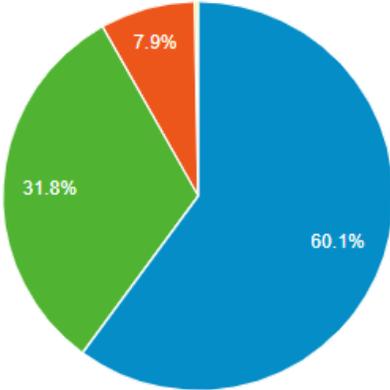
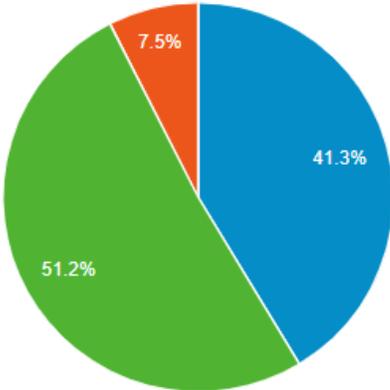
Nov 1, 2020 - May 1, 2021: ● Users

Nov 1, 2019 - May 1, 2020: ● Users



GOOGLE ANALYTICS

SOCIAL MEDIA AS TRAFFIC DRIVER – NOV 1, 2020-MAY 1, 2021 VS PREVIOUS YEAR

Social Network	Sessions	Sessions	Contribution to total: Sessions
1. Twitter			
Nov 1, 2020 - May 1, 2021	405	60.09%	Nov 1, 2020 - May 1, 2021 
Nov 1, 2019 - May 1, 2020	382	41.34%	
2. Facebook			
Nov 1, 2020 - May 1, 2021	214	31.75%	Nov 1, 2019 - May 1, 2020 
Nov 1, 2019 - May 1, 2020	473	51.19%	
3. LinkedIn			
Nov 1, 2020 - May 1, 2021	53	7.86%	
Nov 1, 2019 - May 1, 2020	69	7.47%	
4. Pocket			
Nov 1, 2020 - May 1, 2021	2	0.30%	
Nov 1, 2019 - May 1, 2020	0	0.00%	

GOOGLE ANALYTICS REPORT

USER FLOW: NOV 1, 2020 – MAY 1, 2021





FOLA ONLINE



WE NEED

YOUR help to keep your info up-to-date

***Please send us contact info changes,
submissions, & events***

AMPLIFYING THE VOICE OF LAW ASSOCIATIONS

WANT FOLA TO SHARE YOUR CONTENT?

- ✓ **Send us your newsletters**
- ✓ **Alert us to mentions in local news sources**
- ✓ **Tag us on social media**
- ✓ **Pass on any and all events on a regular basis!**

It's that simple!

Think of FOLA as your PR firm!

THANK YOU SPONSORS!

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WE WANT
YOUR
FEEDBACK

POST PLENARY SURVEY

In a few days, FOLA will be sending out a feedback survey to all participants.

It's short and should take no longer than 3 mins.

THANK YOU IN ADVANCE!



QUESTIONS?

Email to: katie.robinette@fola.ca

fola.ca

[@Ont_Law_Assoc](https://twitter.com/Ont_Law_Assoc)

