

LEGAL SERVICES CORPORATION
BOARD OF DIRECTORS

MEETING OF THE
COMMUNICATIONS SUBCOMMITTEE
OF THE INSTITUTIONAL ADVANCEMENT COMMITTEE

OPEN SESSION

Sunday, October 4, 2015

5:00 p.m.

Hyatt Regency San Francisco
5 Embarcadero Center
San Francisco, California 94111

COMMITTEE MEMBERS PRESENT:

Julie A. Reiskin, Chairperson
Robert J. Grey Jr.
Father Pius Pietrzyk, O.P.
Gloria Valencia-Weber
Martha L. Minow, ex officio
John G. Levi, ex officio

OTHER BOARD MEMBERS PRESENT:

Charles N.W. Keckler
Harry J.F. Korrell, III
Victor B. Maddox
Laurie Mikva

STAFF AND PUBLIC PRESENT:

James J. Sandman, President

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

Lynn Jennings, Vice President for Grants Management

David L. Richardson, Comptroller and Treasurer,
Office of Financial and Administrative Services

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

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

Wendy Rhein, Chief Development Officer

Jeffrey E. Schanz, Inspector General

Joel Gallay, Special Counsel to the Inspector
General, Office of the Inspector General

Allan J. Tanenbaum, Non-Director Member, Finance
Committee

C O N T E N T S

OPEN SESSION	PAGE
1. Approval of agenda	4
2. Approval of minutes of the Subcommittee's meeting on July 18, 2015	4
3. Discussion of communication efforts	5
4. Public comment	18
5. Consider and act on other business	19
6. Consider and act on adjournment of meeting	19

Motions: Pages 4, 4 and 19

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

2 (5:00 p.m.)

3 CHAIRMAN Reiskin: I'm going to call to order
4 the Communications Subcommittee of the Institutional
5 Advancement Committee.

6 Can I have a motion to approve the agenda?

7 M O T I O N

8 MR. LEVI: So moved.

9 DEAN MINOW: Second.

10 CHAIRMAN REISKIN: All in favor?

11 (A chorus of ayes.)

12 CHAIRMAN REISKIN: Thank you. How about a
13 motion to approve the minutes of the July 16th?

14 M O T I O N

15 PROFESSOR VALENCIA-WEBER: I move to approve.

16 CHAIRMAN REISKIN: Gloria.

17 DEAN MINOW: Second.

18 CHAIRMAN REISKIN: Second. All in favor?

19 (A chorus of ayes.)

20 CHAIRMAN REISKIN: Just to let everyone know,
21 we're still trying to find a date for the webinar with
22 Kate Marple. I don't know if October 30th is still in

1 play. Getting calendars together has been a little bit
2 of a challenge. But that is still trying to happen.

3 Meanwhile, a lot of really cool stuff has
4 happened, so I'm going to let Carl give his
5 presentation.

6 MR. RAUSCHER: Thanks, Julie. I want to start
7 with a couple of video projects that we're working on.

8 At the last Board meeting, the question arose about
9 closed captioning for the hearing impaired. We have
10 investigated that. We've talked to a number of
11 vendors. And we've found a vendor that can do this at
12 a reasonable cost and with some dispatch.

13 So we will begin with this session and start
14 closed captioning and work our way back. So that's
15 exciting.

16 CHAIRMAN REISKIN: Yes.

17 MR. RAUSCHER: A second project is very early
18 in the discussion stage, but it's with a tremendously
19 interesting group called the New Media Advocacy
20 Project, which some of you have worked with, I believe.

21 It's run by lawyers and communications
22 professionals. And basically, it's a nonprofit that

1 helps public advocacy groups or public interest
2 lawyers, or like the Mississippi Center for Justice
3 used it on a project, how to use video, social media,
4 and new media in public education and outreach efforts.

5 We see some partnering opportunities with
6 them, and particularly with some of the privately
7 funded programs. You want to talk about that?

8 MS. RHEIN: Some of the grants that we've
9 received include components for e-learning or for short
10 videos. And so this is another nonprofit organization
11 that Carl and I have met with, and have talked to them
12 about some of the possibilities to be able to use them
13 as partners.

14 The fact that they're lawyers and that they
15 are used to translating information, in a way, through
16 animation, through short videos, through interactive
17 opportunities like an e-learning opportunity, they just
18 seem to understand us and would be very interested in
19 partnering with LSC through the privately raised money
20 projects.

21 MR. RAUSCHER: Their stuff doesn't look like
22 it was done by lawyers. It's actually a really

1 sophisticated communications effort.

2 (Laughter.)

3 MS. RHEIN: Not that that's a bad thing.

4 MR. RAUSCHER: I also want to talk about the
5 effort we have underway about the PBIF grants, which
6 were issued, I think, a couple of weeks --

7 MS. RHEIN: Pro Bono Innovation Fund.

8 MR. RAUSCHER: Yes, Pro Bono Innovation Fund.
9 There were 15 recipients this year. We did 16 press
10 releases, one national and one for each of the local
11 areas. Like last year, we sought congressional comment
12 on these grants. We got 22 or 23 responses that we
13 used, from Democrats and Republicans.

14 So far we've generated more than 20 local
15 stories, and we are using a social media campaign that
16 we're beginning now to bolster these efforts. And
17 we'll see, and I'll report back the next time, on where
18 this ends up.

19 Another pleasing development from this is that
20 a number of the Congress people were interested in
21 holding news conferences at our grantees with Jim. And
22 Jim will report on this because he's already done two

1 of them. But these things are spectacularly promising
2 opportunities beyond the press, so we're kind of
3 excited about that, too.

4 Finally, I just want to note we did produce
5 LSC By the Numbers in this last quarter, formerly
6 called the Fact Book, chock full of every statistic you
7 could ever want about LSC and its grantees. A copy has
8 been mailed to all of you, and there are some copies
9 back here as well.

10 We'll move over to the digital side now and --

11 CHAIRMAN REISKIN: Before you do, I just want
12 to -- having the Congress people go to the grantees and
13 be part of those press conferences, you can't measure
14 the value of that. When they have that experience and
15 they're interacting with clients and they are part of
16 that, they will not ever ignore or vote against our
17 funding.

18 That's the kind of buy-in, I think, that needs
19 to happen. And so I just don't want to understate how
20 important that is.

21 PROFESSOR VALENCIA-WEBER: I especially like
22 what you provided for the local distribution on those

1 innovation grants. The New Mexico Legal Aid and I had
2 were asked to address the Albuquerque Bar, which is the
3 largest segment of the whole bar in New Mexico.

4 We were able, with Jim's permission, to
5 indicate that the innovation grant was coming to New
6 Mexico. And then the followup that happened in the
7 local notice you gave, where both our Senators gave
8 great plugs, has been replayed internally among the
9 different pro bono and collaborative organizations that
10 are part of that grant.

11 In October 2016, we will be meeting in
12 Albuquerque. And if it fits at that time, we should
13 opportunely invite especially the two Senators and
14 Congresswoman Lujan from our district to participate
15 because they really have been very incredible about
16 maintaining their support and doing it publicly.

17 CHAIRMAN REISKIN: Yes. Go ahead.

18 MR. RAUSCHER: The second quarter was an
19 outstanding quarter in social media because we had two
20 live events that we live-tweeted, and we have a very
21 systemic campaign built around our client success
22 stories, one per state.

1 This quarter we had none of that, partially
2 because there weren't any events and partially because
3 we were concentrating on our website, which we'll
4 discuss shortly.

5 The interesting thing is there was a small
6 fall-off on engagement and in impressions. We're
7 starting with Twitter. But we still grew our followers
8 at a very good rate. And I think this shows that we
9 have a permanent imprint in the Twitter world, and it
10 continues to grow at a healthy pace.

11 Because we don't have any special program this
12 quarter, I thought this would be an opportunity to look
13 at what kind of normal tweets are getting traction in
14 our follower community. These are the top five tweets
15 in the last quarter.

16 The first is a video that's on Joe Kennedy's
17 website, where he's talking about the importance of
18 civil legal aid. He talks about us. He talks about
19 the grantee in his district. Video, Kennedy, it brings
20 a big audience, as you might imagine.

21 The second one was simply a program
22 notification, and I think that shows that we have a

1 following among the equal access community.

2 The third one is an op-ed I saw in the Bangor,
3 Maine paper. It was written by someone not in our
4 community but someone who's accessed our community, and
5 it's written in a very simple, straightforward way.

6 It makes the argument basically, you are at
7 risk in civil legal matters in a way you may not know.

8 It was highly effective. We retweeted it. We put it
9 up on our Facebook page. And it got a lot of
10 impressions because it's a very readable thing.

11 John is in fourth place with --

12 (Laughter.)

13 MR. RAUSCHER: This is the story he wrote for
14 the American Academy of Arts and Sciences bulletin
15 about legal aid and how John became involved in legal
16 aid.

17 Jim is in fifth place with his --

18 DEAN MINOW: Very close.

19 CHAIRMAN REISKIN: We had a bet going here.

20 MR. RAUSCHER: This was a really good
21 interview Jim did with Bloomberg BNA on a variety of
22 topics, but mostly on the way we maybe need to think

1 about the delivery of legal services differently. So
2 that's a pretty wide variety of stories that had some
3 traction in that quarter.

4 Facebook follows pretty much -- it echoes what
5 was happening with Twitter in this quarter. There's
6 some growth in fans and a drop in impressions.

7 And then we turn to LinkedIn, which has an
8 anomaly. We have a gigantic increase in page
9 impressions. I'd like to tell you that I know exactly
10 why that is the case, but I don't. We're still working
11 on that.

12 But one thing that is apparent to us is that
13 LinkedIn is a relatively young site for us. Facebook
14 and Twitter are mature. The growth potential isn't as
15 great. So I see this as us building momentum on
16 LinkedIn.

17 I need to go back and exactly look at which
18 posting got the most following, which I haven't had a
19 chance to do, and that may give me some more insight.
20 But I think generally it's the case that we're early in
21 our experience with LinkedIn, and we have a lot of room
22 to grow. And we are.

1 Well, as some of you have noticed, we did
2 launch our website. This was a soft launch in early
3 September. We decided to soft launch it because in
4 every one of these kinds of launches, there are usually
5 technical issues that need to be tweaked. And there
6 were in this case, too.

7 I'm happy to say that we've resolved all the
8 major issues, and we will be ready to do a social media
9 campaign around this new page, probably beginning in
10 two weeks.

11 The advantage of this page, which I think I
12 may have mentioned before but just to remind you, is it
13 brings together five separate sites into one site. It
14 is responsive to mobile devices in a way that our old
15 site simply wasn't. It has a much better search
16 function, and you can find things a lot easier on it.
17 And it just looks better. It has a cleaner, more
18 updated appearance.

19 That's what an inside page looks like. I
20 don't know who those people on the left are. So the
21 reaction has been pretty good to the website from
22 everybody who's talking to us about it.

1 The traffic pattern: There is an uptick
2 already, and it's only been one month. It's not
3 significant, but it's only been one month. And I think
4 once we begin our social media campaign announcing this
5 page to people who haven't already discovered it, we
6 will see a bigger growth as well.

7 That's it.

8 CHAIRMAN REISKIN: Questions? Comments?
9 Twitter contest bets?

10 MR. LEVI: The website also contains the
11 stories.

12 MR. RAUSCHER: Yes. And there are two ways to
13 access them. One way is via the web map portal. So if
14 you're a Congress staffer or you're a reporter and you
15 want an example of a success story from a specific
16 area, you just click on that map.

17 We also have them displayed by kinds of
18 case -- domestic violence, et cetera. So if you're
19 looking for, for an example, thematically, you can
20 approach them that way as well.

21 MR. LEVI: You're not on the site to be able
22 to demonstrate it?

1 MR. RAUSCHER: No.

2 CHAIRMAN REISKIN: Martha?

3 DEAN MINOW: These are wonderful developments.

4 I can't wait for Snapchat and Instagram, but I'm only
5 teasing about that.

6 I do have a question that's related to that
7 interesting Maine piece that was number 3 in the
8 tweets. I've become quite alert to the software that
9 tests whether a text is at a sixth grade reading level
10 or an eighth grade reading level. And I'm wondering if
11 we are attentive to that and if we could regularly
12 offer narratives or other information that is at a
13 sixth grade level or an eighth grade level.

14 MR. RAUSCHER: We try to use simple language
15 in stories especially. We have a different kind of
16 challenge because we have so many different audiences
17 to appeal to. John was just talking about the
18 importance of the law firm audience, for instance, and
19 our most important audience is Congress. And what you
20 would use to approach them may be a little different
21 than you would to approach the public.

22 So we're trying to modulate message with

1 audience and expression with audience, although we
2 shouldn't be writing abstruse stuff at any rate. So
3 yes, we're aware of that. I haven't used that
4 software, but we're certainly aware of it. And reading
5 that piece reinforced that message to me.

6 CHAIRMAN REISKIN: Charles?

7 MR. KECKLER: Yes. I'm not sure how well this
8 would promote us, but from time to time we've thought
9 about videotaping these Board meetings and these
10 Committee meetings, and then providing that either as a
11 streaming matter or later uploading that to the
12 website.

13 I was wondering if further thought had been
14 given to that. There's some administrative best
15 practices that are involved there, but it also relates
16 to this in some ways. It's content. I don't know how
17 thrilling it is, but people could be interested in
18 different parts of it.

19 Ideally, there would be ways to know where the
20 interesting parts are and people could move it around.

21 But what are your thoughts about that?

22 MR. RAUSCHER: Well, we can video anything you

1 want us to video. The question is, what kind of would
2 it have and what kind of cost would it cause? If we
3 start doing everything in these Board meetings, we'll
4 have to have a second crew.

5 We're having a second crew tomorrow in order
6 that we can do the luncheon and a few other things.
7 That would have to become a regular thing. And because
8 now we're closed captioning everything, then that's an
9 added expense to video that we haven't had in the past.

10 So that would be a decision for people above my pay
11 grade to make in terms of, is it worth the extra
12 expense? But there would be some considerable expense.

13 CHAIRMAN REISKIN: Carol?

14 MS. BERGMAN: Thanks. I just wanted to
15 respond, Martha, to your question about using the
16 software regarding language. We did use it, for
17 example, when we were looking at the language of
18 "contact us" or "find legal aid."

19 It was exactly after running it through that
20 that we completely changed the language because that
21 was the situation where we were thinking about, who's
22 the audience we're trying to reach with contacting us,

1 and finally delayed and changed what we wrote
2 dramatically from what it had been before.

3 So we're trying to use that very consciously
4 on the website for times when we're thinking about
5 especially attracting a client population as opposed to
6 something that is geared to the legal community or the
7 congressional audience.

8 CHAIRMAN REISKIN: Right. And I know some
9 other people that I deal with who have multiple
10 audiences. On their websites, they actually have
11 little buttons, like, "For clients," "For community,"
12 like in healthcare, "For providers."

13 That's just something to think about for the
14 future, if you wanted to do more targeted -- especially
15 as we have like the library project and other things,
16 like best practices on websites, where you're going to
17 want to steer clients from our website. So that's just
18 a thought for later. But this is good stuff.

19 Any other comments or questions before we
20 close this?

21 (No response.)

22 CHAIRMAN REISKIN: Thank you very much.

1 Is there any public comment?

2 (No response.)

3 CHAIRMAN REISKIN: Can I have a motion to
4 adjourn, please?

5 M O T I O N

6 FATHER PIUS: So moved.

7 PROFESSOR VALENCIA-WEBER: I'll second.

8 CHAIRMAN REISKIN: All in favor?

9 (A chorus of ayes.)

10 CHAIRMAN REISKIN: Thank you. The meeting is
11 adjourned.

12 (Whereupon, at 5:20 p.m., the Subcommittee was
13 adjourned.)

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