

Tech Summit Minutes

December 6, 2013
Louisiana Bar Center

Participants:

Adriana Linares, Moderator
Louise Bienvenu, AidsLaw
Sascha Bollag, Greater N.O. Fair Action Housing Center
Shannon Dosemagen, Public Laboratory
Matthew Hamey, Phelps Dunbar
Abid Hussain, Hussain Law
Greg Landry, Acadiana Legal Service
Marilyn Lopez, Acadiana Legal Service
Mark McCarley, NoAids Task Force
Judson Mitchell, Loyola University School of Law
Lisa Stansky, Southeast Louisiana Legal Services

Access to Justice staff:

Linda Johnson
Monte Mollere
Jonathan Rhodes
Michael Schachtman

After an introduction of the Tech Summit and goals, to improve communication to clients and the local community and judiciary and to assist legal non-profits to improve productivity in the face of decreased funding and fewer staff, invited participants introduced themselves and gave a brief background of their work. The group focused on two general areas of technology use: improved communication via social media and user technology training.

1. **COMMUNICATION** **a. SOCIAL MEDIA**

Members agreed that social media is a great way to increase communication and boost public awareness. As the group began to discuss various social media options, Shannon noted that each type of social media has its own audience or constituency; each provides different information to different communities. For example, an email list is for committed person interested in getting the information; Facebook is an outward facing tool that informs about happenings within your community/world and used to provide information about new events, accomplishments and news about related public interest stories. Twitter or Facebook can link to a program's website, the information portal, to provide more in-depth information than can be provided on social media. Adrianna agreed that a program's social presence should be anchored by their website.

Concerns were raised about the use of social media by programs with limited resources. Greg questioned how or if the programs will dedicate resources/talent to setup and maintain social median resources on an on going bases. He also questioned what financial justification is made to convince directors to dedicate resources/talent to social media. Monte explained that the Bar Foundation is in the process of rolling out a campaign with the LSC programs to raise the public's awareness of their role using social media so we will be a support in their effort. Another member suggested that Linda add younger attorneys to this group from the legal non-profit programs who may have more interest and familiarity with social media.

To assist programs in setting up social media site(s), Adriana suggested this group put together a source for best practices and guidelines to give programs an easy and mostly free way to get started. Shannon suggested that this group send out a recommendations document and advise

that these social media/application options which we will train on; it facilitates standardization of applications. The recommended applications will get people thinking about it and they will know that these technologies will be the focus of training scheduled for next year.

Although further discussion is needed, members identified the following information that may be helpful to programs:

1. List of recommended applications and social media options to standardize on and consider whether we want to include suggestions such as have 2 internet browser available to use
2. We can also include a list of tech competencies that everyone should have to know such as how to:
 - a. Convert a document to pdf
 - b. Basic word processing skills
 - c. Basic spreadsheet skills
 - d. Setup email on your phoneWe give them something to start with and they can modify, for instance if they wanted to add basic Prime skills they could do that on their own.
3. Toolkits for a basic website and social media platforms which we think are the most important- Facebook, Twitter, YouTube, Google+ and RSS feeds to allow people to link to the website. Lisa asked that, along with toolkits, how-to guides with written materials using screenshots be added. The following ideas were mentioned:
 - a. List for communication options
 - b. Social media
 - c. Email management
 - d. Document sharing
 - e. Collaborative document sharing tool
 - f. Web chat or video chat-WebRTC- browser agnostic/devise agnostic and doesn't use a 3rdP server
 - g. PDF manipulation tool/converter- Adobe is incorporated into Word
 - h. Word/Google docs
 - i. PC/Mac applications
 - j. Video cameras
 - k. Scanning documents- standard 300 dpi & orient all pages the same way; consider whether ocr is needed; if your scanner doesn't have capacity, then need pdf manipulation tool
 - l. Shared calendar- via exchange and other products
 - m. Shared conferencing- GoToMeeting, Skype, electronic meetings
 - n. Program staff should be on and contributing to probono.net/la and have forms & information about your program's services on louisianalawhelp.org
 - o. List of resources to be aware of such as TechSoup; GCFLearnFree, Gifts in Kind and NTen

Abid questioned how do we track the effectiveness of the toolkits? We do not want to put a lot of energy into this if they are not used. Where will these be posted; can we get a stat view? It would be nice to know who is taking the information. As far as toolkits and materials, he asked if this group is making a commitment to update materials. Members agreed to put the materials in webpage on the ATJ website and not as pdfs so they can be easily updated.

b. INTERNAL COMMUNICATIONS

To develop a list of communication tools, materials should include not only the technology but also the preliminary requirements to each technology. For example: With Google+, a profile must be created; Skype- must create an account; Join.me does not require an account but a user must be willing to download/install an applet on their computer. Abid strongly advocated for Google and its progenies based on the benefits it provides. For example, Google+ allows for sharing screens and sending audio and allows up to 10 people interacting although more can simply watch. Abid said that most solo and small firms are most productive when fewer tools used, their level of difficulty is low, and how well they integrate makes working easier, therefore, Google docs, spreadsheets, google presentations helps him to be more productive; backups are automatic and available to a user on any device; calendaring and shared calendars is easy and integrated

Judson pointed out that with modern browsers, video conferencing is readily available using webRTC. [www.webrtc.org; www.webrtc.org/demo; www.webrtc.org/faq] It gives person-to-person video conferencing capability and does not go through a 3rdP server; it is free and most browser supports the technology. Before the next meeting, members can test using webrtc since it is platform agnostic and then perhaps include that in the “List of 10 technologies.”

Shannon questioned how much attorneys could use Google chat, for instance, due to confidentiality concerns. As a HIPPA agency, Mike confirmed that his users are restricted from using Facebook, Google+, webmail, etc., as well as the free version of Skype because it is not HIPPA compatible.

2. TRAINING

A big request in the tech survey was training, mostly to help them use technology they already have more productively, especially Word, Outlook, etc. Members agreed lawyers will not watch tech videos but is that a generational thing? Greg said they do not get good participation with webinars. Lisa said staff will use documents with screenshots.

Members agreed to assist in planning a technology conference in a central location to include support staff as well as attorneys and have hands-on training as much as possible. The group will consider including level training to address the wide continuum of computer competence across the program staff. Mike said that NoAids Task Force is willing to host a training in New Orleans.

To address the real problem of people not knowing what they need, two suggestions were made: a listserv to ask technology how-to questions and a plenary conference session showing people how to do specific things in calendar, word, excel, etc., so they can see what applications are able to do to make them more efficient

Training topics may include:

1. Outlook and group calendaring
2. Tablet training was suggested as another topic; few LSC attorneys have a tablet; programs do not provide and staff cannot use them in lieu of a desktop or laptop. Shannon said her organization focuses their content for mobile devices.
3. Word and basic formatting

4. Excel basics and how to pull data out of Prime into Excel to manipulate it.

Members anticipate planning a 1 day Technology Conference with possibly 2 tracks and a road show to go around the state. We will survey to see how many groups are using Macs; GNOFHAC does as well as Advocacy Center

The following members agreed to bring a toolkit outline which will include instructions on how to setup, use, suggested types of good content for the respective social media site, benefits, potential risks and sample costs:

Website- Judson/Lisa to add content

Facebook- Adrianna

Twitter- Ernie

Google+ - Abid

Next meeting- Wednesday, January 29 from 12-1:00 p.m. via Google+

During the meeting, Abid created the ATJ Tech community and asked everyone to join the community.

Technology resources mentioned during the meeting:

MOOCS- massiveopenonlinecourses.com becoming more widely known and utilized. (Shannon)

Video conferencing is readily available using webRTC . [<http://www.webrtc.org>; www.webrtc.org/demo; www.webrtc.org/faq] (Judson)

Zoom.us is a subscription-based HD video conferencing service. Adrianna has used it at the Florida Bar; it has lots of security and may be an option to consider. It's HD video quality for \$10/mon/per user with up to 25 users. It records and you can do screen sharing and chat; it's a step up from Skype. (Adriana)

Lynda.com [<http://www.lynda.com>] is a subscription-based video training resource. (Adriana)

GCFLearnFree is a free video learning site [GCFLearnFree.org] which allows users to print out the tutorials for later reference. (Mark)

Potential Partnering opportunities:

1. An organization, Skills Share [www.skillsshare.net] focuses on digital and design concepts; a new group is opening on N.O. with plans to teach high school students; they might be a group we could partner with in the future. (Shannon)

2. Local technical schools with whom to partner because resources are the problem- perhaps an intern to partner with and maintain content on the social site so that actual staff wouldn't have to devote attorney time. There is content constantly being created by others which is relevant to our communities that others in our community should know about. The intern could aggregate the information with suggestions for the social media site and then add it upon approval.