

**Legal Services Corporation
Continuation (Third) Web Site Grant Final Report**

Grantee: Southeast Louisiana Legal Services
Date Submitted: August 13, 2008

TIG Grant No.: 04381
Date Approved: September 7, 2008

Contact: Lisa Stansky, Website Coordinator
E-mail address: ljstansky@nolac.org

Tel.: (504) 529-1000, ext. 279

I. Project Goals

Southeast Louisiana Legal Services had four goals for the grant period: adding new topic areas to the client and advocate sites, adding resources to these and existing topic areas, boosting visibility of both sites, and improving client site access.

The advocate site (www.probono.net/la), responded to Hurricanes Katrina and Rita by adding practice resources to help legal advocates with a surge in disaster-related legal issues. The grantee also added the Road Home Practice Area and the Arts & Entertainment Practice Area to the advocate site. There were significant gains in advocate site membership.

Related goals included improving the advocate site's organization and design. Site format and content should be as inviting and as friendly as possible, since www.probono.net/la reaches out to members of the community to collaborate on projects and to engage members of the larger legal community. The national Pro Bono Net network, including the Louisiana site, had a template overhaul. SLLS took the redesign as an opportunity to review and improve how information is displayed on the site.

The client site added disaster-related resources after the hurricanes of 2005. New material is routinely added to the site's topic areas. There are now sample forms or links to forms for issues like eviction, security deposit refunds, repairs and living wills.

Increasing client site access means making LawHelp easy to read, and content is evaluated with this in mind. Resources have been added in other languages, an ongoing process. To make LawHelp easier to use, the grantee added online tutorials in English and in Spanish. To increase access, SLLS is also developing automated self-help forms to help site visitors address basic legal problems, like recovering a security deposit.

SLLS increased client site access by launching LiveHelp, where visitors talk online in real time with a "navigator," who helps the visitor find information. Louisiana joined less than a handful of LiveHelp states when it launched this service in October of 2007, and Louisiana held roughly 140 online sessions by the end of June 2008.

Outreach is another goal. The grantee continues to demonstrate the sites to librarians and justice community members. The grantee is also working to engage additional stakeholders.

SLLS secured an Americorps*VISTA member for one year to conduct rural outreach to promote the client site.

II. Web Site Description

History, Development and Major Features of the Statewide Websites: www.lawhelp.org/la and www.probono.net/la.

The grantee developed and launched Louisiana's Statewide Websites (SWWS) in stages. After receiving the start-up grant, the grantee began work on the LawHelp client site, which went online in the spring of 2003. The advocate site (www.probono.net/la) became active in January of 2004. The advocate site launch date coincided with rollout dates for other probono.net sites in the national network. The grantee received an initial grant and a renewal grant to expand and develop the client and advocate sites. The present grant is the third (continuation) grant in that series.

Template choice was an important issue for the client and advocate sites. The grantee chose the LawHelp template, designed by Pro Bono Net, for the LawHelp network. The template impressed those outside the legal services community. LawHelp.org won a 2007 Webby award for best law site, and it was nominated again in 2008. Pro Bono Net is now working on updates for this award-winning template.

The LawHelp template serves Louisiana well for several reasons. The design uses text and simple icons to point visitors to legal topics. The strong graphic elements make the site easier to for people with poor reading skills to use.

Louisiana's site benefits from using the LawHelp network's design format. Using this design gives the client site some branding and marketing clout. SLLS chose a template with good technical and logistical support from Pro Bono Net, which helped speed along site development.

Similar considerations prompted adoption of the national Pro Bono Net template for Louisiana's advocate site (www.probono.net/la). There too the template broadcast the message that Louisiana is part of a larger community of pro bono advocate groups.

As the sites developed, the grantee added more features, more topic areas, and more resources. The hurricanes of 2005 greatly influenced content development for both sites. For LawHelp, the hurricanes prompted addition of a "Disaster" topic area on the home page. In addition, individual resources that concern disaster recovery, including contractor fraud, disaster housing problems and other issues were added to topic and subtopic areas. Self-help resources for pro se insurance claimants were added to the client site. The grantee also used the SLLS program site (supported by Pro Bono Net) to post an online application for those seeking legal help with title problems affecting their progress under the state's Road Home program (a compensation program for homeowners affected by hurricanes Katrina and Rita).

The 2005 hurricanes prompted addition of the Road Home practice area to the advocate site. This practice area has resources for advocates helping client navigate application and other issues involved with the state's Road Home Program, which provides compensation to Louisiana residents whose homes were damaged or destroyed by hurricanes Katrina and Rita. SLLS created and launched the Arts & Entertainment practice area. This practice area represented a partnership with Volunteer Lawyers for the Arts and the Entertainment Law Legal Assistance Project. This new page was designed to engage pro bono lawyers interested in helping artists and others who create and preserve the state's cultural heritage. The LawHelp hosts the site for the Pro Bono Legal Corps (now known as the Equal Justice Works AmeriCorps Legal Fellows for the Louisiana Bar Foundation), designed to connect law students with public service projects.

Improving site accessibility and visibility drove development, especially for the client site. The client site has increased the number of resources in languages other than English. There are now site resources in Spanish, Vietnamese, Korean, French, Chinese and Japanese on the client site. There are now English, Spanish/English, Korean/English and Chinese/English Louisiana LawHelp brochures.

SLLS' aim during the grant period was to make the client site friendly to those with poor reading ability or few computer skills. The client site home page now has a PowerPoint slide show to teach visitors how to use LawHelp. There is also a slide show in Spanish.

The grantee improved access by launching the LiveHelp chat service in October of 2007. LiveHelp enables a client site visitor to chat online with a site navigator, who helps the visitor find the information he or she is looking for. Louisiana was one of the early LiveHelp states in the LawHelp network. The grantee collaborates with and shares lessons learned with other states working on LiveHelp services of their own.

To improve access to LawHelp resources, the grantee is developing a document assembly program for family law resources, starting with a simple uncontested divorce pleading package for pro se litigants. The grantee reached out to judges and others in the legal community to muster support for the addition of computerized assisted pro se resources. The Louisiana State Bar Association's House of Delegates noted its support by passing a pro se resolution in January of 2008.

Development efforts paid off for the client and advocate sites. Total LawHelp page views hit 217,052 in 2007. Total page views were 186,904 in 2006, 154,353 in 2005, 94,726 in 2004, and 54,826 for 2003, the site's launch year.

Advocate site membership exceeds the grantee's expectations. When the grantee applied for funds in 2004, there were plans to triple advocate site membership. Back then, probono.net/la had 120 members: today there are at least 460.

LawHelp's substantive resources have been surveyed and the grantee is reaching out to members of the justice community to work on updates and new resources. Content and

content maintenance protocols were developed to address what sort of resources should appear on the client and advocate site and what form this material should take.

III. Major Accomplishments

As mentioned above, Southeast Louisiana Legal Services had four goals: expanding breadth and depth of the client site, expanding breadth and depth of content for its advocate site, boosting visibility of both sites, and improving client site access. SLLS expanded the resources on the client and advocate sites by adding substantive areas and by adding resources to those areas. SLLS pressed forward with outreach to increase visibility of the sites, and there have been increasing numbers of page views for LawHelp and increasing membership for the advocate site

Major client site accomplishments include: new resources for visitors with limited reading or English language skills, more resources for survivors of Hurricanes Katrina and Rita, and addition of the LiveHelp chat service.

LiveHelp expands the reach of the site to those who may have difficulty navigating web sites. LiveHelp also gives the grantee information about specific legal issues that concern site visitors. By noting what information LiveHelp users ask for, the grantee gets anecdotal information about what resources are in high demand and what resources are needed. This helps SLLS add resources that respond to the needs of the community.

LiveHelp represents progress on other fronts. Louisiana was among a small pool of states to adopt LiveHelp early, revealing the grantee's ability to grasp and implement new tools and innovative technology. The grantee worked in partnership with Pro Bono Net and the Louisiana Civil Justice Center to develop this resource. LiveHelp was developed in Louisiana without separate TIG funding from LSC, which we believe makes Louisiana unique in its use of LiveHelp.

Addition of foreign-language resources boosts visibility and use of the client site. Putting how-to slide shows on the home page helps site visitors with limited reading skills learn how to use the site. By using the tutorial to learn how LawHelp works, site visitors also learn how to get around the Internet, a skill that will help them find other information they need.

Continued development of document assembly programs for simple court forms, such as uncontested divorces, increases the value of the site to visitors. This pilot area for form development was chosen because LawHelp usage statistics show that family law resources are the most often viewed pages on the site.

Among the major accomplishments of probono.net/la is its ability to draw new subscribers. At least 460 advocates are members. Recognizing an area of great need, the grantee created a special page to address issues regarding the Road Home program, a government aid program chiefly for Louisianans whose homes were damaged or destroyed by the hurricanes of 2005.

The Civil Law Practice area also adapted to events. New resources and library areas related to disaster relief and recovery served advocates working on the many issues that evolved following the disaster.

SLLS was able to accomplish much of this through expanded resources. Several years ago the Louisiana bar Foundation agreed to pay the program's annual licensing fee. The New York Community Trust for the past two years has paid half the cost of an attorney to work on the website, permitting the program to assign a full-time attorney to the website. The Louisiana Bar Foundation also gave the money to hire a student from the Chicago-Kent College of Law to work with us on HotDocs (document assembly) forms. He is presently focusing on housing-related forms. Last month, the program was awarded an Americorps*VISTA member for this year. She works on LawHelp outreach.

IV. Assessment of the Websites

A. Client Site www.lawhelp.org/la.

The numbers reveal that demand is on the rise. There are more unique site visitors each year. The resources visitors seek are discussed below. Statistics come from LawHelp's usage data and WebTrends data. The number of unique visitors to the LawHelp site increases yearly, ranging from 25,223 for 2004 to 45,863 for 2007. In 2007 LawHelp page views topped 200,000.

SLLS wants to raise LawHelp's profile in rural parts of the state. An Americorps*VISTA member is working with SLLS for one year on rural outreach to public libraries, senior centers and community centers. The aim is to show librarians and community advocates how to use LawHelp, so they in turn can help members of the public use LawHelp and its resources.

There are some usage arcs. From 2004 through 2007 visits were higher on weekdays and highest on Monday through Thursday. Visits to LawHelp are also greater during business hours, especially late morning through mid-afternoon. From 2004 through 2007 the number of those who visited the site once greatly exceeded those who visited the site more than once.

Usage statistics available on the LawHelp site tell SLLS what visitors are looking at. Development of site resources did not progress equally quickly for all topic areas. It is unclear whether the numbers reflect greater interest in one topic over another, or whether there were more page views for a particular topic area because that subject area was populated with more resources at a given time. In other words, during the early stages of the site, site visitors may have been attracted in greater numbers to those areas of the site that had more resources.

There are trends in visitor traffic. Since 2006, family law resources have received the greatest number of page views. In 2006, the "Family & Children" topic area had 16,962 page views, followed by the housing topic area, which had 9,341 page views for all subtopics. These figures climbed to 29,867 for "Family & Children" page views in 2007, followed by 9,609 page views for all housing topics combined.

Here is the 2007 ranking of LawHelp topic areas, by number of page views: Family & Children (29,867), Housing (9,609), Employment (6,300), Consumer (5,277), Disaster Relief (3,552), The Legal System (2,510), Government Benefits (2,477), Civil Rights (1,961), Taxes (1,697), Seniors (1,598), Wills & Life Planning (1,523), Disability (1,307), Health (not shown on home page)(990), Schools (886), Youth Rights (not shown on home page)(823), Legal Resources (not shown on home page)(252), Art & Culture (30), Immigration (not shown on home page)(12).

Hurricanes Katrina and Rita present a stark example of the link between events and LawHelp usage. In 2005 “Flood and Fire Victims’ Rights as Tenants” received 1,570 page views, more than any other substantive resource on the site. In 2006, “Getting a Divorce in Louisiana,” topped the list with 2,171 page views, followed by resources for expunging criminal records. With 5,748 page views in 2007, “Getting a Divorce in Louisiana” remained at the top of the list.

Family, housing, employment and consumer issues remain top areas for site visitors. This information helps in setting priorities for content, outreach and marketing. Increasing resources for other topics may boost traffic for those areas.

The Legal Program Directory, which provides visitors with information about providers of free legal assistance, has seen an up tick in use. Page views increased from 1,457 in 2003 to 9,655 during 2007, and 7,499 page views during the first six months of 2008. This reveals that many site visitors use LawHelp to search for free legal help.

Data comes from three survey tools for the LawHelp site: client website user interview data collected in 2003; information from the online survey tool collected from June 2007 through July 2008, and the recent SurveyMonkey data collected on the site in July 2008.

The page view trends mesh with early client interview data. Five of 10 candidates interviewed said they used the site to find a lawyer; four said they used the site to find out about their legal rights, two sought information for a court case, and one wanted information to help with a legal problem but not a court case.

Substantive information sought comports with page view numbers. Family law received the most interest among the 2003 early client interview respondents, with five client users saying that they wanted help finding information about this issue. Three wanted employment information, three wanted to learn about public benefits, two wanted information about domestic violence, two wanted information about health issues and consumer, housing and “other,” were each chosen by one respondent.

Of 76 site visitors who completed the online survey from June 2007 through July 16, 2008, 23 said they were looking for family law information, 8 sought housing law information, seven sought civil rights information, 2 needed consumer information, one needed help with government benefits, and 12 selected “other.” Of these site visitors, 42 identified themselves as members of the general public, six as legal advocates, two as government officials, three as social services workers, and one as a librarian.

At least eight of the 76 who completed the online survey indicated that they did not know how to use the legal services directory. SLLS addressed this issue by posting “how-to” PowerPoint tutorials in English and in Spanish on the site, which includes information about the legal program directory is and how to use it. Also, the text “click here to look for free legal help” now appears prominently on the LawHelp home page.

Seven of 10 respondents from the early client user interviews said they found the information they were looking for, with three saying the information was “very easy” to find and five saying the information was “easy” to find. Seven of 10 interviewed said the information was “very easy” to understand, with the remaining three saying it was “easy” to understand the information. Seven said the terms and wording were “very easy” to understand, and three said these were “easy.” Seven found the information “very useful,” two found it “useful,” and one said the information was “not very useful.” Every interviewee said the website information helped him or her better understand his or her legal rights than before, and all interviewees said the site helped them better understand what to do about his or her legal problem.

A new online survey has been added recently to the LawHelp site. There have been four respondents so far, and they all said they were looking for a lawyer or a program that gives free legal help. These answers mesh with the upswing in page views for the online legal program directory. One respondent was looking for court information (respondents could choose more than one site use) and one was looking for sample letters or court forms.

No July 2008 respondent found it “hard” or “very hard” to see, read, understand or click to access information, with all answering that this was either “easy,” or “very easy,” or neither hard nor easy. Respondents indicated they were looking for family law information (2), employment law information (1), information for seniors (1) or information about wills and life planning (1).

SLLS plans to introduce audio resources to the client site. This effort is supported by the fact that two of four respondents said that the site would be easier for them to use if they could hear a recording of information found there. The client site is also a way to encourage partnerships with the bench and bar. There is great interest in resources to help pro se litigants, including automated court forms. SLLS is developing document assembly programs for simple family law cases, and is planning to expand beyond the scope of this pilot document assembly effort. This effort has sparked collaborative efforts with the bench to create these online resources.

B. Advocate Site – www.probono.net/la.

Membership in www.probono.net/la reached 460 as of June 2008. Membership was 102 by the end of 2004, the launch year, reached 314 by the end of 2005, 381 during 2006, and 450 during 2007. The top five www.probono.net/la search terms in 2007 were divorce, succession, child, child custody, and eviction. These issues track high demand topics on the client site. “Advocate Training and Program Materials,” was the most frequently accessed library folder.

Outreach could be improved. In 2007 there were 630 join form initiations (used to become a member of Pro Bono Net). Only 65 forms were submitted. In 2006 108 of 560 forms were completed and submitted, and in 2005 107 of 465 join forms were submitted. It could be that visitors do not realize the requirements of membership until after they have activated the join form, reducing the number submitted for approval.

Given the high traffic on the probono.net/la “Events” page and frequent use of training materials in the Library, it appears that members use the site primarily as an information resource. Given the high number of non-member visitors, it also appears that members of the general public also use the site for this purpose.

The grantee plans to make the site more interactive through improvements to the Volunteer and Pro Bono Cases pages. Greater access may boost pro bono activism by the private bar by helping distribute information about projects for volunteer lawyers.

This evaluation is also based on results from the 2004 Advocate Site Survey instrument, with 23 responses, and a July 2008 SurveyMonkey survey distributed to SLLS attorneys and staff, as well as to stakeholders and various justice community members. This report analyzes the first 16 responses received. 13 of the 2004 respondents identified themselves as a staff attorney at a legal services or legal aid office, as did 12 of 16 July 2008 respondents.

Of the July 2008 respondents, 66.7 % said that they use the advocate site’s Library, 33.3% use the Calendar and Listserv features, 46.7% use the search feature, and 13.3% use the News and job postings online. Four of 16 respondents to the July 2008 survey noted that the site aided them in their work, pointing to time savings on research, having a place to share resources, saving time when dealing with unusual issues, and searching for sample pleadings. This response rate appears low, but this survey question required a text answer rather than simply checking clicking a button or box.

July 2008 survey wanted more library resources, reminders to post items to the site, and alerts about new items. SLLS plans to develop tools such as e-mail alerts, to address these suggestions. Recent anecdotal comments from four of the grantee’s attorneys note that three attorneys use LawHelp to get referral information, including out of state information from the national network. One refers looks to LawHelp site for self-help resources to offer those who contact the program. Three use the advocate site to find sample pleadings, and one attorney uses the advocate site when facing unusual issues.

The program sites, supported by Pro Bono Net, were important to the organization’s administrative operations in the time following Hurricane Katrina. The program sites were used as a point of contact for the grantee to get out key information to employees. The client and advocate sites are not used for intake and similar tasks. The SLLS site hosted online applications for help with Road Home issues, noted earlier. The client and advocate sites fostered partnerships with other organizations. One example is the cooperation among the grantee, bench and bar to develop computer-generated self-help resources for pro se litigants, also discussed above.

V. Partnerships.

Both the client and advocate sites owe their existence in significant part to the efforts of other organizations that contribute support, resources and guidance. Pro Bono Net supplied essential templates, technical support, logistical support, and training. When the area was hit by a hurricane pro bono net was invaluable in making changes to the website to respond to the emergency when staff were unavailable. Pro Bono Net still offers day-to-day support to guide the grantee in its continued development and improvement of the sites. LiveHelp would not have been possible without their expert guidance and training. Pro Bono Net was also responsible for the network-wide advocate site redesign launched in early 2008.

The Louisiana State Bar Association's Access to Justice Committee provides a forum for keeping up with important trends in the justice community. Through the Access to Justice Committee, the state bar helped SLLS forge ties with individuals and organizations in a position to submit, develop, edit and update content. In addition, the Louisiana State Bar Association has provided important political support for the development of assisted pro se resources, a key future component of the client site. The Access to Justice Committee is also providing marketing and outreach support by developing promotional materials for the client site.

The grantee has created partnerships with other legal services programs around the state, area pro bono programs and other advocacy groups. These organizations provide a connection to issues facing the community. They also provide advocates to update or develop content, especially for the client site.

The grantee has also developed ties with National Public Automated Documents Online (NPADO). NPADO provides the grantee essential resources, training and guidance regarding document assembly software the grantee is using to develop computer-generated self help resources for client site visitors. As mentioned above, outside funding has enabled SLLS to secure the services of a law student from the Chicago-Kent College of Law to work on the programming of such self-help resources.

Developing and launching the LiveHelp live chat feature of LawHelp involved partnerships with the Louisiana Civil Justice Center, which provided the initial group of site navigators, with Pro Bono Net, which provided technical support and training for both supervisors and chat navigators.

The Louisiana Bar Foundation (LBF) supported the client and advocate sites. The LBF has provided \$10,000 for two years running and \$11,500 this year. The Louisiana Bar Foundation also provided \$2,500 in 2008 for a document assembly programmer to work on computer-generated self-help resources for the LawHelp site, also noted below.

VI. Financial and in-kind support for the web site

The Statewide Website project was begun by New Orleans Legal Assistance, which merged with Southeast Louisiana Legal Services at the close of 2002. For that reason, in-kind

contributions are here referred to as those of SLLS, even if they might apply to the pre-merger New Orleans Legal Assistance. Going as far back as January 2003, SLLS has invested more than \$300,000.00 of its own resources during the period from 2003 through July 24, 2008.

The first and second Website grants were \$49,900 and \$25,000 respectively, amounting to \$74,900. To help it develop the Statewide Website Project, SLLS has also received \$50,000 from the New York Community Trust, and \$31,500 from the Louisiana Bar Foundation, representing \$10,000 a year for two years and \$11,500 this year. The Bar Foundation also provided \$2,500 in 2008 for a document assembly programmer to work on computer-generated self-help resources for the LawHelp site. The outside contributions from the New York Community Trust and the Louisiana Bar Foundation exceed the amount of the first and second TIG grants by \$9,100.

TIG, SLLS and outside funding for the Statewide Websites (SWWS) covered the salary cost for the website developer, who was followed by a full-time website coordinator. These funds also paid for the associated overhead and fringe benefits for the website coordinator, as well as for any associated software and hardware needed to create and maintain the SWWS. These funds supported travel to training events and conference attendance fees for the website coordinator and other staff involved with the SWWS.

VII. Major lessons and recommendations

This section is based on the experiences of the current statewide website coordinator, as well as those of Rowena Jones, a previous statewide website coordinator and currently managing attorney of the Employment and Benefits Unit of New Orleans Legal Assistance, an office of the grantee SLLS.

As discussed earlier, one of the most important lessons learned while building the LawHelp client site for Louisiana is the importance of having a sound template to work from. Louisiana chose to use the LawHelp template developed by Pro Bono Net, and that decision paid off on many levels. The most obvious benefit is that the template eliminated the need to design the site from scratch. The template also provided easy tools for populating the site with data.

Louisiana's choice of the LawHelp template also helped with site recognition and branding. When soliciting stakeholders and their participation, Louisiana could show that it is part of a strong nationwide network of online legal information resources for low-income people. The branding factor may increase visitor confidence and perhaps steer visitors familiar with other LawHelp sites to Louisiana's client site.

SLLS also learned the value of having a strong network of public interest advocates to draft and edit resources for the site, and to provide input regarding the substance of the site. A number of organizations contributed and continue to contribute material to the site. These contributions help Louisiana LawHelp to remain relevant to its target population, even though it can be challenging to secure contribution from these partners in during this post-Katrina period, when the time and resources of advocates statewide are taxed.

One of the major lessons learned about the creation of a client site is that it is important for the host organization to identify a relatively narrow field of substantive topics to populate with resources at the beginning. The initial time investment for resource development is significant, especially those drafted wholly by a legal services provider or other justice community member. For this reason, it is difficult to populate a broad range of legal subject areas from the start.

Focusing on a smaller group of initial areas allows for greater breadth and depth of the resources populating those areas on the site. From there, the host program can expand the range of subject areas to develop resources while continuing to add resources to the areas already on the site.

It is important for grantees to bear in mind that staged development of substantive areas on client sites can influence usage statistics. Visitors may be drawn to topics with the greatest number of resources. As the number of resources added to a client site evens out over time among various subject areas, usage numbers may become a more reliable barometer of the actual information needs of site visitors.

The grantee also learned that it is important to sustain a focus on development of “plain English” resources from the start. This can be tough to do, given the pressure to post resources to the site as soon as possible. Grantees must balance this concern against the long-term benefits of focusing on plain English resources, and must strive to edit material submitted by partner organizations and stakeholders without disheartening those who contribute material to the site.

Along these lines, the grantee has learned that seemingly minor adjustments to the client site can have a major impact on how visitors use the site. The grantee posted online tutorials in how to use the site to show visitors how to take advantage of all LawHelp features. The grantee also clarified the names of important links and highlighted key resources (like the online legal program directory) to make them easier for the public to recognize and to use.

Grantees elsewhere can also learn from SLLS’ experience regarding the value of stakeholders. Stakeholders provide much-needed perspective and insight regarding various ways to approach site creation and continued development. SLLS learned that the library community is a critical resource, and the grantee is boosting its outreach efforts to increase the client site’s visibility in this community and has engaged members of this community to participate as stakeholders.

The grantee has also taken on other ambitious projects to increase the visibility of the client site. These include a rural outreach campaign by an Americorps*VISTA member secured under the auspices of the CTC VISTA Project.

SLLS is also pressing forward with its document assembly work. The grantee has targeted resources for programming. SLLS has secured a law student programmer, who is currently focusing on housing self-help materials.

With regard to the LiveHelp program, the grantee learned once more that a limited launch is preferable. It is also important to try to factor in ways to make any new program self-sustaining. This is particularly true if it is unclear what resources may be available to sustain a new service, like LiveHelp.

For these reasons, the grantee's outreach program is aimed to sustain itself once the VISTA's term is over, because the VISTA will demonstrate the site to librarians and other community members who in turn will be able to promote the site and encourage its use by members of the public.

One of the greatest challenges any grantee faces is to encourage and to sustain participation from justice community organizations statewide. To the extent the grantee can demonstrate that the additional time and energy devoted to website resource development translates into a benefit for the stakeholder and justice community as a whole, this goal will be easier to achieve.

Encouraging participation is an ongoing goal for the grantee with regard to the advocate site. One lesson learned from the grantee's experience with the advocate site is that it is relatively easy to encourage advocates to join the site. On the other hand, advocate site members are likely to remain passive site users unless they realize that the vitality of the site depends in part on their own contributions, such as submission of calendar events as well as briefs and other resources for the practice library. Recognizing this issue, SLLS is planning to create outreach or reminder tools, such as periodic newsletters or alerts, to encourage site members to play a more active role in using and in contributing to the site.

The grantee also discovered the importance of forging a strong bond with the state bar association. The Louisiana State Bar's Access to Justice Committee has proven to be an invaluable partner in providing support and insight regarding the development of the client and advocate sites. In addition, the LSBA hosts many events of interest to the justice community. The advocate site is a portal for publicizing these events. This online calendar is an attractive feature of the site for advocates, who can see at a glance what is happening in the justice community for a given time period.