



105 Best Practices Using Intranets & Websites

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Intel Corporation

Rhynette N. Hurd
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International Paper Company

Eileen Morgan Johnson
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National Wildlife Federation

Jessica R. Shawl
Legal Web Team Manager
Intel Corporation

Faculty Biographies

N. Cornell Boggs III

N. Cornell Boggs III is the Americas regional counsel for Intel Corporation, based in Folsom, CA. In this capacity, he is responsible for supervising a legal team that supports the company's sales and marketing organization in North and South America.

Prior to joining Intel, Mr. Boggs worked as associate general counsel for Anheuser-Busch Companies, Inc., as an attorney for Monsanto Company, and as a U.S. Department of Justice trial attorney in the Civil Division, Torts Branch, Environmental and Occupational Disease Litigation Section.

Mr. Boggs is a member of the Minority Corporate Counsel Association's Board of Directors. He is past president of ACCA's St. Louis Chapter and a former president of the Valparaiso University School of Law Alumni Association.

Mr. Boggs received a BA from Valparaiso University and is a graduate of the Valparaiso University School of Law.

Rhynette N. Hurd

Rhynette Hurd serves as counsel information technology and legal department knowledge manager at International Paper Company. She provides legal advice and support to the information technology group and serves as administrator for the legal department's intranets and databases.

Prior to coming to International Paper, Ms. Hurd practiced commercial law at the Memphis law firm of Armstrong, Allen, Prewitt, Gentry, Johnston & Holmes. Immediately after law school she served as judicial law clerk to the Honorable Bailey Brown of the Sixth Circuit Court of Appeals. Prior to that she was an English professor, most recently at the University of Memphis.

Ms. Hurd is a member of the Board of Trustees of the University of Tennessee and the Mount Holyoke College Alumnae Association Board. She is a member of the National Conference of Bar Examiners MEE Policy Committee and serves as an assistant to the Tennessee Board of Law Examiners.

She received her bachelor's degree from Mount Holyoke College, her master's degree from Harvard University, her PhD from George Peabody College at Vanderbilt, and her JD from the University of Memphis.

Eileen Morgan Johnson

Eileen Morgan Johnson is general counsel of the National Wildlife Federation (NWF) in Reston, VA. In this capacity, she oversees the provision of legal services to NWF and four other related corporations including eNature.com, Inc., a for-profit internet company NWF acquired in 2001.

Her areas of practice are diverse, ranging from nonprofit tax issues to emerging internet privacy issues.

Prior to assuming her current position as general counsel and former position as associate general counsel at NWF, Ms. Johnson was in private practice in Virginia and California specializing in domestic relations and estate planning.

Ms. Johnson currently serves on the Board of Governors of the Corporate Counsel Section of the Virginia State Bar and is a volunteer service unit manager for the Girl Scout Council of the Nation's Capital.

Ms. Johnson received a BA from the College of William and Mary and a JD from Brigham Young University.

Jessica R. Shawl

Jessica R. Shawl is the manager for Intel's legal web team in Santa Clara, CA. Her responsibilities include managing the development, maintenance, and support of Intel's legal intranet sites, which are used to distribute legal information throughout the corporation.

Prior to joining the legal team, Ms. Shawl worked for 6 years as a CAD applications engineer, supporting Cadence tools for Intel's microprocessor design groups. During this time, she was also contracted to work as a web developer for Eos Development.

Ms. Shawl received a BS from the University of Kansas.

*105: Best Practices Using
Intranets and Websites*

ACCA Annual Meeting

October 21, 2002

10:30 a.m. - Noon

The Panel

N. Cornell Boggs, III
Intel Corporation

Rhynette N. Hurd
International Paper Company

Eileen Morgan Johnson
National Wildlife Federation

Jessica R. Shawl
Intel Corporation

Agenda

- **Introductions**
- **The Administrative/Department-Only Intranet**
- **The Client-Focused Intranet**
- **The Role of the Non-Lawyer Web Manager**
- **Roundtable and Q&As**

Part I -- The Administrative Intranet: A Portal to Departmental Resources

Rhynette N. Hurd



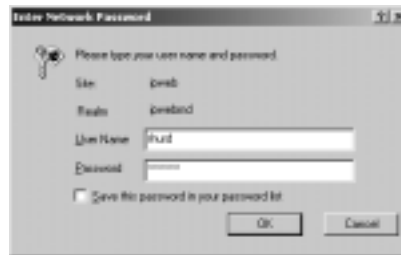
**Cache of
Legal
Intelligence and
Company
Knowledge**

Goal of CLICK



**Enabling the Law Department to
make faster, better decisions by
facilitating the collection, retrieval,
and reuse of a "group memory" of
relevant information and company
expertise without disrupting existing
work habits**

Password-Protected Site



Categories of Information

- **About Us**
- **Corporate**
- **Knowledge Bank**
- **Practice Group Resources**
- **Processes and Procedures**
- **Work/Life Balance**

About Us

- **Awards**
 - Individual and Departmental
- **Private Addresses and Numbers**
- **Strategic Initiatives**
- **Key Performance Measures and Balanced Scorecard Updates**
- **Task Team Information**
- **New Hire Information**



Corporate

• Links to :

- Client Intranet Site
- Ethics Handbook
- Corporate Secretary's Site
- Other Corporate Resources



Knowledge Bank

- **Legal Library**
- **Bar Association Links**
- **CLE Information**
- **Tips and How To's**
- **Forms**
- **Online Research Tools**
 - Westlaw; BNA, etc.



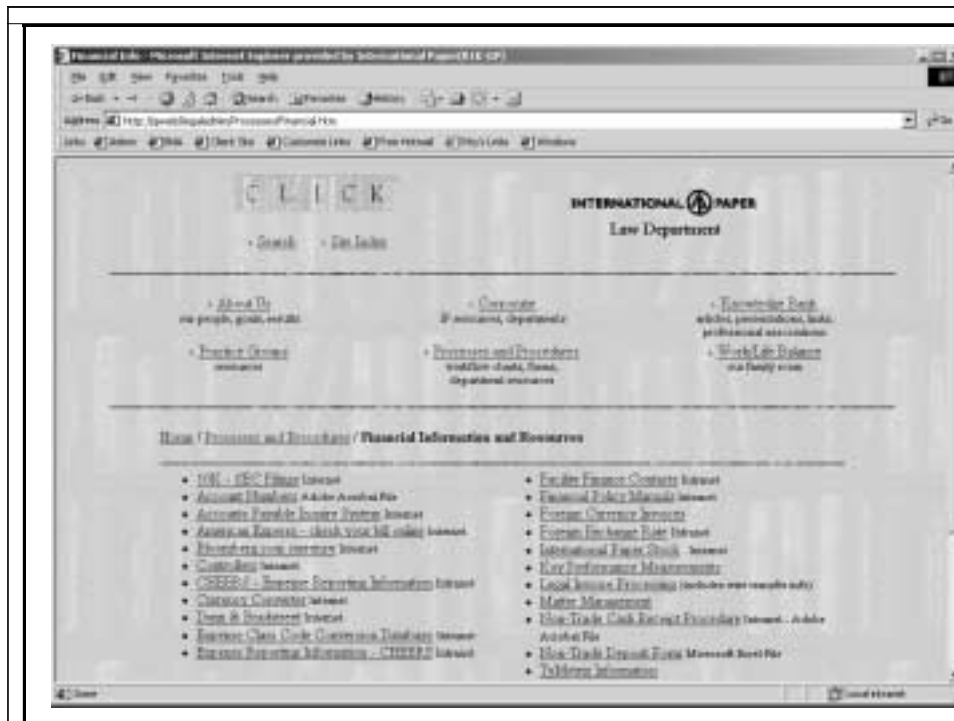
Practice Group Resources

- **Business Counsel**
- **Human Resources Counsel**
- **Intellectual Property Counsel**
- **International**
- **Other Resources for Specific Practice Groups**



Processes and Procedures

- **Matter Management Tools**
- **Outside Counsel Information**
 - Policies, Sample Engagement Letters, etc.
- **Invoice Processing**
- **Computing and Telecommunications**



*Work/Life Balance :
The "Fun Stuff"*

- **Brag Book**
- **Conference Scrapbooks**
- **Diet Tips, Recipes, Safety Tips**

Navigational Tools

- **Search Engine**
- **Site Index**
- **"Home" Button**
- **Breadcrumbs**

*Part II --
The Client-Focused Intranet*

Eileen Morgan Johnson

*Why Create a Legal Intranet for
Non-Legal Staff?*

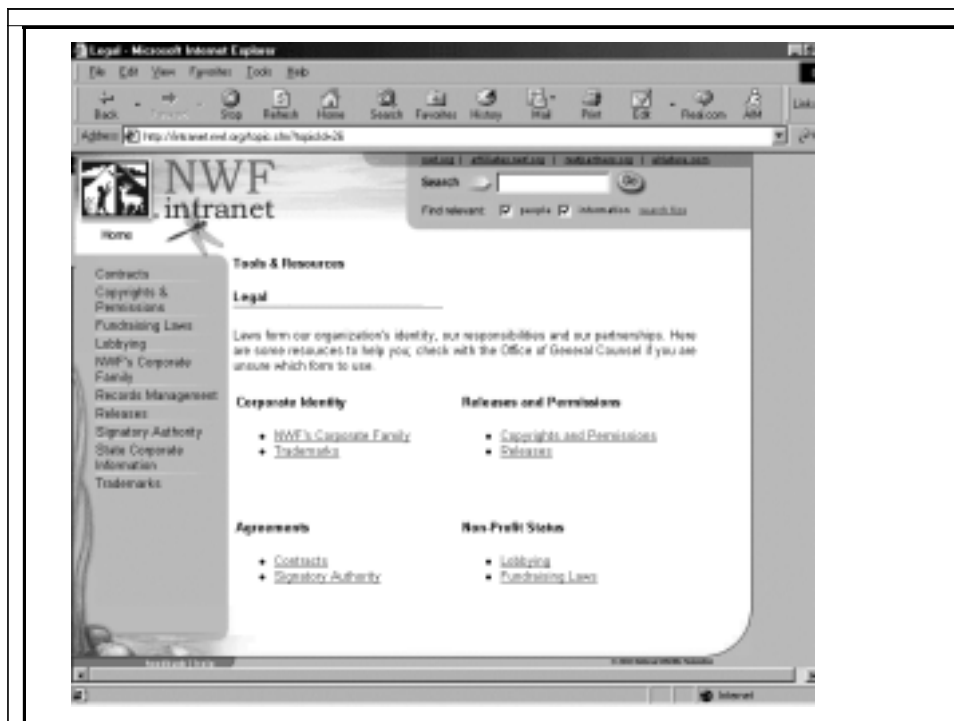
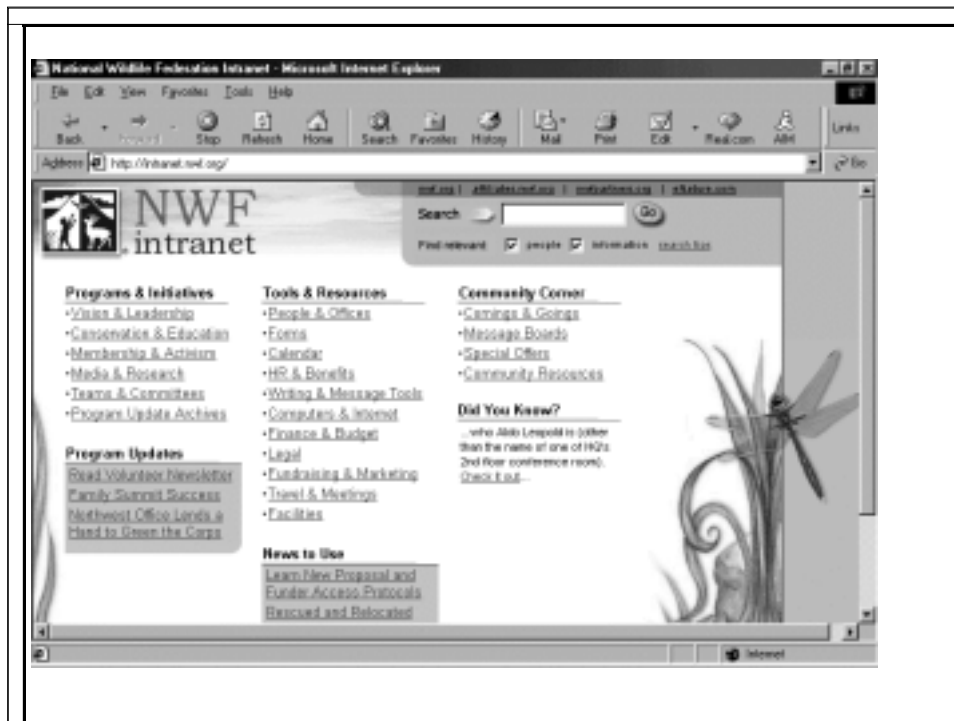
- **Provide orientation for new employees**
- **Encourage interaction with legal staff**
- **Educate staff who would not normally contact an attorney**

Why Create a Legal Intranet for Non-Legal Staff? (Cont.)

- **Demonstrate value of legal department**
 - Show breadth of issues handled and departments served
 - Position legal department as information source
- **Make information freely accessible**
 - Free up your staff from answering repetitive questions
 - Free up your staff from completing "fill-in-the-blank" forms

What to Put on the Intranet

- **Information you want to disseminate**
- **Information that will make work easier for your staff**
- **Information that your staff routinely shares with Human Resources, finance or other departments**
- **Frequently asked questions**

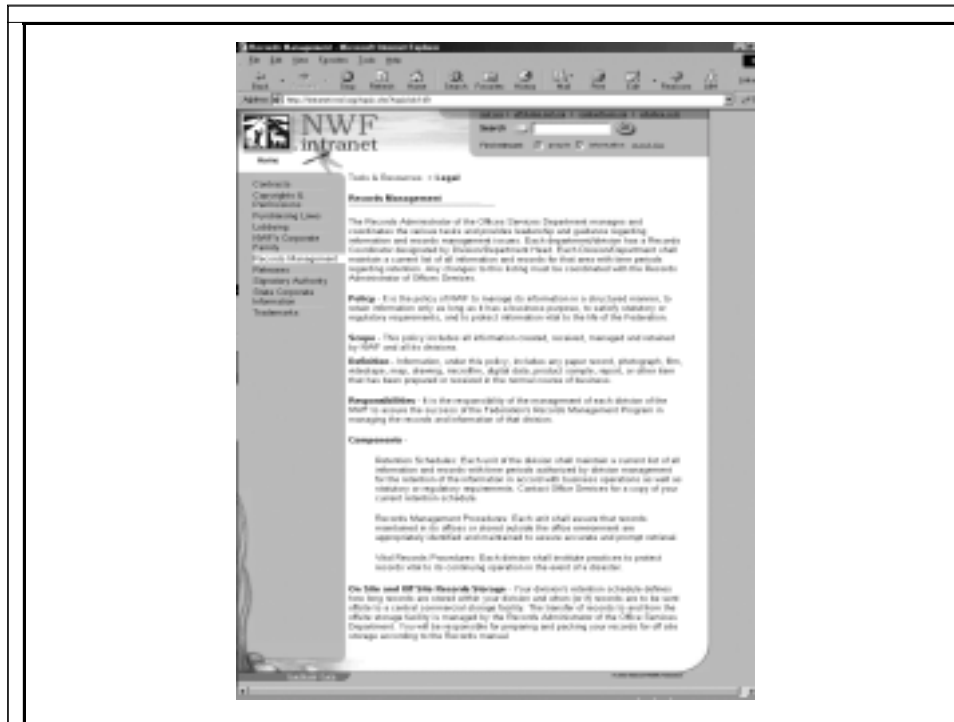


Corporate Information

- **List of officers and directors**
- **Information on business registrations**
- **Registered agent information**
- **Articles of Incorporation & Bylaws**
- **Other corporations in the family**

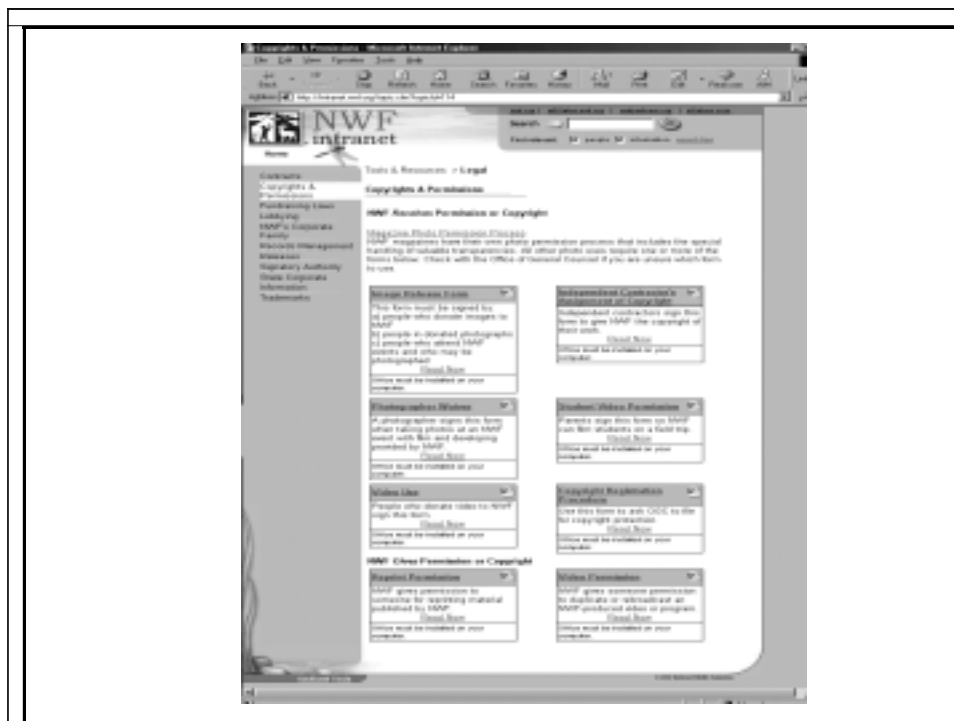
Corporate Policies and Guidelines

- **Where do they belong on the intranet?**
 - **Human Resources, legal or another portion of site**
- **Which policies and guidelines are posted?**
 - **All or just those that apply to a majority of employees**
- **Employee handbook on-line**
- **Update policies as they change**



Pre-Approved Forms and Agreements

- **Downloadable forms**
- **Easily understood by staff**
- **Clear explanation for correct use**
- **Clear directions for completing forms**
- **Directions to contact legal department if any changes are needed**
- **Contact information in legal department for questions or advice**

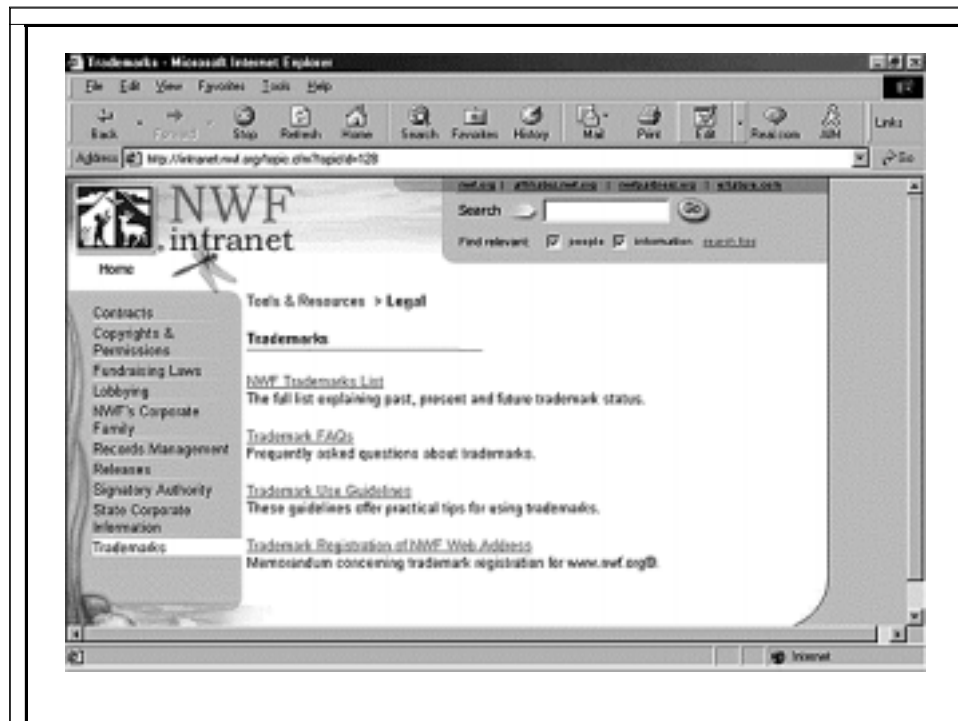


Trademarks and Brand Guidance

- **List company's registered trademarks, service marks and trade names**
- **List marks under development or in application process**
- **List domain names and applicable business units**
- **Include downloadable logos**

Trademarks and Brand Guidance (Cont.)

- **Provide advice on how to correctly use marks**
- **Provide advice on how to create a new mark and get it registered through the legal department**
- **Remind staff to notify legal department when they plan to change or discontinue a mark**



Government Affairs

- **Legislative initiatives**
- **List of company's lobbyists (staff and non-staff) and issues they work on**
- **Lobbying reporting forms and instructions**
- **Updates on legislative initiatives**
- **Links to company's internet site**

Legal Resources

- **Links to**
 - Statutes and regulations
 - Library of Congress
 - Patent and Trademark Office
 - Prominent universities
- **Provide strong warning to involve legal staff in any decisions using this information**

News

- **Recent court cases impacting your business**
- **Recent laws or regulations impacting your business**
- **Bylaws changes or other governmental changes for your organization**
- **New information on intranet site**

Training

- **Schedule of upcoming classes offered by Human Resources or legal department**
- **On-line training developed by legal staff**
- **Materials to be used for upcoming training sessions**
- **Materials handed out at previous training sessions**

Frequently Asked Questions

- **Include here the questions most frequently asked of your staff**
- **Highlight top 10 questions asked of legal department**
- **Include questions you wish staff would ask**
- **Frequently update to draw staff interest to this portion of the site**
- **Provide a contact point for any other questions staff may have**

Legal Staff Directory

- **Contact information for all staff**
- **Brief biographical background**
- **Areas of expertise**
- **Upcoming or recent speaking engagements or publications**
- **Departments represented**
- **Personal interests and hobbies**

Part III Role of the Non-Lawyer Web Manager

Jessica R. Shawl

Agenda

- ✓ **Intel's LegalTech Group**
- ✓ **Building a Web Team**
- ✓ **Designing a Web Site**
- ✓ **Site Maintenance**
- ✓ **Things to Look Out For**

LegalTech Support Group

- ✓ **Server Support**
 - 6 in SC & OR
 - Web, Data, and Database Server Support
- ✓ **Databases**
 - 3 in SC
 - Special apps for legal
- ✓ **Web**
 - 4 in SC
 - Manage, update, web & graphics design

Web Support Includes

✓ **ILT Web Site**

- Internal to Legal only
- 8k documents
- 253,000 page hits/quarter

✓ **Legal Web Site**

- External to Legal, Internal to Intel
- 6k documents
- 371,000 page hits/quarter

✓ **eLearn**

- Online audio/video trainings
- 100 presentations
- 550 hits/quarter

Audience

✓ **Attorneys and Legal Department**

- Internal Site~300 users
- Information Sharing
- Training

✓ **Intel Clients**

- External Site, internal to Intel ~70k users
- Training
- Answer Questions
- Provide Information

✓ **Outside Counsel does not have access to our web sites**

Building a Web Team

✓ **Manager**

- Sets milestones
- Oversees project

✓ **Web Designer**

- Determines Look & Feel
- Creates the web site
- Maintenance

✓ **Graphics Designer**

- Designs the graphics

Building a Web Team (continued)

✓ **Programmer**

- Creates any customized applications

✓ **Documentation**

- Documents the standards and Look & Feel

✓ **Tester**

- Writes test plan
- Tests pages
- Should NOT be someone who designed/created the page

Designing a Web Site

- ✓ **Identify the Purpose of your Site**
- ✓ **Who is your audience?**
- ✓ **Planning the site**
 - What content do you have now?
 - What content could you have in the future?
 - How can you group items into logical categories?

Designing a Web Site (continued)

- ✓ **Determine Look & Feel**
 - Navigation
 - Organization
 - Audience
 - Special Needs

This web site is the face you're showing to your audience!

- ✓ **Document the Look & Feel and Standards**

Designing a Web Site (continued)

✓ Create a Prototype

✓ Who Signs-off?

- Team to approve site direction, organization, look & feel
- Include members who represent the types of audience your web site is catering to
- Not more than 10 members

✓ Implementation

✓ Testing

✓ Maintenance

Maintenance: Updating the Web Site

✓ Admins function as Web Editors□

- Use FrontPage
- Put together initial content
- File a request to post content
- Web Team tests content and reviews that it follows documented standards
- Web Editor tests pages
- Web Team posts the content Live

Do not recommend this Web Editor method

Maintenance: Keeping Sites Current

- ✓ **Expiration Date in Properties**
 - No more than 1 year
- ✓ **Page Owner notified**
 - 1 month prior to expiring
- ✓ **No response, manager notified**
- ✓ **Still no response**
 - Archived 3 months
 - Deleted

Things To Watch Out For

- ✓ **Multiple Sites**
 - One Stop Shop for all information
- ✓ **Keep the site consistent**
- ✓ **Duplicate content**
- ✓ **Outdated content**
- ✓ **Sticking content anywhere to get it posted**
- ✓ **Web site not primary responsibility of site owner**
- ✓ **Updating content may not be content owners #1 priority**