This workshop was held at the 2018 Equal Justice Conference in San Diego, California.

Title:
Beyond The Pro Bono Manual: Mobile-Centric Strategies To Engage And Support

Presenters:
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Changing trends in the nature of pro bono work, user expectations, and adoption of mobile devices are driving the need to rethink what types of recruitment tools and substantive resources are most effective for volunteers. At the same time, technology is allowing legal aid programs to provide more comprehensive support to volunteer attorneys in "on the go" settings such as clinics, outreach settings, and in court. In 2017, several new LSC-funded initiatives launched in response to these trends and opportunities. Panelists will highlight new, mobile-first volunteer engagement tools, online settlement checklists, practice toolkits and other technologies that make it easier for volunteers to take on or increase their pro bono work. We will share feedback from volunteers that informed the development of these tools and opportunities for replication.
Beyond The Pro Bono Manual: Mobile-Centric Strategies To Engage And Support Pro Bono Attorneys

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Brief Description:
Changing trends in the nature of pro bono work, user expectations, and adoption of mobile devices are driving the need to rethink what types of recruitment tools and substantive resources are most effective for volunteers. At the same time, technology is allowing legal aid programs to provide more comprehensive support to volunteer attorneys in "on the go" settings such as clinics, outreach settings, and in court. In 2017, several new LSC-funded initiatives launched in response to these trends and opportunities. Panelists will provide live demonstrations of new, mobile-first volunteer engagement tools, online settlement checklists, practice toolkits and other technologies that make it easier for volunteers to take on or increase their pro bono work. We will share feedback from volunteers that informed the development of these tools and opportunities for replication.

Program Goals (what you will learn):

1. Learn about various options for helping their pro bono volunteers take on or increase pro bono work
2. Learn about best practices for developing such materials
3. Learn about opportunities for replication

Topical Outline:

I. Why are mobile-optimized tools important for pro bono attorneys?
II. Review of recent developments in mobile-optimized tools for pro bono attorneys
   a. Mobile optimized redesign of probono.net
   b. Guides and checklists
   c. Toolkits

III. Discussion of the mobile tool development process and lessons learned
   a. Needs assessments
   b. Focus groups
   c. Key stakeholders
   d. Working with a designer

IV. What happens after you’ve built it?
   a. Outreach strategies
   b. Getting feedback and buy-in

V. Now it’s your turn! Discussion of replication strategies

Notes:

Bibliography & Website Links:

1. https://massprobono.org
2. https://www.vlpnet.org
3. https://www.projusticemn.org
4. https://www.probono.net/ny

Please submit outlines no later than April 6, 2018 to ejcmaterials@nlada.org.