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## Columbus Bar Foundation Group and Municipal Court Launch Pro Se Self-Help Center

If your bar foundation's mission is to increase access to justice, what's one great way to carry that mission forward? For the Columbus Bar Foundation and its Rising Stars group, one answer was to help create a self-help center so pro se civil litigants enter the courtroom better prepared and informed. A joint effort by the foundation and the court, the Franklin County Municipal Court Assisted Civil Self-Help Center opened last week. Who can use the center, how is it funded, and what resources are available? [The Columbus Bar Association](#) offers a closer look.



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## New Jersey Supreme Court Warns about Super Lawyers and Other Accolades

Say you're a lawyer who is named as a Super Lawyer, a Rising Star, a Best Lawyer or similar designation. Just how super, starry, or "best" are you? In response to a high number of grievances, the New Jersey Supreme Court Committee on Lawyer Advertising recently issued a reminder that lawyers in that state may mention such honors in their advertising "only when the basis for comparison can be verified" and the group giving the honor "has made adequate inquiry into the fitness of the individual lawyer." [The ABA Journal](#) explains what counts as adequate, and the committee's other guidelines for this type of ad.

## A Spoonful of Sugar? Adding Just the Right Amount of Fun to Association Meetings

Should your association's meetings be informative and educational? Or fun and entertaining? How about a blend of both? According to [Associations Now](#), museums and other cultural institutions have been grappling recently with how to ensure that there's enough "meat" to the information they present while also ensuring that people enjoy their visit and want to come back. Sound familiar? Here are two examples of how associations have found just the right balance.

## New Tech Tool May Offer Better Way to Track Engagement with PDFs, Other Content

By now, you or someone else at your bar association probably knows how to use Google Analytics and other tools to track who's using your website, for how long, and to do what. But chances are, you have a lot of content that's harder to track because it doesn't really "live" on your website—think slideshows, white papers, and PDFs. [Contently](#) says it has a new tool that helps solve this problem, and a report (in exchange for your email address and other information) with some findings that may surprise you. Did you know that readers spend an average of just 2 minutes and 3 seconds with your downloadable content?

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