Knowledge Management

What it is, why it matters, and (Google) options for making what you know findable

Brian Patrick Lawlor
Legal Services of Northern California

Ronald W. Staudt
Chicago-Kent College of Law

January 13, 2010
Center for Access to Justice & Technology

– **Curriculum**: Public Interest Certificate

– **Research**: Meeting the Needs of Self Represented Litigants w/ NCSC & Institute of Design

– **Access to Justice**:
  - A2J Author™ Project w/ CALI
  - Self Help Web Center w/Cook County Circuit Court & Clerk
  - A2J Author™ Student Editorial Board
Knowledge Management
Early Definitions

• It is ... knowledge creation, capture, organization, access, and application.

Richard Hunter, VP Gartner Group
Quoted in Infoworld 2/22/99 p. 69
3 Stages of Knowledge Work

Gathering
Collecting
Seeking
Finding

Validation
Filtering
Organization
Synthesis
Analysis

Application
Performance
Use

DATA     INFORMATION     KNOWLEDGE     ACTION
Knowledge Management: What is it?

• It is more a discipline that includes tacit knowledge that resides in individual workers as well as explicit knowledge that is documented.”

Richard Hunter, VP Gartner Group
Quoted in Infoworld 2/22/99 p. 69
Knowledge Management: Some Included Technologies

- Data Mining
- Expert Systems
- Document Management
- Groupware
- Workflow
- Distance Learning
- Document Assembly
Knowledge Management:
Some Newer Included Technologies

Web 2.0
  Blogs
  Wikis
  Social Media- i.e. Facebook, et al
Enterprise Search
  Recommind
  Autonomy’s Universal Search
  Google’s Search Appliance!!
Bryan Cave’s Zones

– **NoZone®** is a widely acclaimed, interactive, web-based application that teaches supervisors and employees how to recognize and prevent harassment of all types.

– **Fair Housing TrainerSM** was created to help one of the world’s largest rental property lessors increase compliance with U.S. fair housing laws.

– **Insider Zone®** helps protect officers, directors, employees and entire companies from the possibly criminal consequences of insider trading.

– **FCPA Zone®** helps clients avoid violating the Foreign Corrupt Practices Act.

– **Campaign Finance Zone®** helps clients prevent campaign finance violations at the state and federal levels.
• **Decision-Support Tools:** Bryan Cave’s decision support applications, such as TradeZone®, distill large bodies of firm expertise into actionable information that our clients access online and use to make decisions.
Start-Up Tool Kit

Orrick’s Emerging Companies Group is a leading advisor to start-ups, with more than 700 emerging company clients in the United States, Europe and Asia. The group features lawyers in nine offices around the globe, including more than 100 lawyers in our Silicon Valley office.

Orrick’s Start-Up Tool Kit is a comprehensive set of resources designed to aid start-ups and their founders on the journey from the "garage" to the global marketplace.

Use our Start-Up Tool Kit to memorialize agreements with co-founders or potential investors, understand the terms and terminology of key legal documents, and network and learn business strategy and the latest industry news.

Term Sheet Creator
Create drafts of start-up and venture financing documents ranging from your company’s founding to a preferred stock financing.

Start-Up Forms Library
Use this reference source for the key legal documents you will need to start and grow your company.
Term Sheet Creator

From your company’s founding to a preferred stock financing, Orrick's Term Sheet Creator allows you to create drafts of start-up and venture financing documents based on your responses to a series of interactive questions.

Below are the types of term sheets you can create:

Founders Term Sheet (Browser Compatibility: IE6+)
- For founders of start-up companies
- Creates a term sheet for the founders round
- Creates an answer file that can be used by your lawyers to organize your start-up company quickly and efficiently when you are ready

Bridge Financing Term Sheet (Browser Compatibility: IE6+)
- For start-up or venture-backed companies
- Creates a term sheet for an interim financing prior to the next equity financing
- Creates an answer file that can be used by your lawyers to draft your deal documents quickly and efficiently when you are ready

Preferred Stock Financing Term Sheet (Browser Compatibility: IE6+)
- For start-up or venture-backed companies
- Creates a term sheet for a preferred stock financing
- Creates an answer file that can be used by your lawyers to draft your deal documents quickly and efficiently when you are ready
Six Sigma goals: To integrate the Seyfarth Lean approach throughout the firm, so that each person is asking: “Can I do this better?” Also, to achieve a point at which each attorney is asking, “Am I adding value, as defined by the client, to the delivery of my services?” To make sure that we are asking the client what they want and then delivering it in the most efficient, cost-effective way possible.

Number of projects: 57 process maps in existence in addition to more than 30 internal projects

Financial benefit/savings: Client savings of 15 percent to 50 percent
Six Sigma is a business process improvement methodology, which was introduced in the early 1980s. Born in the manufacturing departments of Motorola and championed by Jack Welch, former General Electric CEO, Six Sigma has become well-known across many industries.

The Six Sigma “DMAIC” process (define, measure, analyze, improve, control) is a staged approach to evaluate existing processes falling below specification and needing incremental or greater improvement.

Seyfarth built--Web based process management; workflow charts; decision points on all engagements; process sheets; activity based cost model
Stages of Large Law Document Centered KM

Document Management Systems

West KM And LexisNexis Search Advantage

Universal Search

DATA INFORMATION KNOWLEDGE ACTION
Document Management Systems

– Central control of word processing, file storage, and printing
– Version control- team document preparation
– Virtual work product case file

– KM Drawbacks of Document Management Systems
  • Huge volume of documents and versions
  • Inadequate search tools
  • Little or no metadata and classification
LexisNexis and West KM Products

• Separate stand alone databases drawn from document management system
• Require the creation of a new data base, selection of documents and formatting for work product search
• Results enhanced with research products like Shepards and Keycite
1. ACandS Inc No Evidence Motion for Summary Judgment and Motion to Sever
   JUDICIAL DISTRICT DEFENDANT ACandS, INC.
   INC.'S NO EVIDENCE MOTION FOR SUMMARY
   JUDGMENT AND MOTION TO SEVER TO THE HONORABLE JUDGE ...
   and makes and files this its No
   Evidence Motion for Summary Judgment pursuant to Texas Rules of Civil Procedure 166a( ...
1. **John Crane Inc's Motion for Summary Judgment and Brief in Support of**

... BRIEF IN SUPPORT OF JOHN CRANE INC.'S MOTION FOR SUMMARY JUDGMENT COMES NOW, John Crane in Support of its Motion for Summary Judgment, showing the Court as follows: I. SCOPE OF ... 
You marked as best practice: ☀ ☀  Marked as best practice 1 (1 rating)
Tags: add a tag

   n: celotex distinguished nicely
   
   add new annotation

Doc No.: 136043  Last Modified: Mar-28-2008  Ollie M. Harton ☀  Georgia Pacific ☀  Class: Court Papers >

2. **Defendant John Crane Motion for Summary Judgment and receipt of**

... et al., ) ) Defendants. ) __________________________ ) DEFENDANT JOHN CRANE INC.'S MO NOW John Crane Inc. ("John Crane"), Defendant ... the essential elements of Plaintiff's case. This Motion for Summpleading ...
You marked as best practice: ☀ ☀  Marked as best practice 1 (1 rating)
Tags: add a tag

   add new annotation
set forth by the Fourth Circuit in Lohrmann v. Pittsburgh Corning Corp., 782 F.2d 1156 (4th Cir. 1986). The Court in Lohrmann stated as follows:

Appellants would have us adopt the view that a company’s asbestos containing product was at the very heart of the question as to whether that product contributed to the plaintiff’s mesothelioma and, if so, the law of substantial causation which in Lohrmann was stated that a reasonable inference of substantial causation from circumstantial evidence, there must be evidence of exposure to a specific product on a regular basis over some extended period of time in proximity to where the Plaintiff actually worked.

We have spoken to the question of sufficiency of circumstantial evidence required to support a finding of causal connection and have concluded that there must be evidence of a reasonable and rational nature upon which a jury can make the necessary inference that there is a causal connection between a Defendant’s product and a Plaintiff’s injury.

Id. at 1162, 1163 Shepardize® (emphasis supplied).

Discovery has revealed in the present case that no causal connections exist between Mr. Wazir’s injury and John Crane Inc.’s products and, therefore, summary judgment must be granted. Plaintiff has produced no evidence that he sustained harmful asbestos exposure to a John Crane Inc. product. Pursuant to O.C.G.A. § 9-11-56, Plaintiff may not rely on what may be produced at trial in opposing a motion for summary judgment. See 9-11-55(e); SEC v. Spence & Green Chemical Co., 612 F.2d 896, 901 (5th Cir. 1980), cert. denied, 449 U.S. 1032 (1981) Shepardize@, Gossett v. Du-rakel Corp., 569 F.2d 869, 873 (5th Cir. 1978). Nor may they rely on an opposing affidavit that does not specify the affiant’s personal knowledge that Plaintiff had an asbestos exposure in relation to this Defendant’s product. Blackston v. Shook & Fletcher Insulation Co., 764 F.2d 1480 (11th Cir. 1985). Therefore, in the absence of any evidence of harmful exposure, Defendant John Crane Inc. is entitled to summary judgment as a matter of law.

In his deposition, Plaintiff failed to identify a single location during his entire work history in which he worked with or in the vicinity of John Crane Inc.’s products. Because of the absence of any evidence of exposure, John Crane Inc. is entitled to summary judgment as a matter of law.
Shepardize:

View: KWI
c Full
Display Options

1 - 50 of 524 Total Citations

Save As Shepard’s Alert** | Unrestricted | All Neg | All Pos | FOCUS™ | Restrict By

Shepard’s® ▲ Blackston v. Shook & Fletcher Insulation Co., 764 F.2d 1480 (TOA)

Signal: ▲ Caution: Possible negative treatment
Trail: Unrestricted


SHEPARD’S SUMMARY

Unrestricted Shepard’s Summary

No subsequent appellate history.

Citing References:

▲ Cautionary Analyses: Criticized (1), Distinguished (4)

Positive Analyses: Followed (6)


Other Sources: Law Reviews (20), Treatises (9), Court Documents (380)

LexisNexis Headnotes: HN1 (43), HN2 (3), HN3 (62)

Show full text of headnotes

PRIOR HISTORY (0 citing references) Hide Prior History
1. **Legal Definition of Motion For Summary Judgment**
   
   The Lectric Law Library’s Lexicon On "Motion For Summary Judgment" - MOTION FOR SUMMARY JUDGMENT - A request made by the defendant...must present some evidence on every material issue which he will bear the burden of proof at trial...

2. **American Civil Liberties Union: ACLU of Alaska v. State - Motion for Summary Judgment**
   
   ...Decriminalization ACLU of Alaska v. State - Motion for Summary Judgment (6/30/2006) File Attach click here for more info Description: The...browser) If you need the viewer for this file format, go to: Ado

3. **Summary judgment - Wikipedia, the free encyclopedia**
   
   In order to defeat a motion for summary judgment, the non-moving party only has to... For example, one side on a summary judgment motion can produce the...en.wikipedia.org/wiki/Summary_judgm 38k - Cached - Similar pages
Stages of Large Law KM

Document Management Systems

Work Product Databases and West KM and LexisNexis Search Advantage

Universal Search

DATA INFORMATION KNOWLEDGE ACTION
Knowledge Management is about Information Convergence and Collaboration

• To conceive of knowledge as a collection of information seems to rob the concept of its life. Knowledge resides in the user and not in the collection. It is how the user reacts to a collection of information that matters...

Churchman 1971
Large Law KM Obstacles- Trust
David Maister

• When a firm’s prevailing atmosphere is one of **competition, not collaboration**, partners rarely make sacrifices for the good of the firm.

• There is **low tolerance for ceding power** or influence to practice group or firm leadership.

• [O]bjective formula-based compensation systems entice partners into **gaming the system through hoarding work** and bickering over origination credits.

• Most important, **absence of trust** may be a significant contributing factor to the **extremely short-term orientations** of many law firms. Investments of time or money that don’t yield immediate results are rarely made.
Lessons for Legal Aid

• Findability
• Process Management
• Shared Expertise Systems
• Client Facing Efficiencies
• More?
Knowledge Management

What it is, why it matters, and (Google) options for making what you know findable
... and as the tenth bullet states:

[Graph]

Jessica Hagy
Knowledge as a hard copy concept
Knowledge as a **digital** concept

- Creation
- Organization
- Use
- Sharing
- Findability
Needles and haystacks and such...

Jessica Hagy
We now pause briefly for a poem...

“The Unknown”
by Donald Rumsfeld
As we know,
There are known knowns.
There are things we know we know.
We also know
There are known unknowns.
That is to say
We know there are some things
We do not know.
But there are also unknown unknowns,
The ones we don't know
We don't know.

Donald Rumsfeld, U.S. Dept. of Defense
News briefing (February 12, 2002)
Web search paradigms

It’s not just about the search box...
Web search paradigms

Navigational... you want to know where - i.e., tell me where a particular site or document is located

Andrei Broder
Web search paradigms

Navigational... you want to know *where* - i.e., tell me where a particular site or document is located.

Informational... you want to know *who or what* - i.e., acquire static information on a web page or in a document

Andrei Broder
Web search paradigms

**Navigational**... you want to know *where* - i.e., tell me where a particular site or document is located.

**Informational**... you want to know *who or what* - i.e., acquire static information on a web page or in a document.

**Transactional**... you want to know *how* – i.e., take a web search result and perform an activity or process the information dynamically, to a particular purpose.

*Andrei Broder*
Other web search paradigms

exploratory search
crowd sourcing
real-time search
known-item search
vertical search (filtering)
Vertical search (filtering)
Vertical search (filtering)
Impact of search paradigms

Search concepts have changed how we...

perceive “information”
locate information
access that information
use information
share information
Is it all about “search”? 

“I’m gonna search like it’s 1999”

Google becomes a verb

Web content goes crazy social

The cloud emerges as an application platform

Sharing of documents breaks out
The pervasiveness of Google

The morning before I went to visit Google, I searched my Gmail to find my schedule and plugged it into my Google Calendar before pumping the address into Google Maps. I checked Google News to make sure that I was up to date on the latest headlines and made a file of questions in Google Docs and then hit the road, driving down from the Bay Area to see the basket where I store all those eggs at a cost of exactly nothing.

When I told Mr. Schmidt I was worried about Google’s dominant presence in my digital life, he said: “It’s a legitimate concern. But the question is, how are we doing? Are our products working for you?”
Is it all about Google?

Google has \( \sim 70\% \) of the search engine market

Google offers 50+ web applications

A year ago, 1.75 million companies were using Google Apps, increasing at a rate of 3,000 a day
Seriously, is it all about Google?

No...

It’s about “findability”
What is **findability**?

**findability** *n*

- the quality of being **locatable or navigable**
- the degree to which a particular object is **easy to discover or locate**
- the degree to which a **system or environment supports** navigation and retrieval

*Peter Morville*
Information as a value

Peter Morville
What about information architecture?

- **structural design** of shared information environments
- combination of **organization, labeling, search, and navigation systems** in web sites and intranets
- art and science of **shaping information** products and experiences **to support usability and findability**

*Information Architecture for the World Wide Web*  
Peter Morville
Complaints about IA design

- design and layout damages **usability** and credibility
- users do not trust **accuracy or currency** of content
- difficulty of submitting content discourages use
- users **cannot find** the information they need

Peter Morville
Usability: Not as simple as it looks

“design and layout damages usability”
Usability: Not as simple as it looks

Eric Burke
Usability: Not as simple as it looks

TYPICAL APPLE PRODUCT...

Eric Burke
Usability: Not as simple as it looks

Eric Burke
Usability: visual hierarchy

Luke Wroblewski
Usability: no clear hierarchy

Luke Wroblewski
Enterprise **Findability** = IA + KM + Search

- In a portal space, IA is top-down: *traditional, controlled* methods of structure and organization
- In a collaboration space, IA is *emergent*: learn by observing and harnessing user patterns and metrics
- Enterprise **search is the bridge** across portal, intranet and collaboration space, web sites and (CMS) databases
- Success requires *supportive culture and incentives*

*Peter Morville*
Our shared portal

Language Access and Public Transit
December 29, 2009 | posted by Jodie Berger

For those of you who always were curious: This new Q and A from FTA explains the Title VI compliance requirements of public transit service providers. Language access issues are specifically addressed in questions 6, 7, 9 and 10.

No Comments »

ABA publishes legal guide for the seriously ill
December 28, 2009 | posted by Brian Landor

The 52-page Legal Guide for the Seriously Ill has been published by the American Bar Association Commission on Law and Aging. The guide "is designed for both the seriously ill individual and those caring for someone who is seriously ill. The guide explains 'Seven Key Steps' in a brief, clear way while offering additional tips and resources for readers looking for more detailed information and guidance." Read more about this project in the press release.

Tags: aba, health
No Comments »

Last 7 LSNC Web Posts +/-

Upcoming Events

Jan 14
- Reasonable Accommodation Requests and Fair Housing for Clients with Mental Health Disabilities

Jan 18
- Holiday - Martin Luther King, Jr. Day

Jan 20
- Court Furlough Closure

Jan 21
- CCLS - Defending Against Foreclosure Rescue Scams - PLI

Jan 25
- Welfare Task Force

Filter by Tag

aba affordable housing all staff auburn case handling case into chico csr
Our shared portal

ABA publishes legal guide for the seriously ill

December 28, 2009 | posted by Brian Laslly

The 52-page Legal Guide for the Seriously Ill has been published by the American Bar Association Commission on Law and Aging. The guide "is designed for both the seriously ill individual and those caring for someone who is seriously ill. The guide explains 'Seven Key Steps' in a brief, clear way while offering additional tips and resources for readers looking for more detailed information and guidance." Read more about this project in the press release.

Tags: aba, health

No Comments »
Our shared CMS
Our shared intranet
Our shared intranet

**Ombudsman Services of Northern California v. Coleman**

**Contact Information:** For further information about these documents and other issues related to this case, contact:

- Joan Parks, OSNC Program Manager ~ (916) 375-3307 ~ jparks@osnc.net
- Brian Lawlor, Regional Counsel ~ (916) 551-2119 ~ blawlor@osnc.net
- Colin Bailey, Staff Attorney ~ (916) 551-2138 ~ cbailey@osnc.net

<table>
<thead>
<tr>
<th>Document Title</th>
<th>Size</th>
<th>Type</th>
<th>Date</th>
<th>Time</th>
<th>Author</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brian Lawlor re Extended Stay Motion</td>
<td>8k</td>
<td>.wpd</td>
<td>May 18, 2009</td>
<td>2:44 PM</td>
<td>Brian Lawlor</td>
</tr>
<tr>
<td>FINAL Brian Lawlor Declaration re Meet and Confer (11-09-06)</td>
<td>8k</td>
<td>.wpd</td>
<td>May 18, 2009</td>
<td>2:44 PM</td>
<td>Brian Lawlor</td>
</tr>
<tr>
<td>FINAL Joan Parks Declaration re Staples (11-08-06)</td>
<td>14k</td>
<td>.wpd</td>
<td>May 18, 2009</td>
<td>2:44 PM</td>
<td>Brian Lawlor</td>
</tr>
<tr>
<td>FINAL Joan Parks Supplemental Declaration for Wrnt</td>
<td>13k</td>
<td>.wpd</td>
<td>May 18, 2009</td>
<td>2:45 PM</td>
<td>Brian Lawlor</td>
</tr>
</tbody>
</table>
Our shared document repository

Shared Document Repository

Share your best work with everyone at LSNC

You are only a few clicks away from adding a document: (1) click on the category page where you want upload the document (some pages have subcategories), (2) click on the "Add file" button and navigate to the location of your file, or just drag-n-drop the file into the "Add a file from" dialog box (3) click the "Upload" button. That's all there is to it!

Tip: Add a brief "description" (or a few "keywords") to make it easier for others to search for the file.

Administrative Law | Housing
ADR | Mediation | Arbitration | Human Resources | Personnel
Attorneys | Income Maintenance | Welfare
Civil Practice | Procedure | Individual Civil Rights
Consumer | Finance | Juvenile
Our shared document repository

Shared Document Repository

Income Maintenance | Welfare

Subcategories: To make it easier for others to locate your file, consider uploading it to one of these more specific subcategories:

- CalWORKs | TANF
- Child Care
- Food Stamps | SNAP
- General Assistance
- Refugee Cash Assistance
- Social Security Disabled (SSDI)
- Social Security Non-Disabled
- Supplemental Security Income (SSI)
- Unemployment Insurance
- Veterans Benefits

Simply click the "Add file" button below to upload your file.
Our shared document repository

<table>
<thead>
<tr>
<th>Document Name</th>
<th>Size</th>
<th>Date</th>
<th>Author</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACL 06-50_12-21-06.pdf</td>
<td>1691k</td>
<td>Jan 8, 2010 2:04 PM</td>
<td>Fleur Lee</td>
</tr>
<tr>
<td>Advocate_Resource_Guide_on_Implementing_Recent_Changes_to_CalWORKs (DRA_and_AB_1808)_(9.21.06).pdf</td>
<td>105k</td>
<td>Jan 8, 2010 2:05 PM</td>
<td>Fleur Lee</td>
</tr>
<tr>
<td>Allen_CalWORKS_food_stamps_position_statement_brief.pdf</td>
<td>14k</td>
<td>Jan 8, 2010 2:05 PM</td>
<td>Fleur Lee</td>
</tr>
</tbody>
</table>

How to name files
Make it easier for others to understand and search for your uploaded files by following file-naming "best practices."

Please use underscores and not spaces when naming files!

Recent Trainings
- 2009 All Staff - Poverty Advocacy in the Great Recession

Recent site activity
- CalWORKs | TANF attachment from Brian Lawter removed by Fleur Lee
- Attachment removed by Fleur Lee
Our shared document repository

2009 All Staff: Poverty Advocacy in the Great Recession

Keynote: The Great Recession
Gary Dymski, Director, U.C. Center - Sacramento
- Three questions about California’s economic, banking, & financial structure crisis - Gary Dymski (October 2009) (89 slides)

Taking Stock in the Great Recession
Bill Kennedy, Managing Attorney, Sacramento
Gary Dymski, Director, U.C. Center - Sacramento
Julie Aguilar Rogado, Deputy Director, Executive
- Taking Stock in the Great Recession (36 slides)
- Behavioral Theory: Can Mayor Bloomberg pay poor people to do the “right” thing? - Dana Goldstein (August 24, 2009)

Strategies for Addressing Homelessness
Mona Tawatao, Regional Counsel, Executive / Sacramento
Valerie Feldman, Staff Attorney, Sacramento
Darryl Alvey, Managing Attorney, Shasta / Redding
Julie Aguilar Rogado, Deputy Director, Executive
- Strategies to Address Homelessness: Agenda (October 6, 2009)
- Homelessness Fact Sheet - LSNC service area (October 2009)

Framing in Legal Services Advocacy
Bill Kennedy, Managing Attorney, Sacramento
Emily Fisher, Staff Attorney, Butte / Chico
Colin Boley, Staff Attorney, Sacramento

How to name files
Make it easier for others to understand and search for your uploaded files by following file-naming "best practices."
Please use underscores and not spaces when naming files!

Recent Trainings
2009 All Staff - Poverty Advocacy in the Great Recession

Recent site activity
Human Resources / Personnel attachment from Brian Lawler
2009 All Staff Poverty Advocacy in the Great Recession edited by Cathy Ferrall

Translate
ARRA Filipinio Veteran fund

December 4, 2009 (posted by Jodie Berger)

The American Recovery and Reinvestment Act (ARRA) of 2009 created the “Filipino Veterans Equity Compensation Fund” for certain veterans and the spouses of veterans who served in the military of the Government of the Commonwealth of the Philippines during World War II. The compensation fund offers one time payments of up to $15,000 to eligible persons. The Act provides that these payments are to be excluded from eligibility determinations of any federally funded/assisted program. FNS reaffirms this, stating the payments are fully excluded from eligibility and allotment determinations.

Quarterly Reporting Waiver denied

December 4, 2009 (posted by Jodie Berger)

FNS has told California to fish or cut bait on eligibility reporting. In a letter to CDSS, FNS reviews how California is the only state not doing simplified reporting (“SR”), and that SR is FNS’ preference. Includes a history of the state’s repeated requests to get a waiver to allow Quarterly reporting. “While FNS appreciates California’s legal and financial constraints, FNS must balance California’s concerns with FNS’
The **Findability** Project

How LSNC as an organization identified what it knows and how it went about organizing it so it could be targeted by a **Google Search Appliance (GSA)**.
Summary of GSA targets

1. all Google Sites organizational “intranet” content
Summary of GSA targets

2. Additional Google Sites special project content
Summary of GSA targets

3. peer-reviewed advocate exemplars of recommended pleadings, memoranda, etc.
Summary of GSA targets

4. comprehensive collection of supporting documents for all impact cases and projects
Summary of **GSA targets**

5. all LSNC **public web content**, including 11 program sites, 6 feeds, and all domain-linked documents
Summary of **GSA targets**

6. user-generated, high-value text-based documents organized in a **structured taxonomy** in a Google Sites shared document repository
The Findability Project Archive

In its original form The Findability Project (TFP) was a public project development site documenting implementation of enterprise search within a non-profit, multiple-office legal services work environment. It was the public face of a special technology search project undertaken by Legal Services of Northern California (LSNC), a legal services program assisting low-income clients in 23 counties in the upper third of California. Made possible by a grant from the LSC Technology Initiative Grant Program, the goal of the project was to implement a Google Enterprise Search Appliance as the principal building block of a modest but secure, well-structured, fully web-accessible knowledge-content system.

The Findability Project was completed in June 2009 and you can download the LSC-approved TEG final evaluation report. Upon completion of the project its dedicated website was deactivated and all of its content was then moved to Webdogs 2.0, which serves as the web repository for various LSNC technology projects.

All 42 project posts have been chronologically integrated here. Other project content has also been migrated to this site, including finalized versions of the project's content taxonomy, document protocols, file-naming conventions, recommendations for organizing individual user directories, configuration of a SharePoint server, and the project's hand-rolled list of CSS selectors selectors for use with the GSA open source XHTML stylesheet.

http://www.webdogs.org/the-findability-project-archive/
Promoting presumptive sharing

Presumptive Shareability

After the first of the year, we’ll be cranking up as we complete porting of our existing target documents into our new taxonomic organization, resolve some filtering and usability touches we want to integrate into our default GSA front end, primp and polish the layout and presentation of the front end, implement a few basic OneBox modules, and set in motion what we’re now referring to as the “Rolling Thunder Roadshow” to all our eight office locations.

The RTR will be our way to recognize and promote among all our staff the changes in how documents and other files are made easily and intuitively findable, and given a new level of access and usability throughout our non-profit organization. After all, that is the core purpose of enterprise search. And a key element of all this is changing deeply rooted individual notions or assumptions about what can or should be “shareable.”

In working on this project within a non-profit environment, we have learned that most employees have an inclination to undershare, not overshare. Not because they are selfish or secretive; rather, because the type of transparent sharing that enterprise search makes possible is foreign to most of them. It is familiar to them to be asked to provide a document to others on request in person, by phone or by email. It is foreign to them to decide in advance that a document they created or have received from someone else should be transparent to the rest of the entire organization. The concepts of creation and possession are severed from the concept of findability.

http://www.webdogs.org/2008/12/18/presumptive-shareability/
What about **CMS data**?

_Yeow!_ What happened when we targeted Pika CMS with the GSA

**We had two options:** either make code fixes to Pika’s PHP so it would play nice with the GSA, or target the MySQL database directly
“Did I mention...

...not everything is **find-worthy**”
Real / imagined obstacles

1. financial costs
Real / imagined obstacles

2. organizing your organization’s “stuff” - the paralysis that comes with issues of taxonomy, vocabularies, folksonomies, metadata models, etc.
Real / imagined obstacles

3. integration of document management - the need to address document handling protocols and real world practice.
Real / imagined obstacles

4. hidden costs of the learning curve, maintenance and nurturance
5. **expectations of practical obscurity:** the good news is, Google finds everything; the bad news is, Google finds everything. *Like, it really finds everything.*
Google Apps vs. SharePoint

Why LSNC abandoned SharePoint

Why SharePoint Scares Me, by Peter Campbell @ Idealware

Sharepoint and Enterprise 2.0: The good, the bad, and the ugly, by Dion Hinchcliffe @ ZDNet
Rethinking metadata models

Why metadata matters
The problem(s) with metadata
Why metadata may or may not be essential
Rethinking how users “add search value” to documents
Schmetadata 2: Judgment Day

Think of it as the Revenge of the Empiricists.

A few days ago my earlier post about metadata, with the conclusion that "we don't need metadata," caught the attention of Daniel Tunkelang. It just so happens that Daniel is the chief scientist at Endeca, a prominent enterprise information company. You know, like, he knows what he's talking about.

Long story short, Daniel commented on my post here and then, after I responded, mirrored our discussion in Does Metadata Matter, a new thread at The Noisy Channel, his blog that hosts vigorous discussions of search design and other enterprise information issues way above my pay grade. Daniel and others there critically but constructively took me to task because of the empirically unsupported general conclusion that metadata is not needed, and the specific failure to make clear the anecdotal basis for our conclusion about metadata on this project. As you can see from the discussion at Daniel’s blog, they killed me on the empirical point. In response, I better explained there than I did in my original post why our conclusion about not needing metadata on this project makes sense.

The discussion there ended on Christopher’s grace note, something that the TIG program and others within the legal services community will appreciate:

I also want to applaud your project which I should have done before, the mission your team has set is very admirable. It’s gratifying to see technology being put to use to help people who may not otherwise be able to have access to the same advances we do.

http://www.webdogs.org/2009/03/29/schmetadata-2-judgment-day/
“As we ramp up the digital content we acquire, the need for indexing and tracking this content in a meaningful way has grown exponentially, and it's the elephant in the room every time we capture [and] save content.

“Automatic metadata creation remains the Holy Grail, but the technology isn't ready yet to be affordable and mainstream. The way broadcast media handles metadata today doesn't work for this mass market scale: You can't have people dedicated to spending eight hours to index a one hour broadcast. And individuals can't do like Rovi, whose company has hundreds of people dedicated to metadata generation.

“For metadata to work and work well, it has to be universal, and be understood in context by different devices, applications, and systems. The consensus that easy and meaningful metadata generation is necessary may be there, but ... as one speaker on the panel noted, ‘For metadata to be useful, everyone needs to agree on it.’ We're not there yet.”

Storage Industry Tackles Making Sense of Metadata
Melissa J. Perenson, PC World (January 6, 2010)
What are the possibilities?
"With just a few circles, arrows, and tart words, Jessica Hagy makes more sense of the human condition than the rest of us combined. I suspect she is a genius."

—STEPHEN J. DUBNER, coauthor of *Freakonomics*

**Indexed**

Jessica Hagy

http://thisisindexed.com/
Presenters

Brian Patrick Lawlor
Legal Services of Northern California
blawlor@lsnc.net
lsnc.net
foodstampguide.org
webdogs.org

Ronald W. Staudt
Chicago-Kent College of Law
rstaudt@kentlaw.edu
Faculty biography
LinkedIn profile