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Legal Services Corporation
TIG Final Report
Arkansas Online Chat Assistance Project (LIVE HELP) TIG #07315

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Grantee Name: Center for Arkansas Legal Services   **TIG Grant #:** 07315
Submission Date: January 16, 2009   **Approval Date:** May 27, 2009
       May 27, 2009 (revised submission)

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I.   PROJECT GOALS

The primary goal of the Arkansas Online Chat Assistance Project (Live Help) is to enable low-income people to more effectively and efficiently access and use the resources on the ALSP statewide website by providing a chat-based navigational service for assistance in locating online resources. There were several objectives that needed to be completed in order to achieve success of this primary goal. All objectives for this project have been completed.

In order to achieve the primary goal of the project Arkansas developed three primary objectives. These goals and objectives were approved by LSC Office of Program Performance on August 20, 2008. Specifically, these primary objectives included: (1) implementation of the LiveHelp chat system on the Arkansas SWWS; (2) enabling low-income people to find, and better use, the information on the Arkansas SWWS; and (3) promotion of the LiveHelp Project and inclusion of this project in the education and outreach plan for the Arkansas SWWS.

II.   EVALUATION DATA AND METHODOLOGIES

Arkansas submitted a project evaluation plan specifying the methods and data sets that would be used to assess the project's accomplishments. The approved evaluation plan set forth a clear goal and three primary objectives as detailed in Section I. The evaluation plan includes detailed strategies and activities to achieve the goals and objectives. Specific evaluation questions and various ways of collecting types of evaluation data were used to determine the success of this project. Some of the primary evaluative resources are listed below. There were no major deviations from the LSC approved evaluation plan.

1. Implementation of the LiveHelp Chat System on the Arkansas SWWS

This goal was completed well ahead of schedule. Evaluation data used to determine the success of this goal includes confirmation of a contract executed with LiveHelp for an Arkansas seat license; designation of a Project Leader and Navigator(s); description of training; description and listing of content development; and project launch. The evaluation data used for determining completion and success of this objective has been reported on within in the appropriate milestones and the findings are discussed in more detail in Sections III and IV.

2. Enable low-income people to find and better use information on SWWS

Arkansas has determined that the LiveHelp system is benefiting the low-income client population that use the website by better enabling users to locate and use the information provided on our website and other online resources. This is objective has been achieved by both the real time LiveHelp chat assistance during business hours and the offline email replies to the visitors attempting to use the resource when it is not available. There were a total of 349 chats and 397 offline emails resulting in 746 people receiving assistance in locating legal resources. *See Appendix 1 Chat Statistical Report and Exit Survey.*

The four primary evaluation questions used to determine the success of this goal include: to what extent is the system being used; what types of information are the users seeking; how did LiveHelp assist users in finding and using legal resources; and how did Arkansas modify the system to enhance effectiveness and efficiency?

The number of online chats, offline emails, and survey responses was used as a baseline measure of the progress of the Project. The LiveHelp system has a robust reporting system including chat transcripts, surveys and usage data. The LiveHelp software includes the capability to survey the users of the service on user experience and satisfaction. An exit survey was implemented in March 2008 to monitor the user experience and that feedback is discussed within this report. *See Appendix 1 Chat Statistical Report and Exit Survey.*

The LiveHelp software tracked 349 chats and generated an additional 397 offline emails that were responded to later resulting in 746 chat based services provided. There were 25 user surveys in 2008. Survey screens are invoked only after a chat (not an email) resulting in a 7% survey response rate. The evaluation data used for determining completion and success of this objective has been reported on within in the appropriate milestones and the findings are discussed in more detail in Sections III and IV.

3. Promotion of the Live Help Project

The Arkansas Online Chat Assistance Project (Live Help) was incorporated into the SWWS Marketing Plan and included in all SWWS training CLEs, demos, publications, and tabling throughout 2008. LiveHelp was actively promoted to both pro se users and advocate users throughout the first year of the project and will be continually marketed as a helpful tool for both target groups. The goals and objectives of this project are successful. *See Appendix 2 ALSP Website Report.*

The evaluation data used for determining completion and success of this objective has been reported on for the appropriate milestones and the findings are discussed in more detail in Sections III and IV. Review of the evaluation data for all three primary objectives has led to the conclusion that the initial TIG funding for this project has resulted in significant assistance to users of the SWWS in finding legal information. It has been successful in terms of usage statistics, evaluation responses and the support from the Arkansas justice community.

The ALSP Associate Director of Technology/Justice and the Arkansas Access to Justice Commission has done substantial outreach, training and promotion of the SWWS resources throughout Arkansas. The LiveHelp feature was always highlighted and when possible demonstrated to the attendees. These outreach efforts include a pre-approved CLE accredited 1.0 hour ethics course featuring online pro bono resources via the SWWS. These CLE courses included multiple bar and practice associations. Additional outreach and trainings were provided to public/law librarians, judges/clerks, trial court assistants, and the general public. An estimated 1,500 participants attended these trainings in 2008.

III.   Summary of Major Accomplishments, Recommendations and Future Steps

The Arkansas Online Chat Assistance Project (Live Help) has broadened the impact of the SWWS and benefit of the website for low-income Arkansans. The Project has had several major accomplishments including:

- streamlined implementation of LiveHelp in the SWWS resulting in early launch;
- assisting users in finding needed resources quickly and efficiently (the completion of 349 chats and 397 LiveHelp assistance emails);
- assisting users in finding needed resources more quickly and efficiently (convert to 100% from evaluations … nearly 2/3 of the people said locating resources easier and faster);
- use of the LiveHelp Chat Service as an additional feature in SWWS marketing and outreach to both pro se and pro bono users. An estimated 1,500 participants attended these trainings in 2008; and
- use of the chat interactions and feedback to determine what resources are needed in addition to those provided on the SWWS. For example, certain static versions of automated documents were determined to be needed such as In Forma Pauperis pleadings and Power of Attorney for Minor. Fact sheets on Legal Separation and Warning Order as Service were created as a direct result of multiple chat visitors seeking this content.

The future steps for this project include expansion of canned content; implementation of an optional entrance survey; continuation of promotion and outreach; and recruitment of additional LiveHelp navigators. See section VII for recommendations to other state programs that are beginning or streamlining a chat based assistance project.

IV.   In-Depth Analysis of Accomplishments (maximum 10 pages).

The three primary project objectives listed in the Evaluation Plan for the Arkansas Online Chat Assistance Project were achieved.

Objective 1: The first primary goal/objective, as set forth in Section I above, was to develop and implement the LiveHelp Chat System on the Arkansas SWWS.

Informal project development and navigator training began at the TIG 2007 Conference in Austin, TX with several discussions about the project with Pro Bono Net (Kate Bladow and Liz Keith) about Arkansas being the first cross-platform (OST) use of LiveHelp. These discussions continued by email, phone and LegalMeetings. Vince Morris received formal

training on March 2, 2007 from Liz Keith and Kate Bladow. The initial trainings and additional LiveHelp community meetings were held online via Legal Meetings.

Arkansas used a spare license under Pro Bono Net beginning in mid 2007 to develop canned content and training. Arkansas contracted and received a LiveHelp seat license in January 2008 through Pro Bono Net.

Vince Morris, Associate Director of Technology and Justice Projects, and Jean Carter, Executive Director, created the project plan in January 2008. It was decided that Vince Morris would receive in depth training and be the initial Navigator and project leader.

Mr. Morris created and replicated the canned-content used for Arkansas LiveHelp Chats. Most of the canned-content was replicated using Montana, Iowa, and Georgia canned-content already on the LiveHelp system. Since then other states have implemented LiveHelp and additional content is available. The content was generated in the week of January 7 – 11, 2008. Mr. Morris initially created custom LiveHelp icons, but ultimately decided to use a stock icon image that was generated (both code and graphic) by the LiveHelp services. This was done in the week of January 7 – 11, 2008. The code and graphic were posted to the SWWS on the soft launch date of the project, January 14, 2008.

Arkansas soft launched the LiveHelp Chat service on January 14, 2008 and hard launched the project on January 16, 2008. Legal services staff was alerted to the new service via staff e-newsletter on January 16, 2008.[1] Both the ramp up and the soft launch were done easily and efficiently in large part due to the LiveHelp legal services community.

Objective 2: The second primary goal/objective as set forth in section I above was to enable low-income people to more easily find and better use information on the SWWS.

Statistical and evaluative data indicate that this objective was met in project year 2008. As the statistical results below indicate there were a total of 349 LiveHelp chats and 397 offline email responses. Out of the 349 chats 25 users participated in an online LiveHelp user exit survey resulting in a 7% response rate. The survey results indicate a clear benefit for the LiveHelp chat user.

- There was an 83% average satisfaction rating. A large majority of the users ranked the service with the highest ranking possible.
- The majority of users (75%) have not used the website before the chat session. (maybe delete)
- Nearly two thirds of users (63%) found that the chat session made the locating the resources searched for faster while 33% found that there was no difference with the service.
- The majority of users (63%) were able to be assisted in what they were searching for, however, (25%) of the users found that the service only "somewhat" assisted them in finding the resources they needed. 13% of the users were unable to locate

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[1] (See link at http://arkansaslegalservices.org/newsletter/2008/january2008.html)

the resource desired. Nearly two thirds of users reported that the service *did* enable them to find what they were looking.

The number of online chats, offline emails, and survey responses that were used as a baseline to measure the progress of this Project indicates that this objective was met successfully. There were a total of 746 chat based services provided in project year 2008 (349 chats and 397 offline emails). The evaluative data indicates that the majority of users benefited from the chat service by enabling the user to more easily and quickly find the information needed.

Objective 3: The second primary goal/objective as set forth in section I above was to promote and market the LiveHelp Project to low-income Arkansans and the Arkansas justice community.

The Project Leader implemented a substantial outreach campaign in 2008 with an estimated 1500 people directly receiving live and in person demonstration of all the features of the SWWS including the LiveHelp feature. The participants in theses trainings included: judges; court clerks; trial court assistants; pro bono attorneys; librarians; legal services staff; and the pro se public. The output data indicated that this was useful data.

In addition to these outreach trainings the LiveHelp Project has been featured in several e-newsletter editions both internal (116 subscribers) and external (approximately 1400 subscribers).

The feedback from trainings and outreach in addition to the evaluative data mentioned above indicate that our client population has benefited from this service and we will continue to outreach to advocates and pro se user promoting the LiveHelp Chat Service.

V.   Factors affecting project accomplishments

The LiveHelp project has been exceptionally streamlined due in large part to the benefit of the other state's participating in the program, following the best practices of these other states, and replication of their canned content and policies. The availability of this close support group, trainings, development resources and the listserv continues to be very helpful.

Arkansas was able to launch this project by mid January 2008 (only two weeks into the Project year) due to the invaluable legal services community surrounding this project. Both the ramp up and the launch were done easily and efficiently in large part due to this community. The development of canned content was done mainly by replication of the other state's content. The tips and training provided by this small community also made the implementation of this service trouble free. All the navigators have been helpful; however, Arkansas would like to thank particularly Liz Keith, Kate Bladow, and Jordan Bergsten for their efforts in helping Arkansas launch and manage this project.

The primary factor negatively affecting the project accomplishments was the lack of additional Navigators in project year 2008. Although it was effective having the Project Leader as the primary Navigator for the implementation and initial months following the launch we have determined that there must be additional Navigators for the Project to

increase its impact. With this need in mind there has been two additional Navigators trained in December 2008 and two additional volunteers are scheduled for training in 2009.

VI.   Strategies to address major challenges

Arkansas addressed staffing and development issues by utilizing in house technology capacity. ALSP Associate Director of Technology and Justice Projects, Vincent Morris, has managed the online effort since 2003. With a background in technology and as a licensed attorney, he has created or coordinated both the technology and the content for the website. Mr. Morris was selected as the LiveHelp Project leader and began informal training at the TIG 2007 conference from other states who had already implemented the system. Since Mr. Morris already had an intimate knowledge of the online legal resources available in Arkansas website orientation was not needed and we were able to focus on development and implementation.

Our primary strategy in avoiding a long ramp up period and a large learning curve was to replicate as much as possible from other participating states. By using this strategy we developed most of our canned content used in chats within two days and modified and implemented our online exit survey in less than one day. As the following section indicates, replication is the key strategy Arkansas recommends to other programs considering implementing this system.

In addition to replication, Arkansas participates in a seat licensing agreement through Pro Bono Net which has reduced the cost off the seat license to under $200/per month. The reduced seat license cost by "bundling" of license agreements has been a key factor in our decision to continue the project after losing the TIG funding support for project year 2009.

VII.   Major lessons and recommendations

Lessons were learned during the course of the project. Arkansas has benefited greatly from states that had pre-existing LiveHelp projects in place and we are happy to share recommendations to other states that are beginning or streamlining their LiveHelp projects. Arkansas has three basic recommendations.

Recommendation 1: Initially use in-house staff that is very familiar with the website (and other online resources) to avoid both the "big picture" training and the website training. Make sure these initial Navigators can multitask well.

Recommendation 2: Replicate when possible. New programs will have to create very little canned content; policies; or training documents. Most everything needed can be replicated from other states with slight modifications.

Recommendation 3: Recruit volunteers or other staff members to become Navigators once the project is well established. Arkansas waited too long to do this, but we are now recruiting multiple volunteers to help staff this project.

The Arkansas Online Chat Assistance Project (Live Help) is successful. The project has been developed, launched, marketed and managed well. We sought to provide this service in the most efficient and productive manner possible and we have done so. The evaluative and statistical data clearly indicate the success of this project and that users have found legal resources that they otherwise may not have found.

Both the pro se users and the justice community look to our website for valuable legal information and resources. Our website received over 1.5 million pages views in 2008 and the LiveHelp feature was most likely a factor in the increased usage of the SWWS this year. We are proud of providing yet another service to our low-income population that will help them better gain access to justice through online legal services technology. Arkansas is looking forward to continuing this project throughout 2009.

Grantee Name: Center for Arkansas Legal Services   **TIG Grant #:** 07315
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Survey Response Results:

The Arkansas Online Chat Service (LiveHelp) implemented an Exit Survey for users of the service to provide feedback about the assistance received to find resources concerning the user's legal issue. The following data reflects the amount of feedback and the composite results that these surveys provided.

2008	Survey Responses
January	N/A
February	N/A
March	N/A
April	2
May	1
June	2
July	5
August	5
September	1
October	5
November	2
December	2
TOTAL	**25**

Total Online Chats: 349 chats
Total Offline Email Responses: 397 emails
Total Online Surveys: 25
Chat Response Rate: 7%

Survey Composite Results:

<u>**QUESTION 1**</u>**: How satisfied were you with the information you received?** <u>Rate 1 to 9</u>**, with 9 being the most satisfied and 1 the least satisfied.**

        1 **(x1)**
        2 **(x1)**
        3 **(x1)**
        5 **(x2)**
        6 **(x1)**
        7 **(x2)**
        8 **(x2)**
        9 **(x15)**

        Conclusions: *The average satisfaction rating was **7.48** out of a 1 to 9 ranking scale. A large majority of the users ranked the service with the highest ranking possible.*

<u>**QUESTION 2**</u>**: How often have you used this website before?**

        Never **(x18)**
        Once **(x4)**
        More than once **(x2)**

        Conclusions: *The majority of users **(75%)** have not used the website before the chat session.*

<u>**QUESTION 3**</u>**: Did the LiveHelp service make your use of the web site faster or slower?**

        Slower **(x1)**
        Faster **(x15)**
        No difference **(x8)**

        Conclusions: *The majority of users **(63%)** found that the chat session made the locating the resources searched for faster while 33% found that there was no difference with the service. One user found that the service*

actually made locating the resource slower; however, the chat protocol prohibited providing the resource the user was seeking.

QUESTION 4: Did you get what you needed?

Yes (**x15**)
No (**x3**)
Somewhat **(x6)**

Conclusions: *The majority of users* **(63%)** *were able to be assisted in what they were searching for, however,* **25%** *of the users found that the service only "somewhat" assisted them in finding the resources they needed.* **13%** *of the users were unable to locate the resource desired.*

QUESTION 5: What county do you live in?

Baxter 2
Cleveland 1
Crawford 1
Fairfield 1
Franklin 1
Logan 1
Ouachita 1
Out-of-state 4
Pulaski 5
Sevier 2
Washington 4

QUESTION 6: What can we do to make LiveHelp better?

- Make forms available to fill in the blank.
- It is fine as it is.
- Pay attention to the questions people are asking
- It is a good site already but it did not have what I needed on it. But from what I saw it is a good site.
- Nothing you did great.
- Nothing - I will definitely recommend you.
- It'd be nice to speak with attorneys this way for people who are computer literate. Thanks for providing this service.
- Nothing
- Wait time too long
- Autumn
- It's hard to imagine how you could improve it
- More reps for less in queue waits. I just ask for the name of an attorney for a free consultation.

For more information about this report or about the Arkansas Online Chat Service (LiveHelp) visit **www.ArkansasLegalServices.org**

Arkansas Legal Services Partnership

Appendix II
TIG Final Report
Arkansas Online Chat Assistance Project
(LIVE HELP) TIG #07315

ALSP Website and Online Justice Projects
Statistical Data Report 2008

www.arlegalservices.org

Statistical Analysis Yearly Report 2008

Report Range:01/01/2008 00:00:00 - 12/31/2008 23:59:59

Table of Contents

Definitions of Data Types:

The following terms are used in the WebTrends™ Reporting Center reports, and many are used throughout the World Wide Web in general.

❑ **Cookies:** Files containing information about web site visitors. This information may include the visitor's user name, preferences, etc. The server records this information in a text file and stores it on the visitor's hard drive.

❑ **Document Views:** Number of hits to pages that are considered documents (not dynamic)

❑ **Domain Name:** The text name corresponding to the IP address of a computer on the Internet. For example, www.webtrends.com is a domain name.

❑ **Entry Page:** The first page viewed during a visit to your web site. If a visit consists only of hits to non-page files, that visit has no entry page. This can cause the total number of entry pages to be less than the total number of visits.

❑ **Exit Page:** The last page viewed during a visit to your web site. If a visit consists only of hits to non-page files, that visit has no exit page. This can cause the total number of exit pages to be less than the total number of visits.

❑ **File Type:** Identifies types of files by their file extension. For example, a file named graphic.gif is identified as type "gif."

❑ **Hit:** Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

❑ **New Users:** Visitors who didn't have a cookie on the first visit, but had one later.

❑ **No Referrer:** Indicates visits to your web site that did not originate from any other site. For example, any visitor who types the URL of your site directly into their browser.

❑ **Page:** Any document, dynamic page, or form.

❑ **Page View (Impressions):** A hit to any file classified as a page.

❑ **Referrer:** URL of a web page that refers visitors to your site.

❑ **Search Keywords**: A keyword is a single word from within a search phrase. In the phrase "cordless phone" the individual keywords are "cordless" and "phone."

❑ **Search Phrase:** The search phrase a visitor used to find your site.

❑ **Unique Visitors:** Individuals who visited your site during the report period. If someone visits more than once, they are counted only the first time they visit.

❑ **Visit:** A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle. **Visit Duration** is the number of minutes your web site was viewed by a visitor.

Visits Trends and Summary

The chart below reflects visits for the entire year. In 2008, there was an average of **637** visits per day and total of **233,226 visits** for the year.[2]

Visits Trend		
Time Interval	**Visits**	**Visitor Minutes**
Jan	20,101	131,574.42
Feb	16,747	110,597.03
Mar	20,275	121,540.60
Apr	24,948	163,453.83
May	26,824	185,302.05
Jun	17,932	173,006.38
Jul	22,457	255,292.68
Aug	19,233	257,668.52
Sep	18,254	295,290.50
Oct	16,231	249,731.72
Nov	14,934	223,778.65
Dec	14,972	212,189.72
MONTHLY AVERAGE	19,409	198,285.51
TOTAL VISITS AND MINUTES	**232,908**	**2,379,426.10**

Visit Summary	
Visits	233,226
Average per Day	637
Average Visit Length	00:23:08
Median Visit Length	00:01:59
Visitor Minutes	2,379,426.10

Annual Comparisons (Visits Trends 2005/2006/2007)

There has been a steady increase of traffic to the website since its launch. The number of total visits for 2006 (167,740) more than doubled from 2005 (78,953). We saw another substantial increase in 2007 with 253,065 visits. There were less visits in 2008 there were 233,226 visits.

Annual Visit Summary (Year)	**Visits**
2008	233,226
2007	253,065
2006	167,740

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[2] The number of visits officially decreased this year (from 253,065 in 2007 to 233,226 in 2008); however, the actual number may be much higher. There were anomalies within the reporting system – this report states the most conservative number produced. The number may be over 300,000 visits.

Annual Visit Summary (Year)	Visits
2005	78,953

Page Views and Summary

The chart below reflects page views for the entire year. In 2008, there was an average of **6.82** page views per day and total of **1,591,224** page views for the year. [3]
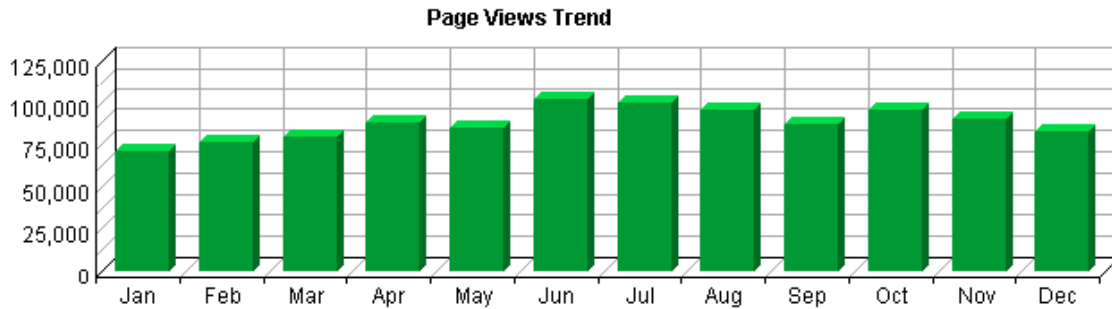
Page Views Trend

Page Views Trend		
Time Interval	**Page Views**	**%**
Jan	107,848	6.78%
Feb	85,304	5.36%
Mar	97,927	6.15%
Apr	154,524	9.71%
May	203,650	12.80%
Jun	167,737	10.54%
Jul	133,861	8.41%
Aug	134,329	8.44%
Sep	147,335	9.26%
Oct	139,048	8.74%
Nov	113,044	7.10%
Dec	106,617	6.70%
Total	**1,591,224**	**100.00%**

Page View Summary	
Page Views	1,591,224
Average per Day	4,347
Average Page Views per Visit	6.82

Annual Comparisons (Page Views 2005/2006/2007/2008)

There has been a steady increase of traffic to the website since its launch. The number of page views in 2006 increased to 808,648 from the 2005 total of 515,171 page views. There was another substantial increase in 2007 with over 1 million pages views (1,050,867). There were **1,591,22** page views in 2008.

Annual Page Views Summary (Year)	Page Views
2008	1,591,224
2007	1,050,867

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[3] **Why are there so many more page views (**1,591,224**) than visits** (233,226)**?** Because one visitor may (and often does) view multiple pages during her visit resulting in a much higher page view count. In 2008, a visitor averaged 1,591,224 page views per visit to our website.

Annual Page Views Summary (Year)	Page Views
2006	808,648
2005	515,171

Top Pages and Summary[4]

The listing below reflects the top 14 pages viewed for 2008.

Top Entry Files			
	Files	**Visits**	**Views**
1. [5]	Homepage	155,418	422,071
2.	Events Calendar	7,419	94,260
3	Online Legal Library	13,760	20,123
4.	Self Help Interactive Legal Forms (Hot Docs)	11,727	15,750
5	HelpLine	11,849	13,828
6.	Arkansas Pro Bono Partnership	7,627	9,042
7.	About Legal Services	6,866	8,251
8.	Office Locations	6,213	7,752
9.	Family Law (in Legal Library)	5,275	7,570
10.	Frequently Asked Questions (FAQ)	6,609	7,567
11.	Divorce − Interactive Form	5,102	6,941
12.	Employment	4,090	5,062
13.	Contact	4,473	5,044
14.	Search Form	3,753	4,448
	SubTotals	**250,181**[6]	**627,709**

Top Downloads from the Public Online Legal Library

The following 15 files were the top downloads for 2008.

	Downloaded Files	**Downloads**
1.	Fact Sheet: Child Support	8,626
2.	Fact Sheet: Filing a Pro Se Answer	7,248
3.	Pro Bono Arkansas Bar Insert 2006	7,088
4.	Form: Food Stamps	4,977
5.	Pro Bono Arkansas Bar Insert 2007	3,408
6.	Fact Sheet: Public Housing Contact Information	3,183
7.	Fact Sheet: Child Custody & Visitation	3,052
8.	Fact Sheet: Order of Protection (General)	2,320
9.	Fact Sheet: Arkansas Judicial Directory	2,283
10.	Fact Sheet: Establishing Paternity	2,018
11.	Form: Cover Sheet Domestic Relations	1,938
12.	Fact Sheet: Divorce Process	1,897
13.	Fact Sheet: Expungement	1,730
14.	Manual: Poverty Law Practice Manual (Family Law Section)	1,375
15.	Fact Sheet: Petition for an Order of Protection (Instructions)	1,281

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[4] *The list is ordered by "Page Views" and not "Page Visits"*

[5] There are multiple domain names that feed into the homepage and each registers as a different page. Currently ArkansasLegalServices.org; ArLegalServices.org; and ArLegalAid.org all feed into the homepage.

[6] The total number here is higher than the total number of annual visits. It is unclear at this point as to why, however, the categorical and labeling tools used in WebTrends may be at issue. This report states the lower number of site visits due to the statistical ambiguity.

| Downloaded Files	Downloads
Subtotals	52,424
Total Document Downloads for 2007 (including PDF, Word, Hot Docs)	

Online Legal Library Summary

The document library is comprised of a public area and an advocate area. All documents in the public area of the Online Legal Library have been attorney edited or provided by other organizations. Documents in the advocate area of the Online Legal Library may or may not have been attorney edited; however, if they have been edited there will be a date stamp next to the file name. Currently there are **279 public resources** and **910 advocate resources.**

Total Documents in Legal Library (Public and Member Areas)

	2008	2007
Public	279 resources	220 resources
Member	910 resources	809 resources

Top Content Groups

A content group is defined as a group of web pages with specific things in common, such as the same types of products, services, or information. The number of visits reflects where a visitor viewed at least one page in the specified content group. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. Legal Services content groups follow (roughly) the top category problem code structure.
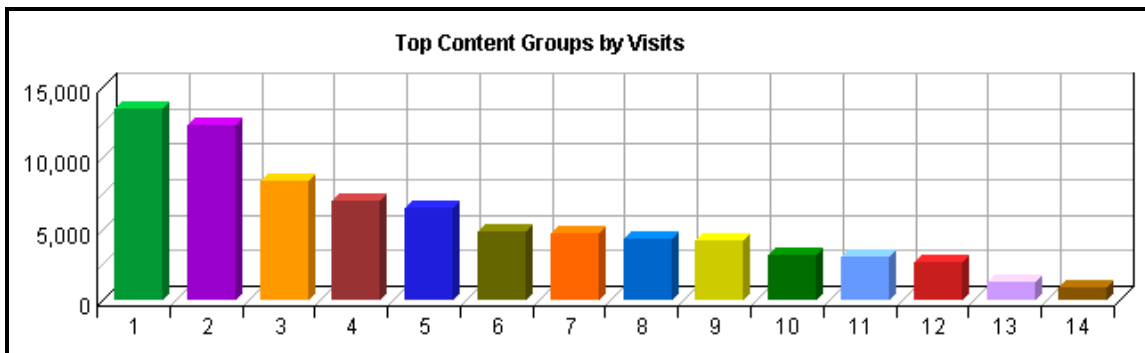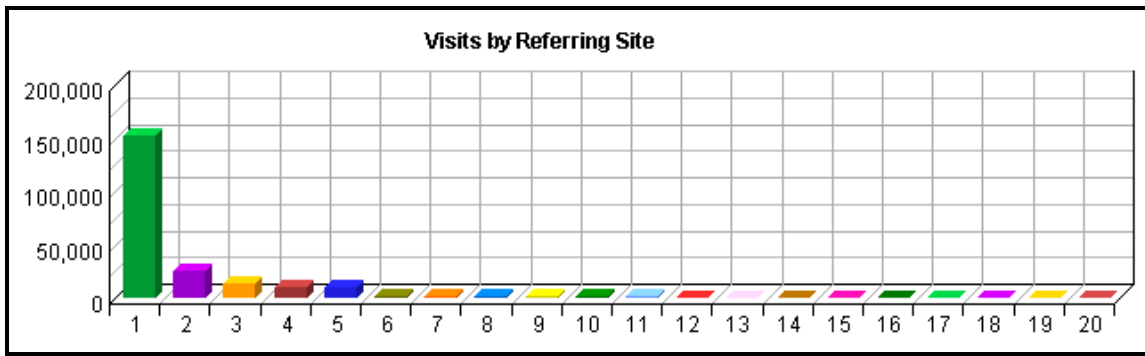

	Group Name	Visits
1.	Family	13,513
2.	Juvenile	12,298
3.	Housing	10,757
3.	Income	8,423
4.	Consumer	6,938
5.	Other	4,850
6.	Courts/Law	4,698
7.	Health	4,284
8.	Seniors	3,204

	Group Name	Visits
9.	Wills/Probate	3,049
10.	Employment	2,678
	Subtotals	**74,692**

Top Referring Sites

This report identifies the domain names and IP addresses that refer visitors to the website. The term "No Referrer" represents direct traffic to the website as one of the following: 1) the visitor typed the domain name directly into their browser, 2) the visitor bookmarked the site, or 3) the visitor clicked on an email, shortcut, or other direct link.

Activity by Referring Site			
	Site	**Visits**	**%**
1.	**No Referrer**	151,815	65.09%
2.	**Google** (http://www.google.com)	26,139	11.21%
3.	**ALSP** (http://www.arlegalservices.org/)	14,290	6.13%
4.	**Search Live (http://**www.live.com/)	10,658	4.57%
5.	**Yahoo** (http://search.yahoo.com)	9,668	4.15%
6.	**MSN** (http://search.msn.com)	2,523	1.08%
7.	**ALSP** (http://www.arkansaslegalservices.org/)	983	0.42%
8.	**Law Help** (http://www.lawhelp.org)	973	0.42%
9.	**Arkansas.gov** (http://www.arkansas.gov/)	955	0.41%
10.	**Arkansas Access to Justice** (http://www.arkansasjustice.org/)	907	0.39%
11.	**Arkansas bar Association** (http://www.arkbar.com)	881	0.38%
12.	**LSC** (http://www.lsc.gov)	822	0.35%
13.	**AOL** (http://aolsearch.aol.com)	680	0.29%
14.	**Family Find Law (**http://family.findlaw.com/)	446	0.19%
15.	**American Bar Association** (http://www.abanet.org/)	387	0.17%
16.	**LSC** (http://rin.lsc.gov/)	374	0.16%
17.	**Court Conference** (http://www.courtreference.com/)	371	0.16%
18.	**Ask** (http://www.ask.com/)	355	0.15%
19.	**Womans Law** (http://www.womenslaw.org)	318	0.14%
20.	**Arkansas Judiciary** (http://www.state.ar.us/)	267	0.11%
	Subtotal	223,812	95.96%
	Other	9,414	4.04%
	Total	**233,226**	**100.00%**

Activity by Search Engine
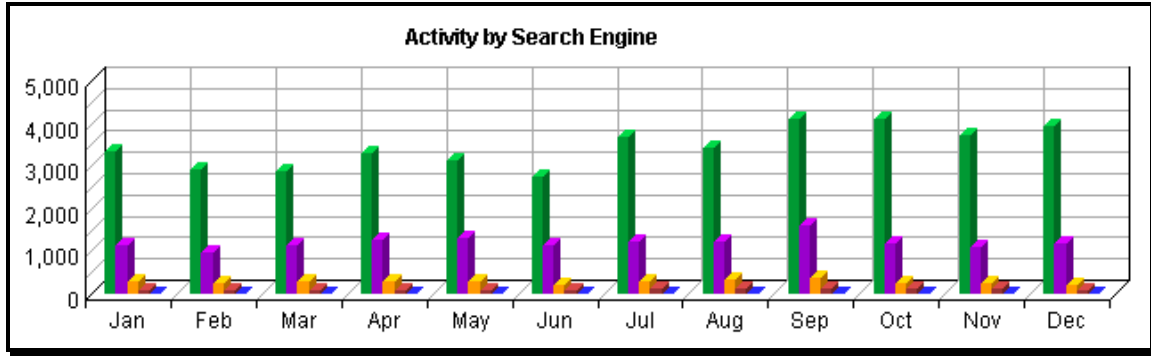
Search Engine Summary

The first table identifies which search engines referred visitors to the ALSP website most often, the number of referrals, and its percentage of the total. The second table identifies the most popular search phrases for the search engine referrers.

	Activity by Search Engine		
	Engines	**Referrals**	**%**
1.	google	41,336	67.65%
2.	yahoo	14,551	23.81%
3.	msn	3,361	5.50%
4.	aol netfind	1,174	1.92%
5.	google canada	177	0.29%
6.	google uk	137	0.22%
7.	netscape	121	0.20%
8.	altavista	43	0.07%
9.	google australia	27	0.04%
10.	compuserve	23	0.04%
	Subtotal	**60,950**	**99.74%**

Search Engine Summary (Continued)

	Activity by Search Phrase		
	Phrases	**Referrals**	**%**
1.	arkansas legal aid	2,438	3.99%
2.	arkansas legal services	1,839	3.01%
3.	legal aid of arkansas	1,812	2.97%
4.	legal aid arkansas	1,031	1.69%
5.	center for arkansas legal services	864	1.41%
6.	arlegalservices.org	730	1.19%
7.	www.arlegalservices.org	628	1.03%
8.	legal aid in arkansas	547	0.90%
9.	map of arkansas counties	373	0.61%
10.	arkansas legal services partnership	279	0.46%
11.	arkansas legal forms	259	0.42%
12.	how to respond to lawsuit	246	0.40%
13.	www.arkansaslegalservices.org	211	0.35%
14.	legal services of arkansas	189	0.31%
15.	ar legal services	180	0.29%
16.	ar legal aid	177	0.29%
17.	2008 federal poverty guidelines	176	0.29%
18.	arkansas legal	161	0.26%
19.	arlegalservices	157	0.26%
20.	arkansaslegalservices.org	150	0.25%

Activity by Search Phrase			
	Phrases	Referrals	%
	Subtotal	12,447	20.38%

Dynamic Contact Page Data (Pro Bono, Donation, Public, and LiveHelp)

The chart below reflects the number of contacts the website experienced from each of the four forms used to communicate online. The Pro Bono form is used to capture pro bono attorneys wanting information insofar as volunteering for pro bono services. Those wanting more information about legal services, usually requesting services, use the Public contact form. The Registration form is used for visitors to report registration problems. LiveHelp is the Chat feature (see below) used to assist visitors in finding online resources. Emails are generated that are responded to with the requested resources when the system is offline.

Form Type	2008	2007	2006
Public Website Contact Form	601	410	338
Pro Bono Contact Form	37	47	41
Registration Help Form	90	47	107
LiveHelp Email Responses	397	N/A	N/A
TOTAL WEB CONTACTS	1,125	504	486

The Arkansas Online Chat Service (LiveHelp)

Arkansas launched the Online Chat Service (LiveHelp) in January 2008. The primary goal of the Arkansas Online Chat Assistance Project (Live Help) is to enable low-income people to more effectively and efficiently access and use the resources on the ALSP website by providing a chat-based navigational service for locating online resources. There were a total of **349 chats** and **397 offline emails** resulting in **746 people** receiving assistance in locating legal resources.

Online Chats	349 chats
Offline Email Responses	397 emails
Total:	746

The Arkansas Online Chat Service (LiveHelp) implemented an Exit Survey for users of the service to provide feedback about the assistance received to find resources concerning the user's legal issue. The following data reflects the amount of feedback and the composite results that these surveys provided.

Total Online Surveys: 25
**Chat Response Rate:** 7%

LiveHelp Survey Composite Results:

Survey Question	Conclusions
How satisfied were you with the information you received?	*The average satisfaction rating was **7.48** out of a 1 to 9 ranking scale. A large majority of the users ranked the service with the highest ranking possible.*
How often have you used this website before?	*The majority of users **(75%)** have not used the website before the chat session.*
Did the LiveHelp service make your use of the web	*The majority of users **(63%)** found that the chat session*

site faster or slower?	*made the locating the resources searched for faster while 33% found that there was no difference with the service. One user found that the service actually made locating the resource slower; however, the chat protocol prohibited providing the resource the user was seeking.*
Did you get what you needed?	*The majority of users **(63%)** were able to be assisted in what they were searching for, however, **25%** of the users found that the service only "somewhat" assisted them in finding the resources they needed. **13%** of the users were unable to locate the resource desired.*
What county do you live in?	Baxter 2; Cleveland 1; Crawford 1; Fairfield 1; Franklin 1; Logan 1; Ouachita 1; Out-of-state 4; Pulaski 5; Sevier 2; Washington 4
What can we do to make LiveHelp better?	- Make forms available to fill in the blank. - It is fine as it is. - Pay attention to the questions people are asking - It is a good site already but it did not have what I needed on it. But from what I saw it is a good site. - Nothing you did great. - Nothing - I will definitely recommend you. - It'd be nice to speak with attorneys this way for people who are computer literate. Thanks for providing this service. - Nothing - Wait time too long - Autumn - It's hard to imagine how you could improve it - More reps for less in queue waits. I just ask for the name of an attorney for a free consultation.

Document Assembly Content Overview

The Hot Docs Document Assembly Project was officially launched in 2007. Substantial steps were made to official court collaboration due these resources in 2008. The first official court terminal was established in summer of 2008 for the small claims packet. The following provides a list and description of the documents that are currently automated and linked from the Arkansas Statewide Website (SWWS).   The Report is divided into three sections: Public Documents; Advocate Documents; and a statistical analysis of the project provided by NPADO.
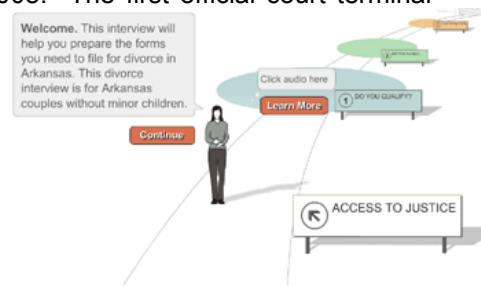
Pro Se Public Automated Documents:

There are currently **a total of seven (11) packets containing 23 automated documents** published on the SWWS accessible to the general public.

- **Child Support Termination Packet**
  Completed and launched in Spring 2008 under direction of the Commission. It is a 6 -7 page packet that includes 2 forms and substantial directions.
  - Petition for Termination of Duty of Support | Order Terminating Duty of Support

- **Collection Agency Stop Contact Letter**
  The Stop Contact Letter Packet generates a letter demanding that a Collection Agency no longer contact the user. A personalized direction sheet is also included stating applicable

laws the user should know.

- **Divorce Packet (No Children)**
  The pro se divorce packet was completed and launched (with media release and televised news coverage) in March 2007. It is a 19 – 20 page packet that includes 6 court forms and automated client/witness testimony along with substantial directions.
  - o Complaint; Decree; Restraining Order; Service by Mail; Waiver of Service; Client Testimony; Witness testimony; and Directions

- **In Forma Pauperis (Waiver of Court and Service Fees)**
  The In Forma Pauperis (IFP) packet produces three (3) documents needed to request a waiver of filing fees from an Arkansas court. A personalized direction sheet is also included stating applicable laws and court procedure the user should know.
- **Expungement Packet (Not Guilty) Expungement Packet (Guilty)**
  - o The "Not Guilty" Expungement Packet produces two court forms (a Petition and an Order). An Expungement Fact Sheet is also provided

- **Living Will Packet**
  The Living Will is a one page automated document that was published in January 2007. This form is to be used with the Living Will Fact Sheet.

- **Power of Attorney for Minor**
  produce a power of attorney for minor document that can be used for for a caregiver of a minor child that is not the custodial parent or legal guardian

- **Power of Attorney for Minor (Spanish)** *see above description*

- **Revocation of Power of Attorney for Minor Packet**
  Revocation form and instructions for a Power of Attorney for a Minor

- **Security Deposit Demand Letter**
  The Security Deposit Demand Letter generates a letter demanding the return of the user's security deposit from the user's previous landlord. A personalized direction sheet is also included stating applicable laws the user should know.

Advocate Documents: (Password Protected)
There are an additional 23 automated documents in the advocate area published solely for advocate use. Advocate use includes both legal services advocates and pro bono attorneys.

Adoption by Stepfather; Adoption Decree; Adoption Fathers Consent; Adoption Hearing Notice; Adoption Mother Consent; Adoption Notice of Hearing; Affidavit of Service by Mail; Affidavit of Service by Mail for Prisoner; Child Support Increase; Divorce Complaint; Divorce Complaint for No Children; Divorce Decree; Divorce Entry and Waiver; Divorce Restraining Order; Motion for Contempt; Motion for Contempt for Failure to Pay Child Support; Motion to Reduce Child Support; Motion to Transfer Child Support to OCSE; Order for Child Support Abatement; Order to Transfer Child Support to OCSE; Petition for Adoption; Petition for Termination of the Duty of Support; Order Terminating the Duty of Support

Document Assembly User Statistics
Overall, NPADO served over **133,000 interviews** and assembled over **76,000 documents** in 2007. This is a 27 percent and 61 percent increase over the year end totals for 2006. In our first year of Hot Docs/A2J production Arkansas had the **seventh highest number** of assemblies in the nation and the **sixth** most interviews.

Arkansas Totals	2008	2007
Interviews	**10,790**	5,793
Assemblies	**6,459**	3,088
Percent of Interviews Resulting in Documents	**60%**	54%

Top five (5) Automated Document	Assemblies
1. Pro Se Divorce Packet	3,776
2. Pro Se In Forma Pauperis Packet	942
3. Pro Se Living Will	155
4. Pro Se Expungement Packet	590
5. Debt Collector Stop Contact Letter	193
Totals:	**5,656**

Wiki (Poverty Law Practice Manual)

The Arkansas Poverty Law Practice Manual returned in 2007 with the launch of a brand new website **wiki** that allows the advocate user to easily edit or contribute content to the PLPM.

WIKI LINK: https://povertylawmanual.wikispaces.com/

PPLM WIKI	2008	2007
Wiki Page View	941[7]	1610
Wiki Membership	152	107

LegalTube™ Project

The goal of this project is to provide multimedia self-help content through streaming video hosted by YouTube™ with video links embedded on the Arkansas website. The streaming video resources range from 2- 8 minutes in length and focus on a variety of poverty law subjects. Official TIG funding for this project did not begin until 1/1/2009, however, pilot videos were produced to determine the feasibility of the project. The statistics for these video resources were determined by YouTube™ "views."

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[7] The 2008 Wiki views are less than 2007 even though membership activity has increased. One possibility is the number of views counted in 2007 that were generated during project development.

Video	Views
Filing a Pro Se Answer to a Lawsuit	754
Domestic Violence: You Are Not Alone	2877
Equal Justice under the Law	291
Arkansas Legal Services – Español	164
Access to Justice DVD – Part 1	185
Access to Justice DVD – Part 2	255
TOTAL VIDEO VIEWS	**4,526**

Legal Aid of Arkansas Low Income Tax Clinic Website

Legal Aid of Arkansas Low Income Tax Clinic website launched in February 2008 and is now in its second season. Google Analytics were installed in the system in July 2008. The following is a 6 month statistical review for the latter half of 2008.

Time Interval	Page Views
Jul	19
Aug	110
Sep	126
Oct	133
Nov	105
Dec	67
Total	**560**

The Equal Justice Watch Project

The goal of the new **Arkansas Equal Justice Watch** web site is to encourage action by state leaders to support equal access to justice for all Arkansans. The Watch is a project of the Arkansas Access to Justice Commission created by the state Supreme Court to expand civil legal justice. This website is designed to provide legislative decision makers with the latest information about civil legal aid in their districts as well as enable constituents to easily research civil justice issues in their communities. Data for each of the 75 counties in the state include population demographics on poverty, education, disability, divorce, foreclosure,

bankruptcy in addition to the 2008 numbers and types of cases handled by civil legal aid. **The website was developed in December 2008 and officially launched on January 14, 2009**. The following page views represent the ramp up period and launch month.

Time Interval	Page Views
Dec 2008	770
Jan 2009	1921
Total	2,691

ALSP E-Newsletter Campaigns

There are three e-newsletters distributed by ALSP to the Arkansas justice community.

- **The ALSP NewsLink** is beginning its 6th year of production in 2009. It is distributed monthly to the staff of the Center for Arkansas Legal Services and Legal Aid of Arkansas, as well as to each of their Board of Directors. The approximate email distribution list is 110 subscribers.

  http://www.arkansasjustice.org/newsletter/archive.html

- The **Arkansas Pro Bono Partnership Case Alerts E-Newsletter** is beginning its 4th year of production in 2009. It is distributed monthly to pro bono attorneys and other justice community members. The approximate email distribution list is 1400 subscribers.

  http://www.arkansasjustice.org/newsletters/probono/Newsletter/archive.html

- **The Arkansas Access to Justice Report (The Justice Report)** is beginning its 2nd year of production. It is distributed quarterly to members of the Arkansas justice community. The approximate email distribution list is 1400 subscribers.

  http://www.arkansasjustice.org/ATJnewsletter/archive.html (2008 issues not listed)

Contact Information

For questions, suggestions or for more information concerning the 2008 Website and Online Technologies Report or about other ALSP programs contact:

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