

CASE STUDY – The Maryland State Bar Association is a non-profit professional organization that publishes legal practice guides and publications to keep the legal community up to date about changing laws within the state. Additionally, they advocate for their members on legislative policy being crafted by state lawmakers in Annapolis, as well as in Washington, D.C., when federal laws could have an impact on legal issues for the state.

WHAT THEY NEEDED – The association employs a relatively small staff and needed to be able to assign laborious tasks including tagging, layout, and composition to a third party. This would allow their editors to be further focused on providing author management, recruitment, and expert legal editing for the content their authors – practicing attorneys and judges who volunteer their time and legal expertise – write and update.

THE CHALLENGE – The Maryland State Bar Association needed to move to a more modernized software platform for their design and layout needs, along with improving their workflow and production capabilities. As a professional organization, they receive no funding from the state government, and are primarily reliant on membership dues to cover their operating costs.

WESTCHESTER'S SOLUTION – Westchester provided the Maryland State Bar Association with a comprehensive plan to simplify moving their files to InDesign, allowing for a more streamlined workflow and higher quality finished content, while also being more cost effective than their existing processes. They were further reassured by Westchester's knowledge of the specific needs that legal publishers have, based on projects we have completed for presses including Blue360 Media, Carolina Academic Press, and Fastcase's Full Court Press imprint. After conducting a thorough cost-benefit analysis, it was evident to the Maryland State Bar Association that having Westchester handle formatting, indexing, and layout among other responsibilities, would allow their editors to work more closely with the authors of their publications. By partnering with Westchester, the Maryland State Bar Association has been able to deliver the professional content their members rely upon to conduct their work, while reducing operational expenses.

Contact Westchester Publishing Services to learn how we can help:

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