

LEGAL SERVICES CORPORATION
BOARD OF DIRECTORS

TELEPHONIC MEETING OF THE
INSTITUTIONAL ADVANCEMENT COMMITTEE

OPEN SESSION

Tuesday, October 1, 2013

4:04 p.m.

Legal Services Corporation
John N. Erlenborn Conference Room
3333 K Street, N.W.
Washington, D.C. 20007

COMMITTEE MEMBERS PRESENT:

John G. Levi, Chairperson
Charles N.W. Keckler
Father Pius Pietrzyk, O.P.
Herbert S. Garten (Non-Director Member)
Frank B. Strickland (Non-Director Member)

OTHER BOARD MEMBERS PRESENT:

Julie A. Reiskin
Gloria Valencia-Weber

STAFF AND PUBLIC PRESENT IN THE CORPORATION'S OFFICES:

James J. Sandman, President

Wendy Rhein, Chief Development Officer

Rebecca Fertig, Special Assistant to the President

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

Jeffrey E. Schanz, Inspector General

Chuck Greenfield, National Legal Aid and Defender
Association (NLADA)(by telephone)

Terry Brooks, American Bar Association Standing
Committee on Legal Aid and Indigent Defendants
(SCLAID)(by telephone)

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

2 (4:02 p.m.)

3 CHAIRMAN LEVI: If I could call the meeting to
4 order. First, could I have a motion to approve the
5 agenda?

6 M O T I O N

7 FATHER PIUS: So moved.

8 MR. STRICKLAND: Second.

9 CHAIRMAN LEVI: All in favor?

10 (A chorus of ayes.)

11 CHAIRMAN LEVI: Now I need a motion to approve
12 the minutes. And unless there's changes to any of them
13 in specific, we could approve all three of them. Do
14 folks have any changes or questions about any of the
15 minutes?

16 (No response.)

17 CHAIRMAN LEVI: Then could we have a motion to
18 approve all three?

19 M O T I O N

20 FATHER PIUS: So moved.

21 MR. STRICKLAND: Second.

22 CHAIRMAN LEVI: All in favor?

1 (A chorus of ayes.)

2 CHAIRMAN LEVI: Between the last couple of
3 calls, Jim, Wendy, and I have been working on a draft
4 of a summary kind of case statement for the areas we've
5 been talking about, and seeing if we can put some
6 numbers to them, and also to flesh out the ideas, but
7 do it in a way that -- and this is still a very
8 preliminary draft and we want to get your input.

9 I have already recognized that if you were
10 going to take this to somebody to show it to them as a
11 basis for raising money, you would want a bit of a
12 description of the history of some of these -- for
13 example, the Rural Legal Corps and what happened to it
14 and where the Senior Pro Bono Fellow emanates from.

15 But I thought maybe, Wendy, you want to
16 present it for a minute, and then we can have some
17 discussion.

18 MS. RHEIN: Sure.

19 MS. REISKIN: John, excuse me. This is Julie
20 Reiskin. We just approved three minutes, but there
21 were four dates. So I just want to make sure that
22 nothing is wrong, or maybe I'm --

1 FATHER PIUS: One's a closed meeting.

2 CHAIRMAN LEVI: There are closed session
3 minutes that have to be approved in the closed session.

4 But the open minutes --

5 MS. REISKIN: Oh, I'm sorry. I'm sorry.

6 CHAIRMAN LEVI: One of those was a closed
7 meeting.

8 MS. REISKIN: Right. Okay. I'm sorry.

9 CHAIRMAN LEVI: No problem.

10 CHAIRMAN LEVI: I'm glad you're keeping us on
11 our toes. Okay. Wendy.

12 MS. RHEIN: This is Wendy. Sure. Hello,
13 everyone. Originally this group had approved some
14 topic areas in which we were going to explore for
15 funding, and Jim and John and I and others had been
16 working on putting a little bit more information
17 together around those different projects.

18 So we're looking at a fellowship program that
19 would have been something somewhat similar to having
20 the Reggie Fellows, but an updated fellowship program
21 that would be working with our grantees and beneficial
22 to our grantees; a summer Rural Legal Corps; a Senior

1 Pro Bono Fellows project. So those are what we're
2 looking at very specifically. And we've started
3 putting some dollar figures and some multi-year figures
4 to those particular projects.

5 Also, under Technology, there are a couple of
6 LSC-based projects that we're going to look at to raise
7 money -- an integrated service delivery system; and
8 then also a fund that would take some of the
9 innovations but have come through the TIG grants, and
10 allow them to either go to scale or be implemented at a
11 local level, taking some of the burden of sustaining
12 those projects away from the grantees and providing an
13 additional opportunity for funding for that.

14 Within the Leadership category, there are some
15 very specific leadership training opportunities for the
16 leaders and the up-and-coming leaders of the grantee
17 program.

18 Within Innovation and Research falls the Pro
19 Bono Innovation Fund that we're seeking a match for the
20 amount that is currently in the appropriation request,
21 and then also looking at funding for events and other
22 public awareness kinds of activities.

1 So this really is just a first step in being
2 able to provide some more detailed information on the
3 projects that would be funded. As John said, before
4 anyone would go out and speak to a potential funder,
5 you would have a lot more detailed information,
6 basically a one-page description on each one of these
7 different kinds of projects that would offer more
8 details, more background, time frames, how the money
9 would be spent, et cetera.

10 So at this point I think we were just looking
11 to see if anyone had any comments or additional
12 questions prior to -- just on these general areas or
13 general topics.

14 MR. GARTEN: Herb Garten here. I was very
15 impressed with this document. I put it through an
16 adding machine; I don't know if anybody's done that.
17 And it's a very substantial figure if everything was
18 promoted at the same time.

19 CHAIRMAN LEVI: Oh, yes, it is. One thing
20 that what I think may not be fully clear from it is
21 that we would give folks five years -- or firms,
22 businesses, what have you -- five years -- individuals

1 -- to pay pledges. And in some way, it seems like that
2 could be helpful in terms of reaping larger numbers.

3 But also, we don't really want -- I don't, at
4 least -- really want to start fellowships, a fellowship
5 program or internships, and then have to stop them. It
6 would be in the hope that if we have funding over a
7 five-year period, that each year would help to fund
8 those, and that during that time we could actually
9 continue to raise for future years or even endowments
10 for some of them.

11 I know the Rural Legal Corps once existed, and
12 I also know that some fellowship program existed. It
13 was different than this one. The Reggie program was a
14 two-year program, and we're talking about a one-year
15 fellowship.

16 I think this is a judgment call that people
17 have to make. But my sense, from where I sit here at
18 my law firm and see what the law students are currently
19 thinking about, their loans and costs and whatever, I
20 just felt like two years might not be as palatable.
21 But also, given the needs of our programs prospectively
22 and how we help them build a future, having these

1 fellowships available to more people over time would be
2 helpful.

3 What isn't said here also is that I did talk
4 with David Stern, and I don't want to get ahead of him,
5 but I think Equal Justice Works does have the
6 infrastructure for vetting and choosing, and I'm not
7 sure we would necessarily need to replicate because I
8 think he would be happy to administer this. But we
9 haven't worked out any such detail. I just put it to
10 him when he happened to stop by and make the mistake of
11 seeing me the other day.

12 But Jim, you may have talked to him about
13 that, too.

14 PRESIDENT SANDMAN: I have, but it's been a
15 while.

16 CHAIRMAN LEVI: Yes. Well, it's good that we
17 reminded him, then.

18 MS. REISKIN: I have a big question and a
19 small question. This is really exciting, really
20 exciting. My small question is, there's a couple
21 places where it says every state, and do we need to say
22 every state and territory, or is that implied? Because

1 I know we're actually in territories, and hopefully
2 will soon be in all. So that's just like a little
3 question.

4 The big question is, do you guys have a set of
5 priorities? Like if a donor says, "Well, I'll do one
6 thing, but what do you guys need most?", have you guys
7 talked about that yet? And have you thought about what
8 if we got half of something? And I may be getting
9 ahead of things. This is all really exciting.

10 CHAIRMAN LEVI: Well, I do think, if you want
11 to talk about a priority, is to make sure that our 40th
12 year events are funded. But there, as you see, I don't
13 want to say they're a "drop in the bucket." They're
14 not. But certainly we want to make sure that we get
15 that taken care of and then I think, personally, move
16 on to the fellowship world and --

17 MS. RHEIN: Julie, it's Wendy. We have not
18 yet gone through a process of ranking and looking at it
19 very specifically.

20 Your question, too, well, what if you get half
21 of it from here, half of it from there, I think that
22 depending on how that would work with the funder, how

1 that conversation would go, we would either ask that
2 person to help us potentially find others that would be
3 willing to contribute that may be right now out of our
4 network so that we could reach the full amount. Or we
5 would work internally and look at other funding
6 pockets. What really is the priority?

7 CHAIRMAN LEVI: Well, if anybody knows one
8 individual or whatever that wants to do all of it for
9 us, well, then, we won't have that problem. But I
10 don't think we've gotten to that point. We just really
11 got this done, and it's not done. It's a draft, and
12 you've noticed some typos and stuff.

13 Any other comments, questions, about it?

14 (No response.)

15 CHAIRMAN LEVI: Any from the staff? Board
16 members?

17 FATHER PIUS: This is Father Pius. You're
18 right. I think given what we've all talked about over
19 the last year, especially in terms of a focus, I think
20 it tracks it very well. I think the narrative that you
21 give at the beginning is actually quite compelling and
22 leads you into it.

1 I agree with Julie or maybe with Herb. If you
2 look at all the numbers, it's quite significant. So
3 what we're looking to do is rather bold. But I think
4 that, given the narrative, these things fit into it
5 rather well. It's still a great unknown, and we're not
6 going to know for sure until we actually do it.

7 CHAIRMAN LEVI: I don't know that we would
8 aggregate these things and split them out and say,
9 we've having a certain dollar amount campaign.

10 FATHER PIUS: I don't think that would be the
11 best idea.

12 CHAIRMAN LEVI: I think we have to see how
13 that goes. And then if we get confidence that, hey,
14 people are actually giving at a certain level and
15 they're really coming in, firms are and businesses,
16 then we have a sense of confidence.

17 Since we're so new to this, I tend to agree
18 with Father Pius on that. We'll take stock of it as we
19 go along, which I guess isn't fully traditional, but I
20 don't see any harm to it.

21 Wendy and I did talk with a campaign
22 consultant, and he actually suggested that a number of

1 campaigns are actually started that way these days as
2 the campaigning world has evolved. So that gave me at
3 least the confidence to think we weren't crazy in
4 starting without a number, really.

5 Other comments or questions or suggestions?

6 (No response.)

7 CHAIRMAN LEVI: Public comment?

8 (No response.)

9 CHAIRMAN LEVI: Do we need an action on this?

10 It said action.

11 MS. ROK: No. No, there's no action.

12 CHAIRMAN LEVI: I don't think that we're ready
13 to act. Okay. Any public comment?

14 (No response.)

15 CHAIRMAN LEVI: Any other business?

16 (No response.)

17 CHAIRMAN LEVI: I guess then we need to move
18 to a closed session, which does require that the
19 Committee members hang up and dial in again. Is that
20 right, Atitaya?

21 MS. ROK: Yes.

22 CHAIRMAN LEVI: Can you direct everybody on

1 what to do?

2 MS. ROK: Sure. Everyone will hang up and the
3 Committee members will dial back into the closed
4 session number that I emailed to you.

5 CHAIRMAN LEVI: Thank you.

6 (Whereupon, at 4:19 p.m., the Committee was
7 adjourned to executive session.)

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