This workshop was held at the 2017 Equal Justice Conference in Pittsburgh, Pennsylvania

Title:
Big Ideas: The Future of Pro Bono

Presenters:
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This session will envision how pro bono legal services delivery systems might develop over the next five, ten or more years. Attendees will start by examining where pro bono is today as a component of fully engaged legal services models and then, in facilitated small group discussions, will consider innovative approaches in technology, policies and regulations, client-centered approaches, community engagement, program operations and more.
Big Ideas: The Future of Pro Bono

This session was held to envision how pro bono legal services delivery systems might develop over the next ten years. Attendees heard brief presentations about where pro bono is today as a component of fully engaged legal services models and then, in facilitated small group discussions, considered innovative approaches in technology, policies and regulations, client-centered approaches, community engagement, program operations and more.

Presenters/Facilitators: Kevin Curnin, Sharon Goldsmith, Mark O'Brien, Eve Runyon, Steve Scudder, Joe Sullivan, Witold "Vic" Walczak

Ideas Generated by Session Attendees

<table>
<thead>
<tr>
<th>Problems/Challenges/Priorities</th>
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<tr>
<td>Highlights:</td>
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<tr>
<td>- Not identifying legal needs with data</td>
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<td>- Not using compelling stories to promote cases to volunteers</td>
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<td>- Law firms unwilling to do pro bono in particular areas of need (e.g. family law)</td>
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<td>- Definition of pro bono has not kept pace with changing legal services delivery landscape</td>
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<td>Others:</td>
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<tr>
<td>- Lack of pro bono expertise on poverty law cases</td>
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<td>- Self-defeating pro bono messaging</td>
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<td>- Competition between the legal services communities and private bar – lack of empathy</td>
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<td>- Lack of awareness of resources</td>
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<td>- Lack of flexibility in non-traditional legal services models</td>
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<td>- Engaging the rural private bar is challenging</td>
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<td>- Lack of judicial support for limited scope representation – courts inflexible</td>
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<td>- Lack of innovative mentorship</td>
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<td>- Value of pro bono reporting and similar policy models is unclear</td>
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<td>- Declining law school enrollment</td>
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<td>- Aging and retiring lawyer population – the baby boomers</td>
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<td>- Not clear about role of pro bono in closing the justice gap</td>
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<td>- Funding for legal services, generally, is limited – more needed</td>
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<td>- Deeper integration of pro bono into legal services delivery system</td>
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<td>- Broader community partnerships are needed</td>
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<td>- There are too many silos – no collective strategic vision</td>
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<td>- Standardization and simplification of forms [rural/courthouse/self-help] is needed</td>
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Solutions

Highlights:
- Utilize single, unified recordkeeping and access to minimize (for applicant and program) client intake and to maximize access to legal need analysis.
- Develop a corporate and law firm fund for “rural” fellowships – part of job to enlist more local lawyers
- Promote and nurture service provider collaborations, e.g. APBCO Impact projects

Others:
- Enhance use of technology to better match attorneys to programs/cases
- Clarify rules on limited scope allowing lawyers to do what they’re good at
- Rework pro bono models – e.g. incubators
- PB messaging should show impact – what can be accomplished
- PB messaging to young lawyers should focus on skill development
- Rebrand the definition of “law” on a macro level
- Message “impact” by creating more client to volunteer thank you approaches – cards, emails
- Expand program messaging over social media and other tech strategies
- Recognize the importance of recognition – find as many strategies as possible
- Create a pro bono business model
- Implement mandatory pro bono rules within employment contexts
- Utilize outreach and community engagement activities with bar associations and additional non-lawyer stakeholders
- Change 50 hour aspirational rule to mandatory requirement
- Pressure medium and small firms to do more pro bono
- Have urban county bar associations push out services to rural areas
- Use experienced large firm lawyers to “mentor” younger legal services lawyers
- Promote “legal services” clinical programs in law schools
- Redefine pro bono professional conduct rules to strengthen and clarify hours, definition of “persons of limited means” and types of service. (e.g. CO draft rule)
- Remove restrictions on government attorney pro bono
- Develop direct service partnerships with advocacy groups (ACLU, L4GG, Appleseed et.al.)
- Develop pro bono partnerships with non-lawyers, spreading pro bono to all professions
- Promote pro bono as part of a larger societal value of giving back to make a difference
- Build holistic pro bono models with non-legal wrap around services
- Build technological tools to streamline referrals (Paladin, Florida Pro Bono Matters)
- Develop professional school partnerships – law, business, medical, social work et.al.
- Utilize telephone hotline models that enable triage, information, referrals with pro bono fully integrated into the system (e.g. CARPLS)
- Develop multi-directional referral networks: legal services to firms, firms to legal services, agency to agency and more
Expand pro bono within medical-legal partnerships – law schools, law firms, bar associations – and fully engage with community service providers

Create support for community lawyering pro bono programs

Create/use technology to track lawyer skills/interest across broad areas of need

Identify new strategies for engaging pro bono for policy and advocacy changes

Rethink mandatory pro bono in law firms and corporate law departments

Expand use of non-lawyer professionals: paralegals, IT experts, accountants, social workers and others

In rural areas, consider regional intake systems and build technology options for self-help and referral

Utilize real people or artificial intelligence to provide more personal, spoken help

Capture the energy and commitment of millennials: in law schools, as they join firms, as public interest attorneys, and through incubators

Ensure that pro bono is fully integrated into Access to Justice Commission discussions and planning

Expand use of urban law firm pro bono into rural areas

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What are your reactions to these lists? Do they seem to be pushing into the future? What ideas do you particularly like? What ideas are missing?

Send your thoughts to: steve.scudder@americanbar.org.