

LEGAL SERVICES CORPORATION
BOARD OF DIRECTORS

TELEPHONIC MEETING OF THE
INSTITUTIONAL ADVANCEMENT COMMITTEE

OPEN SESSION

Wednesday, October 1, 2014

5:02 p.m.

Legal Services Corporation
3333 K Street, N.W.
Washington, D.C. 20007

COMMITTEE MEMBERS PRESENT:

John G. Levi, Chairperson
Robert J. Grey Jr.
Father Pius Pietrzyk, O.P.
Herbert S. Garten (Non-Director Member)
Thomas Smegal (Non-Director Member)
Frank B. Strickland (Non-Director Member)

BOARD MEMBERS PRESENT:

Julie A. Reiskin
Gloria Valencia-Weber

STAFF AND PUBLIC PRESENT IN THE CORPORATION'S OFFICES:

James J. Sandman, President

Lynn Jennings, Vice President for Grants Management

Wendy Rhein, Chief Development Officer

Ronald S. Flagg, Vice President for Legal Affairs,
General Counsel, and Corporate Secretary

Atitaya Rok, Staff Attorney, Office of Legal Affairs

Carol A. Bergman, Director, Office of Government
Relations and Public Affairs

Carl Rauscher, Director of Media Relations, Office of
Government Relations and Public Affairs

Jeffrey E. Schanz, Inspector General

Julia Kramer, Program Counsel, Office of Compliance
and Enforcement

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1 P R O C E E D I N G S

2 (5:02 p.m.)

3 CHAIRMAN LEVI: Let's open the meeting, and it
4 was duly noticed in the Federal Register, of the
5 Institutional Advancement Committee.

6 Could I have a motion to approve the agenda?

7 M O T I O N

8 FATHER PIUS: So moved.

9 MR. STRICKLAND: So moved.

10 CHAIRMAN LEVI: All in favor?

11 (A chorus of ayes.)

12 CHAIRMAN LEVI: Is Wendy there, and do you
13 want to -- first, I want to just say one thing before
14 we get started, and I don't know if this is the
15 appropriate place.

16 But I think that we have to say thank you
17 loudly -- if we could see them, if you could see us
18 standing -- to our staff, to Wendy, to Carl, to
19 everyone who's there in the room, who works for LSC,
20 who worked at the conference. It was absolutely
21 extraordinary.

22 And if you ever work with something again as

1 hard as you guys worked and have the results that you
2 got from this one, well, I have to applaud you because
3 everybody who was there -- I know all of us on the
4 phone have our own stories. And Martha goes to a lot
5 of things. A few days after the conference, she said,
6 "You know, it is still with me."

7 MR. STRICKLAND: Hear hear.

8 CHAIRMAN LEVI: And that says it all. It says
9 it all.

10 MS. REISKIN: Absolutely.

11 CHAIRMAN LEVI: So I don't know who's in the
12 room, but Wendy, Carl, I assume you're in the room.

13 MS. RHEIN: We're both here.

14 CHAIRMAN LEVI: Is Jim there? Ron? All of
15 you. And Bernie, Julia -- everybody that we saw
16 running around -- Tracy, Lynn -- you were all in full
17 deployment and you were fantastic. And now here you
18 have to get off the deck and go do New York.

19 Now, I have to say that timing was not exactly
20 our pick. But we're making the best of it, and it
21 looks like we're also going to be having a very good
22 event in New York City.

1 But I thought we should all take a moment, and
2 any of the you, the rest of the Committee members, who
3 want to express their own views, I've been to many
4 things. It was a smashing success, and thank you,
5 thank you, thank you.

6 FATHER PIUS: I agree with you there, John. I
7 heard a few compliments myself, and I thought Wendy did
8 a great job. So thanks to everybody, and we'll see you
9 all in New York.

10 MS. RHEIN: Thank you all very much.

11 CHAIRMAN LEVI: So with that, I simply can say
12 that I have certainly gotten emails and letters, which
13 keep coming in, and I'm sure you all have, too. And we
14 want to figure out how to capture the momentum and
15 really the profound thinking that has come from this
16 conference and how our Committee can be helpful to
17 that.

18 And Wendy, I thought I'd give you a chance to
19 talk here, and other members of the Committee should
20 certainly chime in.

21 MS. RHEIN: Sure. On my end, there are just a
22 few things that I wanted to touch on. As John

1 mentioned, we've gotten some fantastic feedback, very
2 supportive feedback. It seems that, to a person,
3 people got something out of it. And that was important
4 for us as well as being able to say, okay. Now we had
5 this fabulous event. What are we going to do in terms
6 of followup?

7 So within LSC and with this Committee, we'll
8 work together to evaluate what the followup needs to
9 be. There are some fantastic prospects and potential
10 partnerships that came out of this event that we need
11 to work on and evaluate over the next several months.

12 Just some quick numbers for you. Overall, we
13 had about 540 people registered. They attended
14 different portions of the event. The highest
15 attendance was actually for the Vice President's
16 luncheon, and that was 443 people at one particular
17 event.

18 And we're doing a breakdown here of who
19 attended what; what different groups of people were
20 represented at the conference, whether it be members of
21 the government, academia, grantees, partners, et
22 cetera. So we'll have all of that available, probably

1 not until after the Albany meeting, but we'll have more
2 information to share as far as the breakout.

3 In addition, I'm still working on getting
4 final budget numbers. We had to challenge a few things
5 that the hotel billed us for that were not approved.
6 But it looks like at this particular point we're pretty
7 close to being on budget, even though we had
8 significantly more people attend than what we expected.

9 Part of that was offset by the prices of some of the
10 tickets and sponsorships, as well as being very careful
11 on keeping costs down.

12 CHAIRMAN LEVI: Terrific. Any other
13 observations? Anything else from your end, Wendy?

14 MS. RHEIN: That's it from my end. My thought
15 for today overall was that we would spend more of our
16 time on the Communications Subcommittee items, and
17 considering how short our meeting is in Albany, to
18 cover most of the closed agenda items in Albany that
19 are on the Board meeting agenda, and be able to address
20 some of the communications issues and communication
21 plans today.

22 CHAIRMAN LEVI: That's fine.

1 FATHER PIUS: Actually, this is Father Pius.
2 One question. Are we doing any kind of followup
3 surveys asking people what they thought was good, what
4 they thought was bad, that sort of thing? Or is there
5 even a need to do that?

6 CHAIRMAN LEVI: The only thing about that,
7 Father Pius, I don't want people to think we're in the
8 business of -- we're not going to be able to do that
9 sort of thing every year, but certainly having some
10 feedback about what they found helpful.

11 With our limited staff resources and our
12 attempting to -- if you all think it's a good idea if
13 we took a random sample so we don't really overwhelm
14 people with additional work.

15 MS. REISKIN: What about if we just put some
16 feedback form on the 40th website and put something out
17 that it was there? And then you don't have a lot of
18 staff time involved in tracking stuff down.

19 CHAIRMAN LEVI: Well, something like that.
20 Yes.

21 MS. REISKIN: Because then we're still doing
22 the evaluation, which we tell our grantees to do, and

1 we're still saying we're open to feedback. But we're
2 not putting a ton of staff time into it. And that's a
3 fairly simple way, and then people who have something
4 to say will say it.

5 CHAIRMAN LEVI: Good. How about that? What
6 do you think of that, folks?

7 MS. RHEIN: I think we could do that. We'll
8 come up with a simple form and share it with you.

9 CHAIRMAN LEVI: Certainly. Any other comments
10 on --

11 MS. BERGMAN: And we would be glad to ask for
12 comments from people.

13 MR. RAUSCHER: Also tweeting, and put it on
14 Facebook.

15 MS. RHEIN: Yes. Facebook, right. So we're
16 saying that we would create a form, get it on the 40th
17 site, send an email to those that attended, and just
18 say, there is a feedback form available; here's the
19 link. And then also we could put it on Facebook and
20 tweet it.

21 CHAIRMAN LEVI: Okay. Other comments?
22 Suggestions? Concerns?

1 FATHER PIUS: I think that's fine with me. I
2 just thought it would be nice to have a little --

3 MS. RHEIN: Yes.

4 FATHER PIUS: That would be helpful.

5 CHAIRMAN LEVI: I think, in terms of comments,
6 that we do know we had some snafus with the emailing of
7 the invitation. I think we've learned some things from
8 that. But I'm not sure how -- well, we'll be doing
9 some more, smaller -- like our regular events as we do
10 around the country in the quarter, and we may add a few
11 here and there. I doubt we're going to have anything
12 of this magnitude.

13 MS. REISKIN: It's something to file for the
14 50th. It won't be us doing it; it'll be a different
15 Board, but --

16 CHAIRMAN LEVI: Yes. But who knows. At the
17 rate confirmations are going, Julie --

18 (Laughter.)

19 MS. RHEIN: Julie, to address that, over the
20 last few weeks of the planning, I started keeping a
21 running list of things I would do differently if we
22 were doing this again.

1 MS. REISKIN: Oh, great.

2 MS. RHEIN: So we can add that to some kind of
3 a memo to file.

4 MS. REISKIN: I also think that the vast
5 majority, if not all, of the feedback will be very
6 positive. And I think that's a nice thing for us to
7 just keep that we can share with Congress, we can share
8 with other people, because even some of the people that
9 I've experienced as being thought of as our harshest
10 critics were just blown away and very, very positive.

11 MS. RHEIN: Good.

12 MS. BERGMAN: We also have followup --

13 CHAIRMAN LEVI: Yes. In New York, I'm happy
14 to say that two people who could not come, could not be
15 on the panels in Washington for a variety of reasons,
16 are going to be on the panel. So Shari Redstone will
17 be on the panel, and so will Randy Milch from Verizon.
18 And we're very happy about that.

19 And the dean of NYU is coming and speaking,
20 and so is Congressman Nadler. So this should be a good
21 event, and the room is filling up. But if you have
22 people you want to have invited, please make sure that

1 Wendy has them because, hey, the room has space for
2 180, and I believe there's almost a hundred acceptances
3 already.

4 So please, if you have additional names that
5 you want invited -- it's certainly at a time of day in
6 New York that seems attractive to people and folks are
7 interested in coming.

8 MS. REISKIN: This is Julie. I would just ask
9 that we make sure to invite the client board members of
10 our programs in the area but specifically, not
11 necessarily through the ED but specifically. And I'm
12 happy to do that if you get me contact info.

13 CHAIRMAN LEVI: It's only one program, isn't
14 it, in New York City? It's Raun Rasmussen's program?

15 PRESIDENT SANDMAN: Yes.

16 CHAIRMAN LEVI: And I hope that he's done
17 that.

18 PRESIDENT SANDMAN: Well, they actually have
19 this unusual organizational structure where have
20 sub-organizations under Legal Services New York City,
21 each of which has its own board. So we should invite
22 all of those, not only the big board for Legal Services

1 New York City but the sub-boards as well.

2 CHAIRMAN LEVI: Yes. Well, once we do that,
3 the room could be full.

4 MS. RHEIN: They have all been invited.

5 CHAIRMAN LEVI: They have been? Oh, okay.

6 MS. RHEIN: They have all been invited. Raun
7 provided us with an extensive list. So they were all
8 invited.

9 MS. REISKIN: Great.

10 CHAIRMAN LEVI: So I guess we're on agenda
11 item 3, then. Julie?

12 MS. REISKIN: You want me to just report on
13 the Subcommittee meeting we had now?

14 CHAIRMAN LEVI: Yes. Please do.

15 MS. REISKIN: Okay. Yes. We had a brief, our
16 first, Subcommittee meeting, and we talked about --
17 there was a lot of praise about the event, of course.
18 Carl presented on the strategy that has been going
19 around and that has been very successful on op-eds.

20 And there was a lot of desire by Board members
21 on Carl to really pivot off the event by having quotes,
22 by taking some of the better quotes and really using

1 them getting them out there, giving Board members some
2 lists of quotes that we can be using to get really
3 good, consistent messaging out there.

4 And then we discussed a moving-forward
5 strategy that I believe would look at creating a
6 calendar of sorts, where we would take some of the
7 better op-eds and pivot off of those -- there might be
8 one on veterans' issues or foreclosure or whatever --
9 and then try and come up with some themes where we can
10 take an issue and then move it into the more mainstream
11 media, which is in this day and age often the social
12 media.

13 So if it's something like housing, we could
14 take a couple of different topics. We could take
15 foreclosures. We could take evictions. We could
16 profile both lawyers and clients. That client panel
17 was very effective.

18 I think we could get those kinds of stories,
19 really put them out there, and -- we haven't gotten to
20 the details of this -- figure out a way to then engage
21 people back by using Twitter or Facebook. And you
22 could have even a photojournalism thing with Instagram.

1 And we just had a talk on it on a very broad level; we
2 haven't gotten into the details of it.

3 But the point would be to come up with a
4 calendar for a few months, look at do we need to change
5 anything in our current social media policy or
6 strategy, and then measure and evaluate -- do it for
7 several months, then measure and evaluate and see if
8 that is increasing engagement, which really would be
9 the whole point of this, is to increase engagement
10 about civil legal aid and get it in the mainstream --
11 continue to include and engage the legal community, of
12 course, but get it beyond that. And we have to measure
13 that by looking at the analytics.

14 LSC has a program or contract where they get
15 right now any time there's anything, I think, in print
16 media about Legal Services. They either have or are
17 about to expand that to social media. I don't know,
18 Carl, if you've done that already or are going to, but
19 so that we have someone that's really tracking every
20 time our issues are mentioned.

21 And that's what we talked about. We need to
22 have some discussion about membership in closed

1 session. What did I miss? Anything, John?

2 CHAIRMAN LEVI: Carl, anything she missed?

3 MR. RAUSCHER: No. The documents I sent
4 around were updates of documents we used at that
5 meeting and incorporated a lot of discussion from that
6 meeting into the updates. And they follow some of the
7 lines that Julie just talked about.

8 MS. REISKIN: And also, we also want to find a
9 way, when the videos of the panels, particularly some
10 of the better ones -- like a lot of people talked about
11 that CEO panel as being one of the better ones.

12 I mean, they were all good. But we want to
13 make sure that when they're all up and ready, that
14 we're promoting that and getting that out there and
15 encouraging our programs to use that.

16 And I guess the only other thing that was
17 talked about is that I had a lot of comments from
18 programs while I was at the event of people saying that
19 they wanted a way to be engaged.

20 And I was hoping that the Communications
21 Subcommittee would be a way very positively to engage
22 people without causing a big ton of work, but things

1 like re-tweeting, re-posting, asking them to send in
2 stories. The programs seem to really like that, and I
3 think that's a very good, positive way that we can be
4 engaging with them.

5 And that is really modeling best practice for
6 communication, modeling particularly what are the
7 messages and the words that we need to use to promote
8 civil legal aid.

9 CHAIRMAN LEVI: I think all the articles
10 you've sent us, and John Grisham's nice op-ed, were
11 really very compelling. I don't know what others felt,
12 but --

13 MS. REISKIN: Oh, yes.

14 CHAIRMAN LEVI: And you may know I invited
15 Grisham to speak. He couldn't at the 40th, but I think
16 that he's out there. Some time, whether he's able to
17 speak at one of our meetings or possibly, Carl, be
18 available for an interview or something --

19 MR. RAUSCHER: We could pursue that.

20 CHAIRMAN LEVI: Folks like this. Yes. I know
21 how busy everybody's been. And again, this is
22 exemplary work, and we appreciate it.

1 Any other comments or questions about the --
2 Carl, you have a report, I guess. Julie, were you done
3 and then Carl's next, or not? I just want to make
4 sure. Julie, you were finished at that point. Right?

5 MS. REISKIN: Yes. Yes.

6 MR. RAUSCHER: Okay. Let me just amplify on a
7 few things that Julie said and refer to some of the
8 things in the documents that I think are just
9 noteworthy.

10 Among the clips is a fairly robust coverage of
11 the 40th anniversary, beginning from the calendar
12 anniversary itself and extending through here. I
13 wanted to call your attention to two things. John's
14 already mentioned the John Grisham op-ed. Another one
15 came out today in the New York Law Journal that Raun
16 Rasmussen wrote that's really good.

17 So we have placed nine of those op-eds now,
18 and we're moving forward. I just wanted everybody to
19 know how responsive the EDs have been when we have
20 reached out and asked them to cooperate in this
21 enterprise. It's really encouraging.

22 I also wanted to point out in the clip file,

1 you'll see a lot of coverage of our Pro Bono Innovation
2 Fund grants, which we distributed at the conference.
3 This is largely a result of approaching this as our
4 local story.

5 In addition to the national press release, we
6 did eleven individualized press releases for each
7 grantee. And we went to the trouble of collecting
8 quotations from the relevant Congress members, and this
9 went a long way to getting us good coverage in the
10 local press where each of these grants were awarded.

11 In addition to that, in the document -- and I
12 won't go through this; you can read it at your leisure
13 -- I do mention how we're working with the New York
14 Times right now for a story on civil legal aid and how
15 the videos that we are producing are useful in that
16 enterprise. And this can be a paradigm for us moving
17 forward with other reporters in other newspapers, using
18 videos as a way to get into our world.

19 As far as the video production goes now, we
20 have posted eight. The ninth is going up tonight. All
21 told, we will have 20 videos coming from the
22 conference. In addition to that, we're going to

1 produce a highlight video which has a number of
2 different uses.

3 And we've already produced a couple of custom
4 videos at request. The ABA was interested in what
5 Biden had to say about the ABA, so we produced a video
6 for them. And the NLADA was interested in one of the
7 clients, and we have produced a video for them as well.

8 PRESIDENT SANDMAN: This is Jim. I just want
9 to supplement a little of what Carl said and commend
10 him for his very strategic approach to communications
11 here.

12 Among the principles that Carl uses to guide
13 his work is the importance of getting local coverage,
14 which is more valuable to our grantees, actually, than
15 national coverage is.

16 MS. REISKIN: Yes.

17 PRESIDENT SANDMAN: It's also in many ways the
18 most effective way of reaching member of Congress.
19 Every member of Congress and the members' staff reads
20 the hometown newspaper. They may or may not read the
21 New York Times and the Washington Post and the Wall
22 Street Journal, but they're reading the local paper.

1 So something like this coverage of the Pro
2 Bono Innovation Fund grants with the local hook played
3 very well in their local media markets, and it makes
4 them look terrific. They're getting rewarded for
5 innovation, and the descriptions of the grants, I
6 think, were very compelling.

7 Another principle that Carl uses is that it's
8 better to be on the news pages of the paper than to be
9 on the op-ed page if you have a choice. There's
10 statistics that show that the news pages have much
11 higher readership than the op-ed page does.

12 The op-ed page is often our only entree if
13 there isn't breaking news to get us onto the news
14 pages. But as between those alternatives, our priority
15 should be and is on the news pages.

16 Finally, the package, I think, reflected our
17 use of social media, but I don't think it captured the
18 full effectiveness of it. We tweeted the entire
19 conference, and we had live tweets of the best quotes
20 going out right away, immediately, and also had great
21 Facebook coverage.

22 And what that gives us is access to networks

1 and networks of networks. The re-tweets that we got
2 from what we put out there and the sharing that we got
3 on Facebook of the things that we posted went well
4 beyond our initial transmissions and reached thousands
5 of people beyond the people that we have on our
6 follower list or as friends on Facebook.

7 So that was contemporaneous, immediate
8 coverage, which I think is actually more valuable than
9 a website is, which is by nature passive and requires
10 people to go to it, whereas on your Facebook feed or on
11 Twitter, people are receiving immediately what you put
12 out. And I think that that was very well leveraged on
13 the spot with immediate and very widespread coverage,
14 widely repeated.

15 MR. RAUSCHER: The link I included just gives
16 you some flavor of the amount of social media. It's a
17 narrative we constructed on Spotify that brought
18 together Facebook postings, et cetera. And there are
19 many, many more than in that narrative, but it gives
20 you a sense of what was going on contemporaneously
21 during that conference.

22 MS. REISKIN: And that's really important

1 because what that will do, too, is it will increase our
2 SDL. And then that will make it more likely when
3 someone puts in Google "legal aid" that our programs
4 come up instead of these sham programs.

5 CHAIRMAN LEVI: Tell us, how do we see the
6 tweets? And do tweets go away? Is there a library of
7 them? You said there were best quotes from them. How
8 do we see those quotes?

9 MR. RAUSCHER: You can go to our Twitter
10 account, which is LSCTweets.

11 CHAIRMAN LEVI: Yes.

12 MR. RAUSCHER: And if you look at what we have
13 tweeted, that also includes what we have re-tweeted.
14 And it will go back quite a ways.

15 MS. REISKIN: But the Spotify compilation that
16 Carl put together is a great resource.

17 CHAIRMAN LEVI: I think you're going to have
18 to show us. You're to have a tutorial for us.

19 (Laughter.)

20 PRESIDENT SANDMAN: For everybody else, John,
21 not for you. We understand. You have a friend who
22 needs a tutorial.

1 (Laughter.)

2 CHAIRMAN LEVI: Yes. Anyway, my kids think
3 it's hilarious whenever I start talking about
4 technology. Anyway, maybe that's something to tweet
5 about. Well, anyway, thank you for that, Carl.

6 Any other questions? Or were you done, Carl?

7 MR. RAUSCHER: I am.

8 CHAIRMAN LEVI: And I do appreciate everybody
9 taking the time today because as you probably have
10 seen, our agenda is very tight in New York. And so we
11 didn't have as much time for this Committee as I
12 thought we might want to have in light of the
13 conference, and so being able to discuss a few of these
14 things now is very helpful to our being able to have a
15 more robust closed session when we're going to actually
16 need it in Albany.

17 Is there anything else from the Communications
18 Committee?

19 MS. REISKIN: No. Not unless there are other
20 people that wanted to -- we've only had one meeting.
21 So I think the next step is get a schedule of meetings,
22 and we should poll -- well, we're going to talk about

1 membership a little in the closed session.

2 But we need to get a schedule of meetings and
3 then the extent in terms of the breakout of the
4 schedule so that we can be appropriately reporting to
5 this Committee.

6 CHAIRMAN LEVI: Yes. Great.

7 MS. REISKIN: And any ideas are welcome. Even
8 if someone isn't on the Committee, obviously I'm open
9 to any ideas; I think everyone on the Committee and
10 staff are.

11 MR. SCHANZ: Well, that would be me, Julie.
12 This is Jeffrey Schanz. Now that we're --

13 MS. REISKIN: Except you. I'm teasing.

14 MR. SCHANZ: Okay. But now that we're on the
15 crest of the wave -- and we can talk about that forever
16 because this was stellar -- but now how do we translate
17 that into donations and contact your Congress person
18 for LSC funding? I think we need to talk about the
19 next step.

20 MS. REISKIN: Absolutely.

21 MR. SCHANZ: Yes. We've already documented
22 everything that we've done well, but how does that

1 translate into funding?

2 CHAIRMAN LEVI: Yes.

3 MR. SCHANZ: That's what I'm waiting to hear.

4 MS. REISKIN: When I talk about engagement,
5 that's really what I'm talking about. Hopefully social
6 media isn't just to know how many click you got. It's
7 what do they do with the clicks. So when I talk about
8 engagement, that's what we need to figure out.

9 We need to set some modest goals and the
10 measure what we're doing. That's what I meant with
11 evaluation, measure what we're doing to see what's
12 working and what isn't. Since we're new at this, we
13 can look at best practices with other social media
14 things with nonprofits.

15 The research I've done, and I'm not an expert,
16 is that there's got to always be a tie to a person, so
17 the more we can use individual stories -- and then each
18 time we do a see, there has to be an ask. And that ask
19 has to be donations or doing an activity, and that you
20 should always be mixing between the two.

21 People get real tired of it if you're always
22 asking for money or if you're always asking them to

1 call your Congress person on something. So you've got
2 to have a good mix of activity and money. And that's
3 what I think when I talk about the plan and engagement
4 and looking at what works. By using these different
5 themes and engaging they people, that is exactly the
6 next step.

7 And we need to have concrete goals. We want
8 to get the word out. We want people to know about
9 civil legal aid, so we want them to support it.

10 MS. JENNINGS: This is Lynn. And not to be a
11 wet rag here, but I think we have to set realistic
12 expectations as to what we can deliver from this.
13 Raising awareness is step one, and that's really what
14 it did.

15 And then step two is for relationship-
16 building because without relationships with these
17 entities and people, we are not going to raise any
18 money. And that is a very time-consuming process.

19 With this extent of the event, we have set the
20 stage to raise the awareness through the various
21 strategies that Carl and Wendy put together. But then
22 the next step in that is relationship-building with

1 people who have money and have contacts and everything.

2 So nobody's asked my opinion, but I'm going to
3 throw it out there. Based on my experience in town
4 these past 25 years, that's really what works. I would
5 not expect that we will immediately get a ramp-up of
6 funds. I think that that may happen if we build the
7 relationships that are needed.

8 MS. RHEIN: Yes. I would agree with you.
9 This is not going to result in a massive amount of
10 checks between now and the end of the calendar year.

11 MS. REISKIN: No, no, no. That shouldn't be
12 the goal. That should not be the goal. And again,
13 it's about getting people to engage on some level. And
14 so we're starting with the baseline of nothing and
15 building it up, and part of how you build relationships
16 is with that engagement.

17 So it's not, hey, we're here. Give us a check
18 for a million dollars. It might be, hey, our grantee
19 -- it needs to be about our grantees -- our grantee has
20 done this great thing. If you want to support them,
21 here's three things you can do, and tying it together,
22 letting people understand that this is really important

1 stuff.

2 And yes, it's essential to democracy. But you
3 know what? It might also be essential to you not
4 sleeping in the street next month. So it's the
5 relationship on the micro and macro level.

6 But I don't think anyone was thinking that
7 we're going to raise \$5 million between now and the end
8 of the calendar year. But it's continuing to build up
9 momentum by engaging people on the local level.

10 CHAIRMAN LEVI: I think Robert Grey has a
11 couple of ideas, I think, that we may want to discuss
12 in a closed session because they involve particular
13 names of individuals.

14 But early on, we talked about having an
15 honorary or some kind of board of leaders around the
16 country. And I think we're starting to see groups from
17 the conference, the possibility of such a thing
18 developing. And then that might be a way to help build
19 relationships, too.

20 And people could add their voices. I think
21 one of the things that was wonderful to see as a part
22 of the conference was so many of the executive

1 directors realizing that they have many more friends
2 out there across communities, business community, law
3 schools, what have you, than they might have thought.

4 To the extent that we can help facilitate that
5 and get people to think about their own business
6 communities and how they can be helpful to them, well,
7 that will help give everybody some wings, I think.

8 PROFESSOR VALENCIA-WEBER: This is Gloria.
9 One of the things that interested me was the number of
10 Reggies that came.

11 And for some time I've been concerned whether
12 we were going to be able to start a Reggie alumni
13 organization that could then help in not just
14 fundraising but sometimes when we need help in
15 Congress, but in any case, having a structured
16 organization that put those people in contact with each
17 other but also can serve as a means for support of
18 different kinds for us.

19 CHAIRMAN LEVI: Yes.

20 PROFESSOR VALENCIA-WEBER: If we could get the
21 Reggie attendance sorted out at the conference and then
22 see what we can find among people who are Reggies and

1 would be willing to work on that.

2 MS. RHEIN: Gloria, it's Wendy. I think in
3 the end we had 21 people self-identify in the
4 registration process that they were Reggies. But
5 clearly there were more. We had a photograph of them,
6 and then others said, oh, yes. I forgot to check that
7 box. So we need to go back through the list of
8 attendees and try to match that up.

9 CHAIRMAN LEVI: When I asked people to stand
10 up, a lot of people to stand up.

11 PROFESSOR VALENCIA-WEBER: Yes. That was my
12 impression also.

13 MS. REISKIN: Yes. And that's a whole group
14 of people with whom we already have a door for a
15 relationship that they're obviously on our side and
16 engaged and raring to go.

17 CHAIRMAN LEVI: Yes. Any other comments on
18 this?

19 (No response.)

20 CHAIRMAN LEVI: Then can I ask for public
21 comment?

22 (No response.)

1 CHAIRMAN LEVI: Is there any other business?

2 MR. GREY: John, this is Robert. I just want
3 to make a note for the record that Father Pius was one
4 of those that re-tweeted.

5 (Laughter.)

6 MS. RHEIN: Maybe Father Pius could do the
7 tutorial.

8 CHAIRMAN LEVI: That's what I was going to
9 say.

10 FATHER PIUS: It's going to be great for you,
11 John. I was even being tweeted by LSC, I'll have you
12 know.

13 MR. GREY: That's exactly right.

14 CHAIRMAN LEVI: Well, I have to say, on this,
15 our Board really also was just -- all of you Board
16 members -- I'll say it again in Albany, but from
17 moderating to introducing, man, you did it all. And I
18 had so many people come up to me and say, wow, you have
19 a great Board.

20 And I want to say we have a great staff, too.

21 And we're all in this together, but it's very lean,
22 from every operation in the building. And that

1 include's Jeff's operation, too. And I know why he
2 wants more money.

3 So seriously, we're all in this together. And
4 we happen to be serving at a time when I think the
5 country needs all hands on deck, and so this Committee
6 has a big role to play on that. And I just want to
7 say, as I end the public session here -- because I
8 didn't hear any other business -- again how grateful at
9 least I am to all of you for everything you did and are
10 doing to help advance this cause.

11 Now, are we having the closed session, and do
12 we need to redial in? Or are you suggesting we defer
13 the closed session to Albany? I wasn't clear on that,
14 Wendy.

15 MS. RHEIN: I was suggesting that we defer it.

16 FATHER PIUS: I'm not going to be able to be
17 on much longer.

18 CHAIRMAN LEVI: I don't hear much argument
19 from folks on the phone.

20 FATHER PIUS: Not from me.

21 PROFESSOR VALENCIA-WEBER: Thank you, because
22 I have to rush to another meeting.

1 CHAIRMAN LEVI: Okay. Then a motion to
2 adjourn, please?

3 M O T I O N

4 FATHER PIUS: So moved.

5 PROFESSOR VALENCIA-WEBER: I'll second.

6 CHAIRMAN LEVI: Thank you, everybody.

7 (Whereupon, at 5:42 p.m., the Committee was
8 adjourned.)

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