

LEGAL SERVICES CORPORATION
BOARD OF DIRECTORS

MEETING OF THE
INSTITUTIONAL ADVANCEMENT COMMITTEE
OPEN SESSION

Monday, October 6, 2014

10:03 a.m.

Hilton Albany
40 Lodge Street
Albany, New York 12207

COMMITTEE MEMBERS PRESENT:

John G. Levi, Chairperson
Robert J. Grey Jr.
Charles N.W. Keckler
Martha L. Minow
Father Pius Pietrzyk, O.P.
Herbert S. Garten (Non-Director Member)

OTHER BOARD MEMBERS PRESENT:

Harry J.F. Korrell, III
Victor B. Maddox
Laurie Mikva
Julie A. Reiskin
Gloria Valencia-Weber

STAFF AND PUBLIC PRESENT:

James J. Sandman, President

Wendy Rhein, Chief Development Officer

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

Lynn Jennings, Vice President for Grants Management

David Richardson, Treasurer and Comptroller

Julie Kramer, Program Counsel, Office of Compliance and
Enforcement

Jeff Schanz, Inspector General

John Seeba, Assistant Inspector General for Audit,
Office of the Inspector General

Laurie Tarantowicz, Assistant Inspector General and
Legal Counsel, Office of the Inspector General

David Maddox, Assistant Inspector General for
Management and Evaluation, Office of the
Inspector General

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

Janet LaBella, Director, Office of Program Performance

Lora Rath, Director, Office of Compliance and
Enforcement

Carl Rauscher, Office of Government Relations and
Public Affairs

Bernie Brady, LSC Travel Coordinator

William J. Hawkes, Executive Director, Neighborhood
Legal Services

C. Kenneth Perri, Executive Director, Legal
Assistance of Western New York

Lillian M. Moy, Executive Director, Legal Aid Society
of Northeastern New York

Don Saunders, National Legal Aid and Defenders
Association (NLADA)

Robin C. Murphy, NLADA

Lisa Wood, American Bar Association Standing
Committee on Legal Aid and Indigent Defendants
(SCLAID)

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CLOSED SESSION

1. Approval of minutes of the Committee's
Closed Session meeting of July 20, 2014
2. Consider and act on proposed funders
3. Donor report
4. 40th Anniversary Follow-Up
5. Consider and act on motion to adjourn meeting

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

2 (10:03 a.m.)

3 CHAIRMAN LEVI: Can I call the Institutional
4 Advancement Committee to order? I know we're a little
5 ahead of schedule, but that's a good thing this
6 morning. It will be helpful to us because of our need
7 to get to the court.

8 So could I have a motion to approve the
9 agenda?

10 M O T I O N

11 DEAN MINOW: So moved.

12 MR. KECKLER: Second.

13 CHAIRMAN LEVI: All in favor?

14 (A chorus of ayes.)

15 CHAIRMAN LEVI: And any issues with the
16 minutes? Can they be approved?

17 M O T I O N

18 DEAN MINOW: Yes.

19 MR. KECKLER: Second.

20 CHAIRMAN LEVI: Moved and seconded. All in
21 favor?

22 (A chorus of ayes.)

1 CHAIRMAN LEVI: I turn it over to you, Wendy.

2 MS. RHEIN: Good morning. We had an
3 opportunity for the Institutional Advancement Committee
4 to meet telephonically last week, being mindful of the
5 fact that we have only about 45 minutes on the agenda
6 today and several closed session items that we wanted
7 to cover.

8 We did address some of these items in the
9 meeting last week. I wasn't sure if there were any
10 other comments people wanted to make, either about the
11 40th or the communications plan in particular, and we
12 can address those in open session.

13 I just laid out in front of you, and they were
14 also sent electronically to the members who are not
15 here today, three documents. All of those are for
16 closed session and will be addressed at that particular
17 point.

18 For the 40th anniversary conference, thank you
19 all so much for taking the time and for being there and
20 for taking the opportunities to meet the grantees and
21 the more than 500 other people that were in attendance
22 at that particular conference. And I think as the

1 staff, I want to thank everyone who worked on this. It
2 was truly a team effort.

3 CHAIRMAN LEVI: Well, I certainly want to echo
4 those comments, and to say, as we did on the phone, how
5 grateful we are to everybody at LSC who worked so hard
6 on this. And then having to have a Board meeting just
7 a few weeks later I'm sure just about maxed everybody
8 out; if it didn't, I'm sure by the end of these two
9 days, it will have.

10 And we appreciate that. We do know that this
11 is a demanding time. And so you can't say thank you
12 enough, as I learned, and I do want to make sure that
13 you and your colleagues who worked so hard do feel the
14 love and the affection of this Board, and our
15 gratitude.

16 We did launch something, though, in the 40th,
17 and it's going to give us an opportunity. But it's
18 also an opportunity that's going to require work and
19 effort on everybody's part. If we had a lung period of
20 time with which to work, that would be one thing. But
21 we don't. I know you and our Committee understand
22 that. So hey, hats off to you, Wendy.

1 Any other comments on that point?

2 DEAN MINOW: Yes.

3 CHAIRMAN LEVI: Yes, Martha?

4 DEAN MINOW: Our number one strategic goal is
5 to raise public awareness about the significance of
6 legal services and to be the spokesperson. And I think
7 that the 40th really moved us quite considerably
8 towards becoming that spokesperson and demonstrating
9 the bipartisanship.

10 And I can't imagine whether you had a former
11 life, Wendy, in running a circus, but the three rings,
12 the four rings, it went, at least from my perspective,
13 very smoothly. I know it was challenging, but kudos to
14 everybody.

15 MR. GARTEN: For the record, Herb Garten. The
16 plaudits and accolades to the staff in connection with
17 the 40th anniversary are obvious. We've had a lot to
18 say and hear about them. But on behalf of the
19 Committee and those interested in Legal Services
20 Corporation, there are two people that should be
21 acknowledged.

22 I firstly acknowledge Jim Sandman. His

1 opening remarks were something that I felt were very
2 well stated. He didn't have anything written, but he
3 was kind enough to duplicate those remarks for me.

4 Thank you, Jim.

5 The second person, of course, who had a lot to
6 do it was our chair, John Levi. And I have expressed
7 to him in an email shortly after we met my reaction,
8 after many years of service at the ABA, the state bar,
9 and local bar associations, and have attended hundreds
10 of functions of this sort.

11 This 40th anniversary was beyond anything that
12 I had experienced in my career. And I compared John to
13 the maestro of a great symphony orchestra by putting
14 this all together. So thank you very much to both of
15 you.

16 CHAIRMAN LEVI: Well, thank you, Herb, for
17 that. We did receive letters -- I did, certainly; Jim
18 did, I'm sure -- and emails from people all across the
19 country.

20 One that I would like to -- well, actually,
21 two that I think we should make note of. LaVeeda
22 Morgan Battle wrote and said, you know, it was the

1 first time that the Clinton Board, a majority of the
2 Clinton Board, had been back together since they
3 served.

4 Well, that's something that, as LSC moves
5 forward into its future, it ought to figure out, how is
6 it going to get us back together? And you shouldn't
7 lose those relationships over the years. And how much
8 they valued being there. So I think that's an
9 important thing to note.

10 And then the second that I want to make some
11 mention of is the note that I got from William Hubbard,
12 which was similar to what you just said, Herb, but also
13 offering support to be with us as much as he could be.

14 He has made this year of his presidency -- the theme
15 of his presidency is "Access to Justice."

16 And if you heard his remarks and understand
17 where he's coming from, this is his big issue. So I
18 hope that we can work with his staff to collaborate
19 with him at our future board meetings to see if it
20 works out for him to be our special speaker at either
21 the lunch or at the pro bono reception.

22 This is an opportunity for both of us. And he

1 would like to be able to be with us as much as
2 possible. He can't be here; he's in London right now.

3 I offered this right away, but he's got an awfully
4 busy schedule as president of the ABA.

5 So one of the things consistent with that was,
6 as you may have met last night, Paulette Brown is here.

7 She's the incoming president. So she's the
8 president-elect, so that if we can set up this
9 relationship going forward also through the next
10 tenure -- and I think this is a moment in time when all
11 hands on deck is not an understatement.

12 So that's my followup to what you offered
13 there, Herb.

14 Wendy, anything else on that?

15 MS. RHEIN: No.

16 CHAIRMAN LEVI: Any further on the 40th?

17 (No response.)

18 CHAIRMAN LEVI: Then Julie, your Subcommittee.

19 MS. REISKIN: Thank you. We've had one
20 meeting so far of the Communications Subcommittee. It
21 was a lot of the recap of the 40th. Carl shared with
22 us, and I believe it was in the Board packet, a number

1 of the press clippings, and has really started out on
2 this op-ed strategy.

3 And we've gotten a lot of great op-eds
4 written. A lot of the program directors and Jim have
5 done co-authors. So now that we have a lot of those
6 published -- and there'll be a continuation of that. I
7 think all year we want to continue that.

8 But then we'll take that and pivot off of that
9 and hopefully come up with a calendar that would be
10 flexible. It wouldn't be rigid because we need to be
11 able to respond to stuff, but to go beyond the op-eds
12 and look at -- so let's say we have an op-ed published
13 on foreclosure.

14 Then take a theme and connect it with the 40th
15 website and the Legal Services website and the Facebook
16 and the Twitter. And so you'd be able to profile
17 specific cases, specific lawyers, specific clients, and
18 try and do something that's engaging people, even if
19 the engagement is re-tweet.

20 But eventually -- and this takes time to
21 build; it's not something where you see an
22 immediate -- but eventually you should have more

1 engagement in terms of people supporting legal
2 services, doing something actively to support legal
3 services, and money. It doesn't have to be to us, but
4 to the grantees. But that's really the goal.

5 And we can practice what we preach to our
6 grantees as we do this and look at metrics. Legal
7 Services Corporation tracks press clippings, and I
8 believe Carl can report specifically. They either
9 already have it or they're going to have something
10 similar that's also going to track social media
11 engagement.

12 So the analytics are really cool because you
13 can figure out how people are connecting, from where,
14 how long they're staying on the page, what they're
15 reading. And then with the more sophisticated
16 analytics, you can look at what they're doing when
17 they're clicking stuff. So that's the overall goal.

18 We don't have a calendar yet. And again, the
19 calendar is going to have to be flexible. So if we say
20 we're going to profile foreclosures in February but
21 then there's some big issue with food stamps, we might
22 need to change things. So the calendar is loose, and

1 then you fill it in.

2 That's really the best practice in terms of
3 moving this. We want to continue the op-ed strategy,
4 but also move towards social media. And the whole
5 purpose of this is engagement of the community; also,
6 to move it beyond the legal community into the general
7 community, but without forfeiting the momentum that
8 there is within the legal community.

9 Does that make sense?

10 CHAIRMAN LEVI: Yes. Carl apologized. He has
11 double duty, so he had to go over to the Court.

12 Any questions for Julie? Observations?
13 Robert?

14 MR. GREY: The way in which we look at the
15 space we occupy and the amount of responsibility we
16 have always ought to be measured against the fact that
17 there is a political watchdog out there. And the more
18 we get into social media, the less control we have.
19 The question is, what is our role? Sponsorship?
20 Oversight? Participation? Level?

21 MS. REISKIN: I'm really glad you said that
22 because as we do this, you're right. A social media

1 policy, I think that's something that this Committee
2 should look at. What is our current social media
3 policy, and then what is the plan and practice?

4 I understand there is a Facebook page. I'll
5 admit I don't do Facebook. But I know from supervising
6 that kind of stuff in my own little organization,
7 you've got to be watching that, and it's got to be
8 constantly monitored, and you've got to have a really
9 strong policy about how you react to stuff -- what gets
10 left alone, what gets taken off.

11 But that is really important. And so I think
12 maybe, John, at a meeting soon we should review that.
13 But thank you because you're right. That's really
14 important.

15 CHAIRMAN LEVI: Carol, do you want to --

16 MS. BERGMAN: Yes. Thanks, Julie.

17 When we initially suggested a Facebook page,
18 the joke in the office is that it took six months and a
19 20-page memo from the Office of Legal Affairs to
20 convince Jim that it really was okay to have a Facebook
21 page.

22 So subsequently, we have a very serious

1 policy. It is monitored constantly because we're very
2 cognizant of the challenges. We of course have a
3 Twitter account. We monitor all the social media. It
4 is very carefully controlled, both with regard to LSC
5 and the 40th, absolutely.

6 We'd be happy to share all of that with the
7 Committee. But we didn't put anything into place
8 without creating those kind of policies that were
9 approved by our General Counsel.

10 CHAIRMAN LEVI: This is a larger conversation,
11 actually, about where the future is going in social
12 media. It's moving very quickly, and we will have to
13 figure out how to move with it.

14 MS. REISKIN: And that's a challenge of any
15 organization. And I didn't mean to imply that you
16 had -- knowing Wendy, that doesn't surprise me at all,
17 because any good development person knows that's a huge
18 piece of their work because they end up responding to
19 anything. So that's great.

20 And I think this is a place where we can
21 really look at being the voice and thinking outside of
22 the box, and again, building stronger bipartisan

1 support on Main Street in addition to Court Street,
2 really.

3 And so even something like some
4 photojournalism with Instagram or Pinterest that could
5 go with -- so again, you take a story on foreclosure.
6 You can get some really powerful images. You have an
7 image and person, and it all ties.

8 And it's work. I think as we develop more,
9 you can't just say, oh, we're going to do social media
10 as other duties as assigned. Like you said, it takes a
11 lot of work to make something like that. So it's a
12 process, but now that we have this momentum, something
13 that can be taken.

14 But I would just like to encourage everyone to
15 really try and think creatively because the engagement
16 of average citizens, I think that's what leads to
17 congressional support.

18 CHAIRMAN LEVI: Anything further on that?
19 Thank you, Mr. Grey, for that suggestion, and Julie,
20 Carol. Anything more?

21 (No response.)

22 CHAIRMAN LEVI: Public comment?

1 (No response.)

2 CHAIRMAN LEVI: Other business?

3 (No response.)

4 CHAIRMAN LEVI: Then we will move to the
5 closed session of the Committee.

6 (Whereupon, at 10:20 a.m., the Committee was
7 adjourned to Closed Session.)

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